Breedr raises $27 Mn to build digital record for every cow from farm to retail

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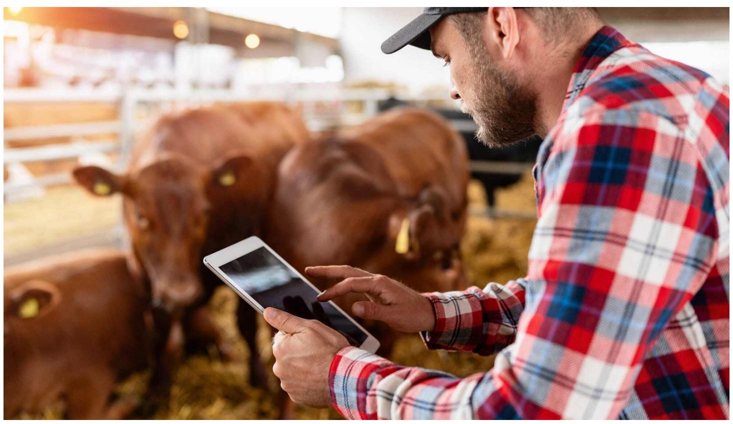
The precision livestock platform operates across ten global supply chains, with two million cattle already on its books, and aims to bring individual animal intelligence to each of the world's 1.3 billion cattle



Breedr, the platform giving every cow a digital record that follows it from birth to the supermarket shelf, today announced it has raised $27 million in Series B funding led by Partech, through its impact fund, with participation from Latitude, the growth-stage fund of seed investor LocalGlobe, and Outsiders Fund, which led the company’s Series A. The round takes total funding to $46.6 million and will be used to grow the team, bring more ranchers and farmers onto the platform and enhance the platform to capture more data points such as genomic data. Partech’s Arnaud Minvielle and Latitude’s Remus Brett will join Breedr’s board.

With more than 1.3 billion cattle in the world, Breedr’s ambition is to become the system of record for every major livestock-producing region, producing higher quality, more sustainable beef. More than two million cattle are already on the platform with close to $500 million of livestock transacted this year, and customers range from family ranches to operations handling more than 100,000 cattle a year.

The US cattle herd began 2026 at its lowest level since 1951 and this year's calf crop is projected to be the smallest on record, while demand for beef keeps rising. To close that gap, the industry must get more from every animal - hard to do when most beef is still raised on paper records. Breedr gives every animal a digital record- its weight, health and family history, updated at each of the three or four farms and ranches an animal typically passes through during its lifespan.

Instead of selling at auction, where buyers judge an animal by eye, producers trade on Breedr's marketplace, where every animal comes with its digital record and fees are lower. Breedr’s growth prediction model uses AI to help inform the optimum point of sale. A separate cattle fund managed by Breedr advances cash against livestock, so producers can unlock money tied up in animals they're still raising.

As the digital record stays with the animal, beef producers can see how it is growing at every stage, resulting in getting cattle to market weight up to five months sooner than the previous guesswork approach, earning producers more than $500 per animal. The decreased time it takes to go to market also means the cattle produce less methane - a reduction Breedr estimates at 20 to 30 per cent per animal.

Breedr was founded in the UK in 2018 by Ian Wheal, who grew up on a cattle farm in Australia, where his father built one of the country's first cattle cooperatives, before studying at London Business School and working in consulting and technology. The company has been headquartered in Texas since 2022 when Wheal relocated and operates across the US, UK and Australia, with a growing presence in New Zealand and Europe.

Ian Wheal, founder and CEO of Breedr, commented: "We built Breedr to bring value back to the people who raise the cattle. Demand for beef is climbing while the herd is the smallest it has been in 75 years. The industry has to get more value from every animal, and you cannot do that on paper.

"If you have bought beef from a major retailer in the United States or UK, there is a good chance it has moved through a Breedr-powered supply chain. We already do the same in Australia and New Zealand, and this round enables us to expand connected supply chains globally - where every animal tells its own story and every producer gets paid for the quality they raise."

Arnaud Minvielle, General Partner at Partech, added: "Beef is one of the most complex decarbonization problems there is. Breedr cuts emissions while helping producers become more profitable. Ian and the Breedr team are building the transaction layer for one of the world's largest unmodernized markets, earning revenue every time an animal changes hands. That alignment between the commercial engine and the environmental outcome is exactly what our impact fund exists to back. We truly believe that Ian, being an insider from this industry, and his team can fundamentally transform this value chain with data intelligence."