Florida Cattle Ranchers
Homegrown Beef Raised Right
WHO WE ARE

We are Florida family cattle ranchers, proud of our state’s ranching heritage, its values and traditions. We are a diverse group with experience in all areas of producing cattle — from animal health, nutrition, production and marketing to processing and sales. We’ve joined together to bring you Homegrown Beef Raised Right.
OUR MISSION

To bring back to Florida consumers homegrown beef, born and raised in our state using:

- time-honored traditions,
- wholesome humane practices, and
- an intentional focus on the sustainability of Florida — our environment, our land, our wildlife, our economy, our cattle industry, and our heritage,

all done with transparency and integrity so we can always be proud of our work and never stop enjoying it.
COMPANY STRUCTURE

- Florida Limited Liability Company
- 13 Founding Members (investors in Class A Units)
- Additional Members (investors in Class B Units)
- Board of Directors are LLC Managers
- Employees run day-to-day operations of company.
FCR CATTLE SUPPLY

• Every Member gains both the right and the duty to contribute cattle into the FCR Program.
• Limited cattle delivery slots available for leasing by FCR approved producers.
• Producers raise the FCR Cattle on their respective ranches according to the FCR protocols.

• Producers transfers the cattle to an FCR approved Florida backgrounder/feed yard for finishing.
• Harvester purchases FCR Cattle From the Members.
• Harvester sells our beef to FCR’s retail partner (Publix).
THE VALUE OF MEMBERSHIP IN FCR

- Opportunity to improve cow/calf operation and profitability of cattle over long term.
  - FCR research database
  - Education Programs
- Possible return on investment down the road from owning Units of FCR LLC.
- Selling cattle locally on a competitive grid.
- Strengthening the Florida cattle industry and our ranching heritage.
- Benefits of group collective bargaining power and group discounts.
- Helping to build a more sustainable Florida.
THE VALUE OF “HOMEGROWN BEEF RAISED RIGHT” TO FLORIDANS

In a word, SUSTAINABILITY – We are helping make Florida sustainable on multiple levels – the environment, open space, wildlife habitats, our natural resources, the economy, local businesses, family ranches and the cattle industry.

The bottom Line — Bringing cattle production from birth to consumption back to Florida makes a difference to all Floridians. Together we are building a Sustainable Florida.
CURRENT FCR PRODUCTS