



Small Farms, Growing Strong.



A man in a green t-shirt and dark shorts is sitting on a wooden picnic table, holding a baby. He is barefoot. The picnic table is in the foreground, and a vintage silver Airstream trailer is in the background. The trailer has a door open and a window with a wire mesh. The scene is set in a grassy area with trees in the background. The word "INTRO" is written in large white letters on the left side of the image.

INTRO

COOPERATION
SCALABILITY
FOCUS ON THE CUSTOMER



Why Do Small Farms Struggle?

1. Complexity of balancing an integrated business model.
2. Access to capital needed to scale.
3. Selling and distributing enough product.

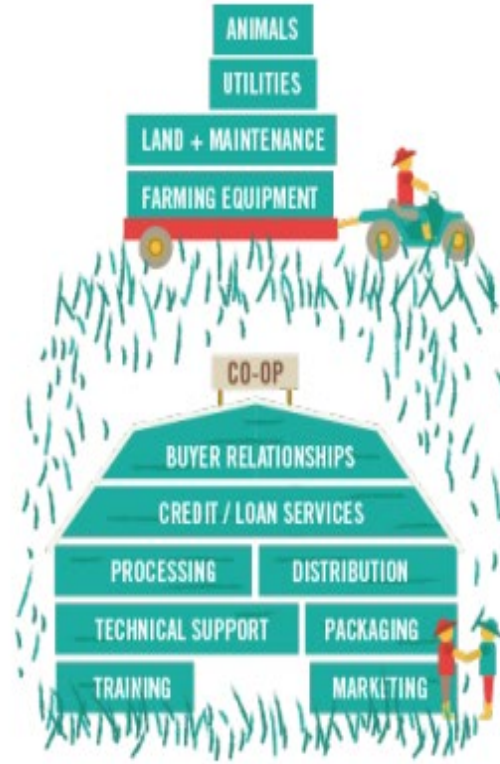
COOPERATION

The Benefits

FARMING WITHOUT A CO-OP



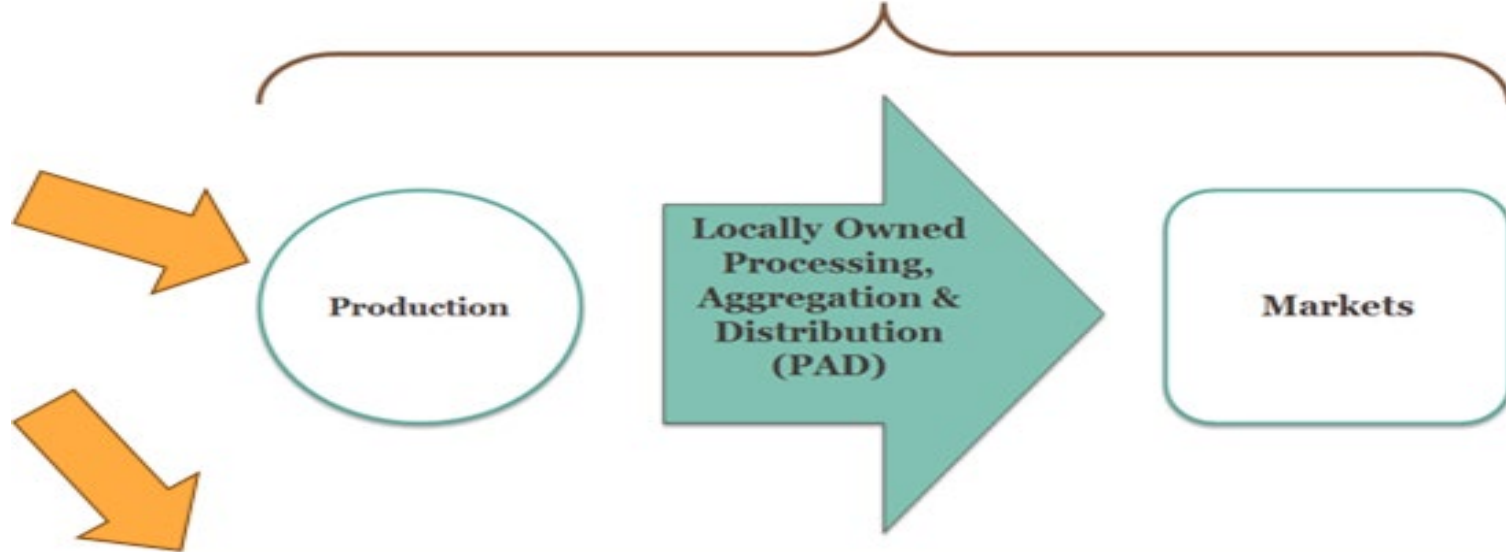
FARMING WITH A CO-OP



COOPERATION

Supply Chain

FOOD VALUE CHAIN



Social Capital



Financial
Capital



Entrepreneurship



By sharing production, processing, aggregation, distribution, and marketing resources, our farmers can focus on their farming.

THE STATE OF MEAT IN THE USA

FARMERS

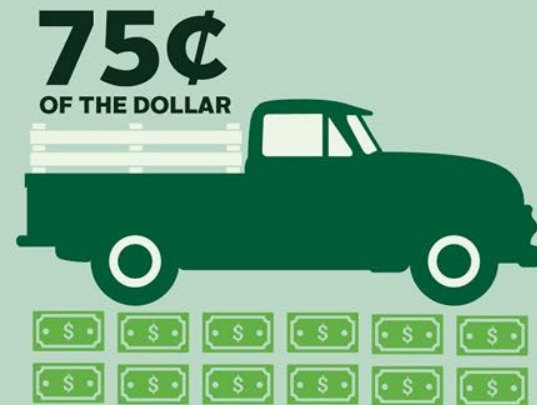
FACTORY FARMS

Farmers are generally forced to take on large amounts of debt, and have little to no say in the running of the business.



GRASS ROOTS

Goes back to the farmer and farmer owned businesses.





Our 7-10 year goal is to have a 100 farmers making a living wage.

FARMING PRACTICES



PASTURE-RAISED CHICKEN

PASTURE-RAISED TURKEY

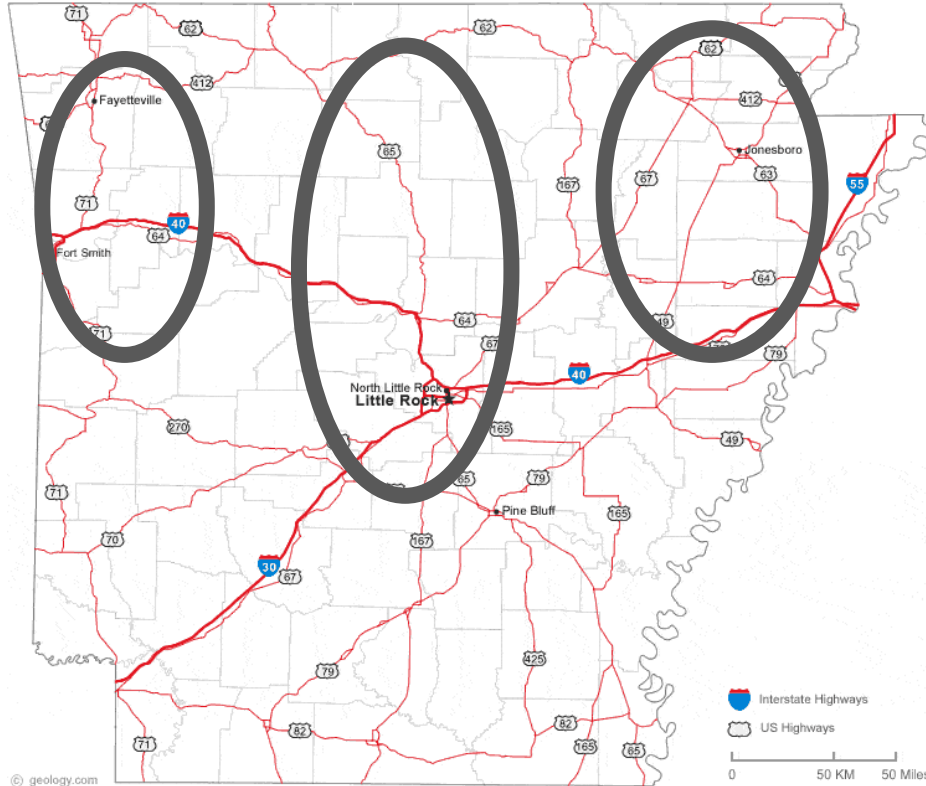
GRASS FINISHED BEEF



FORESTED PORK

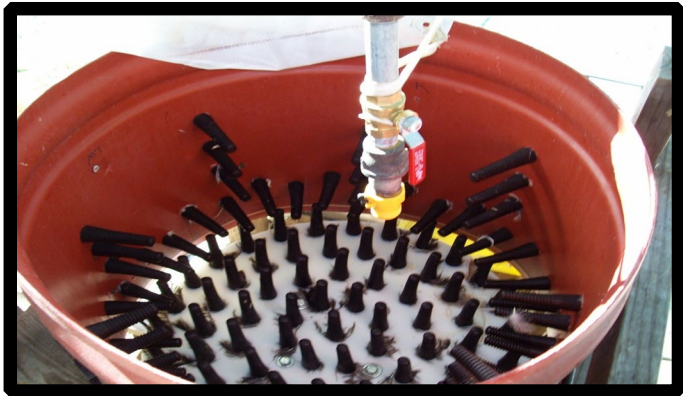


WHERE WE STARTED



- Dispersed
- Rural
- Small Market

STARTUP FARM





STARTUP FARM



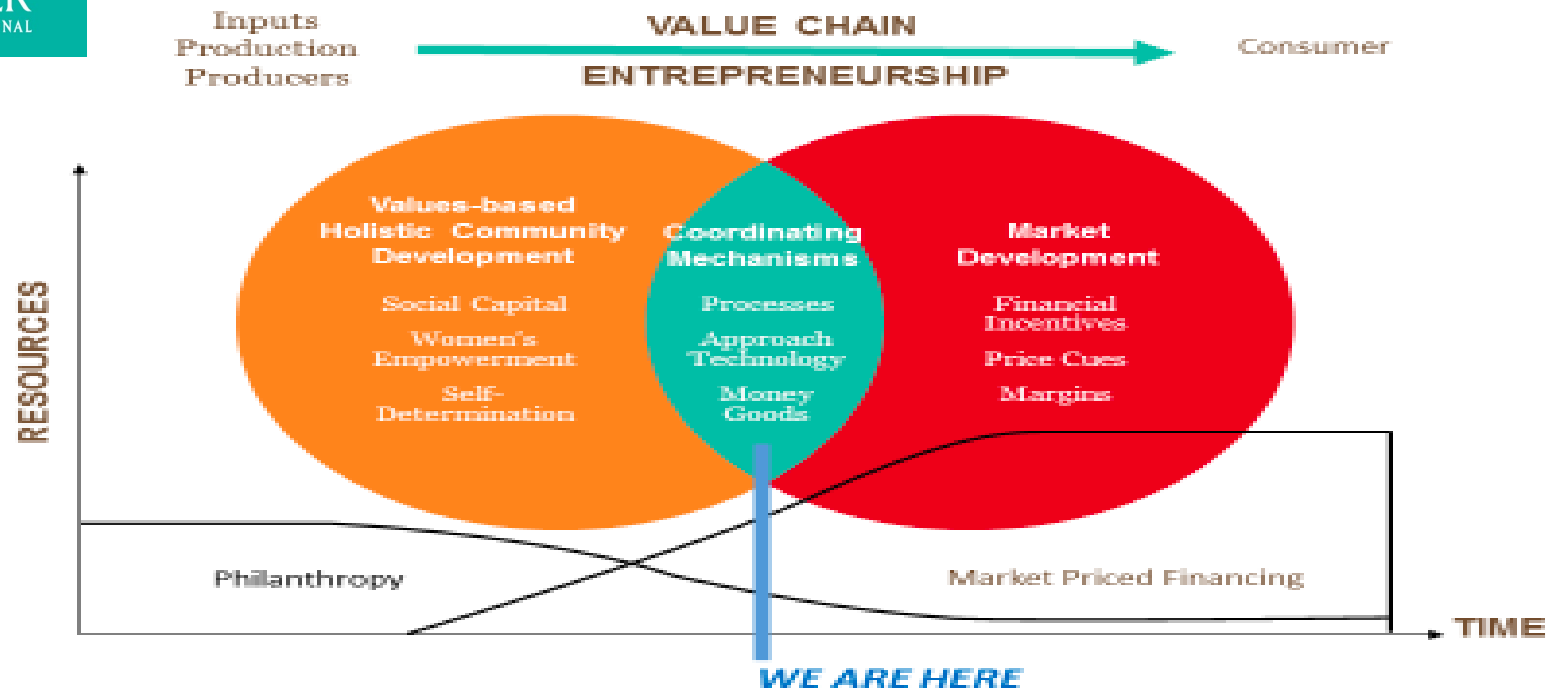
STARTUP FARM



STARTUP CO -OP

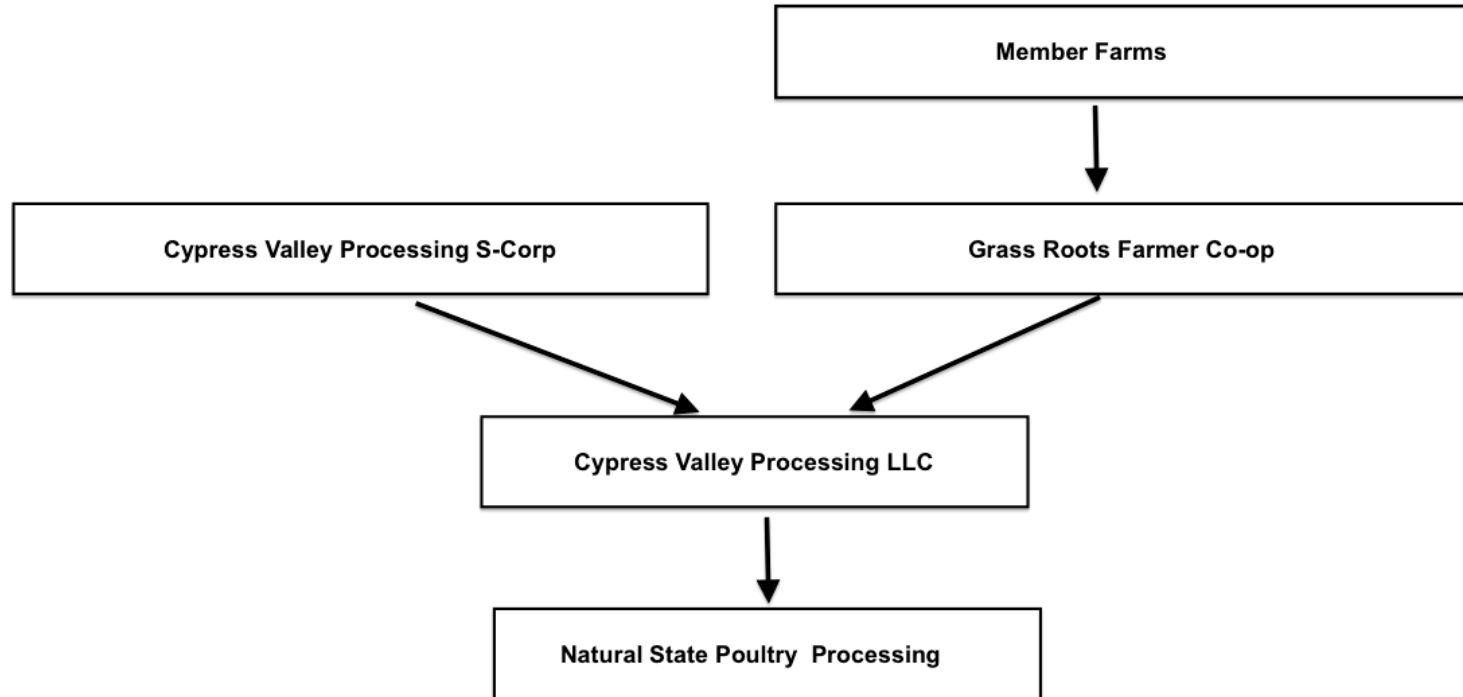
RAISING CAPITAL

BUILDING RELATIONSHIP BETWEEN SOCIAL CAPITAL AND MARKET DEVELOPMENT



STARTUP CO -OP

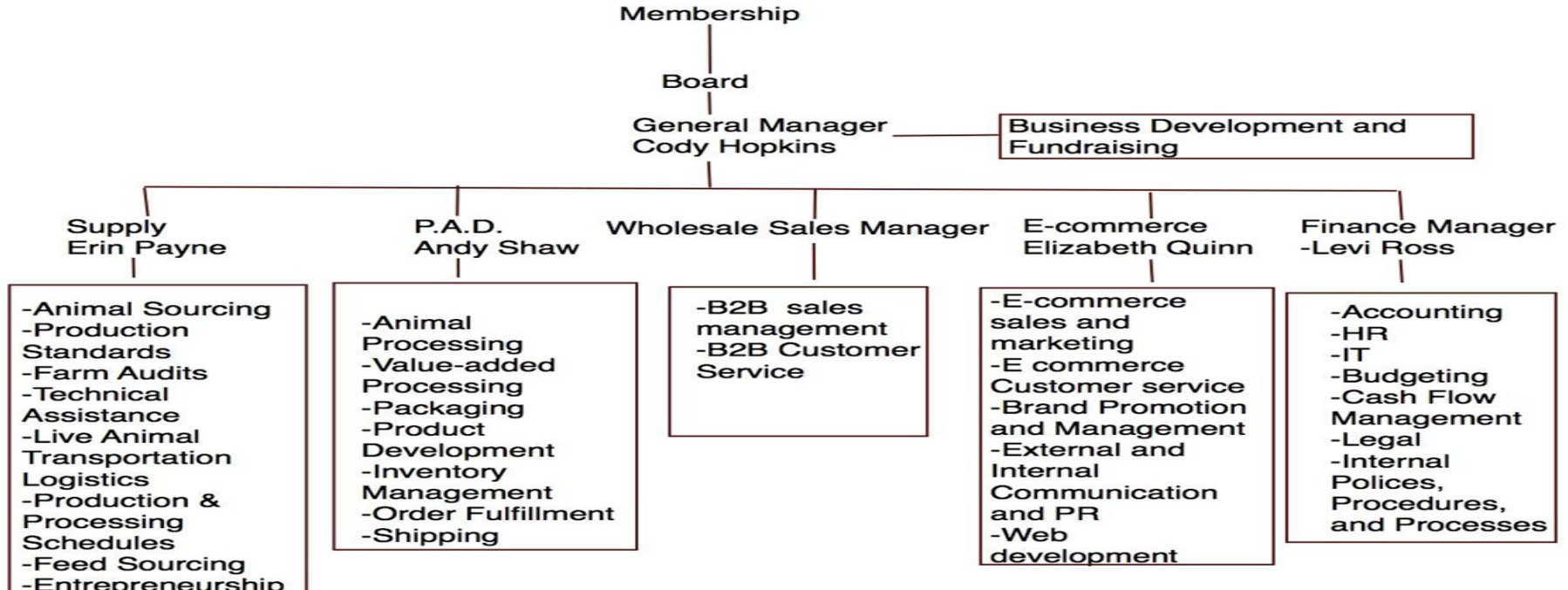
Ownership Structure



SCALABILITY

BUILD THE RIGHT TEAM

GRASS ROOTS FARMERS' COOPERATIVE



STARTUP CO -OP



STARTUP CO -OP



STARTUP CO -OP



STARTUP CO -OP

EXTERNAL PARTNERSHIPS



STARTUP CO -OP

VALUE PROPOSITION FOR THE FARMER



From 2014 to 2016:

- Profitability is up 323%
- Net income has increased from 2% to 13%
- Expenses as a percent of revenue have decreased from 45% to 24%

SCALABILITY ON FARM INFRASTRUCTURE



SCALABILITY

ACCESS TO CAPITAL

GRASS ROOTS FARMERS' COOPERATIVE Farmer Receipt #2015-094

Dettelbach Farm

Date of Farmer's Receipt: 09/30/15

Chick Arrival Date: 08/06/15

Processing Date: 10/01/15

Processing Location:
Advanced Meat Processing

11.3.7.10650

\$1.22/chick delivered and
\$4.50/chick feed average

Total Chicks Ordered	1097
Total Birds Delivered	1058
Total Loss	39
Total Condemned/DOA	19
Birds Processed	1039
Loss Rate	3.56%
Condemn Rate	1.80%
Total Weight (lbs.)	4598
Average Weight (lbs.)	4.43
GRFC Broiler Payment	\$10,345.50
Chicks and Feed	-\$6,274.84
NET GRFC PAYOUT	\$4,070.66

c/s

Paid \$2.25/lb on
carcass weight

Farmer Net Profit per bird harvested \$3.85

Co-op's cost per pound is \$2.90

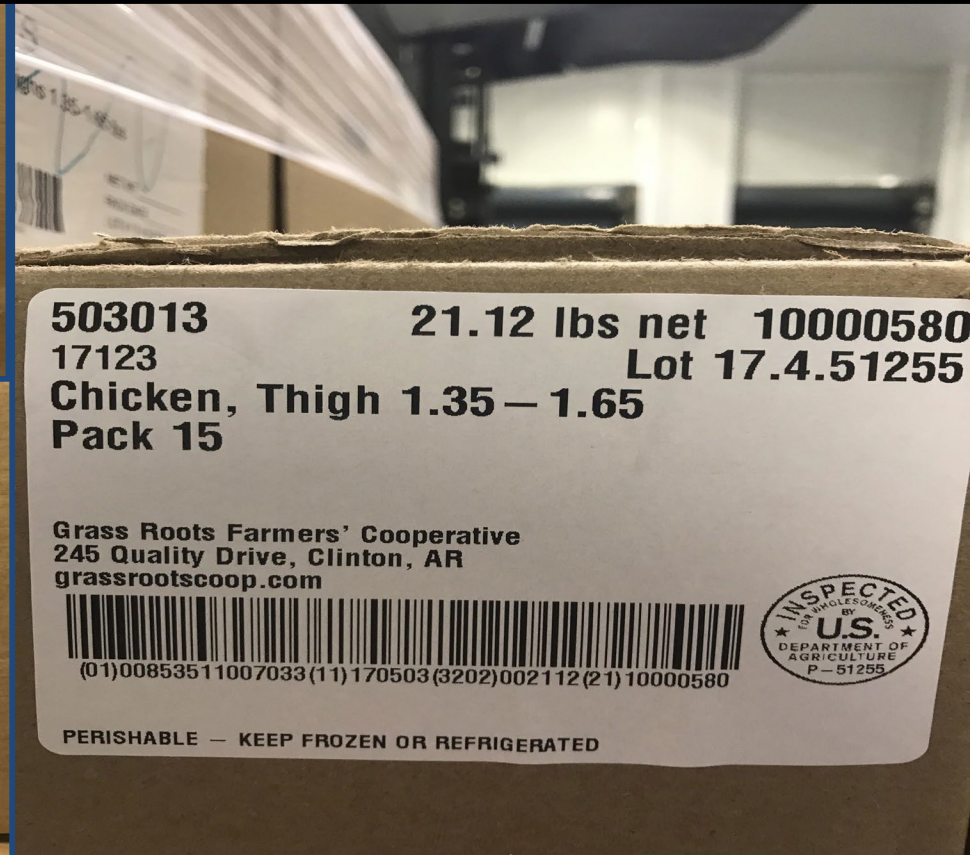
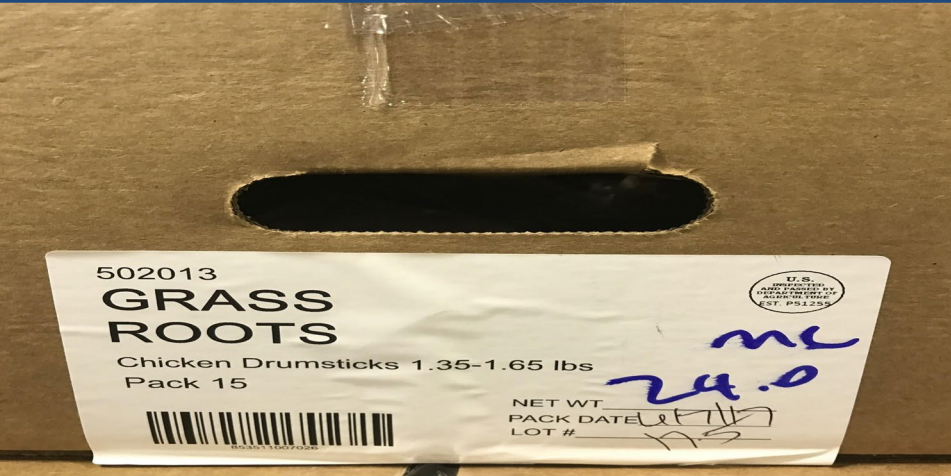
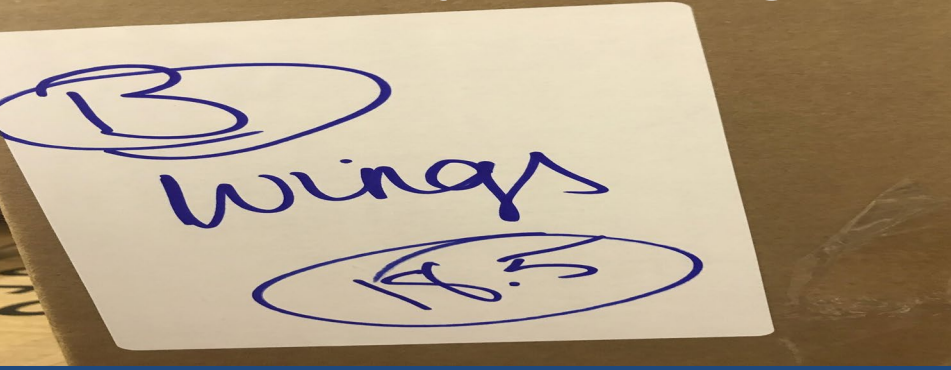
SCALABILITY

AGGREGATION



SCALABILITY

Inventory Management



SCALABILITY

PROCESSING



SCALABILITY

DISTRIBUTION



SCALABILITY

DISTRIBUTION



SCALABILITY

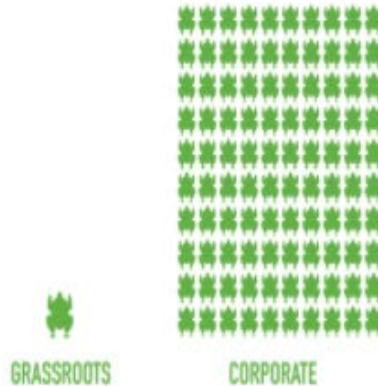
IT'S STILL GOING TO BE EXPENSIVE

OF BIRDS IN A FLOCK



500 VS 25,000

PROCESSED AT A TIME



1,000 VS 100,000

\$ PAYMENT TO FARMER



\$3.14 VS. \$0.30

FOCUS ON THE CUSTOMER

CELEBRATE THE BIG WINS



FOCUS ON THE CUSTOMER

Consumers trust farmers



HELD RESPONSIBLE
TO ENSURE SAFE FOOD

- 1. Federal Regulatory Agencies**
- 2. Food Companies**
- 3. Farmers**
4. State Regulatory Agencies
5. Family
6. Grocery Stores
7. Family Doctor
8. Restaurants
9. Nutrition Advocacy Groups
10. University Scientists
11. Dietitians



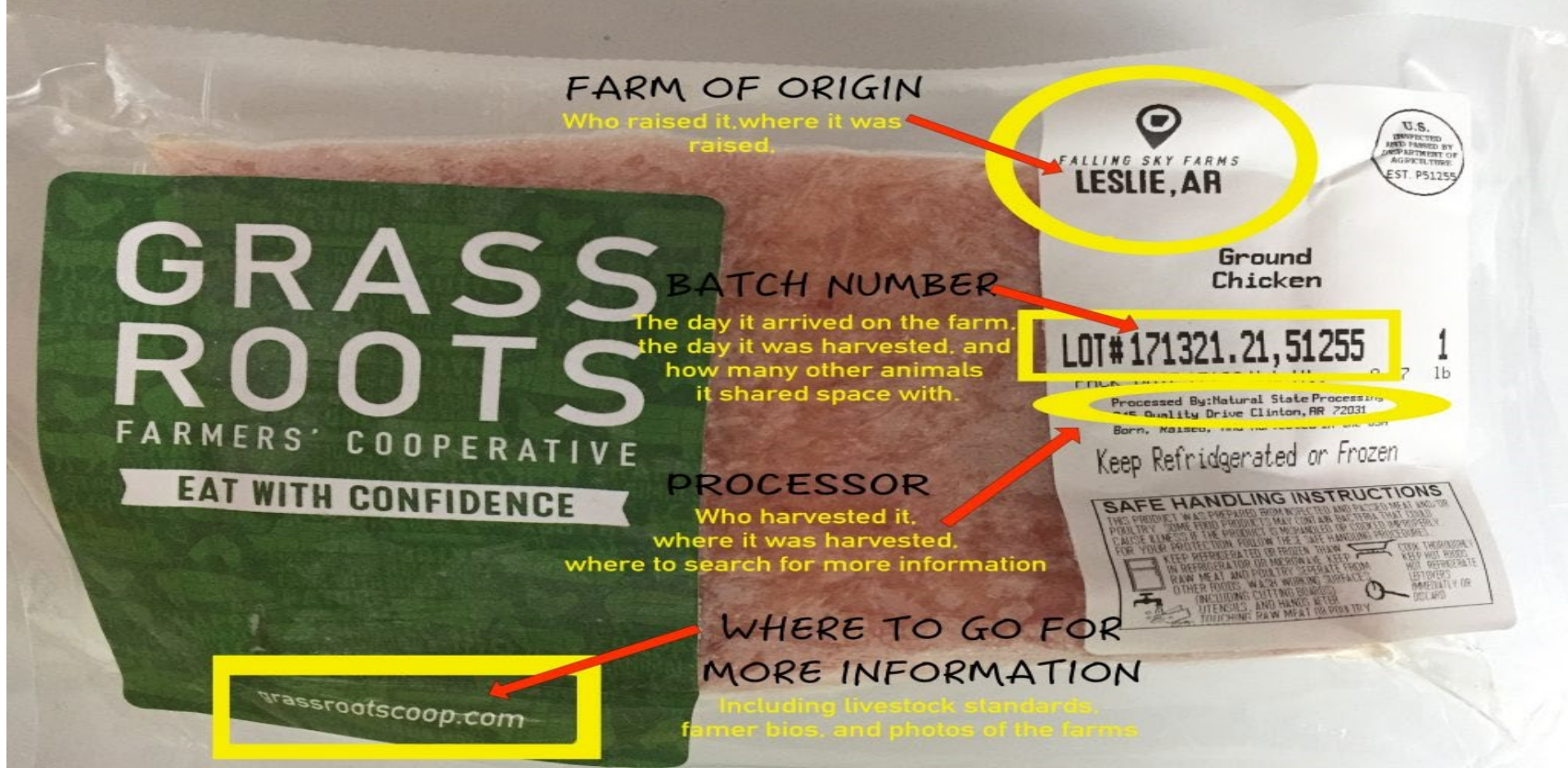
TRUSTED
TO ENSURE SAFE FOOD

1. Family
2. Family Doctor
- 3. Farmers**
4. Dietitians
5. Nutrition Advocacy Groups
6. University Scientists
7. Grocery Stores
- 8. Federal Regulatory Agencies**
9. State Regulatory Agencies
10. Restaurants
- 11. Food Companies**

** Results are similar for ensuring healthy food*

FOCUS ON THE CUSTOMER

FARM OF ORIGIN



FOCUS ON THE CUSTOMER

What problem do you solve?

“Conscientious eaters have a difficult time finding high-quality meat from a source they can trust. They know that buying straight from the farmer is the best option, but farmers' markets aren't a convenient, year-round solution for most people. We make it easy to order the highest-quality, pasture-raised meats directly from the farmer so mindful eaters can eat with confidence.”

FOCUS ON THE CUSTOMER

SUPPLY CHAINS OF INTEGRITY



WHO RAISED IT

FALLING SKY FARM, LESLIE, AR. A
DIVERSIFIED, GRASS-BASED FARM RAISING
CHICKENS, TURKEYS, HOGS, & STEERS



HOW IT'S RAISED

450 BIRDS IN EACH MICRO BROOD WITH
A TOTAL SQ. FOOTAGE OF 28,000



WHAT IT'S FED

13LBS OF NON GMO,
CUSTOM-MIXED RATION WITH BREED
SPECIFIC NUTRIENTS



WHO PROCESSED IT

NATURAL STATE PROCESSING, CLINTON,
AR. A PARTNERSHIP BETWEEN GRASS
ROOTS AND CYPRESS VALLEY MEAT CO.

TOTALLY TRANSPARENT.

You have the right to trust your food. We'll tell you exactly where your meat
comes from: from the farmer and pasture to the feed and processor.

GRASS ROOTS

FARMERS' COOPERATIVE

FOCUS ON THE CUSTOMER

SUPPLY CHAINS OF INTEGRITY



**WHO
RAISED IT**



FOCUS ON THE CUSTOMER

SUPPLY CHAINS OF INTEGRITY

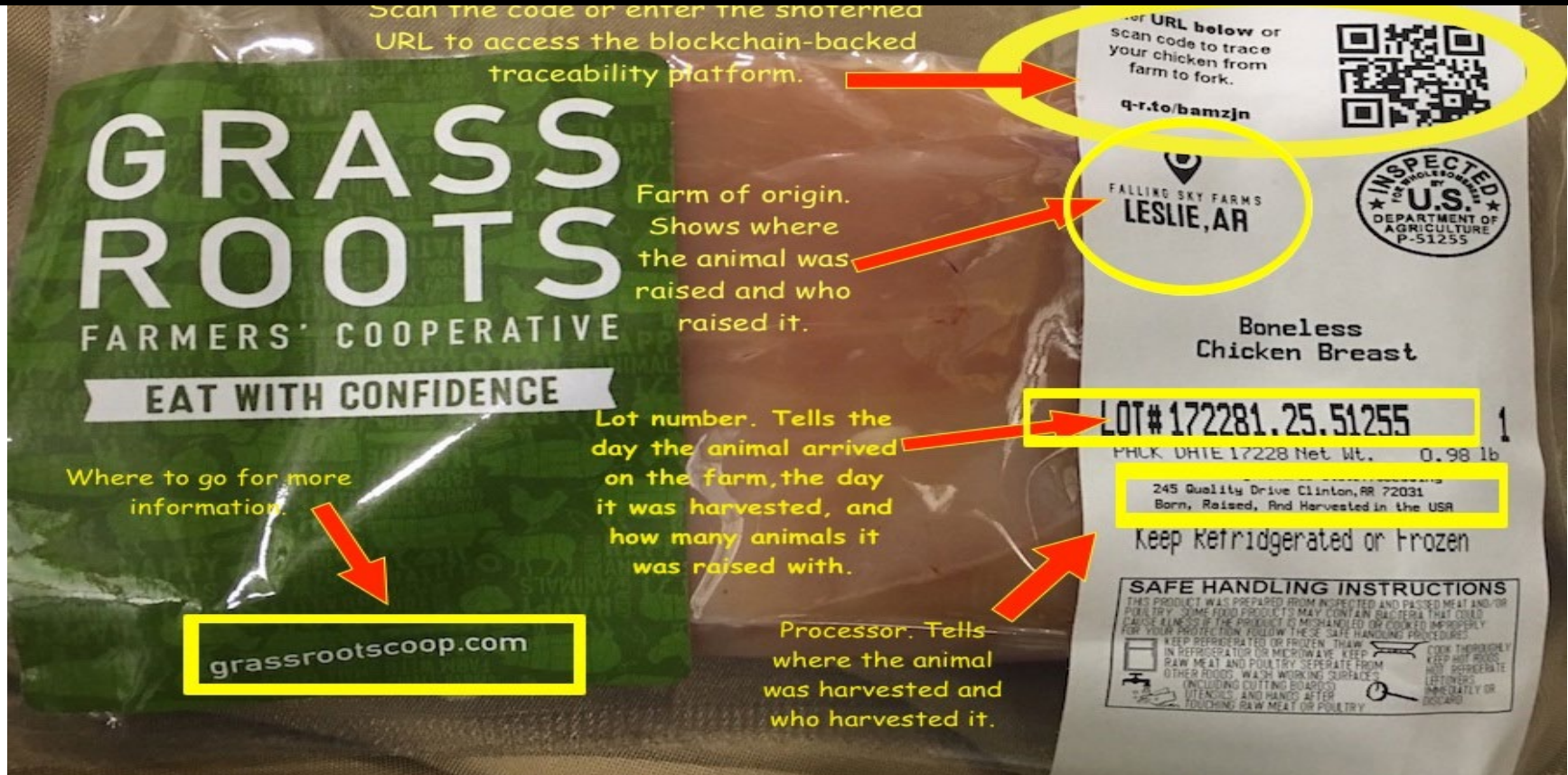


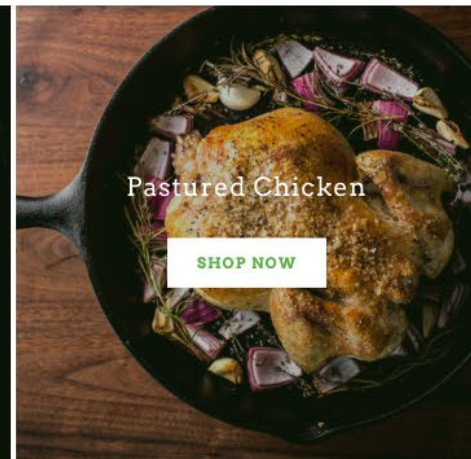
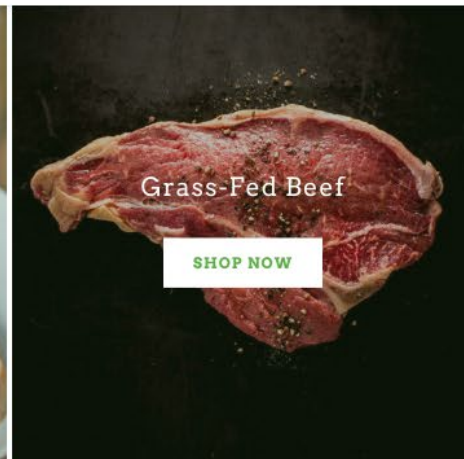
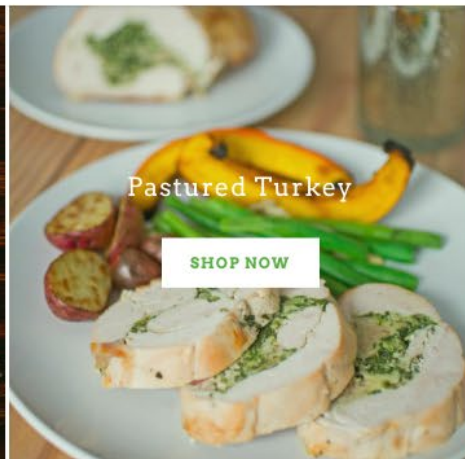
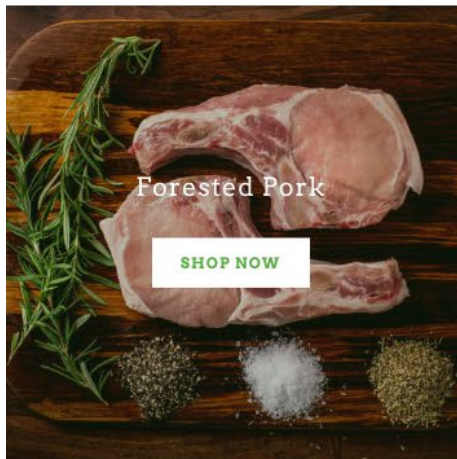
WHO
PROCESSED IT



FOCUS ON THE CUSTOMER

Farm of origin





EAT WITH CONFIDENCE.

Your Grass Roots purchase is an investment in the farmer, the community, animal welfare, the environment, and your health.





Convenience!

Ecommerce

Grass Roots is a farmer owned Ecommerce company that ships Grass-fed and Pasture - raised meats to your front



CODY@GRASSROOTSCOOP.COM