



Farm to Plant (F2P)



Co-ops are caught between rising haul rates and member pressure for lower cost. Members often believe contributions are unfair. With pressure from all sides, leaders need accurate haul cost data to optimize hauler pay, align contributions, build trust and incentivize hauling efficiency.



THE SOLUTION

Ever.Ag's F2P Haul Cost Model quantifies cost to serve each farm and plant, hauler margins, and rate and fuel misalignments.



HOW WE DO IT

- Analyze large manifest datasets to expose hidden costs and subsidies
- Design and implement fair, sustainable hauling programs
- Incentivize member investments that reduce costs for the network



THE RESULTS

- Fair, consistent hauler pay and margins
- Transparent member contributions
- Reduced or eliminated subsidies
- Haul cost savings for co-ops and members



F2P builds trust while controlling costs.

Scan the QR code or email us at dairy@ever.ag to learn how F2P can strengthen your hauling program.