



FOR IMMEDIATE RELEASE

Low Carbon Beef (LCB) Announces New Sustainability Certification: LCB Enrolled

LCB Enrolled Available to Verify Weaned Calves with Reduced GHG Emissions



LANDER, Wyo. - June 27, 2022 - Low Carbon Beef LLC is a cattle certification company that enables cattle producers to monitor, measure, and verify reduced greenhouse gas (GHG) emissions. LCB's certification programs are designed to enable cattle producers an opportunity to earn market premiums for cattle that demonstrate reduced GHG emissions. LCB has announced a new certification for weaned calves called LCB Enrolled.

Cattle producers can now seek LCB Enrolled verification to signal their cattle were raised with reduced GHG emissions. Cow-calf producers and backgrounders can see if their calves qualify for LCB Enrolled certification by submitting data to quantify the GHG emissions across four key categories: feeds, fuels, fertilizers, and function. Scores represent the cattle's performance for that specific segment of the beef production lifecycle. Cattle certified as LCB Enrolled will be on track for Low Carbon Beef's USDA Process Verified Program (PVP) if they continue to meet the required standards through each lifecycle segment, with final scoring for the PVP conducted within 60 days of slaughter.

LCB has selected IMI Global, a division of Where Food Comes From (WFCF), as a third-party verification company to verify practices for the new LCB Enrolled program audit.



"We're proud to offer this program for cattle producers to document and validate their efforts to reduce the greenhouse gas impact of their operations," said Dr. Colin Beal, founder and chief executive officer of Low Carbon Beef. "We're excited to work with IMI Global, which has set the standard for cattle verification, certification, and audit programs. LCB Enrolled provides cattle buyers an opportunity to purchase cattle that are strong candidates for the LCB USDA PVP and offers cattle sellers an opportunity to add value to their cattle."

"Our goal is to help the marketplace add value through voluntary third-party verification and we appreciate Low Carbon Beef's trust in us for the verification of their LCB Enrolled program," said Doug Stanton, vice president of sales & business development for IMI Global.



Low Carbon Beef is actively enrolling cattle for certification and pilot programs. Cattle producers who are interested in having their calves certified as LCB Enrolled are required to be [BeefCARE](#) approved and should contact info@imiglobal.com for more information.

About Low Carbon Beef

Low Carbon Beef LLC is a certification company and a USDA Process Verified Program service provider that certifies cattle raised with reduced GHG emissions, enabling cattle producers to earn premiums for cattle that qualify for the programs. Founded in 2018, LCB is the only lifecycle-based approach to certifying cattle with a significantly reduced carbon footprint over U.S. baseline beef production. Experts in lifecycle assessment and animal science developed the LCB methodology to ultimately provide consumers with the ability to differentiate beef produced with reduced GHG emissions and provide the cattle industry with a way to quantify and document commitments to sustainability. Learn more at LowCarbonRanch.com.

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