



NIMAN RANCH NAMES KERRI MCCLIMEN DIRECTOR OF COMMUNICATIONS

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DENVER, CO – Niman Ranch, the pioneering leader in humanely and sustainably raised pork, beef and lamb, today announced the appointment of Kerri McClimen to the position of director of communications. In this newly created role, McClimen will promote great-tasting, quality Niman Ranch meats raised without antibiotics while highlighting the successes of key partners, farmers, customers and chefs.

"We are thrilled to welcome Kerri McClimen to our socially responsible and mission-driven team," said Jeff Tripician, general manager of Niman Ranch. "As the industry leader in all-natural meats raised by more than 720 family farmers committed to sustainable and humane practices, it is critical that we support our communications outreach and thought leadership. Kerri's experience and success at PEW with educating consumers and the industry about the need for antibiotic stewardship in agriculture makes her uniquely qualified to support us in achieving our mission."

Prior to joining Niman Ranch, McClimen was a consultant to The Pew Charitable Trusts (PEW). Her work focused on increasing America's consumption of meat and poultry raised without antibiotics as part of the Campaign on Human Health and Industrial Farming and the Antibiotic Resistance Project.

"Niman Ranch is a company that chefs, progressive-minded consumers, environmentalists, the public health and scientific communities admire for its integrity and commitment to reducing the United States' reliance on antibiotics while producing the highest-quality product," says McClimen. "It is a natural fit and personal goal for me to work for a mission-based organization such as Niman Ranch. I am thrilled to be a part of their close-knit team."

McClimen is a highly skilled communications and public relations professional with 25 years of media management and public policy experience that includes strategic planning and execution of short- and long-term organizational goals in public health, environment and sustainable agriculture. She has worked for Fortune 100 companies and members of the United States Congress. McClimen received her Master of Science in Communication from Northwestern University and resides in Chicago.

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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.