

BeefTek

Ganadería de Precisión



1. BUSINESS GOALS

1.1. INTRODUCTION

BeefTek project consists in the production of quality beef by using the most innovative DNA selection technology and specific protocols for the production, processing and marketing of each group of genetic potential (GGP).

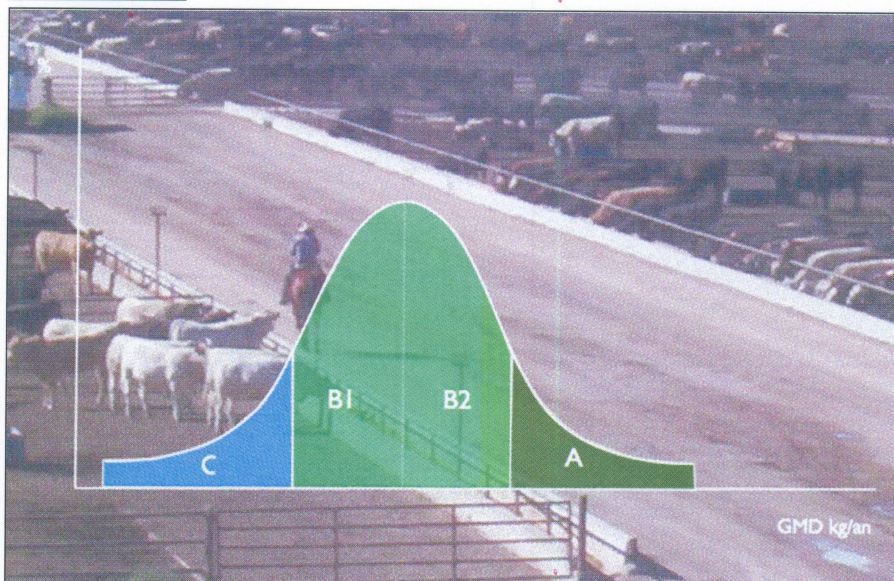
BeefTek "Precision Livestock Farming" technology allows an early identification of future animal performance and beef quality according to the following characteristics:

- **ADG:** Average Daily Gain
- **M:** Marbling
- **REA:** Rib Eye Area
- **T:** Tenderness

By this selection, 4 GGP can be identified as it is shown in Picture N° 1.

- **Animals A:** (High performance and Premium beef quality)
- **Animals B: B2 and B1** (Moderate performance y and good beef quality)
- **Animals C:** (Poor performance and beef quality)

Picture N° 1:





Early identification allows managing each GGP according to their potential in order to reach 3 different products aimed for specific exporting niches.

For this purpose our project is based in 3 different areas:

- **New technologies:** Proved DNA selection technology will be implemented as well as research in new lines such as Feed efficiency and Fertility that has been proven to be the main bottlenecks in cattle business.
- **Integration:** A consortium based on a new “business intelligence” software will be developed and managed by BeefTek. This new system will help producers apply the DNA selection programs and through economies of scale develop a new efficient and highly integrated beef chain.
- **New marketing concept:** Beef quality grading will be introduced in the Uruguayan beef market. Premiums will be granted to our partner-producers that had selected and produced through BeefTek selection programs and provided protocols. Additionally, strong marketing and branding processes will be supporting our beef-selling strategy.



2. PRODUCT DESCRIPTION

BeefTek Inc. has been working and refining DNA selection precision and profitability for several years. Its joint-venture businesses with BeefTek Ltda is aimed for producing a premium product including the finest selection technologies which makes US beef, the leading product in the world, with the Uruguayan “Natural Beef” touch providing the health and animal welfare image that our beef is very well known for.

Our ability to select animals allows us to produce each genetic group with a specific protocol. Our production process includes pasture breeding during most of calves’ lives with strategic feedlot stages in order to achieve most demanding quality standards in marbling and tenderness.

Uruguay is the first country in the world that has been able to fully integrate a National Traceability System so each and every animal can be tracked (through electronic chip tags) into its breeding process and origin. Furthermore, INAC (National Beef Institute) has been active in maintaining Uruguayan excellent health status and promoting a national Beef Program (PCNCU) including the most demanding standards in animal welfare and environmental care reaching more than 120 open export markets in 2013.

(http://www.inac.gub.uy/innovanet/macros/Home_INAC_4P.jsp?contentid=4018&channel=innova.net)

In essence our technology and production system allows us to provide:

- a) High animal performance
- b) Balanced approach (resources/animal potential)
- c) High share of value cuts (improving the margin of beef processing)
- d) Excellent and constant beef quality.
- e) Marketing differentiation (price and quality)
- f) Environment friendly production



3. TARGET CLIENTS

Our product is mostly aimed for high-end Restaurant, Hotel chains and Gourmet stores all around Europe, Asia and other markets. There is a growing demand for high quality beef and increasing regulations regarding animal welfare and environmental care. BeefTek is actually looking forward to start its beef exports in 2014.

4. SUMMARY

The company's business strategy does not rely on selling genetic services. On the contrary, it is an active partner at every stage of the beef chain. Producers are offered with a vast range of deals in which they can be included in BeefTek's programs in order to establish a dynamic and efficient supply chain.

BeefTek's main goal is to provide an entirely new beef business based on new technologies, integration and marketing solutions. BeefTek strategy relies on real integration grounded on common objectives that make our system unique.

Our strategy has been designed to offer exactly what local producers, feedlots and packers had been looking for. Every step of our primary process is strictly controlled in order to produce a premium product in a highly efficient fashion.

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