

## **Canadian Roundtable for Sustainable Beef Names Where Food Comes From, Inc. as Independent Certification Body for Certified Sustainable Beef Framework**

### **WFCF One of First Two Approved Certification Bodies Approved to Conduct Audits of Canadian Beef Producers and Processors**

CASTLE ROCK, Colo. – November 26, 2018 – Where Food Comes From, Inc. (WFCF) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced it has been approved by the Canadian Roundtable for Sustainable Beef (CRSB) ([www.crsb.ca](http://www.crsb.ca)) as one of the first two certification bodies for the CRSB's [Certified Sustainable Beef Framework](#).

WFCF will provide certification and assurance services on behalf of the CRSB to assess ranches and farms against the Sustainable Beef Production Standard and to assess beef processors against the Sustainable Beef Processing Standard. WFCF will also perform Chain of Custody audits for supply chains that source beef from Certified Operations in Canada.

In a related development, McDonald's Canada has become the first company to offer customers a portion of its beef sourced from CRSB Certified farms and ranches, and to display the CRSB Certification Mark.

"Having worked closely with the CRSB in developing the assurance protocols and requirements for the *Certified Sustainable Beef Framework*, we are well qualified to assist Canadian beef producers and processors who recognize the value in promoting sustainably-raised beef products," said Leann Saunders, President of Where Food Comes From.

"As a beef producer, I am pleased that Canadian farmers and ranchers now have the opportunity to be recognized for their commitment to a broad range of sustainable practices through a robust, credible certification process, and that the value chain is working collaboratively to drive demand for Canadian beef," said Greg Bowie, Co-Chair of the CRSB *Certified Sustainable Beef Framework* committee and beef producer from central Alberta.

#### **About Where Food Comes From, Inc.**

Where Food Comes From, Inc. is America's trusted resource for third party verification of food production practices. The Company supports more than 15,000 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, SureHarvest, A Bee Organic and Sterling Solutions units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Visit [www.wherefoodcomesfrom.com](http://www.wherefoodcomesfrom.com) for additional information.

## **CAUTIONARY STATEMENT**

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about industry leadership and demand for, and impact and efficacy of, the Company's products and services on the marketplace, are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the agricultural industry; the market for beef and other commodities; and other factors. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at [www.sec.gov](http://www.sec.gov).

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