



BUYHALFCOW
DIRECT-TO-CONSUMER CUSTOMER
ACQUISITION PLATFORM

Rancher Partnership Overview

Who We Are

BuyHalfCow is a direct-to-consumer customer acquisition and media platform built to move cattle for independent ranchers.

We generate qualified buyers.

We build demand.

You fulfill orders directly.

We do not process meat.

We do not handle inventory.

We do not take custody of product.

We drive aligned families to serious producers.

Our compensation: 10% commission on referred sales.

The Mission

BuyHalfCow exists to:

- Strengthen independent American ranchers
- Restore direct-to-consumer supply chains
- Eliminate unnecessary middle layers
- Connect families directly to verified producers
- Protect trust in American beef

We are selective about who we list.

Trust is the brand.

How The Model Works

1. Alignment Call
We confirm production capacity, goals, and standards.
2. Partnership Agreement
Clear terms. 10% commission. No upfront fees.

3. Verification
Sample shipment or in-person review required.
4. Listing & Exposure
Ranch profile created. Buyer matching begins.
5. Customer Introduction
We introduce verified buyers directly to you.
6. Direct Transaction
You complete the sale. You control pricing.
7. Commission Settlement
10% on referred sales.

Simple. Clean. Scalable.

What We Need From You

Operational Details:

- Ranch Name
- Location
- Contact Info
- Breeds
- Feeding program
- Certifications (if applicable)

Production Capacity:

- Head available annually
- Direct-to-consumer allocation
- Ideal price per quarter/half
- Processing partner
- USDA / State / Custom
- Delivery or pickup radius

Sales Goals:

- How many animals do you want to move annually direct?
- Timeline to move current inventory?

Verification Requirement (Mandatory)

BuyHalfCow maintains internal verification standards to protect buyers and platform integrity.

Before listing, ranchers must complete ONE of the following:

Option A – Product Sample Verification (Preferred)

- Ship representative product sample
- Properly packaged
- From processor
- Clearly labeled

Shipping Address:
420 N Walnut St
Colorado Springs, CO

Verification review includes:

- Packaging integrity
- Marbling consistency
- Cut accuracy
- Label compliance
- Overall presentation

Option B – In-Person Verification

Schedule on-site visit for:

- Ranch walkthrough
- Feeding program review
- Processing partner verification
- Inventory discussion
- Optional media documentation

Approval is at BuyHalfCow's discretion.

Rancher Expectations

We expect:

- Honest inventory reporting
- Clear pricing
- Professional communication with referred buyers
- Fulfillment responsibility
- Transparent reporting of referred sales

BuyHalfCow is a marketing and acquisition platform only.

All fulfillment, compliance, and product liability remain with the rancher.

Commission Structure

BuyHalfCow earns 10% commission on all verified referred sales.

Applies to:

- One-time bulk purchases
- Repeat purchases from referred buyers
- Subscription-based agreements

Commission term: 24 months from first referral.

What Happens After Signing

1. Agreement executed
2. Verification completed
3. Profile created
4. Inventory confirmed
5. Buyer introductions begin

If aligned, proceed to the BuyHalfCow Rancher Partnership Agreement.