

FOR IMMEDIATE RELEASE  
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NEWS  
OTCBB: INMG

## **IMI Global Launches “Where Food Comes From®” Program to Build Consumer Confidence in the Food Supply Chain**

**[www.WhereFoodComesFrom.com](http://www.WhereFoodComesFrom.com) Showcases Farmers, Ranchers and Processors Who Adhere to Best Practices “From Farm to Fork”**

CASTLE ROCK, Colo. – Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today announced the rollout of “Where Food Comes From®,” a unique program designed to build consumer confidence in the food supply chain.

The backbone of the program is a rigorous qualification protocol under which only those farmers, ranchers and processors who meet strict third-party verification requirements may display the distinctive “Where Food Comes From” brand. ([See Where Food Comes From Video](#))

“In addition to demanding increased transparency regarding the origins and safety of their food, consumers are taking more interest in producers’ claims of humane handling, natural products, and even ‘green’ operations,” said John Saunders, CEO of IMI Global. “Our ‘Where Food Comes From’ consumer labeling program is the first of its kind that directly connects the consumer with the food supply chain in a way that fosters confidence at the point of purchase. We believe that as consumers become better educated, they will have more confidence in their food purchase decisions. And, in addition to building consumer confidence, the ‘Where Food Comes From’ label gives producers and processors a way to enhance, differentiate and even protect their valuable brands.”

IMI Global is a recognized leader in U.S. Department of Agriculture (USDA) QSA and PVP – and internationally mandated – verification programs and has a customer base that includes more than 6,000 farmers, ranchers and processors. With a solutions portfolio covering age, source, natural, non-hormone, humane handling and green production claims, IMI Global is uniquely qualified and ideally positioned to design and administer the ‘Where Food Comes From’ program.

“The vast majority of farmers and ranchers in the United States are independent, often family run operations that care deeply about the quality of the products they produce,” Saunders added. “‘Where Food Comes From’ gives producers, processors and retailers a means of reassuring consumers that the claims they are making about their products, and the diligence with which they manage their operations, have been independently verified.”

### **About IMI Global**

Founded in 1995, IMI Global is a USDA Process Verified (PVP) company and is a leading provider of verification and Internet solutions for the agriculture industry. Go to [www.IMIGlobal.com](http://www.IMIGlobal.com) for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification

and identification as well as a range of consulting services tailored to meet each customer's needs.

### **CAUTIONARY STATEMENT**

This document contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings at [www.sec.gov](http://www.sec.gov). Specifically, statements in this news release about demand for, and impact of, the Company's products and services are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments.

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