

A COOPERATIVE OF FAMILY RANCHERS  
**COUNTRY  
NATURAL  
BEEF** est. 1986



**CNB is Growing, We Want  
You To Be Part Of It!**

### REASONS TO JOIN

- Competitive Pricing Structure
- Meat Company Profits
- Grazewell Climate Smart
- 37 Years of History
- Largest Independent Beef Co-Op in the Nation
- Growing Demand for Supply
- Networking With Other Ranchers
- Family Ranch Owned

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### BENEFITS

#### **Competitive Pricing:**

CattleFax 6-State Live Plus \$20/cwt -  
Placement Bonuses - Steer, Heifer and all  
Hide Colors are Equal - Meat Company  
Profits

#### **Grazewell:**

Assisted Rangeland Monitoring and  
Consulting Provided

**Educational Opportunities:** Sharing  
Knowledge Covering the Entire Beef Industry

#### **Family Ranches:**

Over 100 Family Ranches and Growing

#### **Marketing Advantages:**

Established Long-Term Marketing  
Relationships With Retail and Food Service  
Industries

### **Mission of CNB:**

The mission of CNB is to connect consumers  
with ranchers by establishing innovative,  
respectful and profitable relationships.



**Mission of CNB – What we do:**  
 The mission of CNB is to connect consumers with ranchers by establishing innovative, respectful, and profitable relationships.

*The goal and purpose of this cooperative corporation is to provide a sustainable and competitive means to profitably market quality beef and other products desired by the consumer to help ensure that family owned and operated ranches stay in business for generations.*

## MEMBER BENEFITS

Stable pricing (market +), meat company, customer connections, carcass data, feeding data, your voice heard, long term relationships, genetic flexibility, further education, share your story, networking, family ranches, etc.

## CNB ATTRIBUTES

### Global Animal Partnership (GAP)

**Naturally Raised:** No added hormones, no antibiotics used in life of animals, animals fed a vegetarian diet.

**Grazewell:** Land Stewardship & sustainability standards.

**Stable Pricing:** CattleFax 6-State Live plus \$20/cwt over 12-month average.

**Family Rancher Direct:** Animals born and raised on a CNB ranch or purchased from like-minded ranchers.

### Quality-Taste-Tenderness-

**Consistency:** Deliver cattle on time at the correct weights with the appropriate genetics.

**Customer Service:** Two days of in-stores per year and participation in CNB meetings and governance.

## Core Values of CNB:

- Long term, mutually beneficial and transparent relationships with ranchers, partners, and customers.
- Product attributes that are good for land, livestock and people and are desired by our customers.
- We listen to everyone in the group before making a decision.

## HOW TO JOIN

1. CONTACT CNB & REVIEW PROGRAM
2. SUBMIT MEMBERSHIP APPLICATION
3. CNB REVIEW & APPROVE APPLICATION
4. COMMIT CATTLE TO CNB
5. PLACE CATTLE IN APPROVED FINISHING YARD

## Carcass Grid

- HWT 700-1000 Lbs
- < USDA YG 5
- No Standards or no rolls
- No 30+ or other blemishes

## PAYMENT STRUCTURE

### ➤ At Harvest:

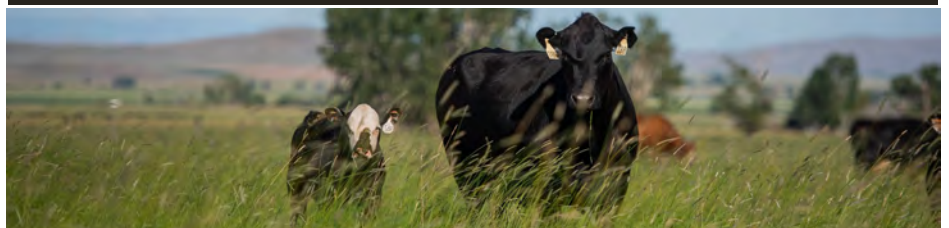
- CattleFax 6-State price plus \$20/cwt.
- Place on feed at 800 lbs: Oct, Nov, Dec, Apr, and May \$60/Hd bonus.
- Select carcasses discounted \$12/HWT Carcass.
- Hold 12% to allow 12-month average adjustment.
- $1375 \times (\$1.85 + \$0.20) + \$60 - 12\% = \$2,533$

### ➤ 365-Days after Harvest:

- Pay 12% difference to reflect 12-month market average. \$345/Hd
- Meat Company Profits

\*\$2,878/Hd - Assuming \$1.85/cwt 12-Month CattleFax 6-State Average, 1375 lbs Live weight & 100% Prime/Choice

\*\*Genetic potential & performance pays directly to you!



## MEMBER REQUIREMENTS

- COMMIT AND PLACE CATTLE
- ATTEND ANNUAL MEETING
- MEET FINANCIAL OBLIGATIONS
- PARTICIPATE IN IN-STORE EVENTS
- REGENERATIVE AG PROGRAM