

Culver's®

Welcome to delicious.®



ALISON DEMMER

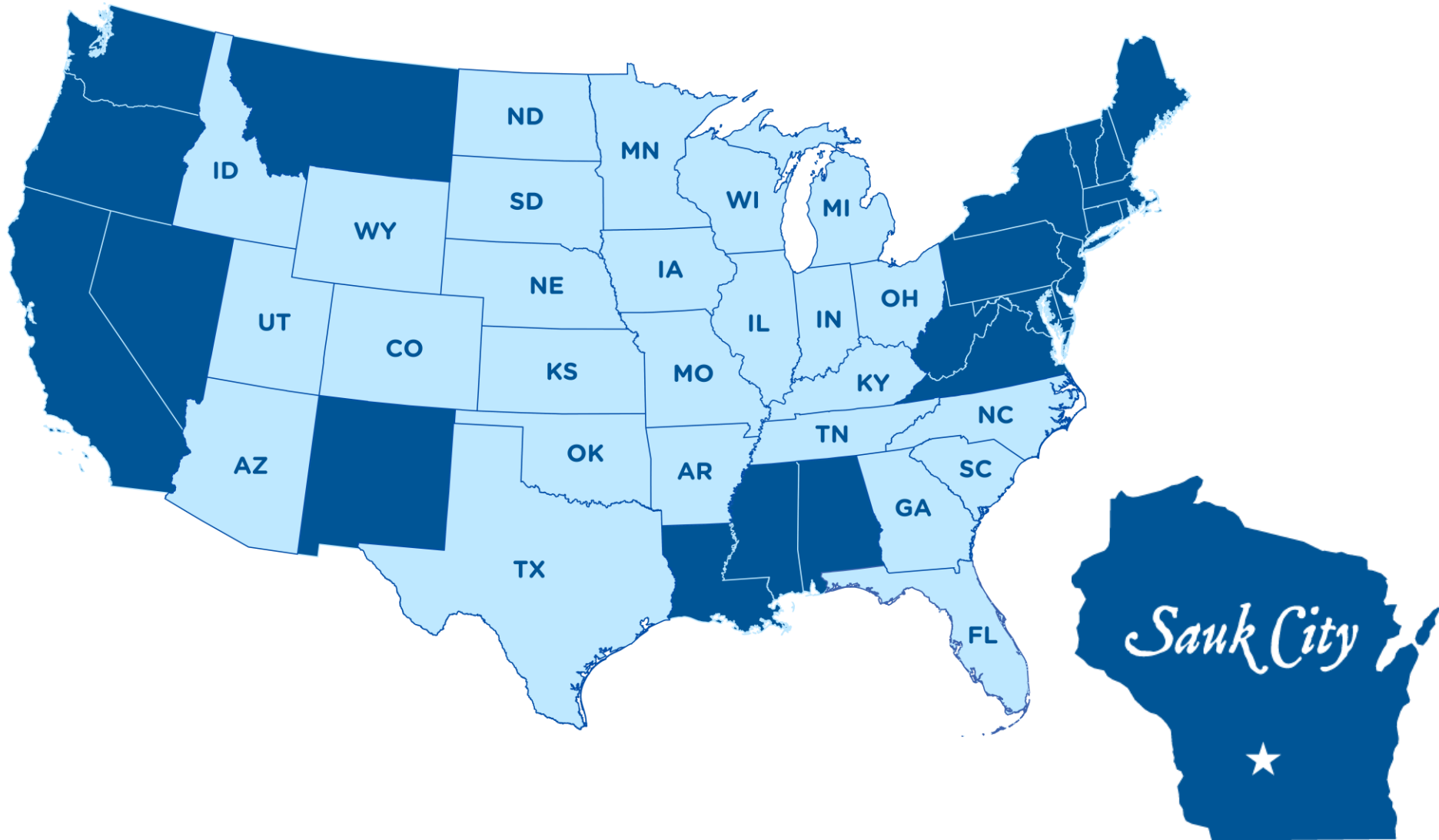
**MARKETING &
PUBLIC RELATIONS**

ABOUT CULVER'S



Culver's

975+ RESTAURANTS IN 26 STATES



OUR MISSION

We genuinely care, so every guest who chooses Culver's leaves happy



AGRICULTURE *fuels* CULVER'S SUCCESS



Culver's

Showcasing **AGRICULTURE**



Culver's

“GROWER TO GUEST”

Welcome to **DELICIOUS**

- Being transparent when talking about our food
- Educating our guests
- Showcasing the quality of our products, suppliers and farmers



CONSUMER Perceptions

Myths and
misinformation about
food and animal
production exist

Culver's is an advocate
for agriculture

Farmers are seen as
highly credible sources*

Education of
consumers is critical

Culver's

CULVER'S AND
Giving Back



Culver's
Foundation
FOOD. FAMILY. FUTURE.

Give LOCAL
FOOD. FAMILY. FUTURE.
Culver's



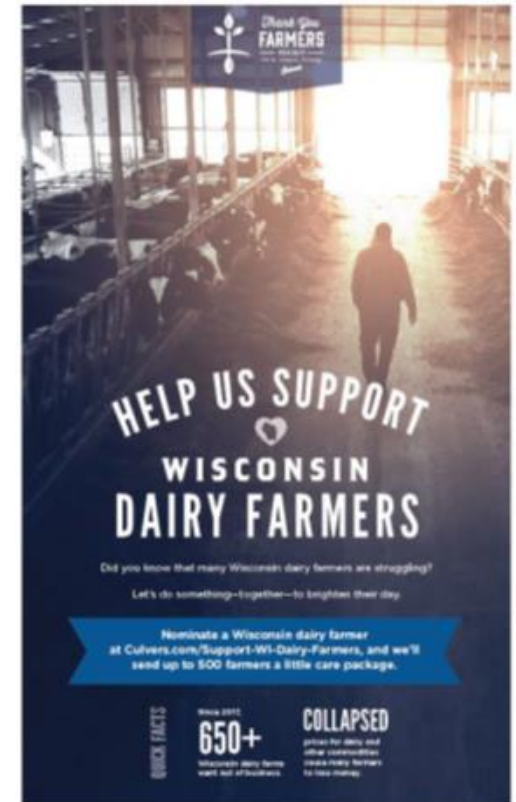
Thank You
FARMERS
PROJECT
FOOD. FAMILY. FUTURE.
Culver's

ENSURING *Longevity*

Culver's

IT STARTED WITH A THANK YOU

These efforts began as a way recognize all farmers for their hard work and dedication and now, we look for ways that the Thank You Farmers Project can take action and ensure agriculture's future.



CAUSE PILLARS

Strengthen our local communities through our three pillars of meaningful cause marketing



Agriculture: Our heart for agriculture inspires us to advocate for the positive impact it has on the world.



People: Our heart for our hometown and team inspires us to promote community development and education.



Communities: Our heart for the people we serve inspires us to make our communities stronger by creating opportunities for neighbors to help neighbors.

THANK YOU FARMERS PROJECT PILLARS



Ag Education: Support the next generation of leaders in agriculture via the National FFA Organization

Sustainability: Build engagement around Culver's commitment to supporting agriculture's role in climate-smart solutions for our planet

Gratitude: Showcase Culver's support of farmers and ranchers by promoting the ag industry and helping our guests gain a deeper connection for their food



PILLAR 1: AG EDUCATION



Support the next generation of leaders in agriculture via the National FFA Organization



Making **A REAL IMPACT**

Restaurants partner
with local FFA chapters
to keep money raised
in the community

Culver's

FFA PROGRAMS

NOMINATE AN FFA MEMBER TO BE A *Culver's* **FFA** **AMBASSADOR**

YOUR NOMINATION WILL GIVE THEM THE CHANCE TO BECOME
ONE OF OUR FIRST EVER CULVER'S FFA AMBASSADORS

IF SELECTED, THEY COULD EARN:



\$2,500 for their
FFA chapter



Unique educational
opportunities



Networking
opportunities

SCAN NOW
TO NOMINATE!



MAY 2, 2024

SCOOPS *of* THANKS DAY

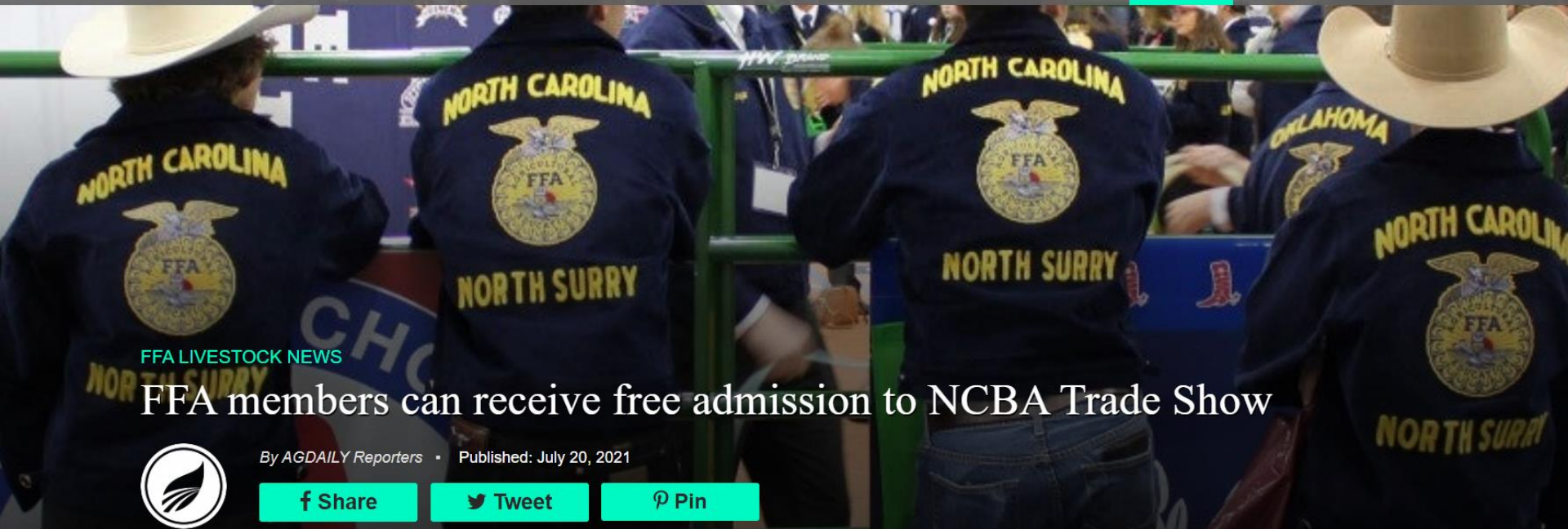
ONE DAY
ONLY!

Culver's

HOW NOW
BROWN COW

Thank You
FARMERS
PROJECT
FOOD. FAMILY. FUTURE.
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FFA & NCBA



FFA LIVESTOCK NEWS

FFA members can receive free admission to NCBA Trade Show

By AGDAILY Reporters • Published: July 20, 2021



f Share

🐦 Tweet

📌 Pin

FFA RECRUITMENT LANDING PAGE

Connect FFA Members to Careers at Culver's & Activate Launch of FFA Recruitment Landing Page

BECOME PART OF THE TRUE BLUE CREW™

We're passionate about finding new ways to empower active FFA members to consider Culver's as a place for them to work to earn scholarships, educational opportunities and receive mentorship.

JOIN OUR TEAM



GROW WITH US

When you join the True Blue Crew™, you'll become a part of a team that shares the same love for agriculture as you. We strive to equip our Team Members with career readiness skills to help prepare them for their future jobs, at Culver's and beyond. We're proud to support the communities our restaurants serve through our involvement with local FFA chapters.

For active FFA members, a job in a local restaurant is considered a placement project in a [supervised agricultural experience \(SAE\) program](#). It's one of the many things that makes Culver's a perfect fit for FFA members.



CONSIDER A CAREER AT CULVER'S

Join a team that shares your love for agriculture.
Visit culvers.com/ffa-and-culvers for more information.

PILLAR 2: GRATITUDE



SIGNATURE STORIES
CHEESE CURDS
FROM FARM FAMILIES TO YOUR FAMILY



Showcase Culver's support of farmers and ranchers by promoting the ag industry and helping our guests gain a deeper connection for their food

TO FARMERS WITH LOVE



FLAVOR OF THE DAY ☺



**NOMINATE A FARMER TO WIN
A CASH PRIZE PACKAGE FROM
THE THANK YOU FARMERS® PROJECT**

Help thank a farmer in your life who's making an impact.

NOMINATE A FARMER

Contest Runs Oct. 12-26, 2023

15 FARMERS WILL WIN



**\$500
Cash Prize**



**\$575
Donation
to FFA**



**Exclusive
Swag**

Meet Some
AMAZING FARMERS
BEHIND CULVER'S FAVORITES



Thanks to dairy farmer families like these, our real Wisconsin Cheese Curds are always fresh and delicious.

LEARN MORE

GUESTS SUPPORT FARMERS

MEALS MAKING A DIFFERENCE

When you dine at
Culver's, you're
supporting agriculture.

Scan to learn
more about
the Thank
You Farmers®
Project



Help support
**THE FUTURE OF
AGRICULTURE**



Thank You
FARMERS
PROJECT
FOOD. FAMILY. FUTURE.
Culver's



PILLAR 3: SUSTAINABILITY

Build engagement around Culver's commitment to supporting agriculture's role in climate-smart solutions for our planet

WHAT IS U.S. BEEF SUSTAINABILITY?

The USRSB defines sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes planet, people, animals and progress. We support the continuous improvement of sustainability through our programs, proactive efforts and resources.

[VIEW OUR LEARNING CENTER](#)



AG ORGANIZATION ENGAGEMENT



Culver's Restaurants

12,491 followers

1mo · 🌐

We are so proud of Culver's Vice President of Marketing, [Julie Fussner](#), one of [U.S. Farmers & Ranchers in Action's](#) newest board members. [#womenshistorymonth](#)



USFRA — US Farmers & Ranchers in Action

3,448 followers

1mo · 🌐

Here during [#WomensHistoryMonth](#), USFRA is proud to introduce our new Board of Directors Chair [Anne Meis](#) of [Nebraska Soybean Board](#) and three new Board members — Board At Large [Julie Fussner](#) ([Culver Franchising](#) ...see more



U.S. Farmers & Ranchers in Action Welcomes New Board Chair and 3 New Board Members – U.S. Farmers and Ranchers In Action



USFRA & TAKING ACTION



U.S. Farmers



Ranchers
★Alliance★



SUPPORTING USFRA'S SHARED SECTOR VISION STATEMENT



A resilient, restorative, economically viable and climate-smart agricultural system that produces abundant and nutritious food, natural fiber and clean energy for a sustainable, vibrant and prosperous America.

USFRA DECADE OF AG - 2020-2030

Now is the time to join sustainability-focused food and agriculture leaders and organizations to accelerate action



Restore our environment through agriculture to regenerate natural resources



Revitalize our collective appreciation for agriculture



Invest in the next generation of agricultural systems



Strengthen U.S. socio-economic fabric via agriculture



MORE FARMER STORIES

THANK YOU FARMERS PROJECT

FARMING FOR A SUSTAINABLE FUTURE



HOW WE'RE MAKING A GREATER IMPACT ON THE FUTURE OF FOOD TOGETHER

Without agriculture, Culver's wouldn't be able to serve our guests. It's not just the beef for our [ButterBurgers](#) or dairy for our [Fresh Frozen Custard](#) for which we rely on farmers, it's also the energy to power our restaurants and even the fibers in our signature blue uniforms that agriculture provides.

That's why we're supporting the future of agriculture by joining the [Decade of Ag](#) movement launched by U.S. Farmers and Ranchers in Action (USFRA). The movement brings together people and organizations from the food and agriculture industries around a shared vision for a climate-smart agricultural system that produces abundant and nutritious food, natural fiber and clean energy for a sustainable, vibrant and prosperous America.

Through the Decade of Ag, we've gotten to know farmers like Joan Ruskamp. Joan and her husband, Steve, raise cattle on their farm in Dodge, Nebraska. We spoke to Joan about how farming can help build a more sustainable future.



Q: WHAT DO YOU WISH MORE PEOPLE UNDERSTOOD ABOUT FARMING?

A: Some people think we need to limit agriculture to fight climate change, but agriculture can have a positive impact on the climate. We don't want to limit agriculture – we need so many products that it produces. Instead, we can find ways that agriculture can lead the way in sustainable practices.

VISION FOR THE FUTURE



OUR BEEF



Our ButterBurgers® are made with our special blend of three cuts of beef: sirloin, chuck and plate.



Never Frozen - 14 Day Shelf Life

OUR BEEF SUPPLY

- Our beef is raised and processed solely in the United States.
- Strategic Suppliers



USRSB

U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed to advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain.

1 Company and Strategy **2** Reimagining Our People and Community Impact **3** Driving Product Responsibility from Farm to Table **4** Responsibly Managing Natural Resources to Achieve Net Zero **5** Data Center Sustainability Report 2022 **26**

HOW WE DROVE PRODUCT RESPONSIBILITY

- **562 FarmCheck® audits completed.**
The FarmCheck® audit program scope is based on a statistical analysis of each protein supply chain. This allows Tyson Foods to determine the number of farms to be audited annually so that, over a three-year period, we can be 99% confident that 95% or more of our supply chain complies with program standards.
- Developed an **Antibiotic Stewardship Framework**, following publication of our position statement in FY2021, to facilitate regular, transparent assessments of practices throughout our global supply chain.
- Supported startups and other companies focused on emerging proteins, new technologies for food and worker safety and sustainable food production through **Tyson Ventures**.
- Inaugural **Tyson Foods' Global Animal Welfare Awareness Week**, an enterprise-wide celebration focused on enhancing our animal welfare culture.
- Achieved **35% recycled content** in corrugated packaging on average⁴.
- Quarterly **Global Animal Welfare Council** meetings to discuss emerging issues and the future of our animal welfare program, as well as to ensure alignment on animal welfare policies and practices.

⁴ Percentages of recycled content in corrugated packaging are based on the total weight of all components of the corrugated container. The actual percentage of recycled content in any given component of the container may vary. This is not a claim of recycled content. Tyson Foods is committed to increasing the use of recycled content in its packaging. The average is close to the industry average. Tyson Foods is committed to increasing the use of recycled content in its packaging. The average is close to the industry average.

USRSB SUSTAINABILITY FOCUS AREAS

- Air & Greenhouse Gas Emissions
- Efficiency & Yield
- Employee Safety & Well-Being
- Animal Health & Well-Being



COMMON GUEST QUESTIONS



- Large scale farming
- Family Farms
- Antibiotics used on cattle
- Growth hormones
- GMOs

And more!

BEEF WELFARE STATEMENT

At Culver's we are committed to providing our guests safe, quality meat, and working with suppliers who practice the safe, humane and appropriate treatment of animals as they are raised and processed. Our suppliers follow the FDA's directives for humanely raised and harvested beef, as well as the North American Meat Institute (NAMI) guidelines for humane handling and processing of all commercial beef.

THANK YOU