

Our Values



Customer Obsessed

We work to understand what drives our customers and how we can empower them and help them grow. We start with the customer and work backwards. We work vigorously to earn and keep their trust. We pay attention to competitors, but we obsess over customers.



Industry

We believe in a better Livestock Marketplace and are passionate about building efficient, valuable and trustworthy systems that drive accountability, efficiency and value.



Innovative & Improvement

We challenge the status quo, think outside the box and understand that change takes time. It is okay to stand alone. We think long-term and don't sacrifice the long-term value for short-term results.



Learning & Curiosity

We maintain a focus on growth outside our comfort zone. We aim high, think big, take risks and have a healthy disregard for the impossible. We are never done learning and always seek to improve ourselves. We are curious about new possibilities and act to explore them.



Invent and Simplify

We expect and require innovation and invention from each other and always find ways to simplify. We are externally aware, look for new ideas everywhere and look around corners for ways to serve customers



Leadership

We propel the company with confidence. We are not concerned with getting credit for ideas, rather we are focused on guiding the team and industry into the future. We are comfortable with our strengths and weaknesses and rely on each other as we know the value of collaboration. We celebrate each other's successes and are excited to take each other to the next level.



Ownership

We are proactive and positive owners and never say "that's not our job"



Authenticity and Humility

We listen attentively, speak candidly and treat others respectfully. We are vocally self-critical and benchmark ourselves and our teams against the best.



Bias for action

Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking and leveraging of new market opportunities.



Recruit and develop the best

We have relentlessly high standards and are continually raising the bar and driving our teams to deliver high quality products, services, solutions and processes. Problems are fixed so they stay fixed.