

CAPABILITY STATEMENT



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EXECUTIVE SUMMARY

Lucky 7 Management Riverton
JAMIE JENSEN, PRESIDENT

“History merely repeats itself. Nothing is truly new; it has all been done or said before. What can you point to that is truly new? How do you know it didn’t exist long ages ago?” This is found in Ecclesiastes, as well as “But as I looked at everything I had tried, it was all so useless, a chasing of the wind, and there was nothing really worthwhile anywhere.” I find great pleasure in hard work. This pleasure is indeed my only reward for all my labor. The Bible goes on to say in Ecclesiastes “What does one really get from hard work? I have thought about this in connection with all the various kinds of work God has given mankind. Everything is appropriate in its own time. But though God has planted eternity in the hearts of men, even so, man cannot see the whole scope of God’s work from beginning to end.”



OUR VALUE

PURPOSE

The mission of Lucky 7 Management Riverton LLC is to provide the most effective management strategies that make the hardest most profitable angus genetics in our industry and fully propagate them to change the industry and help feed the world with the safest and most nutritious protein on earth.

CORE COMPETENCIES

- All day-to-day workings on the farm; tilling, planting, irrigating and harvesting products for feeding cattle.
- Maintenance and repairs for all equipment leased and payments for utilities used and pasture.
- Operation of a small feedlot.
- Use of technologies to collect data for herd improvement and carbon reduction.
- Best management practices for raising and growing cow/calf and market beef animals.
- Registrations of all animals and submission of herd improvement records.
- Marketing of livestock and livestock sales with local barn and on video sales.

The world is changed by your example not by your opinion.

PAUL COELHO

OUR UNIQUE DIFFERENCE

SERVICE AND PRODUCT SUMMARY

We provide the world's most proven feed efficient and cost-efficient bovine genetics in Riverton, Wyoming. This equates to cattlemen's profitability on the ranch, feeder's profitability in the feedlot and packer profitability by eliminating problems other breeders continue to propagate in their herds.

- Semen from proven herd sires
- Herd bulls with heredity built in that is NOT prone to illness, pulmonary disease, or over-eating

INDUSTRY SPECIALTY

Our unique specialty comes from limit feeding, fetal programming, rigorous testing, real world conditioning, and learning how to improvise, adapt, and overcome. Our unique approach is like training a warrior for battle. Our animals can take harsh conditions because they have not been pampered. They have less feed requirements to maintain their growing body mass, and they are choice and better with excellent tenderness in final products. The fact that they produce less methane emissions is a bonus.

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PAUL COELHO

OUR TRACK RECORD

HEALTH AND SAFETY

Every day we face risk. Knowing who we are as people helps us eliminate some of those risks. Understanding and knowing cattle and machinery is the next part of that equation. Inherent risk is a part of our world and surrounding environment. Working with mentors and others in the field helps to alleviate those risks. We take workplace safety seriously but know there is risk in our profession daily. Events leading up to accidents are generally preventable. Awareness, assessment and courage are the most important key factors in our business.

Our herd health and safety is important for economic and psychological reasons.

- Vaccination protocol
- Cattle handling and Beef Quality Assurance standards are encouraged
- Handling all medicine with utmost care and responsibility

ENVIRONMENTAL COMMITMENTS

We are committed to environmental excellence and pollution prevention, meeting or exceeding all environmental regulatory requirements, and purchasing products which have greater recycled content with lower toxicity and packaging, that reduce the use of natural resources.

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PAUL COELHO

OUR EXPERTISE AND EXPERIENCE

CASE STUDIES

PURINA ANIMAL NUTRITION

A nutritionist from Purina identified Lucky 7 Angus bulls and did a Performance Projection and Analysis on our feeding program. The study showed an 85.7% difference in energy consumption with typical angus bulls with a feed conversion of 8.71:1. They had an ADG of 3.12 and were consuming 2.67% of their body weight. To put this in perspective, Industry average on growing bulls net energy gain is above 56 and our data showed we were at a 49 NEG.

USDA AGRICULTURAL RESEARCH STATION FORT KEOGH, MILES CITY, MT

The study done at Fort Keogh in Miles City, Montana, worked on developing strategies and technologies for reducing the cost of beef production, including enhancing efficiency of nutrient utilization and improved reproductive performance. Fort Keogh Physiologist Andrew Roberts has been working to identify feed efficiency related genetic and nutritional processes. His work also focused on minimizing harvested feed inputs during heifer development. Their study and its results shared with us confirmed our theory and the evidence of what we saw ourselves in first calf heifer development.

CLIENT TESTAMONIALS

“ Cattle that grade 94-96% Choice or better, 10-15% going Prime, with less than 10% yield grade 4's are extremely rare. However, Lucky 7 Angus calves have done it time and time again at our feedyard. Combined with their great feed conversions and break-evens makes them without a doubt some of the most complete cattle we have the pleasure of feeding. ”

— Shane Tiffany, Tiffany Cattle Company, Inc. Herington, Kansas

“ I'm sold on this program. We Started using all Lucky 7 bulls and our calves were 137 pounds heavier in just 2 years. ”

Bill Griffin, Riverton, Wyoming —

“ Our program is 100% Lucky 7 Angus top and bottom. We fed out our 200 tail-end heifers and had incredible results: 4.91 to 1 feed conversion, 94% choice and better, only 4% yield grade 4's. They are money makers. ”

— Les Dunmire, Dunmire Ranch Co., McFadden, Wyoming

COMPANY ATTRIBUTES

LUCKY 7 MANAGEMENT RIVERTON LLC

JAMIE JENSEN PRESIDENT

CAGE CODE: 9WMK3

DUNS :

NAICS: 112111

LUCKY 7 MANAGEMENT RIVERTON LLC IS A WOMAN-OWNED BUSINESS AND JAMIE JENSEN IS A MEMBER OF THE NORTHERN ARAPAHO TRIBE ON THE WIND RIVER INDIAN RESERVATION.

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