

VeriPrime Who's Who

Scott Crain, DVM - Chairman and CEO

Dr. Crain has barnyard to boardroom experience. As a 20-year veteran of food production and process audit and verification, he owns a veterinary feedyard practice in Western Kansas providing health care to approximately 1,250,000 head of cattle annually.

Additionally, he and his wife and two daughters manage a small ranch in western Kansas.

In the mid-1990s, Dr. Crain developed and patented information systems and marketing methods to track and protect the health of cattle. He sought Wall Street funding and raised over \$75 million in private placements. Dr Crain was part of the team that took eMerge Interactive through an IPO that raised an additional \$135 million. As an Executive Vice-President of Emerge Interactive he worked with chief executives, food safety, purchasing, and quality management of many large retailers including McDonald's and Burger King.

David Farnum DVM – Agri Food Certification

Dr. Farnum brings a varied and unique experience and practical applications to the management team. His 15 year career has varied from helping individual producers improve their operations to acquisitions of global software and technology companies. Dr. Farnum spent 8 years in full time private consulting practice before moving to the feed industry where he spent 4 years with Purina Mills and led sales for the highest growth swine sales team in the company. He caught the technology bug and moved to Farms.com where he led the acquisition team of PigCHAMP in 2001. PigCHAMP is the largest and most established pork production business record software in the world and does business in 55 countries. In the year following the PigCHAMP acquisition Dr. Farnum led five additional acquisitions in the livestock technology sector. Dr Farnum led PigCHAMP to record sales and 80% North American market share before he was named president of eHARVEST.

In addition to the experience inside the business arena Dr. Farnum has taken on a number of roles for the benefit of the livestock industry. Most recently he served on the Standards Sub-Committee of the United States Animal Identification Plan Team and chaired the budget committee for the Pork Industry Working Group. Dr Farnum also authored a weekly column that was widely read in the pork industry and beyond.

Hal W. McCoy- VeriPrime Marketing & VeriPrime Board of Directors

Hal W. McCoy is the chief executive of Restaurant Management Company, a franchisee of YUM! Brands (YUM). Restaurant Management Co. owns and operates 185 restaurants including 150 Pizza Huts and 35 Kentucky Fried Chicken, Long John Silver's and A&W restaurants with \$130 million in sales.

After three years with IBM in Wichita, he worked for Pizza Hut, Inc. from 1970 to 1974 where he was responsible for consumer research, market research, and market planning and information systems. Mr. McCoy remains active in the day-to-day operations of the business, particularly in the areas of sales, marketing and consumer trends.

He has served on the advisory boards of both Long John Silver's, Grandy's and Pizza Hut and is regarded as one of the most successful franchise operators in these franchise systems. In alignment with his personal commitment to preventative food safety, Mr. McCoy also serves as a member of VeriPrime's board of directors. Mr. McCoy holds a bachelor's degree from the University of Oklahoma.

Arnie Sumner- VeriPrime COO

Arnie Sumner serves as the Chief Operating Officer for VeriPrime. He has an extensive background and strong track record of financial and operations management. Most recently he served as President/CEO of MoArk, LLC, a \$500 million nationwide marketer and producer of shell eggs and egg products. Prior to MoArk, he served as President/CEO of Ft. Recovery Equity, Inc., a cooperative consisting of retail feed, swine operations, and layers.

He started his career with Ralston Purina/ Purina Mills, Inc. where over his 28 years he held a number of key positions including President/COO. Arnie holds a B.S. in Agriculture and Food Economics from the University of Massachusetts.

John Lawrence, Ph.D. - VeriPrime Media Relations

Dr. Lawrence is the former Chief of Operations and Program Support at NASA's Johnson Space Center, Houston. In addition to 10 years serving as NASA's liaison to Congress, Lawrence oversaw the Challenger accident investigation and development of the Space Station. He was the "Voice of Mission Control" for early Space Shuttle flights. He was 2002 candidate for U.S. House of Representatives, Texas 1st District and in an Honor graduate Texas A&M University.