

January 2009

Attention: Native American Tribal Members
RE: Native American Brands Program Update

Dear Members:

As many of you may know by now in September 2007 Seminole Tribe President Richard Bowers and Rastelli Foods Group President Ray Rastelli formed a landmark business alliance. Under the terms of this agreement, Rastelli Foods Group will work with Native American ranchers to procure, manage the feeding, harvesting, and distribution of beef from an estimated 100,000 head of cattle. Most of these premium Angus cattle herds are being raised on Indian Reservation lands throughout the United States. The Seminoles, for instance, manage more than 15,000 head of cattle on two reservations in Florida, making the tribe one of the state's largest cattle operations.

The purpose of this agreement was to create a consortium of tribes whose purpose is to assist the members in returning to their economic roots of buying from and selling to one another in an effort to achieve this growth and prosperity in Indian Country.

In addition to the Seminoles of Florida, early participants in the consortium are the Mashantucket Pequot Tribal Nation, Connecticut; the Oneida Nation of Wisconsin, the Morongo Band of Mission Indians, California; the Cow Creek Band of Umpqua Tribe of Indians, Oregon; the Rosebud Sioux Tribe, South Dakota; the Standing Rock Sioux Tribe, North and South Dakota; the Jamestown S'Klallam Tribe, Washington; the Campo Kumeyaay Nation, California; and the Yankton Sioux Tribe, South Dakota

Currently, Native American Cattle have already begun their integration into the program. As we look forward to increasing the amount of participation in the program, I urge all of you to please contact me immediately should you have access to cattle for the program.

We are truly excited about being a part of this groundbreaking partnership and look forward to working with each of you to achieve our goal.

Sincerely,

David A. McClendon
Director of Marketing/Senior Program Director
Native American Brands

