

## Cow Pool – Connecting farmers and ranchers directly to consumers

### Why Cow Pool?

1. Customers can know where their meat comes from and how it was produced.
2. Cow Pool markets the whole animal
  - a. No meat storage needed, no meat trucks, no leftovers
3. A standard bone-in cut based on retail weight (not hanging carcass wt.) offers the best price and value to the producer and retail customer. It's also far better for the butcher.
  - a. Explaining live animal weight, carcass yield, and retail-cut yield from the carcass to an urban eater can be difficult if not impossible. Better to sell based on actual retail weight purchased.
  - b. Customer gets exactly the pounds of meat that they pay for. The average [USDA retail value](#) is a good benchmark for setting value.
    - i. Meat customers can buy directly from the producer at the same price they pay at Walmart and other big box retailers. No argument!
    - ii. Do not offer special grinds or special boneless cuts. Steak thickness and roast sizes can be cut to customer preference. Well-fed animals will produce a grind of around 80/20 lean to fat ratio – the perfect hamburger. If the customer wants leaner ground beef, they can buy a home grinder and grind their round cut roasts. A typical meat plant can cut approximately five standard-cut, bone-in animals in the same time it takes to cut one full value-added boneless animal.
  - c. Meat is from one animal. In 1998 the University of Colorado did a DNA analysis of a typical fast food quarter-pound hamburger patty. There were over 1,000 animals represented. It would be more today.
  - d. Meat is free of solutions (12% or more in Walmart's Modified Atmospheric Packaging (MAP)), fillers, and additives like Pink Slime.
  - e. Whole animal eating supports healthier families around the dinner table, better nutrition, cooking skills, and understanding of where food comes from and how it's produced.

Cow Pool allows the livestock producer more time to provide good husbandry and stewardship, instead of running around selling, moving product, and trying to collect money.

The value of the production and processing stays in the community instead of leaving via middlemen - big meat packing, food service companies, and big retailers.

Happy customers through word-of-mouth advertising become the sales and marketing force.

Dinner at friends and family will not disappoint – they're all Cow Pool customers – or soon will be!

We sell from whole animals down to 1/8<sup>th</sup> shares. A 1/8<sup>th</sup> share will normally fit in a typical home refrigerator-freezer.

### **Conclusion and Economics:**

The customer gets the meat they pay for at a good price. The butcher gets paid for kill, cut and wrap, and keeps the slaughter waste, and whatever else is left over (offal) to sell for additional income (hide, heart and kidney fat, head, heart, liver, tail, kidneys, pet treats, pet food, etc.) If the customer wants any of the waste or offal, it can be purchased from the butcher.

We charge \$125 dollars per head kill fee and 85 cents per pound, based on the carcass weight, for the cut and wrap, which the livestock producer pays. There is a minimum charge of \$600 for small carcasses. The customer pays the producer for the actual weight of the meat. The USDA retail value for the last quarter of 2016 was \$5.70/lb.

#### **Meat cutout - Pounds and Value:**

1,200 lb. live animal will yield 47% in retail weight as a standard bone-in cut.

1,200 lb. x 47 = 564 pounds of meat at [\\$5.70 per pound](#) = \$3,214.80 per head

A well-fed 1,200 pound animal will produce approximately 756 pound of carcass (63% yield from live weight). Fatter animals yield more and taste better.

Kill fee of \$125, plus cut and paper wrap (85 cents x 756 = \$642) = \$767 per head

Net return to the producer after paying the butcher should be \$2,447.80

\$2,447.80 divided by 1,200 pounds live weight is \$2.04 per pound.

#### **Note to producer:**

Don't beat up the butcher. We've already lost most of them, and continue to lose more small meat plants. Local locker plants have consumed their assets trying to compete and survive in today's predatory meat industry.

#### **Note to Consumer:**

Stop being an aggressive price shopper. You're supporting multinational corporations that cheat everyone and everything they deal with, and you're making your family sick. The U.S. is already dependent on big meat company imports, and is an overall net food importer on a value basis. You're not going to have food to eat if you don't support your local farmers, ranchers and butchers. We've already lost nearly half our ranchers. Farm and ranch kids would love to come home is they could make a living. You can help!

If you want special cuts that take extra time and effort, like filets, boneless ribeyes, strip steaks, flatirons, shoulder tenders, etc. go to the full service meat counter at your local butcher shop. Make sure the shop buys local and not boxed beef from the big meat packers. If you don't have a local butcher, get together, pool your money, and invest in one.