



Bay Area Rancher Cooperative (BAR-C)

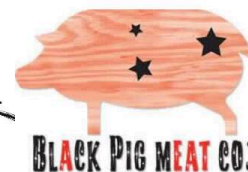
Formed on July 28, 2020.

A business model that places the interests of the ranching community first.



Bay Area Ranchers' Cooperative

16 Founding Members comprised of
North Bay Ranchers



FOOD

Locavores beware: Livestock ranchers to lose Bay Area slaughterhouse

Janelle Bitker and Tara Duggan | Nov. 27, 2019 | Updated: Nov. 27, 2019 12:51 p.m.



Workers processing beef at Marin Sun Farms, the Bay Area's last remaining USDA-certified slaughterhouse, Petaluma, California, November 26th, 2019. In January, the Bay Area's last remaining USDA-certified slaughterhouse, run by Marin Sun Farms in Petaluma, will no longer process animals from local ranches other than its own. When the local meat ranching company took over the slaughterhouse in 2014 that had been owned by Rancho Feeding Corp., it promised to help other ranches stay in business by offering the service. The company announced [more](#)

When the meat company Marin Sun Farms bought the Bay Area's last remaining slaughterhouse in Petaluma in 2014, owner David Evans, a Point

The Bottleneck Just Got Narrower

Our Mission:

To serve our
community of
ranchers and
farmers by
providing
access to local
processing with
transparency,
honesty, &
dedication.



Our solution:

- By ranchers, for ranchers
- Provides a regional humane, no stress harvest method.
- Job opportunities
- Model for other regions



Brick and Mortar



Our values:

- Animal Welfare and Ecology
- Transparency
- Service and Quality
- Healthy Culture
- Resiliency and Viability

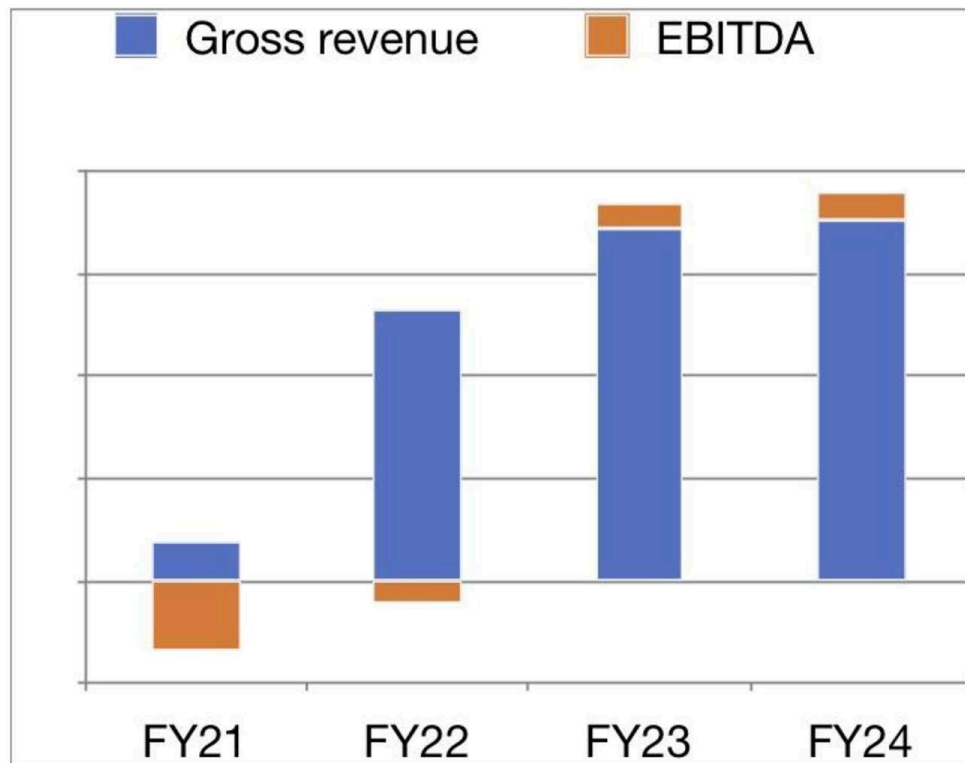
Market Analysis

80 direct-to-consumer ranchers in Northern California

- Harvest more than 10,000 head of livestock
- 60% of these animals come from less than 50 miles away
- Demand is 2X the capacity of the unit
- Cash flow positive in 10 months



Business Model



Figures are estimates and not guarantees

**Assumptions:*
Capital \$1.2M Raised
Equipment & Lease Acquired
Operational by May 2021

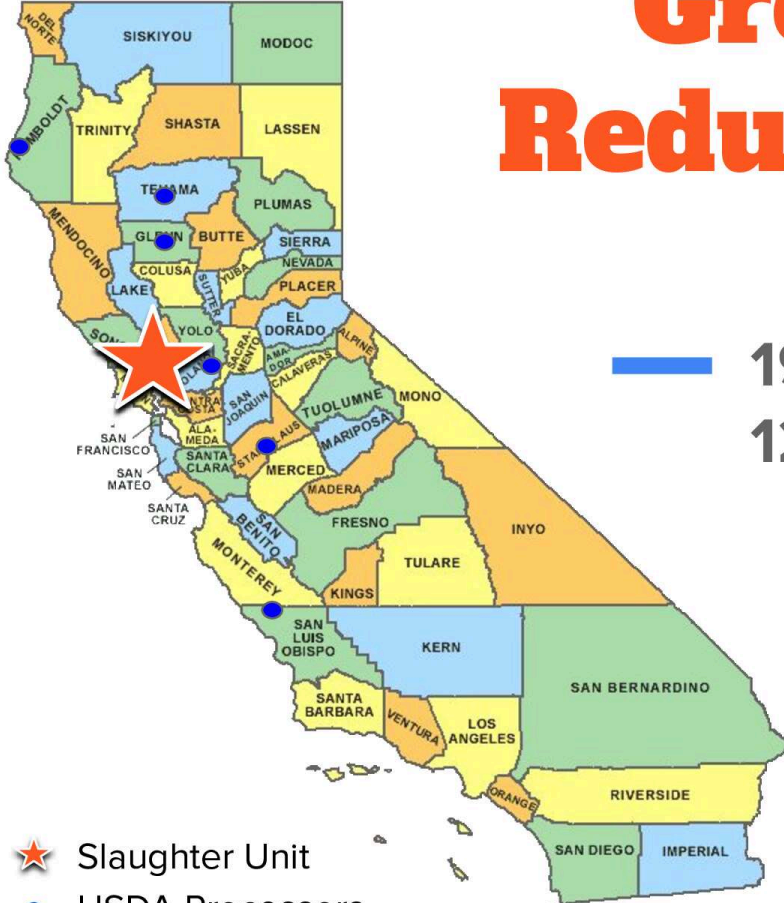
Greenhouse Gas Reduction: 1 location

=

— 19.6 tons of CO₂ saved by
12 of our founding members

— 26,150 fewer miles in just 8
months! (1+ trip around the world!)

— 78% total reduction in miles



Slaughter Unit



USDA Processors



- Raised: \$117,000
- End of October Goal: \$500k to secure Mobile Unit
- End of 2020 Goal: \$1.2 Million
- *Raised from a combo of Reg CF & Rule 506C

What We Are Asking

Raise \$1.2 million from our community

Balance of funds for
Facility improvements
Capital equipment
Legal & Professional Services
Operating Expenses



**Join Us
as a social
impact
investor**

Thank you

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