



Retail Sales Data

VMMEAT ®

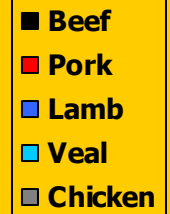
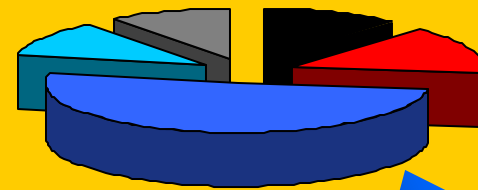
Effectively Managing Meat Data

Retail Sales Data Sequence

Retail Store Data



Client Sales Data



Fresh Look Marketing Sales Data

- Validate the scan data
- Aggregate the data into RMA's departments and categories
- Provide regional data



VMMEAT[®] System

Meat Solutions

- Provide dictionary-based classification system
- Classify the data
- Validate the data



VMMEAT ® System

Specifically designed for the meat industry



Terms:

- Chop
- Loin
- Boneless
- Ground

Regulation:

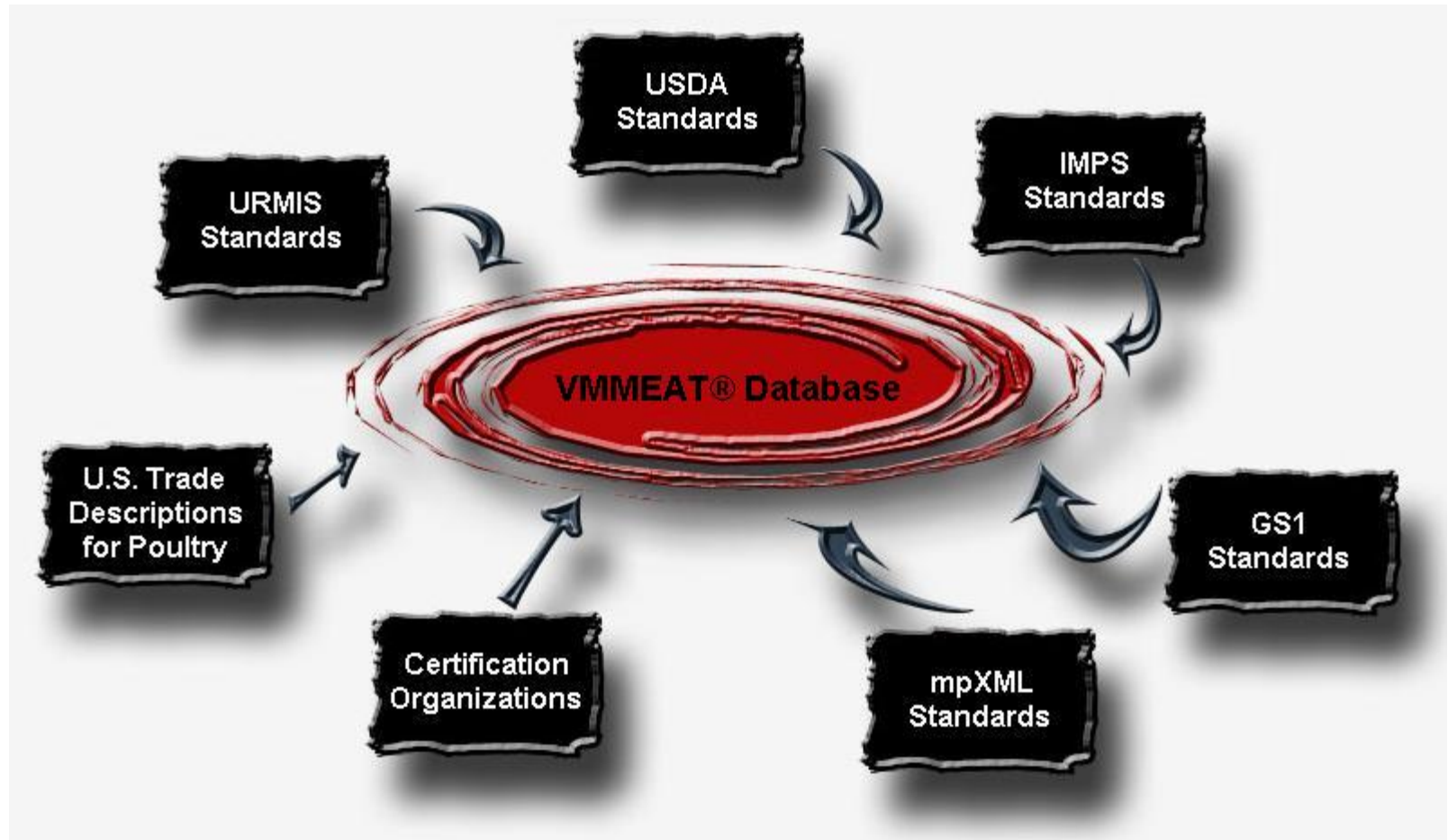
- Grades
- Claims
- Labeling
- Additives

Processes:

- Preservation
- Cooking
- Refrigeration
- Mechanical

VMMEAT ® System Standards

Is an extended information repository based on industry standards

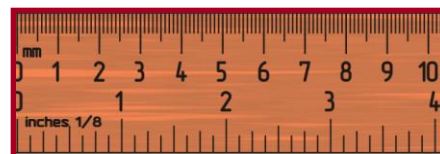


VMMEAT ® System Rules

Rules

A systematic method of creating and processing relationship rules that provide the tools necessary to insure data accuracy

VMMEAT ® Database Rules Example



Rule Group: Form/Shape - Ham
Rule Name: SubCat/Cuts/Rump+Form
Notes:

For items matching the following criteria:

Class	Pork	Maintenance	
Product Type	Prcssd/Prcssd	New Rule	Edit Rule
Category	Ham	Save Rule	Delete This Rule
Sub-category	Rump	Brand Character	
Form		Fabrication Mthd	
Bone State		Grade	
Cooked State		Breed Claim	
Preservation		Religious Claim	
Mech Process		Organic Claim	
Refer State		Prod Claim	
Package Size		Feed Claim	
Additions		Country of Origin	
Prim Additive		Yield Grade	
Cutting Std		Ext Fat Trim	

Apply the following rule:

Attribute: Form
Relationship: Is One Of
Values: Half Portion
Available Values: Ball, Bulk, Carcass, Chop, Chub, Cube, Forequarter, Hindquarter, Individual Muscle

☐ Allow Additional Values

Process Rules

Source to Validate: FLM Dictionary

☒ This Rule Only
☐ Rules in this Group
☐ All Rules

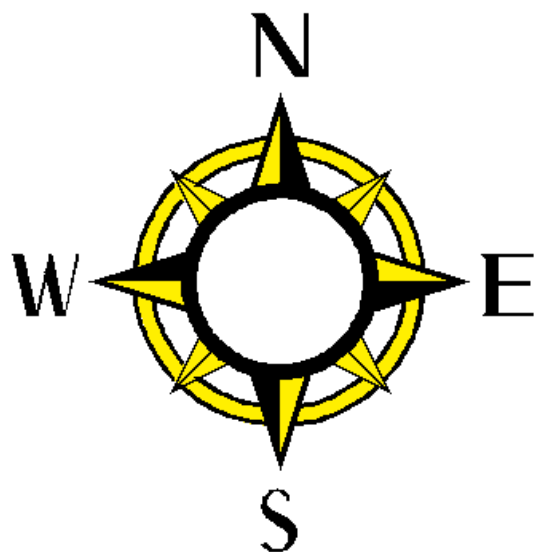
Process
Print Violations
Print Dictionary Item Counts

VMMEAT ® System Glossary

System glossary

Term - Class	Abbreviation	Synonym	Definition
Alligator	Algtr		Products from animals of the family alligator and genera mississippiensis or sinesis.
Antelope	Antlpe	Game	Products from animals of the genus antilocapra.
Beef	Beef	Cattle, Heifer, Steer	Products from mature animals of the genus Bos.
Boar	Boar	Wild Pig	Products from animals of the species sus scrofa.
Buffalo	Bufflo	American Bison	Products from animals of the species Bison bison.
Deer	Deer	Game, Venison	Products from animals of the family Cervidae.
Elk	Elk	Game	Products from animals of the species cervus canadensis.
Goat	Goat		Products from animals of the species Capra aegagrus.
Kangaroo	Kngroo		Products from animals of the genus macropus and genera rufus, giganteus, rufiginosus, or antilopinus.
Lamb	Lamb	Spring Lamb	Products from young animals of the genus Ovis.
Musk Ox	Musk Ox		Products from animals of the species ovibos moschatus.
Mutton	Muttn	Sheep	Products from mature animals of the genus Ovis.
Pork	Pork	Swine, Pig	Products from animals of the genus Sus.
Rabbit	Rbbt	Bunny	Products from animals of the species Oryctolagus cuniculus.
Snake	Snke		Products from animals of the suborder serpentes.
Veal	Veal	Veal, Calf	Products from young animals of the genus Bos.
Chicken	Chckn	Broiler, Fryer	Products from animals of the species Gallus gallus domesticus.
Duckling	Dcklng		Products from animals of the genera Anas or Cairina.
Geese	Geese	Goose	Products from animals of the tribe anserine and genera answer or branta.
Guinea	Gunea		Products from animals of the family Numididae and genera agelastes, numida, guttera, or acryllium.
Ostrich	Ostrch		Products from animals of the species Struthio camelus.
Partridge	Ptrdrg		Products from animals of the family Phasianidae and genera Perdix, Alectoris, Lerwa or Bambusicola.
Pheasant	Phsnt		Products from animals of the family Phasianidae and genera Phasianus or Chrysolophus.
Squab	Squab		Products from young animals of the species Columba livia.
Turkey	Trky		Products from animals of the species Meleagris gallopavo.

Standards



Provides
consistency

Rules



Provides
accuracy

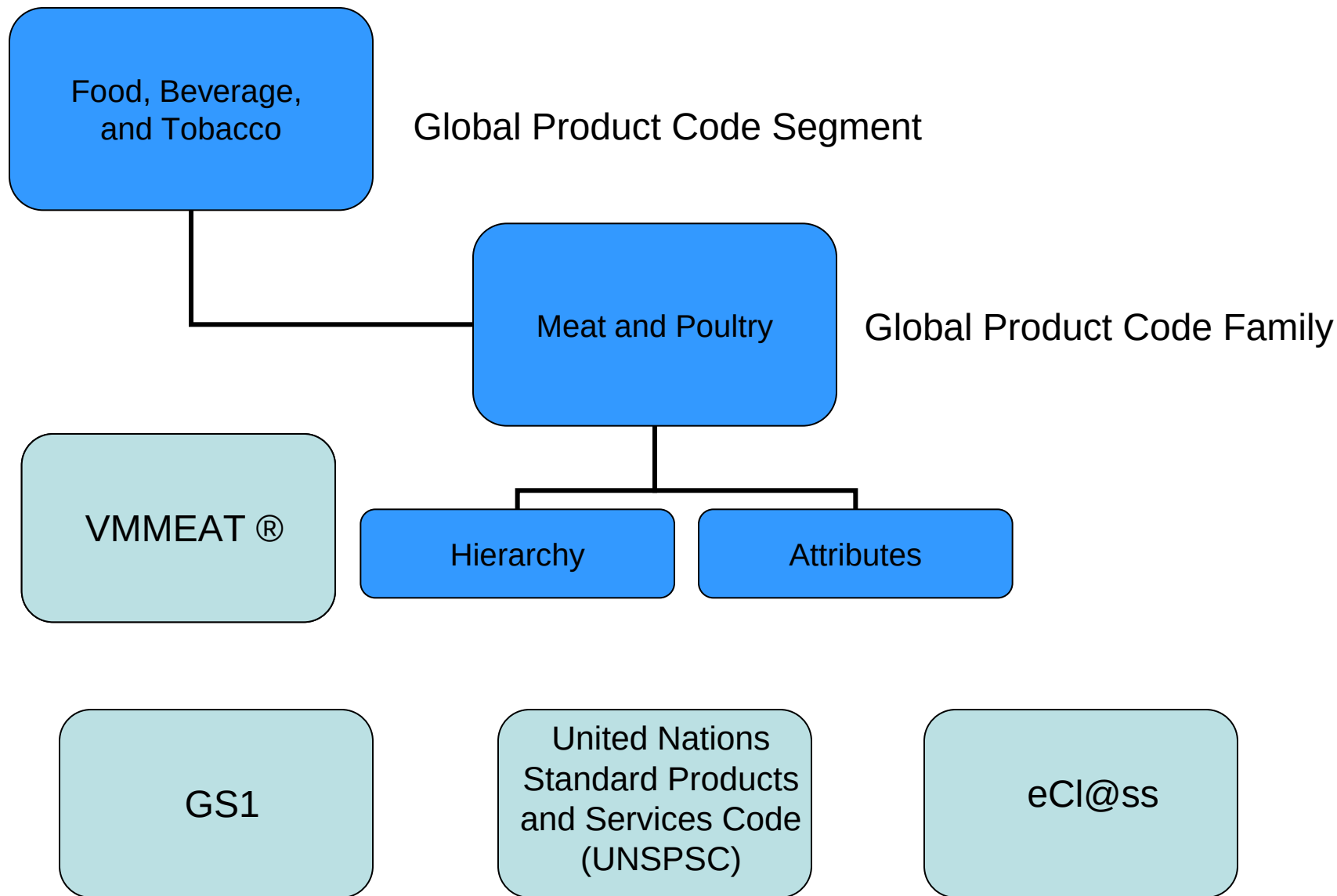
Glossary



Provides
Meaning to
Standards

VMMEAT ® System Scheme

VMMEAT ® Mirrors Global Classification Standards



→ VMMEAT ® System Principles and Structure

- Hierarchy that identifies the logical high-level groups of meat products, and at its lowest level provides the granular identity for groupings of items
- Attributes that identify specific property values
- A brand structure that incorporates the characteristics that differentiate brands

VMMEAT® System

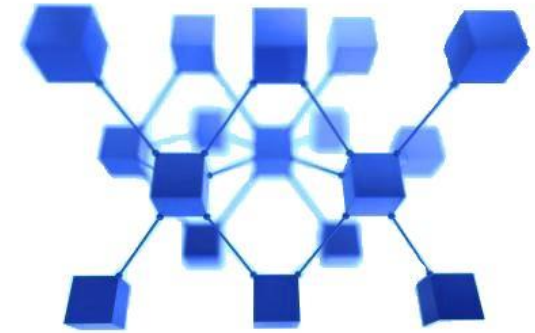
```
graph TD; A[VMMEAT® System] --- B[Hierarchy]; A --- C[Attributes]; A --- D[Brands];
```

Hierarchy

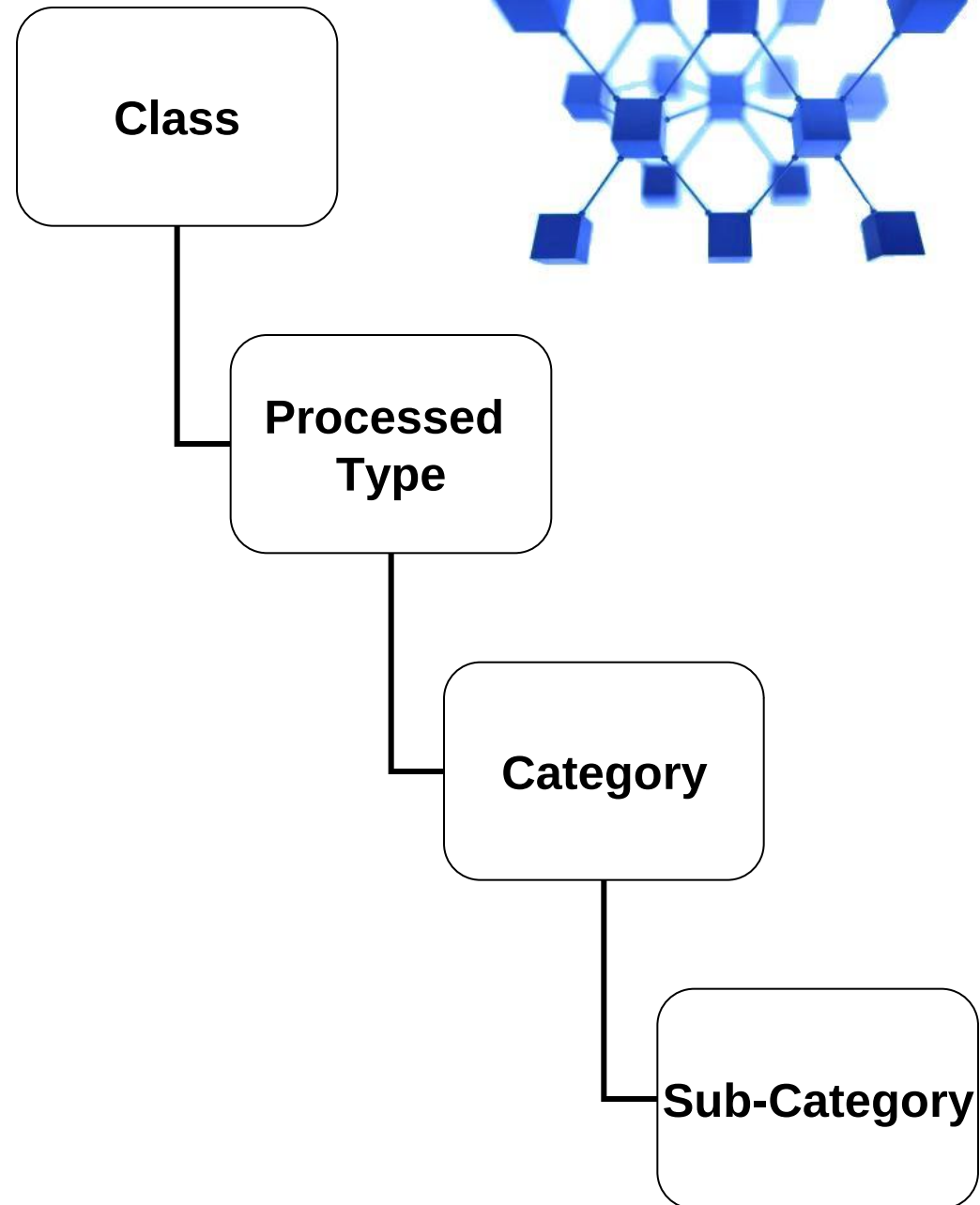
Attributes

Brands

VMMEAT ® System Hierarchy



- Based upon four main tiers
- Provides a systematic method of aggregating similar products
- Emulates the anatomical and processed composition of meat products
- Each level of the hierarchy is linked that provides data extraction from all levels
- Schema that arranges the data elements into logical established relationships



VMMEAT ® System Hierarchy

Class

What is it?

The top level grouping of meat products that are sold from retailers' meat departments in the United States

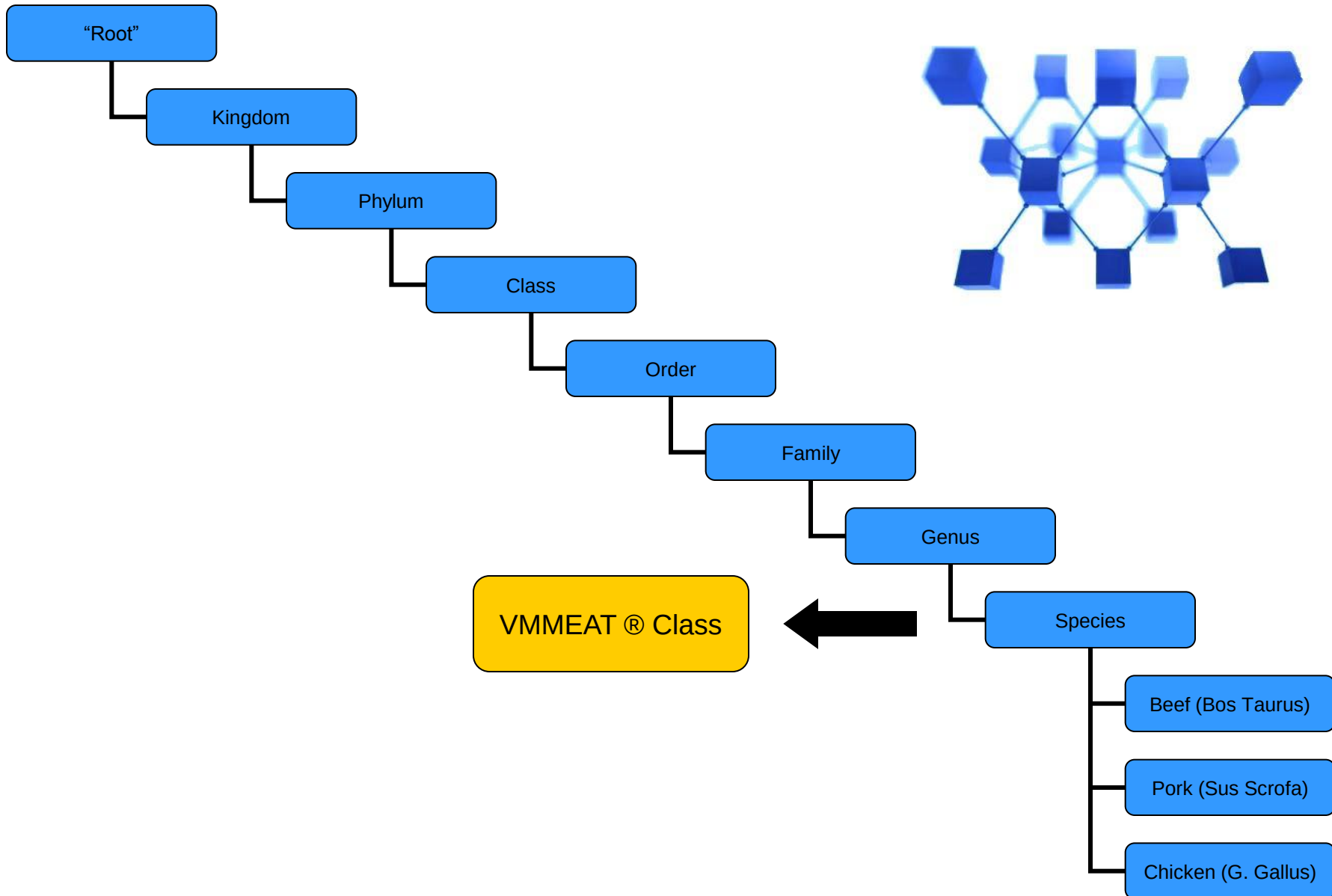
Class Basics

- Provides a top-level grouping by specie so industry segments can be evaluated
- Provides logical, uniform groupings of meat products
- Provides GPC family groupings for meat products

Class	Class Groups
Alligator	Meat
Antelope	Meat
Beef	Meat
Boar	Meat
Buffalo	Meat
Deer	Meat
Elk	Meat
Goat	Meat
Kangaroo	Meat
Lamb	Meat
Musk Ox	Meat
Mutton	Meat
Pork	Meat
Rabbit	Meat
Snake	Meat
Veal	Meat
Chicken	Poultry
Duckling	Poultry
Emu	Poultry
Geese	Poultry
Guinea	Poultry
Ostrich	Poultry
Partridge	Poultry
Pheasant	Poultry
Quail	Poultry
Squab	Poultry
Turkey	Poultry
Mixed	Various

VMMEAT ® System Hierarchy

Class is based on the scientific classification of species (Taxonomy science)



VMMEAT ® System Hierarchy

Processed Type

What is it?

The highest grouping of products by the general level of processing that the products have endured

Processed Type Basics

Two distinctive groupings:

- Minimally Processed
 - Meat products that have not been subject to any further manufacturing process such as being cooked, dried, cured, ground, or reformed. Products may be sliced, diced, or mechanically tenderized
- Processed
 - Meat products that have been subject to one or more further manufacturing processes such as being cooked, dried, cured, ground, or reformed

Processed Type
Minimally Processed
Processed

→ VMMEAT ® System Hierarchy

Category

What is it?

Traditional product groups that are anatomically based, interrelated and used in procurement, inventory control and meat case management functions

Category Basics

- Primal - groups of the basic major cuts into which carcasses and sides are separated
- Processed – ground, ham, sausage, and prepared products
- Offal - groups of organs and by-products that are not a part of the carcass

Category	Category Groups
Belly	Primal
Brisket	Primal
Chuck	Primal
Leg	Primal
Loin	Primal
Miscellaneous	Primal
Plate	Primal
Rib	Primal
Round	Primal
Shoulder	Primal
Ground	Processed
Ham	Processed
Prepared	Processed
Sausage	Processed
Broiler	Sub-Class
Cornish Hen	Sub-Class
Domestic	Sub-Class
Roaster	Sub-Class
Young	Sub-Class
Non-Meat	Various
Offal	Various

VMMEAT ® System Hierarchy

Sub-Category

What is it?

The smaller, closer-related sub-groups of the category hierarchy that are well-defined, substitutable and consumers have knowledge of

Sub-Category Basics

- Cut Groups - Smaller portions derived from meat primals
- Organs - Edible internal tissues and parts of meat animals
- Variety - Granular assortments of the processed categories

Sub Category	Sub Category Groups
Bacon	Bacon
78-84% Lean	Ground
85-89% Lean	Ground
Boneless	Ham
Center	Ham
Rump	Ham
Semi Bnls	Ham
Shank	Ham
Spiral	Ham
Whole Bl	Ham
Brain	Offal
Casing	Offal
Head	Offal
Heart	Offal
Hock	Offal
Jowl	Offal
Kidney	Offal
Lard	Offal
Tongue	Offal
Bologna	Prepared
Braunsweiger	Prepared
Franks	Prepared
Arm	Primal
Back Ribs	Primal
Blade	Primal
Center Cut	Primal
Eye	Primal
Fresh Side	Primal
Salt Pork	Primal
Sirloin	Primal
Sparerib	Primal
Tenderloin	Primal
Top Loin	Primal
Andouille	Sausage
Apple	Sausage
Banger	Sausage
Bockwurst	Sausage
Bratwurst	Sausage
Breakfast	Sausage

VMMEAT ® System Hierarchy

Sub-Category Possibilities - Ham

CLASS - Pork

PROCESSED TYPE - Processed

CATEGORY - Ham

Sub-Category Possibilities

Boneless

Rump

Shank

Center

Spiral

Canned

Semi-Boneless

Virginia

Seasoning

Ends

Mixed

VMMEAT ® System Hierarchy

Sub-Category Possibilities – Loin Primal

CLASS - Pork

PROCESSED TYPE – Minimally Processed

CATEGORY - Loin

Sub-Category Possibilities

Back Ribs

Blade

Center Cut

Cubed

Cubes

Loin

Mixed

Rib

Sirloin

Strips

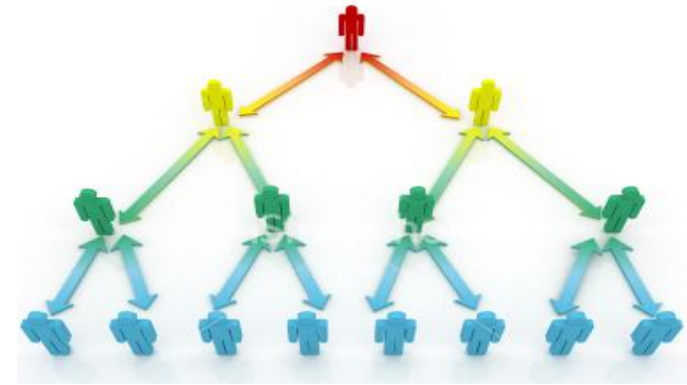
Tenderloin

Top Loin

Whole

VMMEAT ® System Attributes

- VMMEAT ® attributes describe all the essential properties for meat items
- Attributes fall into three groups:
 - Processed Attributes
 - Values for cooked, preservation and refrigeration
 - Item Attributes
 - Values for bone, forms, package sizes and cutting standards
 - Additive Attributes
 - Values for additional ingredients and solutions that are added to meat products



VMMEAT ® System Processed Attributes

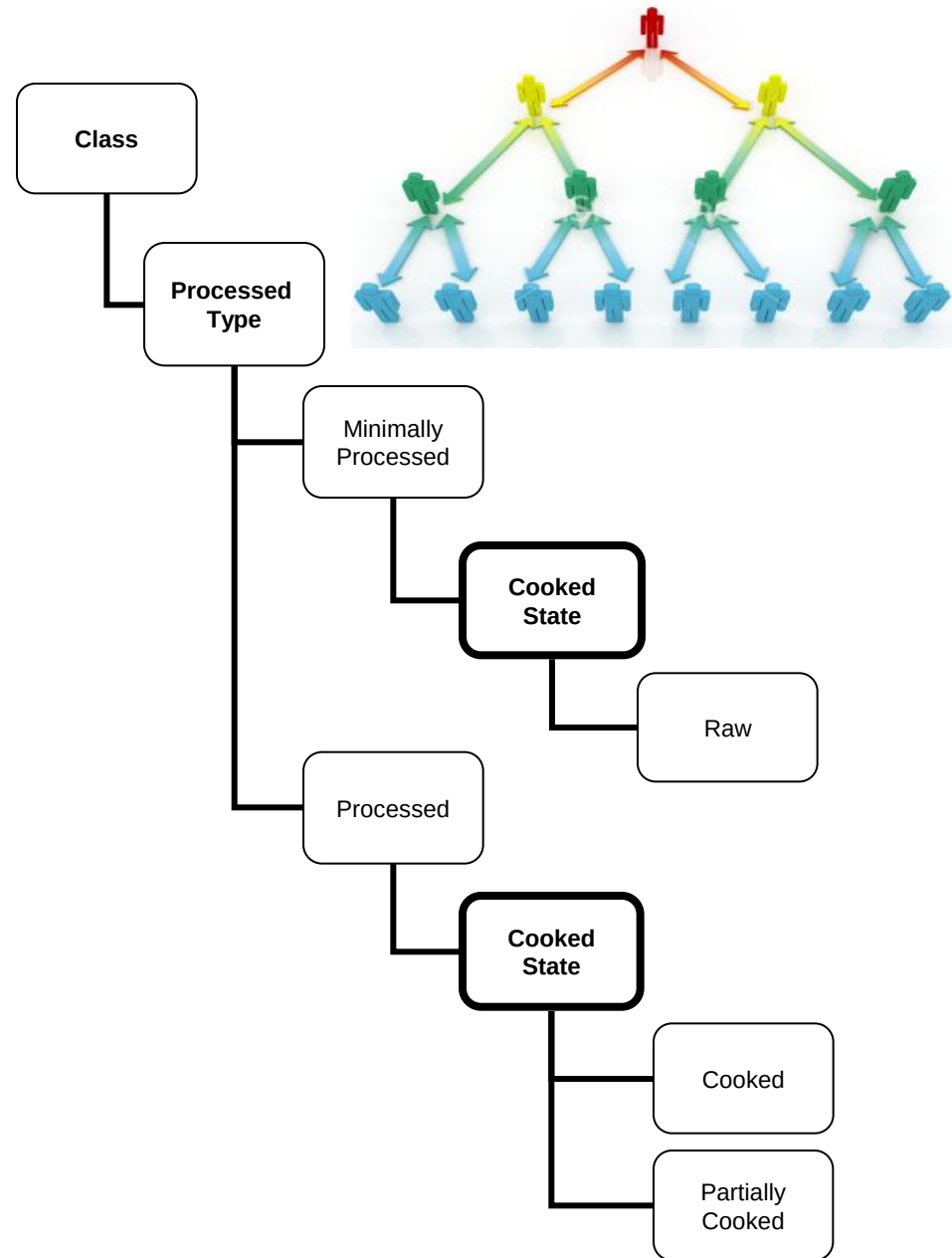
Cooked State

What is it?

Treatments involving the use of heat to preserve product quality and maintain wholesomeness

Example of Cooked State Values

Cooked State
Raw
Cooked
Partially Cooked



VMMEAT ® System Processed Attributes

Preservation State

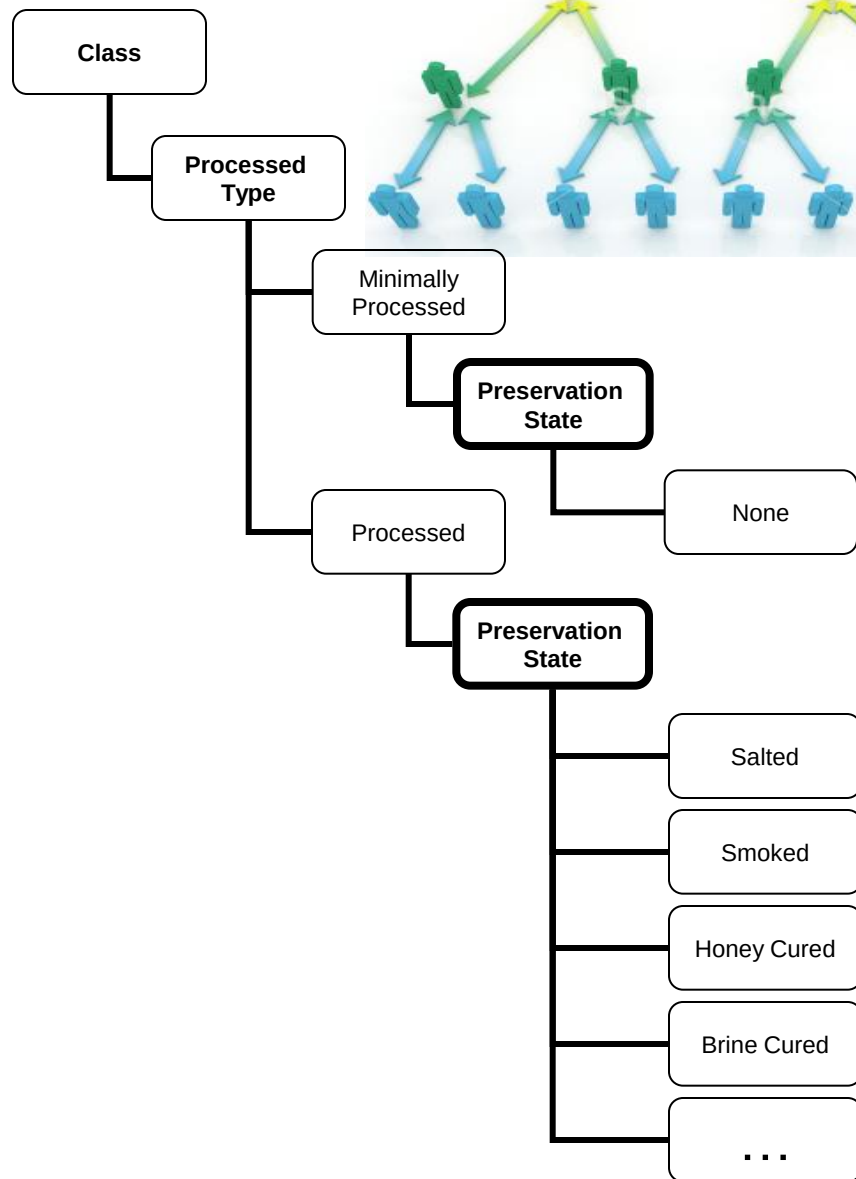
What is it?

Treatments other than those involving heat to preserve product quality and maintain wholesomeness

Example of Preservation State Values

Preservation State*
Smoked
Sugar Cured
Honey Cured
Brine Cured
Country Cured
Dry Cured
Salted
...

* Items may be assigned more than one value from the list of options



VMMEAT ® System Processed Attributes

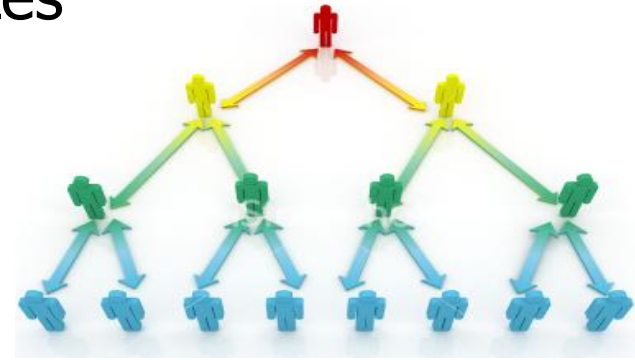
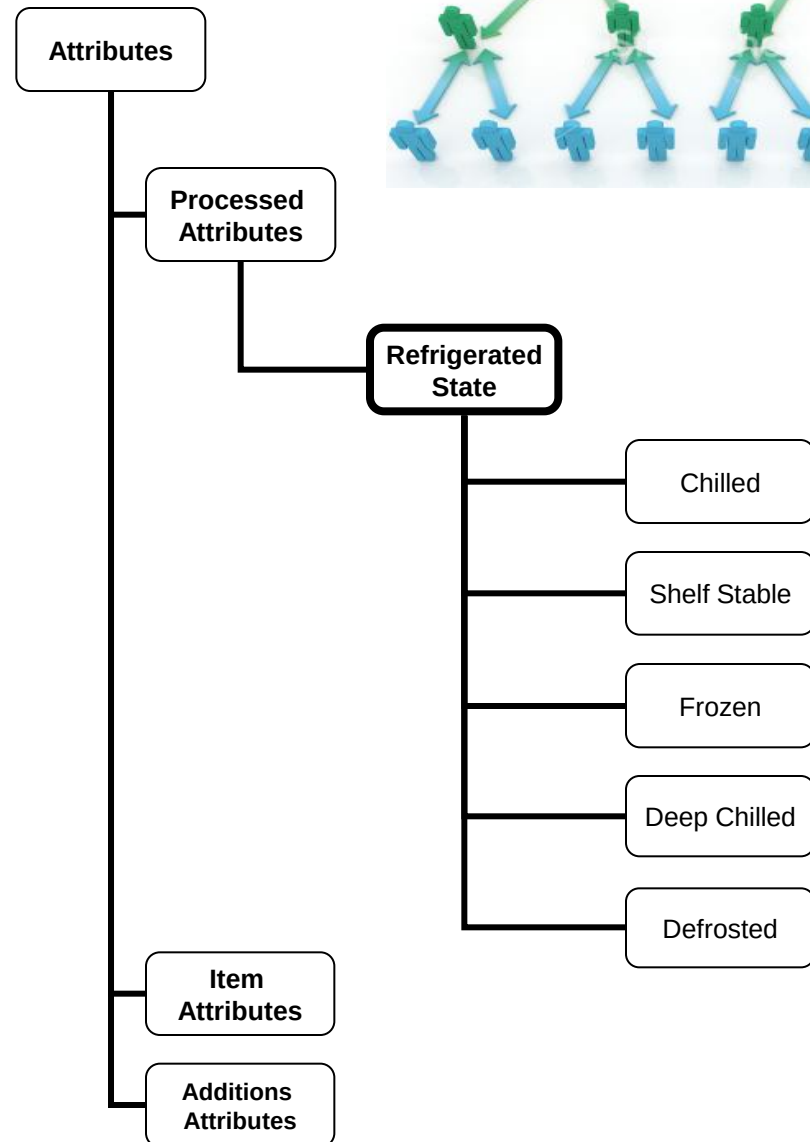
Refrigerated State

What is it?

The treatment involving the removal of heat to preserve product quality and maintain wholesomeness

Example of Refrigerated State Values

Refrigerated State
Chilled
Shelf Stable
Frozen
Deep Chilled
Defrosted



VMMEAT ® System Processed Attributes

Mechanical Process

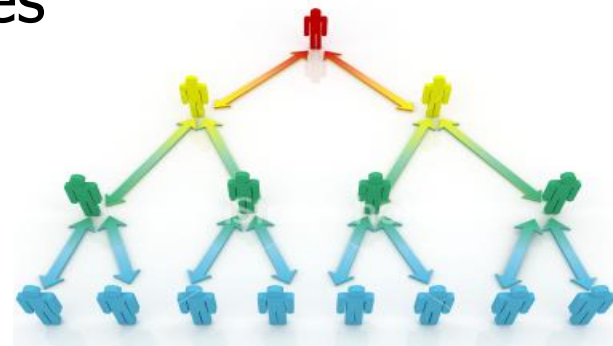
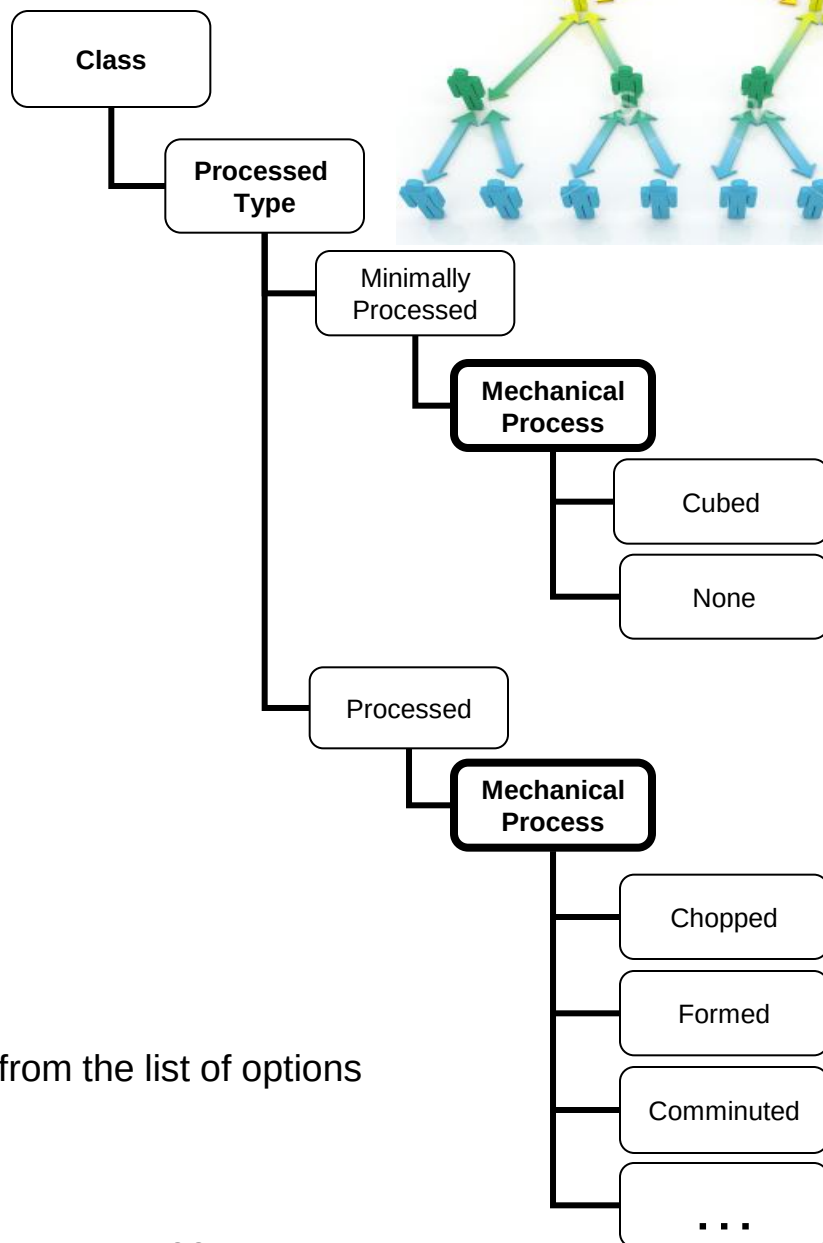
What is it?

Treatments other than those involving heat to tenderize the product, separate meat from fat, bone or non-meat, or alter the product size and appearance

Example of Mechanical Process Values

Mechanical Process*
Chopped
Cubed
Comminuted
Formed
...

* Items may be assigned more than one value from the list of options



VMMEAT ® System Item Attributes

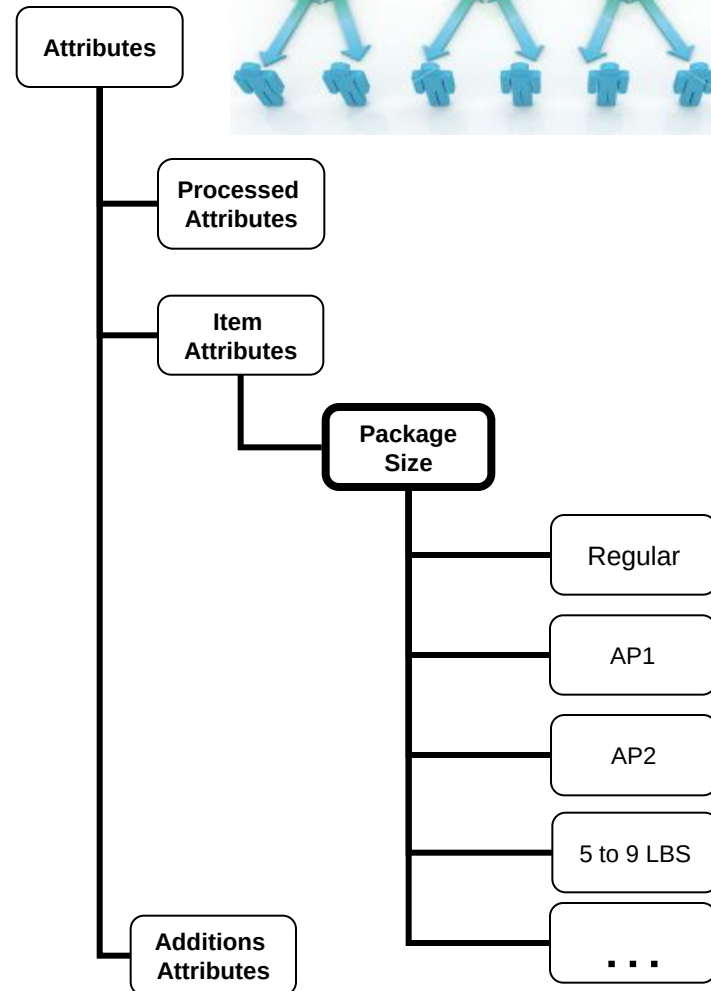
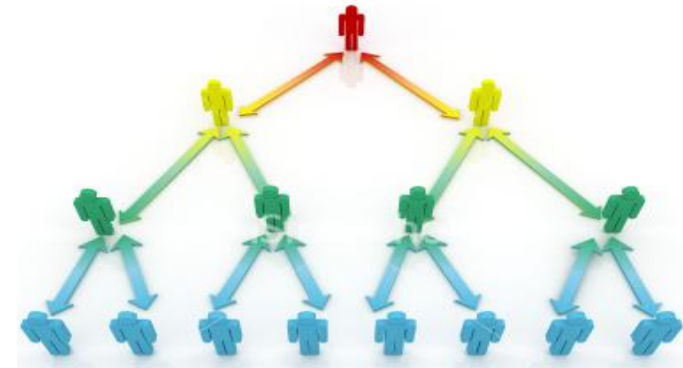
Package Size

What is it?

An item's value that identifies the size of the package that the item is sold in

Example of Package Sizes

Package Size
Regular
AP1
AP2
AP3
AP4
AP5
5 To 9 LBS
...



VMMEAT ® System Item Attributes

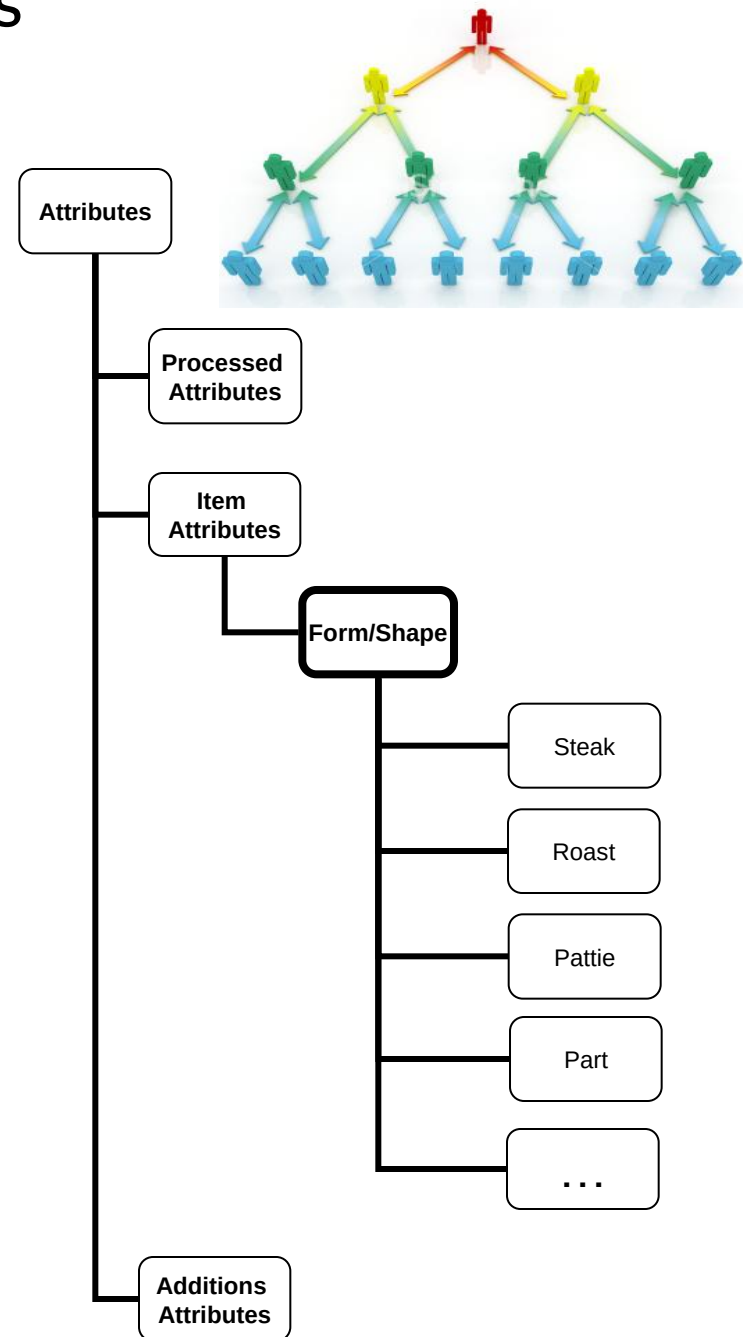
Form/ Shape

What is it?

The appearance of products based on established industry terms. Forms are terms for meat cuts based on anatomical skeletal structure from large to small. Shapes are terms used for processed and components of whole products

Example of Form/Shape

Product Form	Form Group
Carcass	Form
Forequarter	Form
Primal	Form
Wholesale Cut	Form
Sub-Primal	Form
Individual Muscle	Form
Steak	Form
Chop	Form
Cube	Form
Pattie	Shape
Chub	Shape
Link	Shape
Part	Shape
Whole	Shape
Quarter	Shape
...	



VMMEAT ® System Item Attributes

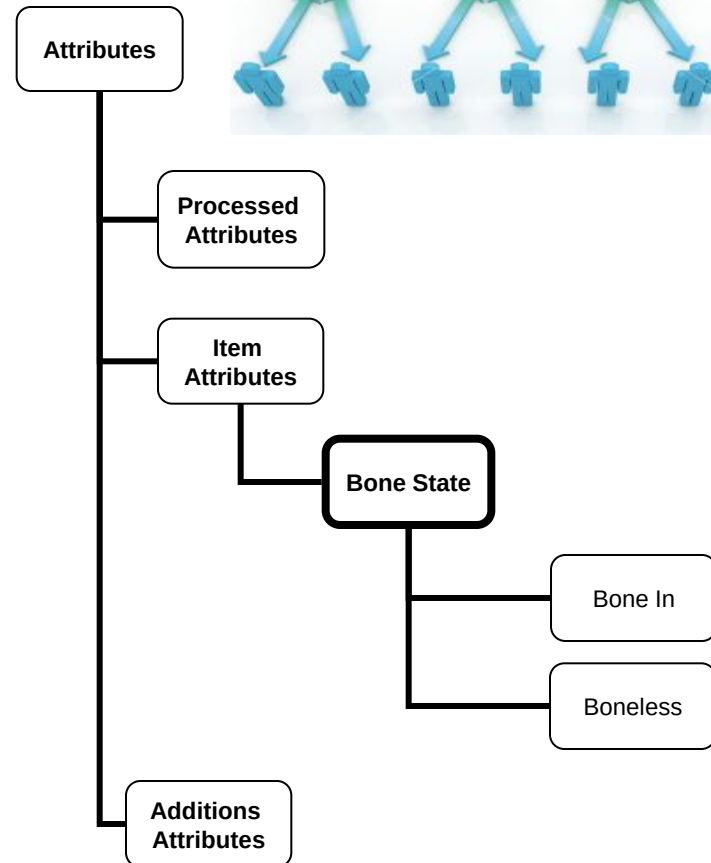
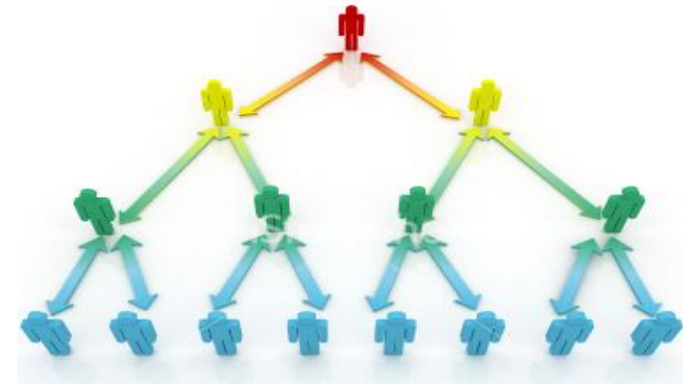
Bone State

What is it?

The presence or absence of bone in the product

Example of Bone State

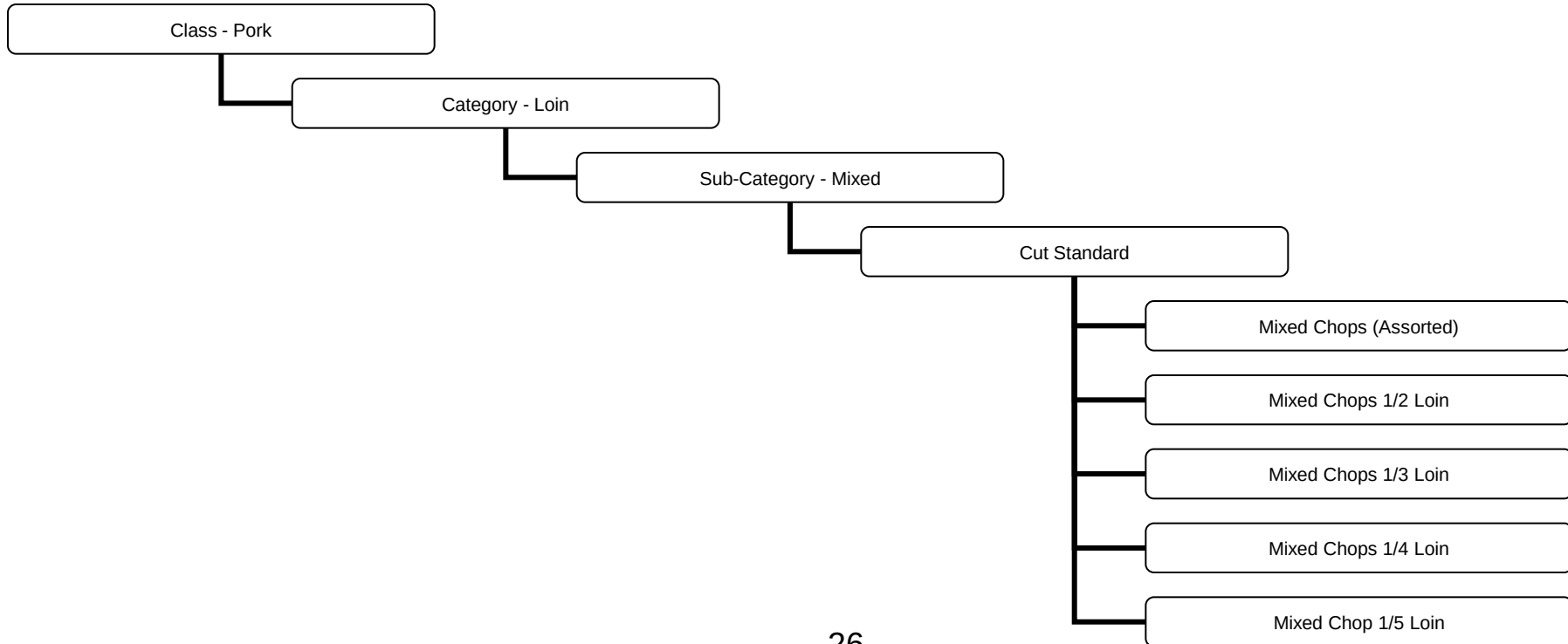
Bone State
Bone In
Boneless



VMMEAT ® System Item Attributes

URMIS Standard Cut Level Data

Species	Primal	Cut Group	Form Attribute	Bone Attribute
VMMEAT ® Class	VMMEAT ® Category	VMMEAT ® Sub-Category	VMMEAT ® Form	VMMEAT ® Bone State
Pork	Loin	Rib	Chops	Bone In
Pork	Loin	Sirloin	Chops	Boneless
Pork	Loin	Tenderloin	Roast	Boneless
Pork	Loin	Mixed	Chops	Bone In



VMMEAT ® System Additive Attributes

Additive Process

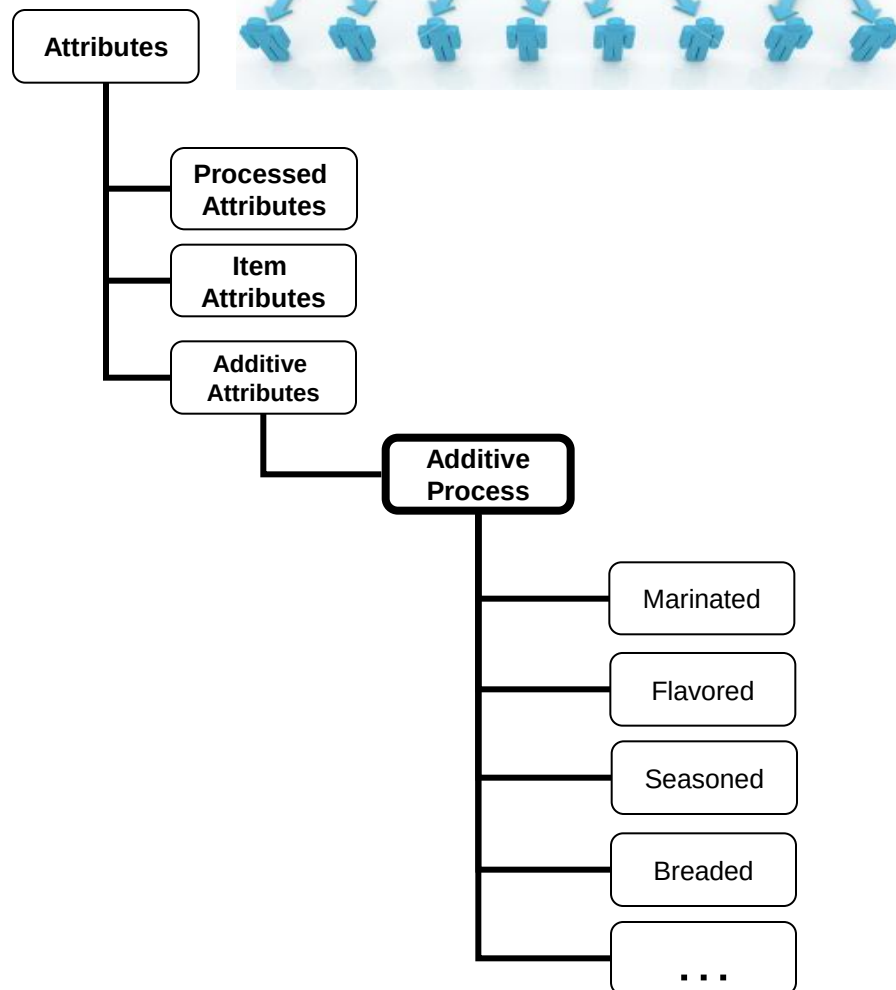
What is it?

Topical and soaking processes that add additional ingredients, convenience and appeal to meat products

Example of Additive Process

Additive Process*
Basted
Breaded
Stuffed
Flavored
Marinated
Sauce
Seasoned
Cheese
Vegetable

* Items may be assigned more than one value from the list of options



VMMEAT ® System Additive Attributes

Additions

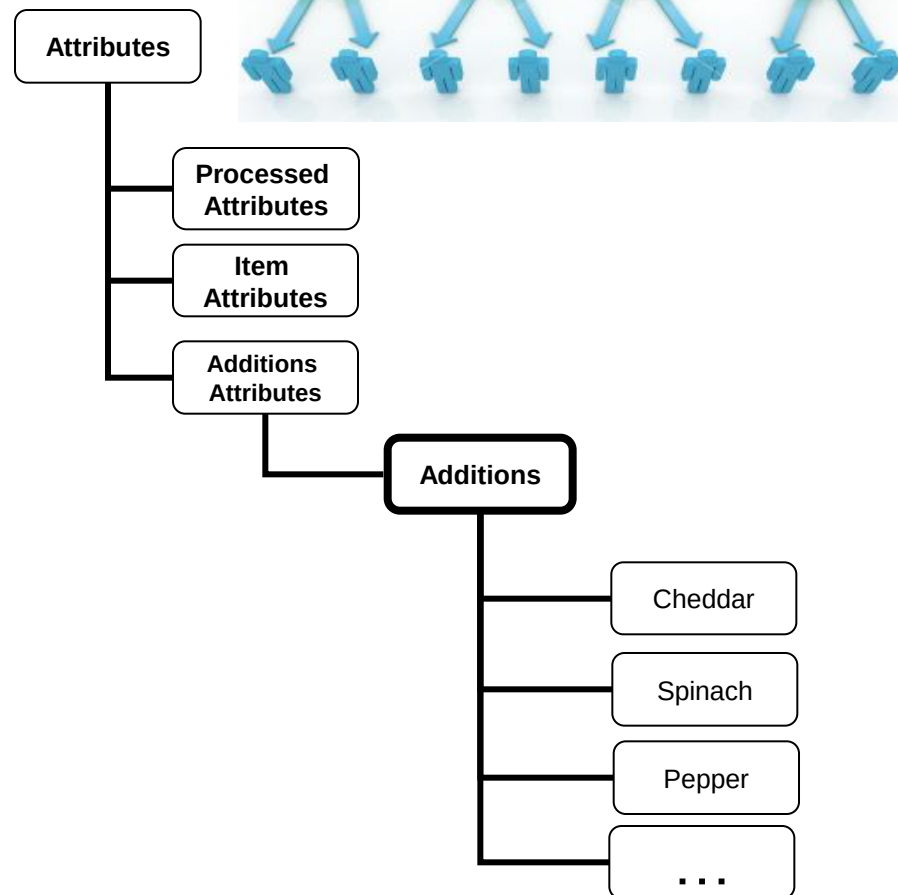
What is it?

More granular extension to the Additive Process that provides the identification of the actual addition

Example of Additions Values

Addition*	Addition Groups
Honey	Basted
Honey Dijon	Basted
Coconut	Breaded
Pecan	Breaded
Cheddar	Cheese
Hickory	Flavored
Mexican	Flavored
Bourbon	Marinated
Teriyaki	Marinated
Bacon	Other
Seafood	Other
Barbeque Sauce	Sauce
Pesto	Sauce
Garlic Spice	Seasoned
Lemon Pepper	Seasoned
Almond	Stuffed
Apple	Stuffed
Rice	Stuffed
Onion	Vegetables
Peppers	Vegetables
Tomato	Vegetables

* Items may be assigned more than one value from the list of options



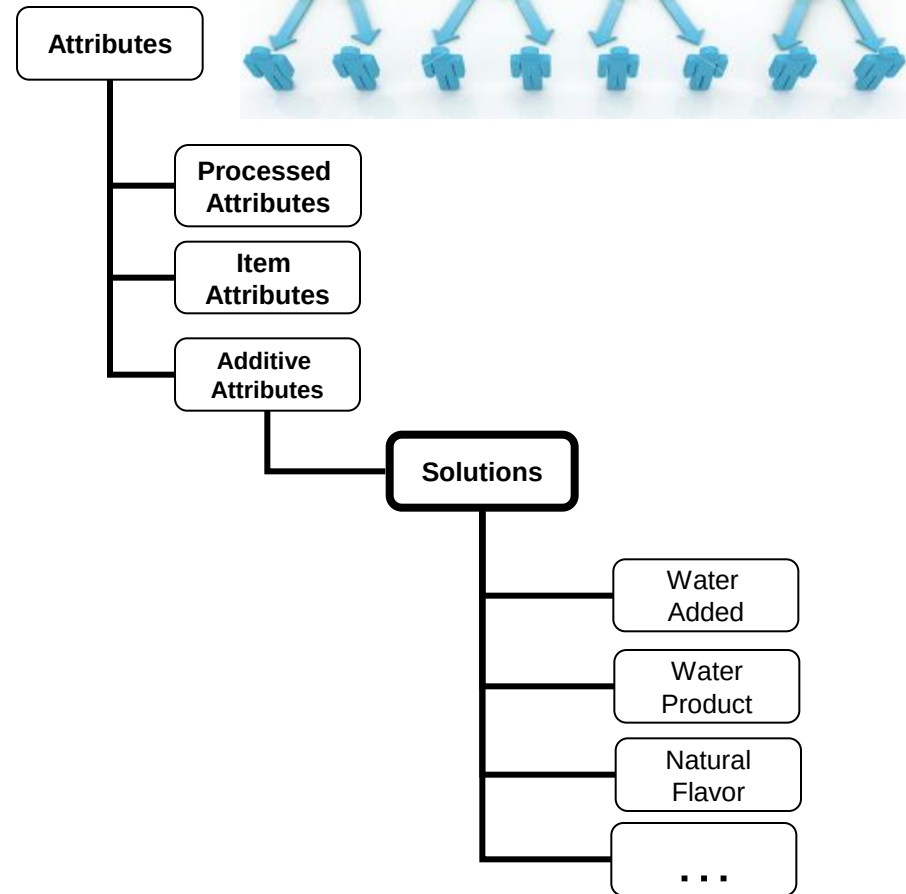
VMMEAT ® System Additive Attributes Solutions

What is it?

Liquid enhancers and curing accelerators that are applied by injection or tumbling

Example of Solutions Values

Solutions
Broth Flavor
Butter Flavor
Natural Flavor
Natural Juice
Potassium Lactate
Sodium Diacetate
Sodium Phosphate
Up to 10%
Up to 12%
Up to 20%
Up to 3%
Up to 30%
Up to 8%
Water Added
Water Product
...



VMMEAT ® System Brand Structure

Brand Structure Basics

- Systematic method of identifying brands
- Systematic method of identifying components that differentiate brands
- Brand characteristics that are normally controlled by a brand owner

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Brand Name

What is it?

Marketing name, symbol or logo that a brand owner gives products to distinguish it from its competition

Example of Brand Name Values

Brand
Coleman
Hillshire
Hormel
Laura's Lean
Armour
Tyson
Oscar Mayer
Honey Suckle
Angus Pride
...

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Breed Claim

What is it?

A brand characteristic that defines an animal's genetic breed

Example of Breed Claims

Breed Claim
Angus
Berkshire
Dorset
Hampshire
Hereford
Heritage
Kurobuta
Piedmontese
Southdown
Suffolk
Wagyu
...

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Grade

What is it?

The quality designation given to meat carcasses by The Meat Grading and Certification Branch of United States Department Of Agriculture

Example of Grade Values

Grade
USDA Prime
USDA Choice
USDA Select
US Number 1
Grade A
Grade B
Grade C
...

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

→ VMMEAT ® System Brand Structure

Religious Claim

What is it?

A brand characteristic that defines a standard or condition of the meat that is related to a religious belief

Example of Religious Claims

Religious Claim
Kosher
Kosher-Glatt
Halal
None

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Organic Claim

What is it?

Brand characteristic that defines the standard for certified organic production environment

Example of Organic Claims

Organic Claim
Organic
None

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Production Claim

What is it?

A brand characteristic that defines a standard or condition of the meat that is related to an animal's production methods

Example of Productions Claims

Production Claim*	Production Claim Groups
Dry Aged	Aging
Wet Aged	Aging
Certified Humane	Live Production
Domestic	Live Production
Free Range	Live Production
No Antibiotics Used	Live Production
No Feed Hormones	Live Production
No Hormones Used	Live Production
Not Detectable Antibiotics	Live Production
Not Fed Antibiotics	Live Production
Naturally Processed	Natural
Naturally Raised	Natural
Low Fat	Process Production
Low Salt	Process Production
No Gluten	Process Production
No Known Allergens	Process Production
No MSG	Process Production
No Nitrates	Process Production
No Nitrites	Process Production
No Soy	Process Production

* Items may be assigned more than one value from the list of options

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Feed Claim

What is it?

A brand characteristic that defines a standard or condition of the meat that is related to the animal's food diet

Example of Feed Claims

Feed Claim*	Feed Claim Groups
100% Vegetarian Diet	Fed
Grain Fed	Fed
Grass Fed	Fed
Milk Fed	Fed
No GMO's	Fed
No Pesticides Fed	Fed
Organic Feed	Feed
Vitamin E	Feed

* Items may be assigned more than one value from the list of options

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

Feed Claims

Value Added

VMMEAT ® System Brand Structure

Value Added

What is it?

Product processes that improves a brand's appeal by adding convenience and a lower cost. Processes are limited to those that are intended to be incorporated and identified as part of product.

Example of Value Added

Value Added
Enhanced
Self Basted

Brand Characteristics

Brand Name

Grade

Breed Claims

Religious Claims

Organic Claims

Production Claims

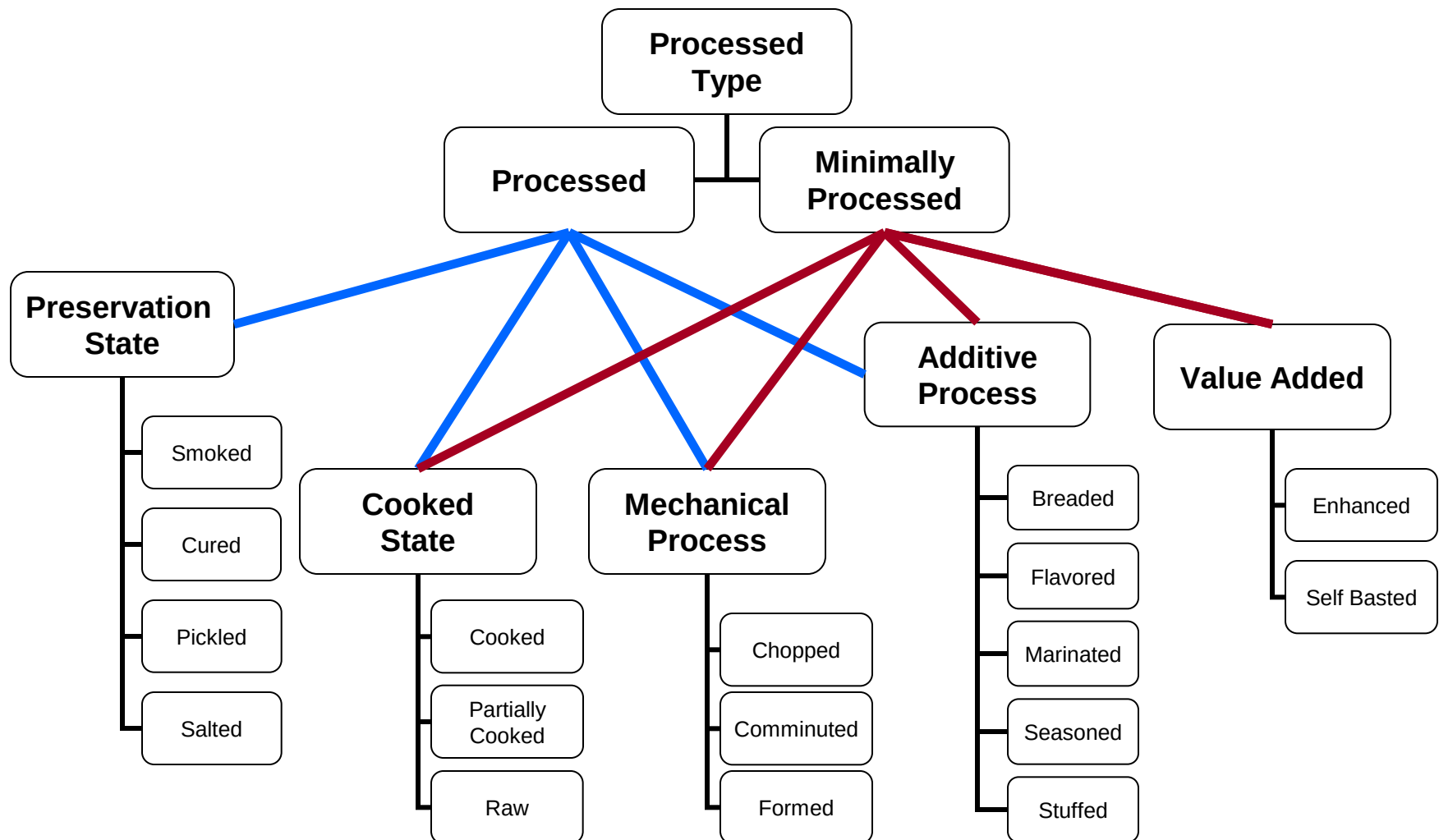
Feed Claims

Value Added

Additional Fields

- Country of Origin
 - Australia, Canada, Denmark, New Zealand, United Kingdom, United States
- Cutting Standards
 - Thick, Thin, Skinless, Split...
- Package Types
 - Vacuum packed, MAP, Bagged, Tray-packed
- Fabrication Method
 - Case Ready, Consumer Ready, Store Processed, Tray Ready

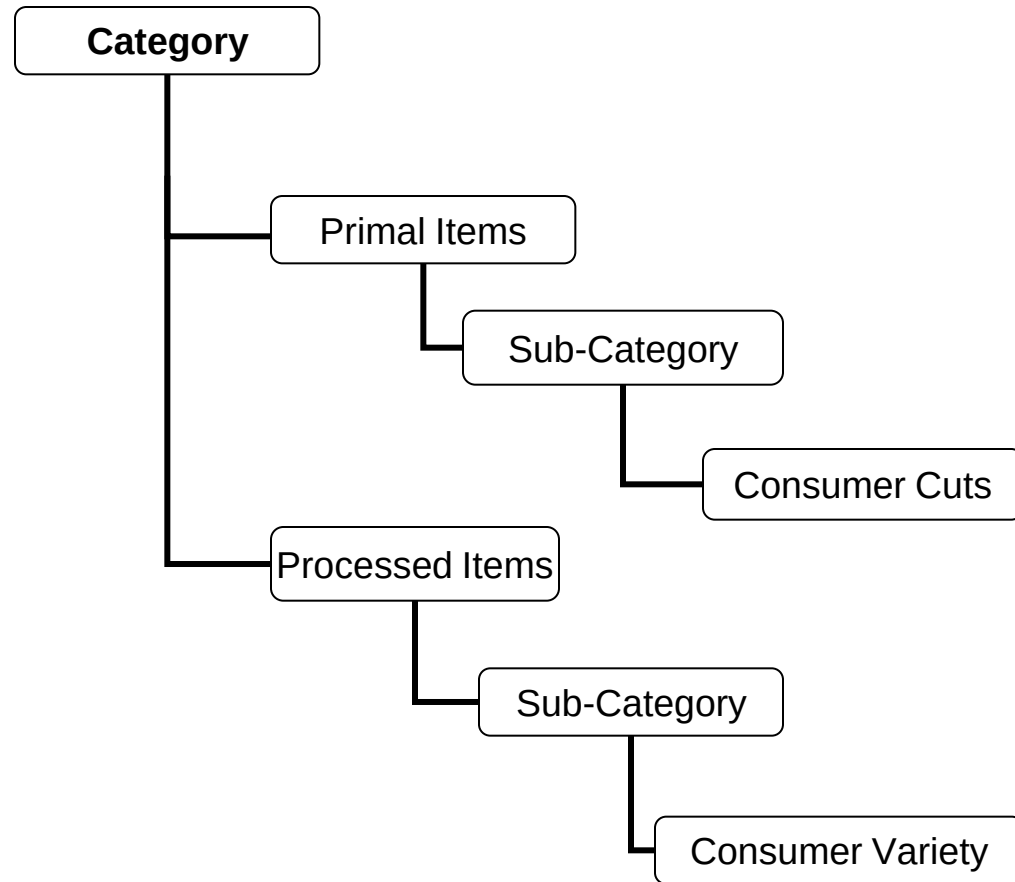
VMMEAT ® Processing Methods Scheme



Conclusion

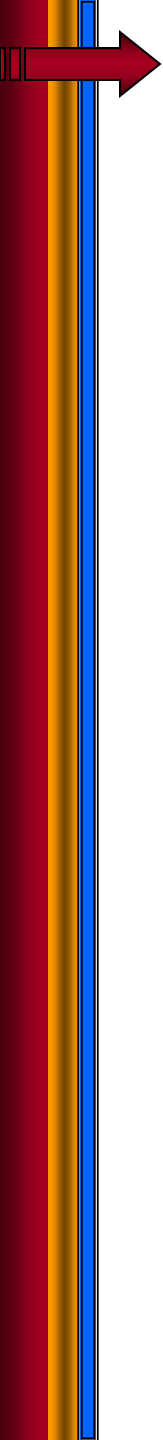
Category, Sub-Category Scheme

- The category provides the traditional product groups used for meat case management and procurement
- The sub-category provides the more granular closely related consumer product groups used for meat case management and consumer trending



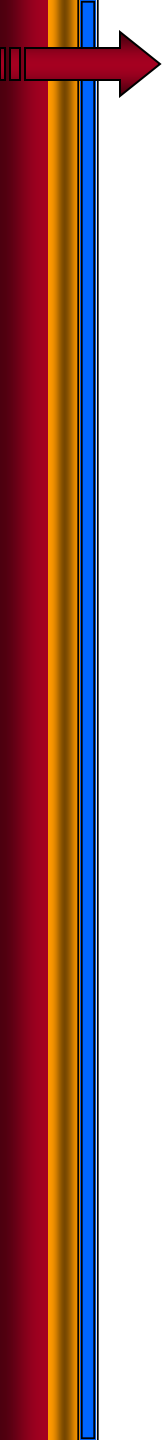
Conclusion

- Based on meat industry standards
- Provides over 1,000 hierarchy data groupings
- Provides over 10,000 data groupings
- Categories and sub-categories that provide the structure to make accurate comparisons and trending
- Sub-categories that provide 50 fresh meat groupings that provides accurate cut level data
- Over 30 sub-categories of sausage product varieties
- 25 sub-categories of prepared meat varieties
- 11 sub-categories of ham varieties
- Capability to provide data for cooked products
- Capability to provide data for products that have preservation properties
- Capability to provide data for all package sizes
- Capability to provide data for additions for further prepared meat products



Data Output

- Measures
 - Dollar Sales
 - Pounds
 - Average Price Per Pound
- Geography
 - Total US
 - 8 Regions
- Calendar
 - 2004 thru 2010 Year to Date
 - Annual
 - Quarterly
 - Monthly



Data Output

- Benchmarking
- Consumer Trends
- Marketing Opportunities
- Gap Analysis
- Demographic Analysis
- Share Percentages
- Increase/Decrease Evaluation

THANK YOU

MEAT SOLUTIONS LLC



“Advancing the meat industry through
standardization, technology and support.”