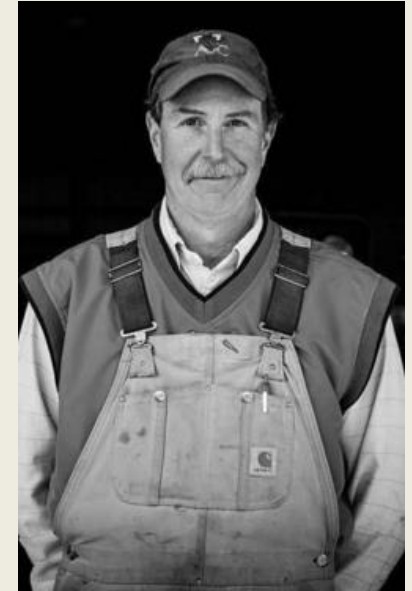


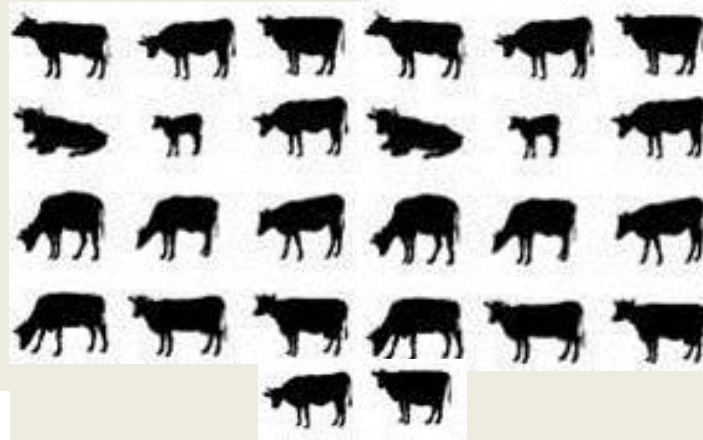
The Human Factor:



The average NY beef
herd size is:
20 head
(40 head avg herd size in US)



99%
of NY Farms are
Family owned
(97% of US farms
are family owned)



56%
Of farms are owned by the same
family for 3 generations

64%
Of farmers hope to pass
it to the next generation

The average farmer
is:
58 yrs old