

SAVE BEEF: Why Beef.com Matters

The Fight for Family Farms, Food Sovereignty, and Health

For decades, the heartbeat of America—our family farms—has been under siege. Since 1950, over 3.5 million farms have disappeared. Today, just 1.89 million remain, their survival threatened by centralized corporations controlling 85% of the U.S. beef market. Meanwhile, ultra-processed foods dominate 70% of our diets, and metabolic diseases like Type 2 diabetes have skyrocketed. **This isn't just a food crisis—it's a battle for our future.**

Beef.com is our answer: a decentralized platform where ranchers reclaim control of their markets, consumers access real food directly from the source, and together, we restore health, community, and self-reliance.

Our Mission: Save Beef, Save America

We envision a future where:

- **Ranchers thrive**, free from the constraints of monopolistic processors and limited advertising budgets.
- **Families eat well**, choosing locally-raised, nutrient-dense beef over ultra-processed substitutes.
- **Communities reconnect**, forming direct, meaningful relationships between ranchers and consumers.

Beef.com will serve as the cornerstone of this transformation—a digital marketplace, advocacy hub, and educational platform driving the movement forward.

How We Work: A Mission-Driven Model

To ensure Beef.com remains a tool for change, we've built a framework grounded in accountability, transparency, and long-term vision.

The Multi-Stakeholder Trust

Beef.com will be legally protected as a mission-aligned asset through a multi-stakeholder trust. This structure ensures the platform always prioritizes regenerative agriculture, food sovereignty, and direct rancher-consumer connections over corporate interests.

The Partnership Model

Operational decisions will be driven by a partnership of ranchers, advocates, and key collaborators. This allows us to remain agile and innovative while staying true to our mission.

Revenue with Purpose

Funds generated through the platform will be reinvested into initiatives that empower ranchers and advocate for decentralized food systems.

Key Stats: Why We Must Act Now

- **Farm Losses:** Over 140,000 farms disappeared between 2017 and 2022.
- **Market Consolidation:** 85% of the U.S. beef market is controlled by four corporations (JBS, Tyson, Cargill, National Beef).
- **Consumer Health:** Obesity rates have surged from 30% in 1999 to 42% in 2018.
- **Advertising Disparity:** Big food and pharma spend over \$33 billion annually to promote processed foods. Family farmers? Almost \$0.

Beef.com aims to tip the scales by giving local ranchers access to tools, marketing, and direct-to-consumer sales.

Join us in making history with Beef.com.

[Donate today and be part of the change.](#)

**Yours in Truth and Sovereignty,
Texas Slim and The Beef Initiative**

Want to learn more?

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Interested in becoming an industry partner in the acquisition of Beef.com?

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