



## Why CowPool™

1. Customers can know where their meat comes from and every step of its production.
2. CowPool markets the whole animal - No leftovers
3. A standard bone-in cut based on retail weight (vs. hanging carcass wt.) offers the best price and value to the producer and retail customer. It's also better for the butcher.
  - a. Explaining live animal weight, carcass yield, and retail-cut yield from the carcass to an urban eater, unfamiliar with the harvesting process can be difficult, if not impossible. It is better to sell based on the actual retail weight delivered to the customer.
  - b. Customer gets exactly the pounds of meat that they pay for. The average [USDA retail value](#), reported monthly, is a benchmark for determining value.
    - i. Meat customers can buy directly from the producer at essentially the same price they would pay at Walmart and other big box retailers.
    - ii. Time-consuming special grinds or special boneless cuts are not available with the standard-cut bone-in option. Well-fed animals will produce a grind of around 80% lean-to-fat ratio – the perfect hamburger. In addition, standard-cut bone-in processing is more efficient for the butcher to produce. A typical meat plant can cut approximately five standard-cut, bone-in animals in the same time it takes to cut one animal with boneless specialty cuts.
  - c. CowPool meat is from one, or possibly a small group of animals. In 1998 the University of Colorado did a DNA analysis of a typical fast-food quarter-pound hamburger patty; 1,082 animals were represented in the patty. 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. Knowing the producer and purchasing a share of the whole animal teaches a broader range of cooking skills, promotes healthier meals, and provides better food security, and a better understanding of food's origin and production methods.

Selling via CowPool provides the livestock producer and small processor a fair share of the consumer beef dollar, along with the resources to provide better husbandry, better stewardship, and the ability to produce better food [locally and regionally](#).

The value of the production and processing [stays in the community](#) instead of leaving via middlemen - big meatpacking, food service companies, and big retailers.

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

Dinners with friends and family will not disappoint – they’re all Cow Pool customers – or soon will be!

Quantities range from whole animals down to 1/8<sup>th</sup> shares. The 1/8<sup>th</sup> cow pool share fits in a typical home refrigerator-freezer.

### **Conclusion and Economics:**

The customer gets better quality well-raised meat for a price equivalent to the big box store. The butcher gets paid a fair price for the kill, cutting, and wrapping. The slaughter waste and offal (hide, head, heart, liver, tail, kidneys, etc.) remain with the butcher. The customer may purchase waste or offal items from the butcher.

### **Note to producer:**

Don’t beat up the butcher. We’ve lost most of them and continue to lose more small meat plants, even after the pandemic. In addition, instead of charging a fair and sustainable rate for processing, local locker plants and small meat processors have historically charged less than their true costs, consuming their assets while trying to survive in a predatory and aggressive price shopping food industry.

[CowPool™ is the register trademark of Good Food Concepts, LLC; the CowPool name is available to approved producers who follow the CowPool model, free of charge.]

### **Note to Consumer:**

Stop being an aggressive price shopper. It’s a fool’s game. [Cheap food](#) is not cheap. [Multinational corporations](#), big box stores, chains, and franchises extract wealth and precious resources, exploit people, mistreat animals; and leave land and communities broken. We are now net food importers, unable to feed ourselves. We’ve already lost nearly half our ranchers due to cheap imports and the anticompetitive practices of the big meatpacker/big food cartel. Many farm-raised and ranch-raised kids would love to come home if they could make a living. You can help in buying directly from them.

If you want special cuts that take extra equipment, time, and effort, like filets, boneless strip steaks and, ribeyes, flatirons, shoulder tenders, etc., go to the full-service meat counter at your local butcher shop. Make sure the shop buys local beef 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.