



Regenerative Meat:

*A story of hope, healing and
transformation*





Once upon a time,

The story of regenerative meat is a story of hope, healing, and transformation. It's a story of farmers who break free from the industrial agriculture to embrace a new way of farming that prioritizes soil health, animal welfare, and ecosystem restoration. It's a story of consumers who demand *better food*, food that is not only good for their health but also good for the planet.

What is Regenerative Meat?

Regenerative meat is not just any meat. It's produced using farming practices that mimic nature, proven to restore ecosystems, improve soil health, and reduce carbon emissions. Regenerative meat is packed with essential vitamins, minerals, and nutrients.



Benefits: Regenerative Meat...

→ **Higher in total nutrients.** Study published on the National Library of Medicine (US) found higher phytonutrients, antioxidants, vitamins, minerals, protein, and amino acids; higher amounts of two key omega-3 fatty acid metabolites, EPA and DHA, and 8% fewer saturated fatty acids, giving it anti-inflammatory and antioxidant properties which lower the risk of heart disease, cancer, and liver diseases, along with improved brain function.

→ **Lower carbon footprint** than conventional meat production. From Ohio State University: Regenerative farming practices prioritize soil health, which can sequester carbon from the atmosphere and reduce greenhouse gas emissions. Conventional farming practices, rely heavily on synthetic fertilizers and pesticides which contribute to soil degradation and greenhouse gas emissions.

→ **Prioritizes animal welfare** by allowing animals to graze on pasture and live in natural environments. In contrast, conventional meat production often involves confining animals in cramped and unsanitary conditions.

Opting for organic and regenerative farming enhances nutrition, reduces health risks, and crucially supports environmental sustainability. It's a vital step for personal well-being and our planet's fight against climate change.

