News Release

Niman Ranch expands nationwide with online distribution to AmazonFresh and ButcherBox

Technology significantly increases Certified Humane® and sustainable meat options for U.S. Consumers

Northglenn, Colo. (October 10, 2017) – Niman Ranch, a national leader in sustainable agriculture and humane livestock practices, today announced their products will be available on AmazonFresh and ButcherBox to significantly increase nationwide availability of their popular sustainable and Certified Humane® meats raised by small independent U.S. family farmers.

Amazon, the #1 Internet retailer in 2016* and ButcherBox, the #1 meat subscription service, continue to raise the bar on convenience and choice for online options, including sustainably raised meats. Niman Ranch meat is third-party certified under the Certified Humane® program from a community of small, independent U.S. family farmers who adhere to some of the strictest animal welfare protocols in the industry. All beef, pork and lamb is raised on pasture or deeply bedded pens, fed a 100% vegetarian diet without the use of antibiotics or hormones (never ever).

More than 51 percent of shoppers buy online according to Forrester Research. An annual survey by comScore and UPS found consumers are buying more things online than in stores for the first time ever. Sustainable, healthy and great tasting food products are now driving the trends for online grocery sales that amounted to nearly $7 billion dollars in 2016.

"Savvy online consumers do their homework and want to know where their meat comes from. They want transparent information that is available and reliable. Niman Ranch offers meats Raised With Care™," said Jeff Tripician, general manager of Niman Ranch. "AmazonFresh and ButcherBox are committed to providing customers with the highest quality products that also support a family farming network stabilizing Rural America. AmazonFresh and ButcherBox are showcasing the family farmer network to online shoppers around the globe. At the end of the day, AmazonFresh, ButcherBox and Niman Ranch appeal to an enlightened culinary enthusiast, and that makes this a great partnership."

ButcherBox has continued to create a niche by sourcing meats raised without antibiotics or hormones that also support family farms across the country. Their partnership with Niman Ranch has created consistent sustainable meat options with heritage breeds that are all Certified Humane® to keep up with the demand of their well-educated and conscientious customers.

 "We are a food-loving group that focuses on sourcing the best possible products, delivering an exceptional customer experience every day. Niman Ranch helps make that possible," said ButcherBox founder Mike Salguero. "We want to make a difference in the world around us and are able to do that by offering top quality proteins that are raised humanely by independent family farmers."

Niman Ranch's independent family farmer network has grown to more than 729 farmers to meet the significant demand for sustainable and humane pork, beef and lamb. "To expand the reach of progressive customers across the country we've partnered with some of the best distributors in the industry to carry the Niman products. We're pleased we can maintain the relationships while maximizing the online opportunities," said Tripician.

Popular Niman Ranch products offered by AmazonFresh and ButcherBox include baby back ribs, bacon, pork chops, tenderloin, charcuterie and snack packs, among others.

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With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.

according to data from eMarketer