

TIMELINE

Premium meats raised in the USA
the way nature intended since 1875.



Coleman Ranches (as the family business was called at the time) started experimenting with rotational grazing, a technique learned from the U.S. Forest Service. It proved successful and paved the way for the regenerative agriculture trend that exists today.

1960



Mrs. Gooch's Ranch Markets (one of the original natural food markets in California, later acquired by Whole Foods) signed on to carry Coleman Natural Meats in their store. Soon after, other natural food supermarkets including Alfalfa's, Whole Foods and Bread & Circus began selling the exclusive line.

1981



The company established the "Coleman Certified Rancher and Feedlot" program to ensure consistent quality cattle supply and provide premiums for its network of over 1,000 family-owned ranches.

1984

Coleman Natural Meats integrated harvest and fabricating needs by remodeling and opening a harvest plant in Limon, Colo., and a fabricating and packaging facility in Denver.

1875

One year before Colorado became the 38th state, the Coleman family began cattle ranching in the lush grassland of the San Luis Valley near the small town of Saguache (sa-watch), just east of the Continental Divide. At 8,000 feet of elevation the Coleman family managed 225,000 acres of deeded and leased ranch land.



1979

Mel Coleman, Sr., and his wife Polly founded Coleman Natural Meats, both raising and selling the first certified natural beef.



Coleman worked with and lobbied the U.S. Department of Agriculture (USDA) to develop a "natural" label designating how livestock is raised — without the use of antibiotics, added growth hormones and 100% vegetarian fed. Thanks to his pioneering efforts, Coleman Natural Meats received the USDA's first certified natural label. It not only specifies how livestock are raised, but also ensures the resulting meat and processed items are minimally processed and contain no artificial ingredients.

1989

Mel Coleman, Jr., joined the Organic Trade Association as a board member and participated in the Livestock Committee's drafting standards for Organic Livestock and Poultry Production. These standards became part of the 1990 Farm Bill and were implemented in the USDA's National Organic Program.



2002

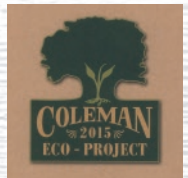


Organic standards, which Coleman Jr. helped draft, became law administrated by the USDA under the USDA Certified Organic seal.

Coleman Natural Meats, Penn Valley Farms and Petaluma Poultry were all purchased and combined to become Coleman Natural Foods. Allen Shainsky, founder of Petaluma Poultry, was the first to commercially market natural chicken in the 1980s and certified organic chicken in the 1990s. The standards he upheld — quality, humane animal treatment and environmental stewardship — aligned with those of Coleman. Along with Kurt Penn, the leader of Penn Valley Farms' line of naturally processed beef and poultry items, the trio made for a great partnership.

2005

The Coleman Eco-Project 2015 is announced. Coleman committed to a 10-year initiative to plant 20 million trees and restore damaged ecosystems. As part of the Coleman Eco-Project, Coleman Jr. worked with American Farmland Trust to develop a guide for western ranchers that addressed key issues like inheritance taxes, rotational grazing and conservation easements. The guide also addressed the challenges of passing the ranching heritage from one generation to the next.



2011



Coleman Natural Foods is acquired by Perdue Family Farms.

2018

The company announces a first-of-its-kind national 100% gestation and farrowing crate free pork program. It secured the American Humane Certification, providing third-party credibility to the 200+ animal husbandry standards that Coleman Natural Foods was already meeting and exceeding.



2019



Coleman Natural Foods commits almost \$1 million to support Pups4Patriots™, a program run by American Humane that connects service dogs with veterans.

2025

Coleman Natural Foods will celebrate its 150th anniversary.