

A COOPERATIVE OF FAMILY RANCHERS

COUNTRY NATURAL BEEF



OUR MISSION:

To provide a premium quality and process verified product to customers who value producers who do the right things for the right reasons for people, land, and livestock.

KEY BENEFITS OF MEMBERSHIP

- **MARKET ACCESS:** Provides a profitable market for ranchers' cattle, based on consumer demands and shared values.
- **MARKET PREMIUMS & STABLE PRICING:** Offers a stable pricing structure in a typically volatile commodity market (market price + a set premium). You also benefit from profits generated by the meat company.
- **FREEDOM TO OPERATE:** Flexible genetics and ranching practices that meet consumer demands (Natural, No antibiotics, No hormones, Regeneratively Raised, Pasture raised, USDA Choice).
- **DATA LEVERAGE:** Access to feeding and carcass data for informed decision-making, along with regional data for benchmarking.
- **COMMUNITY:** Engage in peer-to-peer learning groups, fostering community and expertise.
- **EDUCATIONAL OPPORTUNITIES:** Attend educational seminars, learn about grant opportunities for your operation, and receive guidance and assistance in obtaining your GAP certification, creating and updating your grazing plans, etc.
- **CONSUMER CONNECTION:** Share your ranch's story and connect with engaged consumers through retail partners like Whole Foods, Chipotle, and Burgerville.
- **SALES AND MARKETING:** Co-op handles all sales, marketing, and day-to-day operations of the meat company.

MEMBERSHIP DETAILS

- **ELIGIBILITY:**
 - › Be a beef rancher in the Western US.
 - › Hold or obtain a GAP-4 certificate.
 - › Raise cattle without hormones or antibiotics.
 - › Have or develop a written grazing plan focused on improving soil health and biodiversity.
 - › Retain ownership until harvest.
- **PROCESS:** Apply online. The membership committee reviews applications and votes on membership. Must commit cattle placements to join.
- **MEMBER FEES/DUES:** None.

CORE VALUES:



1. **STEWARDSHIP:** We believe it is our responsibility and calling to care for natural resources, animals, and people in a way that leaves those people and resources better than we found them.



2. **FAMILY-BASED AGRICULTURE:** We believe that family-based agriculture is the foundation of strong rural communities and celebrate the critical role they play in providing a high-quality, abundant, and affordable food supply globally while preserving open spaces.



3. **INNOVATION:** We are committed to progress and continuous improvement, proactively seeking creative new methods to manage our ranches, serve our members & customers, and achieve our shared goals.



4. **INTEGRITY:** We do the right thing, for the right reasons.

LEADING THE CHARGE IN SUSTAINABLE & ETHICAL PRACTICES

Our co-op founded the Grazewell™ program, the first-of-its-kind regenerative program to be rancher-driven and incorporate ranches and finishing facilities. We believe sustainability goes beyond carbon sequestration, and our geographical area of the Arid West provides tremendous opportunities to focus on the additional regenerative areas of water infiltration, soil health, plant, and wildlife diversity.

We are also a key supplier of the elite GAP-Step 4 pasture-raised animal welfare program. Many producers can meet minimum GAP requirements, but our program allows us to be highly differentiated from competitors and drive additional premiums back to our producers.



BE A BRIDGE IN THE RURAL — URBAN DIVIDE

Being part of the co-op means being part of our portfolio of consumer-facing brands (Country Natural Beef, Oregon Country Beef). Our branded beef program focuses on the natural shopper segment, where consumers have high disposable income and shop in line with their values. They have demonstrated a willingness to pay for claims around environmental stewardship, animal welfare, and quality eating experiences.

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JOIN US:

Become a member of Country Natural Beef and join fellow ranchers dedicated to sustainable practices, quality products, and a shared vision for the future.

For more information and to apply, visit Country Natural Beef Membership Page or contact our membership director Alec Oliver at aleco@countrynaturalbeef.com.