

Table 3.1: Interview participants by segment

Segment	Number of Interviews	Size Range (2013)
Retailers	3	\$150 million – \$23 billion in annual sales
Packers	8	5 head per day – 26,000 head per day
Feedlots	10	3500 head – 980,000 head
Cow-Calf Producers and Seed Stockers	9	5 head – 300 head
Third-party auditors	4	5 staff – 100 staff
Government and Industry Associations	6	Association membership: 2,500 – 29,000
<b>Total</b>	<b>40</b>	