
APPLEGATE®
CHANGING THE MEAT WE EAT®
2025-26 MISSION REPORT
MEAT ON A MISSION

LETTER FROM THE PRESIDENT



As Applegate approaches its 40th anniversary, it's natural to celebrate all we have achieved. Pioneering what is now a multi-billion-dollar market for meat raised with no antibiotics ever.* Raising the bar with our Applegate Humanely Raised† standard. Helping to convert millions of acres of grasslands to regenerative management.‡

Love this!

The progress is real. But our mission is: Changing The Meat We Eat®. That means we never stop trying to find ways to better our food system. And the work ahead of us is as exciting as ever.

This year, we're introducing two new initiatives: **Groundwork**, which deepens our investment in biodiversity and soil health, and **Regenerative Health**, a bold effort to connect the dots between sound agricultural practices and human health. The results, which are just starting to roll in, are stunning. Our all-beef hot dogs, made from grass-fed beef, have an impressive Omega-6 to Omega-3 ratio: 1.3:1!! *(See pg. 28)*

a mission in motion

We're investing in this research because we believe that understanding holistic systems will make better farmers and food makers. But we also hope the data will change minds. When consumers see that what's good for the soil can also contribute to the nutrient density of food, they become partners in this work. That's the virtuous circle we're building toward: a system where meat is a force for good.

Joseph O'Connor

**No Antibiotics Ever: Animals never administered antibiotics or added growth hormones or fed animal by-products.*
†Animals raised with space to engage in natural behaviors and promote natural growth.
‡Applegate uses 100% certified regenerative beef for its all-beef hot dogs.

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CHANGING THE MEAT WE EAT®

isn't just a tagline. It's a mandate that shapes every choice we make. In 2025, our choices yielded some pretty bold wins for our most important stakeholders: our customers, our animals, and the planet.

01

2025 YEAR IN REVIEW

DOING THINGS DIFFERENTLY PAYS OFF

#1 NATURAL & ORGANIC MEAT BRAND*

(Source: NIQ Total US xAOC 52 w/e 10/25/25, SPINS Total US Natural 52 w/e 10/26/25)

**Natural means no artificial ingredients; minimally processed.*

TOTAL RETAIL SALES UP 6.9%

(Source: Nielsen Total US x AOC 52 w/e 10/25/25, SPINS Total US Natural 52 w/e 10/26/25 data based on retail dollar sales for Applegate FY '25)

13.2 MILLION ANIMALS RAISED IN HIGH ANIMAL WELFARE CONDITIONS†



†"High welfare" means the farms are audited for humane animal care that meets the standards set forth by the Global Animal Partnership or Certified Humane third-party humane animal standards.

10.8 MILLION ACRES HELPED TO CONVERT TO CERTIFIED REGENERATIVE IN OUR SUPPLY CHAIN*



Acreage within Applegate's beef hot dog supply chain certified regenerative as of March 2025. Partner farms may use various production practices, such as grazing or hay production, and conservation practices, such as creating habitat buffers around waterways and keeping acres out of production for restoration. Applegate purchases grass-fed beef trim from cattle that grazed on regenerative acres. The livestock raised on this farmland is verified by third parties for implementing regenerative practices and tracking ecological outcomes. applegate.com/regenerative-agriculture

$356K CONTRIBUTED TO MISSION PARTNERS

CHANGE MAKERS CIRCLE

ANTIBIOTICS AVOIDED 9.3 TONS



(Source: Impact projected from Ecotone Analytics, 2026. See appendix for details.)

90K POUNDS OF FOOD DONATED



MORE THAN 10.2 MILLION PURCHASING HOUSEHOLDS

(Total brand household penetration, Circana Total US All Outlets 52 w/e 11/2/25)





Image courtesy of Friland A/S



WHEN LESS IS MORE

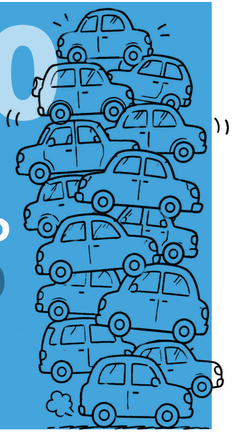
Sometimes making an impact is more about what you don't do. Organic production helps slash the need for synthetic pesticides and fertilizers, while certified regenerative farmlands help keep valuable topsoil from eroding. In our third year of partnering with Ecotone Analytics to quantify our environmental impacts, we've seen how "less" can really add up.

106,300 TONS

OF SOIL EROSION AVOIDED

THAT IS ABOUT 62,500 MIDSIZE CARS WORTH OF SOIL KEPT IN PLACE.

Average midsize car in the United States is about 3,400 lbs.



282,000

LBS OF PESTICIDES AVOIDED

MAKES THE BUTTERFLIES AND BEES HAPPY

485,000

LBS OF NITROGEN FERTILIZER AVOIDED

CAN HELP WATERWAYS AND THE FISH

This shows the estimated social, environmental, and economic benefits from Applegate's Humanely Raised, Animals raised with No Antibiotics Ever, Organic, and Grass-Fed Beef standards across Applegate's value chain during fiscal year 2025. This analysis was undertaken to estimate these potential social benefits and to whom these benefits may accrue, based on the best available scientific evidence.

The environmental assessment addresses the estimated impact measurement and management systems, practices and metrics employed by the impact assessment consultants. It does not address financial performance and is not a recommendation to invest in these practices. See the report appendix for additional information.

2026 MISSION INITIATIVES

Delivering on our mission means dreaming up new ways to realize it. In 2026, we have bigger plans than ever.

Say hello to our two new strategic initiatives:

- **Groundwork:** a constellation of projects that invest in farmers and boost biodiversity
- **Regenerative Health:** which aims to connect the dots between regenerative agriculture practices and human health.



GROUNDWORK **focuses in on the land itself.** It invests in farmers and conservation partners to restore biodiversity across agricultural and natural ecosystems. That includes tracking regenerative practices and their impacts on soil health across our certified regenerative ranches as well as investments in new, biodiverse crops and corridors, direct grants to farmers, and an innovative risk-management program to help reduce farms' use of chemical fertilizer. The animating idea is as simple as it is ambitious: Meat production doesn't have to degrade the natural world. At scale, it can help to rebuild it.

02

PROOF POSITIVE

THE HUMBLE HOT DOG POINTS THE WAY TO HEALTHIER SOIL

In March 2025, we achieved an ambitious goal: sourcing 100% of the beef for APPLEGATE ORGANICS® THE GREAT ORGANIC UNCURED BEEF HOT DOG® Product from certified regenerative organic farms.* Our efforts helped verify 10 million acres of farmland as Regenerative Organic Certified®.†

But certification was only the first step. Now, in partnership with the Regenerative Organic Alliance, we're tracking key data points so over time we can better understand how key regenerative practices boost soil health. Two of the key indicators are groundcover and soil organic matter. *(See green box on next page.)*

No single metric is a guarantee of outcomes. But together, they can help signal that underlying systems are healthy and can help produce resilient land and nutrient-dense food.

**Acreage within Applegate's beef hot dog supply chain certified regenerative as of March 2025. Partner farms may use various production practices, such as grazing or hay production, and conservation practices, such as creating habitat buffers around waterways and keeping acres out of production for restoration. Applegate purchases grass-fed beef trim from cattle that grazed on regenerative acres. The livestock raised on this farmland is verified by third parties for implementing regenerative practices and tracking ecological outcomes. applegate.com/regenerative-agriculture*

†https://regenorganic.org/wp-content/uploads/2023/03/Regenerative-Organic-Certified-Framework.pdf

‡See appendix

"Applegate's work reflects a deep commitment to resilient, well-managed grazing systems."

PAUL ALVAREZ, VICE PRESIDENT PROGRAM INTEGRITY & SUPPLY CHAINS, REGENERATIVE ORGANIC ALLIANCE

ROA | Regenerative Organic Alliance



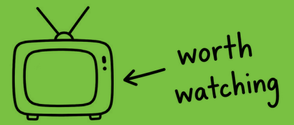
GROUNDCOVER: the percentage of land protected by grasses, crops, and leaf litter. This is especially important in hot, dry regions where plants help shade the soil and fuel the microbial activity that builds organic matter. **Select samples show that Applegate's ROC® beef suppliers maintain approximately 70% groundcover‡, a level that has been shown to help limit erosion, retain moisture, and support biodiversity.**

SOIL ORGANIC MATTER: the carbon-rich, microbe-teeming material that makes soil come alive.

In baseline tests, conducted in 2024, **a representative sample of our ROC® beef suppliers' ranches for soil organic matter ranged from .64 to 2.4%.‡** A pretty good start! Regular soil testing can help ranchers to understand which practices can help them to continue to build healthy soil. The trend line tells the story of a ranch moving in the right direction‡

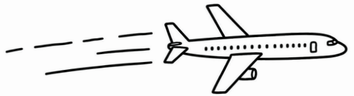


Applegate's camelina pilot will be part of an *America's Heartland* TV program airing on RFD-TV in fall 2026 and on PBS stations in 2027.



CLEARED FOR TAKEOFF

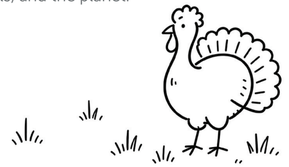
A NEW POWER SEED CAN HELP FARMERS AND THE LAND



WHAT DO TURKEYS AND JET PLANES HAVE IN COMMON?
They both can be fueled by the little seed that could: camelina.

Planted between soy and corn seasons, camelina is a winter cover crop that helps protect soil and can provide additional income for farmers. The oil from camelina seeds is already being used for sustainable jet fuel, and the protein-rich meal left behind can make a nutritious addition to turkey feed.

In our early test runs in 2026, camelina makes up 2.5% of birds' rations. But that could one day reach 10%! If used at scale, this hardy plant could be a powerful tool to help diversify feed crops in the Midwest. It's just the kind of win-win-win we like to invest in: Good for farmers, animals, and the planet.[12]







Enrolled Iowa corn farmer Collin Malcom with partner Kayden Schulte



THE NITROGEN FIX

FARMERS WANT TO USE LESS FERTILIZER. WE'RE HELPING MAKE IT POSSIBLE.

America's cornfields rely on nitrogen fertilizer. And too often, more is added than the plants can actually absorb.

In partnership with Practical Farmers of Iowa, Applegate is helping to tackle this problem by encouraging farmers who grow corn for animal feed to reduce their nitrogen use by 20 pounds per acre. Should crop yields be less than previous years, and therefore bring in less revenue, farmers will be compensated.* It's a bet that reducing this risk can help farmers do what they want to do anyway: be good stewards of the land.

Applegate's $50,000 investment allowed PFI to enroll 3,000 acres of farmland in our Midwest supply shed. Together PFI and Applegate will track fertilizer usage, nitrogen reductions, and estimates of associated greenhouse gas declines. The goals are cleaner waterways and lower costs for farmers. We want to help make the smart choice easy.

**All farmers are paid $5 per acre to participate and track fertilizer use. Yield loss payouts are $30 per acre. Additional information at https://practicalfarmers.org/programs/n-rate-risk-protection-program/*

GROWING TOGETHER

INVESTING IN THE NEXT GENERATION OF FARMERS

2025 was a difficult year to be a small farmer. Volatile weather, sudden changes to federal grant programs, and, for some, catastrophic natural disasters made an already hard job feel nearly impossible.

For a third year, Applegate invested $50,000 in American Farmland Trust's Brighter Future Fund Grant to support progressive farmers and ranchers. Our 2025 contribution helped support five grantees who are exemplars of a new generation of farmers, and exactly the ones we want to succeed: passionate, visionary and unafraid to do the often unglamorous work of farming. Though each grant is small by industry standards, the ripple effects are not.

Brighter Future Fund 2025 Grantees

American Farmland Trust
SAVING THE LAND THAT SUSTAINS US



DANA & JESSE WORKMAN
GRASS-POWERED POULTRY & MEATS, OH
Recovered from lost state funding and expanded home delivery



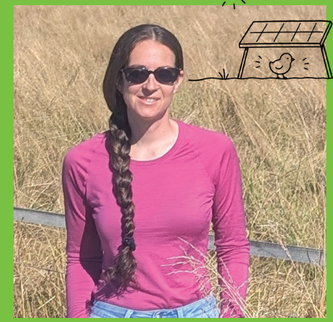
BEN GRIMES
DAWNBREAKER FARMS, NC
Expanded native perennial plantings and silvopasture systems integrating tree cover with grazing



REBECCA GUILLOUD
GROUNDED HANDS FARM, NJ
Built a mobile poultry processing unit and added cold storage capacity



JANET SAMPSON
SAMPSON FAMILY FARM, FL
Rebuilt after Hurricane Helene



SARAH GEORGE
SPOTTED FROG FARMS, WA
Built a solar-powered brooder system

DREAMING BIG

65 MILLION ACRES. 50 YEARS. ONE BOLD VISION FOR THE FUTURE OF AMERICAN FARMING.

Some problems are too big for any one brand to solve. That is why Applegate invests in collaborative efforts that expand our impact beyond our own supply chain. Wilding, a bold vision to reconnect farmland and ecosystems across the United States, is one of them.

As a founding member of Wilding, Applegate supports the Wild Grid, a 50-year vision to transform 65 million acres into thriving, biodiverse and interconnected corridors that support farmers and ecological recovery. We were proud to contribute $50,000 and work with Whole Foods Market and Mad Agriculture to support the Wild Grid project and to help bring regenerative practices to landscapes and communities beyond our own.

Over the next three years, Wilding will plant 1,000 acres of cropland into native grasslands in southwest Wisconsin, a region home to more than 30 at-risk species, including the Henslow's Sparrow and Eastern Meadowlark. Wilding will integrate rotational grazing of cattle to manage grasslands while also generating revenue for farmers.







Omar de Kok-Mercado, Mad Agriculture, image courtesy of Iowa State University

REGENERATIVE HEALTH

aims to connect the dots between environmental practices and human health. Through ongoing omega fatty acid analyses and support for a groundbreaking human-health study, Applegate is testing whether the regenerative farming practices that help heal the land might also create beef with a superior fatty acid profile.

03

HEALTH MATTERS

CUTTING-EDGE RESEARCH COULD CHANGE HOW WE THINK ABOUT BEEF

Good farming practices can help improve the land. But could they produce healthier meat?

To an everyday eater, it might seem logical: If an animal eats a rich, varied diet, its meat also could contain higher levels of vitamins and minerals and beneficial fatty acids. But does the science back that up?

To find out, Applegate is supporting cutting-edge research that explores this relationship between farming practices and the nutritional quality of food. The hope is that connecting the dots can help consumers make better choices and drive demand for a more sustainable food system.

In 2022, Applegate contributed $100,000 to the Bionutrient Food Association to support a pioneering study to examine how different cattle production practices affect the nutrient density of beef. Published this year in the Journal of Animal Science*, the paper tests the nutrients found in beef samples from North American grass- and grain-finishing systems. Of the 337 samples collected from U.S. ranchers, grass-fed beef on average had relatively favorable omega-3 profiles compared to grain-fed beef.

We believe that nutrient density testing is essential to a deeper understanding of how land management may influence the food on our plates. And it's why Applegate is conducting nutrient testing in our beloved all-beef hot dogs; see the next page!

Connecting the dots helps us to serve our most important stakeholders: people, animals, and the planet. To that end, we made another investment in 2023, commissioning a study that asked whether consuming organic grass-fed beef, instead of conventionally raised grain-fed beef, might have an effect on human health. The study is being prepared for peer review. Stay tuned!

*Journal of Animal Science, Volume 104, 2026, skaf436, https://doi.org/10.1093/jas/skaf436



HOT DIGGITY DOG!

THE NUMBERS ARE IN AND... THEY'RE FRANK-TASTIC!



We know that regenerative practices can have positive impacts on the soil. But we wanted to know if those practices also improved the fatty acid content of the beef that is sourced from that land. We tested fatty acid levels in the APPLEGATE ORGANICS® THE GREAT ORGANIC UNCURED BEEF HOT DOG® brand and found a more balanced ratio of omega-6 to omega-3 fatty acids.

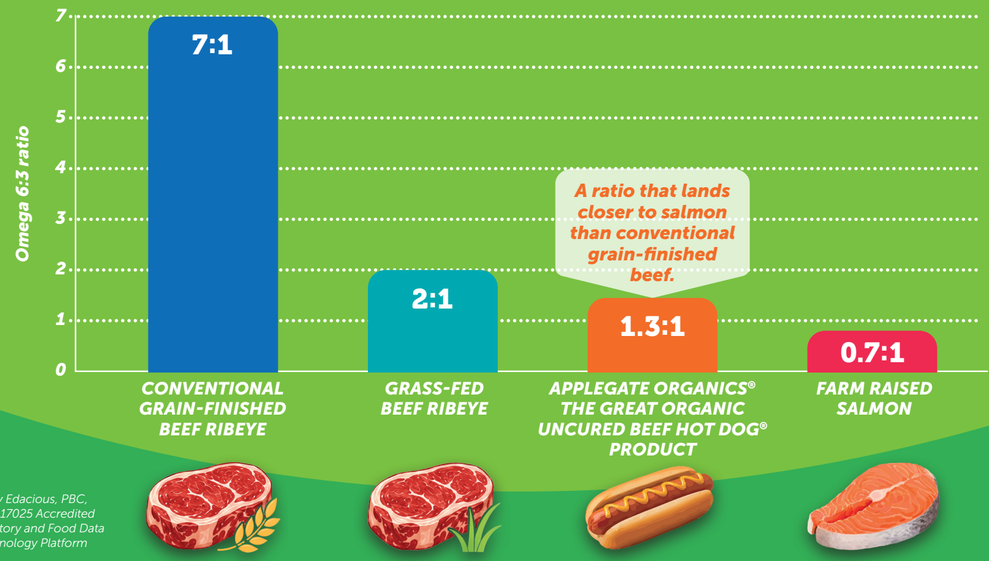
Omega-6s and omega-3s are a type of fat your body needs but can't make on its own. Omega-3s have been shown to help maintain cardiovascular function, support a healthy circulatory and endocrine system, and play a key role in brain function. The modern Western diet is heavy on omega-6s. Though data varies, some studies suggest that a typical Western diet today provides a ratio of omega-6 to omega-3 as high as 20:1.* A lower ratio means a more balanced proportion of omega-3s.

*https://pmc.ncbi.nlm.nih.gov/articles/PMC8504498/

HOW OUR HUMBLE HOT DOG STACKS UP ON OMEGAS

Omega 6:3 ratio per 100g

Lower ratios mean a more balanced omega profile



Data by Edacious, PBC, an ISO 17025 Accredited Laboratory and Food Data & Technology Platform

IT TAKES A VILLAGE

CHANGE MAKERS CIRCLE

No brand — not even us! — can singlehandedly fix our food system. This year, our **Changemakers Circle invested $356,000** to empower changemakers and help preserve precious soil and grazing lands. ***Our partners include:***

FARE Food Allergy Research & Education

MAD!

Minnesota Soil Health coalition

Nutrient Density Initiative

Organic Trade Association

Practical Farmers of Iowa

ROA Regenerative Organic Alliance

American Farmland Trust

Whole Foods Market Foundation

Soil & Climate Alliance

Appendix: Applegate's FY 25 Impact Estimation Process and Sources (Notes for pgs. 8-9)

This appendix details the process used by Ecotone Analytics to estimate the social, environmental, and economic benefits from Applegate's estimated 100% Humanely Raised, No Antibiotics Ever*, Organic, and Grass-Fed Beef production standards. The estimates are derived from Applegate's data combined with evidence from scientific studies, and they cover Applegate's beef, pork, chicken, and turkey production volume in FY25. Estimates serve as a projection of Applegate's impact. Actual measurements of Applegate's impact were not conducted for this analysis, nor have they previously been conducted, due to the large expense and time that would be incurred.

Approach

Ecotone worked closely with a core team of Applegate stakeholders to build impact estimates. The process began with a comparison of the production standards implemented by Applegate and how those standards compare to conventional industry practices. This was paired with a literature review by Ecotone which explored available scientific evidence on each production standard for each animal species in scope. Eighteen resources were reviewed (see bibliography at end of appendix) for the extent Applegate production standards could be causally linked to measured changes. The quality of an impact estimation relies on the strength of the causal linkage among what Applegate production standards entail, the measured outcomes of those standards, and how those outcomes compare to conventional practices. To assess the strength of a causal study, Ecotone uses seven levels of evidence of causality to rank the approach a study used to estimate causality, ranging from a meta-analysis of randomized controlled trials (strongest level of evidence) to expert opinion (weakest level of evidence). Review of resources for non-causal statements (e.g. lbs of nitrogen applied per acre) utilizes other factors to determine the reputability of the source: credentials of the authors, whether a peer-review process took place, publishing institutions and/or funders of the analysis, geography of focus, acknowledgement of potentially differing results in other resources, and date of publication.

Impact estimates were first developed per unit (i.e. per animal, per pound of meat, per acre, etc.). To scale the per unit impacts estimated for Applegate's FY25 product volume, it was necessary to estimate the number of acres in feed/grazing production, typical pesticide and fertilizer application rates of conventional production, average antibiotic dosage given to animals, each disaggregated by the appropriate Applegate production standard(s). Estimates for these figures were built in collaboration with Applegate, leveraging both internal data and external literature.

The analysis was conservative in all calculations to reduce the risk of overstating impact and ensure there was no double-counting of impact. Ecotone built estimates only for those impacts with sufficient evidence. Those without sufficient evidence were excluded.

Assumptions

To develop a suitable model for the impact analysis, and to isolate the impact of Applegate's production standards relative to conventional industry practices, a series of assumptions were relied upon. These included:

- Producers would otherwise be raising animals and growing feed using conventional industry standard practices
- Land being used for grass-fed beef production would not otherwise be in a pasture or perennial forage that is rotationally grazed, instead being either in row crop production or fallow
- Impacts are estimated over one year, although in some cases it may take longer for the benefits to be realized

*Animals never administered antibiotics, added growth hormones, or fed animal by-products. Federal regulations prohibit the use of added hormones in poultry.

Estimation details of each impact

Value chain tier	Impacts quantified	Estimation process and sources used
Farm growing animal feed	282,000 lbs of reduced pesticide use from organic feed production	Change in pesticide use from organic crop production compared to conventional production multiplied by the estimated number of acres of organic feed production for animals raised to Applegate standards in FY25. Sources: Benbrook, C., Kegley, S., & Baker, B. (2021); Cornelius and Schnitkey, 2023; Applegate proprietary data
	485,000 lbs of nitrogen fertilizer no longer lost to water due to organic feed production	Pounds of nitrogen lost per acre of corn and soybean production per year multiplied by the reduction in rate of nitrogen loss from organic crop production compared to conventional production multiplied by the estimated acres of organic feed production for animals raised to Applegate's standards in FY25. Sources: The Nature Conservancy, 2016; USDA, 2022; Mondelaers et al., 2009; Cornelius and Schnitkey, 2023; Applegate proprietary data
	18,700 tons of soil erosion avoided from organic feed production practice	Reduced rate of erosion per acre from organic feed production systems (including cover cropping) compared to conventional feed production multiplied by the estimated acres of organic feed production for animals raised to Applegate's standards in FY25. Sources: Seitz et al., 2019; Daryanto et al., 2018; SARE, 2019; Applegate proprietary data
Farm where animals are raised	87,600 tons of soil erosion avoided from grass-fed beef production	Reduced rate of erosion from perennial forage compared to row cropping or fallow land multiplied by the average rate of erosion for the relevant geography of production multiplied by the estimated acres of grazing land for animals raised to Applegate's standards in FY25. Sources: Francesconi et al., 2015; NSW Environmental Protection Authority; Teng et al., 2016; Cornelius and Schnitkey, 2023; Applegate proprietary data
	9.3 tons of antibiotics avoided from antibiotic restrictions	Intensity of antibiotics given per kg of animal per year multiplied by the weight of meat purchased (by species) by Applegate in FY25. Sources: Wallinga, (2022); Applegate proprietary data

Levels of Evidence of Causality (1 is highest, 7 is lowest)	
1	Evidence from a systematic review or meta-analysis of all relevant RCTs (randomized controlled trial) or evidence-based clinical practice guidelines based on systematic reviews of RCTs or three or more RCTs of good quality that have similar results.
2	Evidence obtained from at least one well-designed RCT (e.g. large multi-site RCT).
3	Evidence obtained from well-designed controlled trials without randomization (i.e. quasi-experimental).
4	Evidence from well-designed case-control or cohort studies.
5	Evidence from systematic reviews of descriptive and qualitative studies (meta-synthesis).
6	Evidence from a single descriptive or qualitative study.
7	Evidence from the opinion of authorities and/or reports of expert committees.
N/A	Information provided in the source does not make causal claims. This includes basic statistics and/or other facts.

Evidence Level	Citation
1	Mondelaers, K., Aertsens, J., & Van Huylenbroeck, G. (2009). A meta-analysis of the differences in environmental impacts between organic and conventional farming. British Food Journal, 111(10), 1098–1119. doi:10.1108/00070700910992925
2	Seitz, S., Goebes, P., Puerta, V. L., Pereira, E. I. P., Wittwer, R., Six, J., ... & Scholten, T. (2019). Conservation tillage and organic farming reduce soil erosion. Agronomy for Sustainable Development, 39, 1-10.
3	Daryanto, Stefani & Fu, Bo-Jie & Wang, Lixin & Jacinthe, Pierre-André & Zhao, Wenwu. (2018). Quantitative synthesis on the ecosystem services of cover crops. Earth-Science Reviews. 185. 10.1016/j.earscirev.2018.06.013.
4	Benbrook, C., Kegley, S., & Baker, B. (2021). Organic Farming Lessens Reliance on Pesticides and Promotes Public Health by Lowering Dietary Risks. Agronomy, 11(7), 1266. MDPI AG. Retrieved from http://dx.doi.org/10.3390/agronomy11071266
4	Bennett, R., Kehlbacher, A., & Balcombe, K. (2012). A method for the economic valuation of animal welfare benefits using a single welfare score. Animal Welfare, 21(1), 125–130. doi:10.7120/096272812x13345905
4	Bjorklund, E. A., Heins, B. J., DiCostanzo, A., & Chester-Jones, H. (2014). Growth, carcass characteristics, and profitability of organic versus conventional dairy beef steers. *Journal of dairy science*, *97*(3), 1817-1827.
4	Francesconi W., Smith D.R., Flanagan D.C., Huang C., Wang X. (2015). Modeling conservation practices in APEX: From the field to the watershed. Journal of Great Lakes Research 41:760-769.
4	Nijdam, E., Arens, P., Lambooij, E., Decuypere, E., & Stegeman, J. A. (2004). Factors influencing bruises and mortality of broilers during catching, transport, and lairage. Poultry science, 83(9), 1610-1615.
4	Teng, H., Rossel, R. A. V., Shi, Z., Behrens, T., Chappell, A., & Bui, E. (2016). Assimilating satellite imagery and visible–near infrared spectroscopy to model and map soil loss by water erosion in Australia. Environmental Modelling & Software, 77, 156-167.
4	The Nature Conservancy. (2016). reThink Soil: A Roadmap for U.S. Soil Health. https://www.nature.org/content/dam/tnc/nature/en/documents/rethink-soil-external-paper-103116.pdf
5	Cornelius, M., & Schnitkey, G. (2023). An Estimate of Farmland Acreage Change from Plant-Based Food. farmdoc daily, 13(109).
5	Kaestner, J., Lloyd, S., Nardi, A.M., Paine, L., & Schriefer, G. (2022). A Consumer's Guide to Grassfed Beef. Grasslands 2.0.
5	Sustainable Agriculture Research and Education. (2019). Cover Crop Economics Opportunities to Improve Your Bottom Line in Row Crops. SARE Ag Innovations Series Technical Bulletin.
N/A	National Agricultural Statistics Service (NASS). (2022). 2021 Agricultural chemical use survey: Corn. United States Department of Agriculture. https://www.nass.usda.gov/Surveys/Guide_to_NASS_Surveys/Chemical_Use/2021_Field_Crops/chemhighlights-corn.pdf
N/A	NSW Environmental Protection Authority. (n.d.). State of the Environment. https://www.epa.nsw.gov.au/soe/soe2003/chapter4/chp_4.2.htm
N/A	USDA. (2023). Daily National Broiler Market at a Glance. USDA Economics, Statistics and Market Information System.
N/A	USDA. (2022). Minnesota Ag News – Chemical Use Corn: Fall 2021. https://www.nass.usda.gov/Statistics_by_State/Minnesota/Publications/Other_Press_Releases/2022/MN-Ag-Chem-Corn-2022.pdf
N/A	Wallinga, D. (2022). US LIVESTOCK INDUSTRIES PERSIST IN HIGH-INTENSITY ANTIBIOTIC USE. Natural Resources Defense Council. Retrieved from: https://www.nrdc.org/resources/uslivestock-industries-persist-high-intensity-antibiotic-use

Disclaimer: *This assessment addresses the estimated impact measurement and management systems, practices, and metrics employed by the impact assessment consultants. It does not address financial performance and is not a recommendation to invest in these practices. The estimated social benefits of these estimated social impacts are drawn from an impact analysis calculated by Ecotone Analytics and are not guaranteed.*

Appendix (Notes for pgs. 14-15)

Soil Health and Groundcover Data Summary and Methodology Statement (Applegate ROC® Producer Network)

The following data points are derived from third-party verified Regenerative Organic Certification™ (ROC®) audit reports across Applegate's beef supplier network, as synthesized in the "Verified Regeneration: A Data-Driven Review of Applegate's ROC® Producers" report (March 10, 2026).

Data Points

- Groundcover assessments conducted during ROC® audits indicated that audited properties generally maintained substantial vegetative cover under normal seasonal conditions, with reported site-level observations averaging approximately 70% cover and all audited sites meeting or exceeding a minimum benchmark of 25% groundcover.
- The cited Soil Organic Matter (SOM) values represent laboratory results from sampled producer locations and should not be interpreted as network-wide averages.
- Five soil samples were taken at three ranches. Laboratory tests were conducted in September 2024 and found the following levels of soil organic matter: 0.64%, 0.93%, 1.30%, 1.40%, 2.40%.

Methodology

Data is derived from independent, third-party ROC® certification audits, which include:

- Laboratory soil testing (e.g., soil organic matter %, Colwell P), conducted by accredited laboratories and recorded in audit documentation.
- In-field soil assessments for structure and condition.
- Groundcover estimation conducted during on-site audits and supported by assessor observations, management records, and in some cases GPS-linked, timestamped photographic evidence.
- Audit verification processes including documentation review, site inspections, and corrective action tracking where applicable.
- Soil samples were collected in accordance with ROC® Soil Sampling Guidelines, which require sampling from designated representative locations and consistent sampling methodologies to support longitudinal monitoring

The data originates from records reviewed during independent third-party ROC® certification audits and is consistent with ROC® Soil Health & Land Management measurement requirements. Certification decisions are based on compliance with the ROC® Framework.

Timeframe

- Soil and field data referenced were collected during the most recent ROC® audit cycle (2024–2025)
- Specific laboratory datapoints cited above were collected in September 2024.

These results were subsequently compiled and analyzed as part of a 12-month audit review period preceding March 10, 2026, the publication date of the report.

Disclaimer - Data Use and Interpretation: *The data presented herein represent a limited set of measurements collected during ROC® audit engagement activities at selected producer locations. Results reflect conditions at the time and location sampled and should not be interpreted as representative of all Applegate suppliers, all ranch acreage, or future soil health performance.*

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