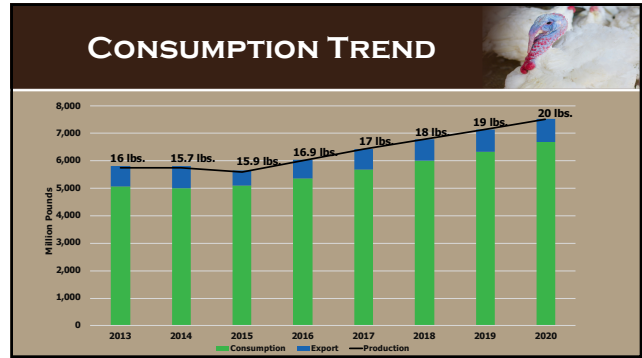


VISION

Through domestic and global key strategies, we will increase the disappearance of US Turkey production relative to recent historical trends.





COOPERATION + COMPETITION = COOPETITION

TDET MEETING

DETROIT, MI | AUGUST 22-23, 2016

Those in attendance:

1. Bill Klump - Butterball, LLC	17. Greta Irwin - Iowa Turkey Federation
2. Gary Cooper - Cooper Farms	18. Jeffrey Deutschman - Indiana Poultry Association
3. Cassie Jo Arend - Cooper Farms	19. Amanda Martin - Express Markets Inc.
4. TJ Johnson - Foster Farms	20. Russ Whitman - Umer Barry Report
5. Russ Dierenfield - Tyson Foods	21. Gwen Venable - USPOULTRY
6. Kate Prestage Poplin - Prestage Farms	22. Leah Mulcahy - USAPEEC
7. Carl Wittenburg - Protein Alliance	23. Kay Johnson Smith - Animal Agricultural Alliance
8. Joe Gasbarro - Prime Equipment Group	24. John Dillard - OFW Law
9. Mark Russell - West Liberty Foods	25. Tom Slam - FarmEcon, LLC
10. Bob Wangerlen - Narbest	26. Courtney Shore - Barkley
11. Ellen Deutsch - Hain Pure Protein	27. Marianne Gjerstad - Barkley
12. Brock Stein - Koch's Turkey Farm	28. Denise Ryan - Outloud, LLC
13. Jihad Douglas - Aviagen Turkey	29. Lori Gersley - Outloud, LLC
14. Ron Slavnik - Hybrid Turkey	30. Joel Brandenberger - NTF
15. Jim Chakeres - Ohio Poultry	31. Keith Williams - NTF
16. Lara Durben - Minnesota Turkey Growers Association	32. Kimmon Williams - NTF

TDET OVERSIGHT COMMITTEE MEMBERS

- Gary Cooper - Cooper Farms
- Greg Boulanger - Cargill
- Bill Klump - Butterball, LLC
- John Reicks - Tyson
- Brent Koosmann - Jennie-O Turkey
- Carl Wittenburg - Protein Alliance
- Jihad Douglas - Aviagen Turkey
- Jan Hood - Cargill
- Russ Dierenfield - Tyson
- Ted Seger - Farbest
- Ryan Downes - Farbest
- Joel Brandenberger - NTF
- Keith Williams - NTF



OUR OBJECTIVES

GROW the network of partners and influencers.

AMPLIFY NTF messaging by utilizing a relevant influencer audience.

SPARK the decision to choose turkey through messaging that inspires, educates and influences.

ENGAGE with the community of influencers and consumers who advocate for turkey.

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    graph TD
      GROW --> AMPLIFY
      AMPLIFY --> SPARK
      SPARK --> ENGAGE
      ENGAGE --> GROW
  
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OUR APPROACH

LEVERAGE & ENGAGE INFLUENCERS TO CREATE POSITIVE AWARENESS TO DRIVE MORE TURKEY USAGE.

OUR AUDIENCE

FOODSERVICE

- Executive chefs
- Menu development

GROCERY/RETAIL

- Dietitians
- Increase Self Space for Turkey Products

SOCIAL INFLUENCERS

- Bloggers
- Experts on Social Media

BUILDING ON OUR SUCCESS

- 2014: Researched obstacles and reasons for long term stagnant turkey demand and created three year strategic plan and budget
- 2015: Laid a framework for increasing demand
- 2016: Creating ownable channels, forming targeted contacts and establishing our voice
- 2017: Drilling deeper to lay the foundation with our influencers

EXPANDED BOARD OF 20 EXPERTS

Geographical Representation
Expanded job titles: Marketing, Supermarket Chefs, Meal Delivery, Meat Managers, Marketing Chefs and RDs

TRUSTED ADVOCATES SERVING ANOTHER YEAR

Eat More Turkey!

Examples of new innovative turkey dishes

EDUCATIONAL VIDEOS

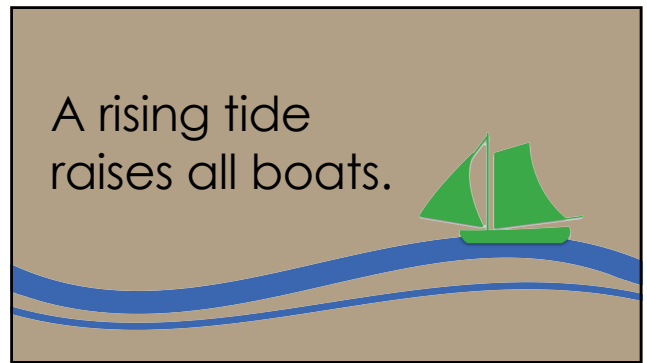
We are in the process of creating educational videos combating myths about turkey!

Topics include:
 steroids
 hormones
 cages/barns
 antibiotics



COMPARABLE PROTEIN BUDGETS

Program	Budget
Dairy Checkoff	\$320.0 Million
Pork Checkoff	\$66.0 Million
Beef Checkoff	\$40.7 Million
Egg Checkoff	\$22.8 Million
Lamb Checkoff	\$2.6 Million
Turkey Promotion	\$2.1 Million



THANK YOU!




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