

Regenerative Meat Work



Description

Today four industrial meat companies control over 85% of the US meat supply. This oligopoly depresses prices paid to farmers and ranchers, increases prices paid by chefs, food service and American households. Industrial meat is hard on workers, depends on massive amounts of fossil fuel and chemically intensive grain production, and stresses livestock. Tariffs, spiking energy prices, and increasing frequency of extreme heat, drought, wildfire, and animal disease undermine the economic viability of family-owned farms and ranches.

ROC is expanding **supply chains of meat and byproducts raised regeneratively**. With our 39 project partners we will provide \$23.4M to 1,000 US beef & bison producers with USDA-funded market incentives. With sponsors we mount educational cooking and butchery events. The result is more nutrient dense grassfed meat, soil-building to capture carbon and water, habitat for diverse species, and healthier, happier animals. And most importantly we foster more direct producer-consumer relations, more wealth for rural communities, and more high quality, healthy meat for Americans.



Objectives

- Promote ranch & farm viability via increased production of meat using regenerative practices that contribute to human & ecological health & climate repair.
- Make regenerative meat available to universities, colleges, K-12 schools, regional grocers, butcher shops, farmers markets & restaurants.
- Increase the value of beef & bison by-products particularly for hides desired by apparel & footwear companies wanting to contribute to climate repair.

Partners

- Growing GRASS, a USDA AMP project led by Other Half Processing
- American Grassfed Association
- Butcher Eric Miller
- Cream Co. Meat Company
- Chefs Duskie Estes, Elizabeth Falkner, Mary Sue Milliken, Patrick Mulvaney & Santana Diaz
- Crown H Cattle
- Richards Regenerative
- Starwalker Organic Farms
- TomKat Ranch Educational Foundation
- University of California, Office of the President