

FOR IMMEDIATE RELEASE
September 9, 2015

NEWS
OTCQB: WFCF

Where Food Comes From, Inc. Launches New Specialty Livestock Feed Third-Party Verification Program and Listing

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices, has announced the launch of 'Feed Verified', a new resource for livestock producers, feed companies and food brands alike to confirm a particular ingredient or feed product meets a specific verification or certification requirement.

“A critical aspect of verifying certain livestock production practices is knowing, tracking and confirming what an animal eats,” said John Saunders, Chairman and CEO of Where Food Comes From, Inc. “It may sound simple, but you have to take a step back and think about the complexity of what we are looking at. Five years ago we were only concerned about animal by-products. Today it is that plus antibiotics, growth promotants, genetically modified organisms, organic ingredients, even the percentage of forage or protein. I could go on, but the reality is that feed is emerging as the new risk in value-added livestock production. It only takes the tiniest of ingredients to disqualify an entire generation of animals from a specific verification program, even when everything else is done exactly right. That is exactly why Feed Verified came to be. We want to do everything in our power to enable farmers and ranchers to be transparent about how they are producing food, and Feed Verified is another tool to help them succeed in that endeavor.”

The first of its kind, Feed Verified is an innovative resource that will house a real-time listing of approved feed products and ingredients by name, while indicating those verification or certification programs each product is approved for use in. The listing is species-neutral, and includes direct hyperlinks to the individual product websites for easy access to additional information and/or purchasing opportunities. To view a current version of the resource, visit <http://imiglobal.com/feed-verified.html>.

The launch of Feed Verified includes 14 newly approved products from leading industry brands, including Alltech, Inc. and Bio S.I. Technology.

“Alltech has always been a leader in innovative technologies for the animal health industry,” stated Dave Pfenninger, North American Beef Coordinator for Alltech, Inc. “Our focus is on natural nutritional solutions, which has made us a good fit for emerging verification programs. But, oftentimes the program requirements are multifaceted and only continue to grow in complexity, so we knew we needed the right partner to ensure our continued compliance in the marketplace. It was an easy decision when the IMI Global team introduced us to Feed Verified.”

A global leader in the animal health industry, Alltech, Inc. currently has 13 products listed on the Feed Verified resource, with plans to add more in the future. For more information about Alltech, Inc., visit www.alltech.com.

About Alltech, Inc.

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech improves the health and performance of people, animals and plants through natural nutrition and scientific innovation. Its mission is carried out by more than 4,200 team members who adhere to the company's guiding ACE principle seeking the benefit of Animals, Consumers and the Environment in all endeavors. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world, doing business in 128 countries. For further information, visit www.alltech.com. For media assets, visit www.alltech.com/news.

About Where Food Comes From, Inc.

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's trusted resource for third party verification of food production practices. The Company supports more than 10,000 farmers, ranchers, processors, retailers, distributors and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, and Sterling Solutions units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Go to www.wherefoodcomesfrom.com for additional information.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about industry leadership; authenticity of products verified by the Company; and demand for, and impact and efficacy of, the Company's products and services on the marketplace, are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the agricultural industry; the market for beef and other commodities; and other factors. Financial results for the third quarter and nine-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

Company Contacts:

Kathryn Britton
Where Food Comes From, Inc.
303-895-3002

Jay Pfeiffer
Pfeiffer High Investor Relations, Inc.
303-393-7044