

**NOT ALL THC EPISODES ARE ALLOWED ON YOUTUBE.
PLEASE LISTEN VIA OUR WEBSITE OR PODCASTING 2.0
SUPPORTED APPS FOR A MORE COMPLETE EXPERIENCE.**



**JOIN PLUS FOR FULL 2 HOUR EPISODES:
[THEHIGHERSIDECHATS.COM](https://www.thehighersidechats.com)**

1
00:00:06,390 --> 00:00:02,629

[Music]

2
00:00:09,350 --> 00:00:06,400

these days so many podcast hosts just

3
00:00:11,669 --> 00:00:09,360

riff through unprepared segments until

4
00:00:14,629 --> 00:00:11,679

they get to the next ad break for pills

5
00:00:16,870 --> 00:00:14,639

they know nothing about cheap razors and

6
00:00:19,269 --> 00:00:16,880

whatever else they can get a buck from

7
00:00:20,390 --> 00:00:19,279

but the higher side chats does it

8
00:00:23,349 --> 00:00:20,400

differently

9
00:00:25,990 --> 00:00:23,359

we succeed or fail on the quality of the

10
00:00:28,950 --> 00:00:26,000

content and your desire to hear more of

11
00:00:30,390 --> 00:00:28,960

it so you're about to hear another free

12
00:00:32,630 --> 00:00:30,400

first hour episode

13
00:00:34,709 --> 00:00:32,640

that's here to prove that two hour shows

14

00:00:37,670 --> 00:00:34,719

are worth subscribing for

15

00:00:38,790 --> 00:00:37,680

five shows a month for just eight

16

00:00:41,430 --> 00:00:38,800

dollars

17

00:00:44,709 --> 00:00:41,440

members get a mobile friendly website a

18

00:00:47,750 --> 00:00:44,719

decade of archives a dedicated rss feed

19

00:00:50,069 --> 00:00:47,760

for the best podcast apps and a lot

20

00:00:51,270 --> 00:00:50,079

deeper discussion that a single hour can

21

00:00:54,150 --> 00:00:51,280

allow for

22

00:00:57,510 --> 00:00:54,160

sponsor free with more for the

23

00:00:58,830 --> 00:00:57,520

get a free seven-day trial of the plus

24

00:01:00,470 --> 00:00:58,840

at the

25

00:01:01,620 --> 00:01:00,480

highersidechats.com

26

00:01:07,830 --> 00:01:01,630

enjoy

27

00:01:12,310 --> 00:01:10,469

in the 1930s president franklin delano

28

00:01:14,950 --> 00:01:12,320

roosevelt addressed the nation through a

29

00:01:18,070 --> 00:01:14,960

series of radio broadcasts known as the

30

00:01:19,830 --> 00:01:18,080

fireside chats his aim was to reassure

31

00:01:21,990 --> 00:01:19,840

the common man that our society would

32

00:01:24,469 --> 00:01:22,000

recover from its troubled times well

33

00:01:27,109 --> 00:01:24,479

we're far from 1930 and i deal with a

34

00:01:29,670 --> 00:01:27,119

different kind of fire for a new era of

35

00:01:33,510 --> 00:01:29,680

worldly frustration we offer a fresh

36

00:01:36,310 --> 00:01:33,520

conversation i'm greg carlwood and these

37

00:01:38,550 --> 00:01:36,320

are the higher side chats

38

00:01:41,749 --> 00:01:38,560

serenity now hire site chatters from

39

00:01:43,830 --> 00:01:41,759

sunny san diego i'm greg carlwood and we

40

00:01:45,910 --> 00:01:43,840

gotta start asking with all that we know

41

00:01:47,749 --> 00:01:45,920

about places like walmart that become

42

00:01:50,149 --> 00:01:47,759

the one-stop shop for multinational

43

00:01:52,149 --> 00:01:50,159

subpar products or corporate chain

44

00:01:54,389 --> 00:01:52,159

restaurants serving preservative-packed

45

00:01:55,910 --> 00:01:54,399

calorie loaded meals shipped by freezer

46

00:01:56,950 --> 00:01:55,920

truck from one side of the country to

47

00:01:59,270 --> 00:01:56,960

the other

48

00:02:01,270 --> 00:01:59,280

why do we allow these places to Hoover

49

00:02:02,870 --> 00:02:01,280

up all of our purchasing power when none

50

00:02:05,190 --> 00:02:02,880

of their products come from our local

51
00:02:07,109 --> 00:02:05,200
communities and none of our neighbors

52
00:02:09,589 --> 00:02:07,119
unfortunate enough to be stuck working

53
00:02:11,670 --> 00:02:09,599
there are paid a living wage

54
00:02:14,309 --> 00:02:11,680
it's the ultimate example of taking

55
00:02:16,630 --> 00:02:14,319
everything and giving nothing back

56
00:02:18,550 --> 00:02:16,640
we wonder why there are no local stores

57
00:02:20,710 --> 00:02:18,560
or why half the country lives in

58
00:02:22,790 --> 00:02:20,720
drive-thru dominated food deserts but

59
00:02:25,510 --> 00:02:22,800
the answer is pretty clear

60
00:02:28,229 --> 00:02:25,520
we do not allow our capital to circulate

61
00:02:30,150 --> 00:02:28,239
locally we fail to provide a supportive

62
00:02:32,070 --> 00:02:30,160
customer base for anyone who takes the

63
00:02:34,150 --> 00:02:32,080

chance to start a small business and we

64

00:02:36,229 --> 00:02:34,160

end up with a thousand plastic things

65

00:02:38,390 --> 00:02:36,239

made in china owned by the same five

66

00:02:40,550 --> 00:02:38,400

companies a food culture with no

67

00:02:42,869 --> 00:02:40,560

nutritional value that is slowly killing

68

00:02:44,790 --> 00:02:42,879

us and a capstone cabal of gates and

69

00:02:47,509 --> 00:02:44,800

schwab foot soldiers that are more than

70

00:02:50,790 --> 00:02:47,519

willing to exacerbate our problems

71

00:02:53,110 --> 00:02:50,800

toxic dyes pesticides factory contrived

72

00:02:55,110 --> 00:02:53,120

meat pastes glyphosate covered mono

73

00:02:57,509 --> 00:02:55,120

crops and products designed to fall

74

00:02:59,430 --> 00:02:57,519

apart faster than you can use them

75

00:03:01,830 --> 00:02:59,440

isn't enough enough

76

00:03:03,430 --> 00:03:01,840

well it is for today's guest texas slim

77

00:03:05,509 --> 00:03:03,440

who saw the writing on the wall when it

78

00:03:07,589 --> 00:03:05,519

comes to the quality and sustainability

79

00:03:08,869 --> 00:03:07,599

of our food and founded the beef

80

00:03:10,949 --> 00:03:08,879

initiative

81

00:03:12,869 --> 00:03:10,959

grass-fed and grass roots he's been

82

00:03:15,110 --> 00:03:12,879

putting in thousands of miles to go

83

00:03:17,910 --> 00:03:15,120

directly to what's left of sustainable

84

00:03:20,390 --> 00:03:17,920

agriculture driven american ranchers and

85

00:03:23,110 --> 00:03:20,400

helping them retool to transform their

86

00:03:24,710 --> 00:03:23,120

businesses to bypass the and go

87

00:03:27,190 --> 00:03:24,720

direct to consumer

88

00:03:29,430 --> 00:03:27,200

he's had a huge impact in just a short

89

00:03:31,430 --> 00:03:29,440

amount of time planning conferences

90

00:03:32,949 --> 00:03:31,440

building out the network and introducing

91

00:03:34,550 --> 00:03:32,959

the world to those in line with the

92

00:03:37,190 --> 00:03:34,560

movement through the guests on his

93

00:03:39,030 --> 00:03:37,200

podcast texas slim's vision

94

00:03:41,509 --> 00:03:39,040

he's on a mission to remind the people

95

00:03:43,430 --> 00:03:41,519

that we need sound food sound money and

96

00:03:45,509 --> 00:03:43,440

sound communication if we want a strong

97

00:03:47,990 --> 00:03:45,519

society and i am psyched to throw my hat

98

00:03:50,390 --> 00:03:48,000

in the ring with him the grass-fed beef

99

00:03:52,710 --> 00:03:50,400

boss source of the seed seeker and true

100

00:03:54,789 --> 00:03:52,720

warrior of the war on meat texas slim

101
00:03:56,789 --> 00:03:54,799
welcome to the higher side

102
00:03:57,990 --> 00:03:56,799
that was pretty damn good

103
00:03:59,509 --> 00:03:58,000
well done

104
00:04:00,630 --> 00:03:59,519
thank you for the introduction i'd have

105
00:04:02,390 --> 00:04:00,640
to say that's probably the best

106
00:04:03,030 --> 00:04:02,400
introduction i've ever heard

107
00:04:04,869 --> 00:04:03,040
so

108
00:04:07,030 --> 00:04:04,879
i appreciate you having me on man this

109
00:04:08,710 --> 00:04:07,040
is i've been looking forward to this one

110
00:04:10,630 --> 00:04:08,720
yes and i am psyched to have you here

111
00:04:13,110 --> 00:04:10,640
i'm sure this audience is getting a

112
00:04:14,789 --> 00:04:13,120
little fatigued by all the food shows

113
00:04:17,270 --> 00:04:14,799

i've done lately as they were with the

114

00:04:19,030 --> 00:04:17,280

kovid shows but this is definitely the

115

00:04:20,789 --> 00:04:19,040

most important thing we have going on

116

00:04:23,350 --> 00:04:20,799

right now and the work you're doing to

117

00:04:25,430 --> 00:04:23,360

bring ranchers together and provide the

118

00:04:28,310 --> 00:04:25,440

infrastructure for them to thrive and go

119

00:04:29,990 --> 00:04:28,320

direct to consumer nationwide is just so

120

00:04:31,990 --> 00:04:30,000

important and i'm inspired by the

121

00:04:34,070 --> 00:04:32,000

passion and the effectiveness of what

122

00:04:36,950 --> 00:04:34,080

you've done in a short time you wrote

123

00:04:38,629 --> 00:04:36,960

about this in the harvest of deception

124

00:04:40,870 --> 00:04:38,639

but tell the people a bit more about

125

00:04:43,110 --> 00:04:40,880

what the beef initiative is and why you

126
00:04:45,510 --> 00:04:43,120
are uniquely positioned to be the guy to

127
00:04:47,830 --> 00:04:45,520
lead this charge

128
00:04:49,830 --> 00:04:47,840
yeah i usually like to just start about

129
00:04:52,230 --> 00:04:49,840
you know who who is this dude that calls

130
00:04:53,430 --> 00:04:52,240
himself texas slim and it comes by

131
00:04:55,350 --> 00:04:53,440
naturally

132
00:04:57,590 --> 00:04:55,360
i grew up in small town texas you know

133
00:04:59,670 --> 00:04:57,600
i'm a seventh generational texan and you

134
00:05:02,550 --> 00:04:59,680
know my ancestors you know helped

135
00:05:04,469 --> 00:05:02,560
pioneer up into the texas panhandle you

136
00:05:06,629 --> 00:05:04,479
know in the late 1800s but we'd been

137
00:05:08,469 --> 00:05:06,639
down through galveston way we came down

138
00:05:10,070 --> 00:05:08,479

the mississippi through you know the

139

00:05:12,870 --> 00:05:10,080

gulf and then you know kind of went out

140

00:05:15,189 --> 00:05:12,880

to east texas and you know as time went

141

00:05:17,990 --> 00:05:15,199

on we went up to the texas panhandle

142

00:05:19,830 --> 00:05:18,000

which was comanche land and last part of

143

00:05:22,950 --> 00:05:19,840

texas that got

144

00:05:24,870 --> 00:05:22,960

basically established and by saying that

145

00:05:27,270 --> 00:05:24,880

you know i know a lot about heritage i

146

00:05:29,990 --> 00:05:27,280

know a lot about where food come from

147

00:05:32,870 --> 00:05:30,000

now and where it used to come from i

148

00:05:34,950 --> 00:05:32,880

know stuff that like texas was the first

149

00:05:37,029 --> 00:05:34,960

state to ever feed a nation

150

00:05:40,230 --> 00:05:37,039

you know here in the united states and

151
00:05:41,830 --> 00:05:40,240
so i come from a strong agricultural and

152
00:05:44,469 --> 00:05:41,840
ranching background

153
00:05:46,790 --> 00:05:44,479
either it be my family or it be where i

154
00:05:50,150 --> 00:05:46,800
was raised as you know dirt roads and

155
00:05:52,629 --> 00:05:50,160
you know texas red dirt roads and

156
00:05:55,189 --> 00:05:52,639
whenever i was about 19 i went off to i

157
00:05:56,870 --> 00:05:55,199
escaped the small town and one of the

158
00:05:59,189 --> 00:05:56,880
reasons i left was because the

159
00:06:01,990 --> 00:05:59,199
agricultural debacle that happened in

160
00:06:04,230 --> 00:06:02,000
the 80s killed my small town

161
00:06:06,469 --> 00:06:04,240
so here i am a teenager wanting to live

162
00:06:08,550 --> 00:06:06,479
life and basically stay on the farm

163
00:06:10,309 --> 00:06:08,560

basically you know be the cowboy be the

164

00:06:12,150 --> 00:06:10,319

rancher that you know i always wanted to

165

00:06:13,830 --> 00:06:12,160

be but i had to escape the small town

166

00:06:15,830 --> 00:06:13,840

and i went to austin

167

00:06:18,950 --> 00:06:15,840

ended up in austin with about you know

168

00:06:21,670 --> 00:06:18,960

120 in my pocket by the time i got there

169

00:06:23,110 --> 00:06:21,680

and i was 19 years old and you know i

170

00:06:25,510 --> 00:06:23,120

didn't have an education i wasn't

171

00:06:28,070 --> 00:06:25,520

formally educated didn't have the money

172

00:06:30,150 --> 00:06:28,080

our family was pretty much poor the land

173

00:06:33,110 --> 00:06:30,160

was gone in which my grandfather

174

00:06:34,469 --> 00:06:33,120

stewarded ever since you know the 1920s

175

00:06:37,909 --> 00:06:34,479

i would say

176

00:06:40,870 --> 00:06:37,919

and before that his parents it started

177

00:06:42,550 --> 00:06:40,880

but what i did is i fell into technology

178

00:06:44,950 --> 00:06:42,560

and throughout the years you know i

179

00:06:47,029 --> 00:06:44,960

became a research analyst and so about

180

00:06:49,270 --> 00:06:47,039

three years ago you know saying that i

181

00:06:51,110 --> 00:06:49,280

was i was a cowboy well i got beat up

182

00:06:53,590 --> 00:06:51,120

pretty good as far as

183

00:06:55,350 --> 00:06:53,600

i had a injury not beat up by somebody

184

00:06:56,950 --> 00:06:55,360

but just work and stuff like that i had

185

00:06:58,629 --> 00:06:56,960

an internal injury and i had to look at

186

00:07:00,710 --> 00:06:58,639

food again and i wanted to kind of

187

00:07:03,909 --> 00:07:00,720

rebuild myself and so

188

00:07:05,749 --> 00:07:03,919

i dove down and i started getting into

189

00:07:08,150 --> 00:07:05,759

food intelligence and i used a lot of

190

00:07:10,150 --> 00:07:08,160

research skills and i started i knew

191

00:07:12,950 --> 00:07:10,160

there was problems you know but a lot of

192

00:07:15,430 --> 00:07:12,960

people don't know where the problem is

193

00:07:17,189 --> 00:07:15,440

and so i did a deep dive in and i

194

00:07:18,790 --> 00:07:17,199

created this hashtag about food

195

00:07:20,390 --> 00:07:18,800

intelligence it was probably about a

196

00:07:21,350 --> 00:07:20,400

year and a half ago but i've been on the

197

00:07:23,270 --> 00:07:21,360

road

198

00:07:24,469 --> 00:07:23,280

i've been studying things as far as

199

00:07:26,710 --> 00:07:24,479

industry

200

00:07:29,189 --> 00:07:26,720

community food programs

201
00:07:30,870 --> 00:07:29,199
public school programs and i've been

202
00:07:32,230 --> 00:07:30,880
dissected them

203
00:07:34,070 --> 00:07:32,240
and

204
00:07:37,029 --> 00:07:34,080
the last three years what i found was

205
00:07:38,710 --> 00:07:37,039
pretty scary and what i know now is that

206
00:07:40,070 --> 00:07:38,720
we're going through a global industrial

207
00:07:41,589 --> 00:07:40,080
food shift

208
00:07:43,589 --> 00:07:41,599
and how they're going to orchestrate it

209
00:07:45,350 --> 00:07:43,599
and how they've already orchestrated and

210
00:07:47,189 --> 00:07:45,360
basically the hundreds of millions of

211
00:07:49,430 --> 00:07:47,199
dollars and hundreds of billions of

212
00:07:52,070 --> 00:07:49,440
dollars really that have been spent

213
00:07:53,749 --> 00:07:52,080

to basically do this food shift and so i

214

00:07:55,670 --> 00:07:53,759

knew that i had to you know kind of tell

215

00:07:57,270 --> 00:07:55,680

what the problem was but i also had to

216

00:07:59,270 --> 00:07:57,280

create a solution

217

00:08:01,749 --> 00:07:59,280

and that solution comes back to kind of

218

00:08:04,230 --> 00:08:01,759

how i was i was raised was a

219

00:08:06,070 --> 00:08:04,240

decentralized food system a peer-to-peer

220

00:08:07,510 --> 00:08:06,080

transactional system

221

00:08:09,990 --> 00:08:07,520

and something that was based on

222

00:08:12,390 --> 00:08:10,000

community programs instead of you know a

223

00:08:14,070 --> 00:08:12,400

global industrial food complex

224

00:08:15,670 --> 00:08:14,080

so that's kind of like the quick and the

225

00:08:17,909 --> 00:08:15,680

short of it but you know we can go

226

00:08:20,150 --> 00:08:17,919

deeper into it from there

227

00:08:22,230 --> 00:08:20,160

i love it and going deeper is the name

228

00:08:24,390 --> 00:08:22,240

of the game i've heard you reference

229

00:08:26,710 --> 00:08:24,400

your grandfather in previous interviews

230

00:08:28,869 --> 00:08:26,720

and referenced the history of ranchers

231

00:08:32,149 --> 00:08:28,879

in america even saying they've been

232

00:08:33,110 --> 00:08:32,159

under attack since 1878 right on up to

233

00:08:35,350 --> 00:08:33,120

today

234

00:08:37,990 --> 00:08:35,360

and you mentioned the economic debacle

235

00:08:40,230 --> 00:08:38,000

that happened in the 80s well maybe you

236

00:08:42,389 --> 00:08:40,240

could elaborate a bit on some of the

237

00:08:45,110 --> 00:08:42,399

elements of this important history that

238

00:08:47,670 --> 00:08:45,120

people either might not know or might

239

00:08:49,190 --> 00:08:47,680

just not truly understand the effects of

240

00:08:51,030 --> 00:08:49,200

and at least for the economic front

241

00:08:53,350 --> 00:08:51,040

maybe even some possible solves that you

242

00:08:55,670 --> 00:08:53,360

guys are working on

243

00:08:57,990 --> 00:08:55,680

you know i i talk a lot about bitcoin

244

00:08:59,829 --> 00:08:58,000

and we leverage bitcoin as a tool and a

245

00:09:01,509 --> 00:08:59,839

lot of people that understand bitcoin to

246

00:09:03,430 --> 00:09:01,519

the level that they need to

247

00:09:05,509 --> 00:09:03,440

you know a lot of things that we refer

248

00:09:07,190 --> 00:09:05,519

to and i'll just start with this is

249

00:09:08,949 --> 00:09:07,200

whenever we went off the gold standard

250

00:09:11,829 --> 00:09:08,959

in 1971

251
00:09:14,070 --> 00:09:11,839
we de-based our dollar right well what

252
00:09:15,269 --> 00:09:14,080
happened with that if you debase your

253
00:09:17,430 --> 00:09:15,279
dollar

254
00:09:19,150 --> 00:09:17,440
you de-base everything around it and we

255
00:09:21,190 --> 00:09:19,160
debased our food supplier our

256
00:09:24,150 --> 00:09:21,200
agricultural industry in the united

257
00:09:26,070 --> 00:09:24,160
states was dramatically debased at that

258
00:09:28,790 --> 00:09:26,080
same time

259
00:09:30,710 --> 00:09:28,800
we evolved into a debt economy instead

260
00:09:32,630 --> 00:09:30,720
of something that was backed by some

261
00:09:35,509 --> 00:09:32,640
hard money which was gold

262
00:09:37,350 --> 00:09:35,519
and whenever we did that in the 1970s we

263
00:09:39,670 --> 00:09:37,360

changed how we basically farm and

264

00:09:42,070 --> 00:09:39,680

ranching in the united states you had a

265

00:09:43,590 --> 00:09:42,080

guy named eric butts he was in the nixon

266

00:09:45,430 --> 00:09:43,600

administration

267

00:09:47,190 --> 00:09:45,440

he basically is quoted as saying hey

268

00:09:49,190 --> 00:09:47,200

you're going to go big or go home we're

269

00:09:50,630 --> 00:09:49,200

going fence to fence with our crops now

270

00:09:51,670 --> 00:09:50,640

and that's when we started model

271

00:09:53,350 --> 00:09:51,680

cropping

272

00:09:55,030 --> 00:09:53,360

and he used this slogan as like we're

273

00:09:57,190 --> 00:09:55,040

going to feed the world

274

00:09:58,949 --> 00:09:57,200

and what he meant by that is that hey

275

00:10:01,190 --> 00:09:58,959

our dollar is debased we got to make

276

00:10:03,190 --> 00:10:01,200

some new profits within our agricultural

277

00:10:05,190 --> 00:10:03,200

system and so we're going to use all

278

00:10:07,030 --> 00:10:05,200

these new chemicals and these new types

279

00:10:09,350 --> 00:10:07,040

of seeds and these new types of farming

280

00:10:11,750 --> 00:10:09,360

and ranching to where we can make higher

281

00:10:13,670 --> 00:10:11,760

yields and we can actually feed more

282

00:10:16,389 --> 00:10:13,680

people across the world

283

00:10:19,269 --> 00:10:16,399

but by saying that we squeezed out

284

00:10:20,949 --> 00:10:19,279

basically our agricultural industry that

285

00:10:22,710 --> 00:10:20,959

had been exploited

286

00:10:25,350 --> 00:10:22,720

you know especially in the last 100

287

00:10:27,110 --> 00:10:25,360

years it was exploited during the 1920s

288

00:10:28,630 --> 00:10:27,120

of course with wheat and then that led

289

00:10:31,110 --> 00:10:28,640

to the dust bowl

290

00:10:32,790 --> 00:10:31,120

but in the 1970s we got exploited

291

00:10:35,269 --> 00:10:32,800

dramatically because we really started

292

00:10:38,069 --> 00:10:35,279

introducing chemicals herbicides

293

00:10:39,110 --> 00:10:38,079

pesticides genetically modified seeds

294

00:10:41,509 --> 00:10:39,120

into our

295

00:10:44,150 --> 00:10:41,519

agricultural system and by the time we

296

00:10:45,750 --> 00:10:44,160

got to the 80s we had farm aid

297

00:10:47,750 --> 00:10:45,760

and that's when we really started you

298

00:10:49,750 --> 00:10:47,760

know a lot of people were liquidating at

299

00:10:51,670 --> 00:10:49,760

that time because we were going through

300

00:10:53,430 --> 00:10:51,680

basically a kind of a monetary reset

301
00:10:54,870 --> 00:10:53,440
because we were really adopting that

302
00:10:56,949 --> 00:10:54,880
debt economy

303
00:10:58,630 --> 00:10:56,959
and so that hit the agricultural world

304
00:11:00,790 --> 00:10:58,640
really hard you had you know willie

305
00:11:03,750 --> 00:11:00,800
nelson singing farming you know you had

306
00:11:05,509 --> 00:11:03,760
the savings and loan debacle of the 80s

307
00:11:08,069 --> 00:11:05,519
well that was a direct result of us

308
00:11:11,750 --> 00:11:08,079
going off the gold standard in the 70s

309
00:11:14,150 --> 00:11:11,760
and why we did that and when we did that

310
00:11:15,910 --> 00:11:14,160
we were changing basically the history

311
00:11:17,910 --> 00:11:15,920
of farming and ranching in the united

312
00:11:19,990 --> 00:11:17,920
states to where we started introducing

313
00:11:21,829 --> 00:11:20,000

what i call fake commodities into our

314

00:11:23,509 --> 00:11:21,839

consumption models

315

00:11:25,110 --> 00:11:23,519

and stuff like you know you started

316

00:11:27,030 --> 00:11:25,120

getting the seed oils you started

317

00:11:29,030 --> 00:11:27,040

getting rapeseed we started playing

318

00:11:30,630 --> 00:11:29,040

around with soybeans more we started

319

00:11:33,590 --> 00:11:30,640

doing all kinds of different

320

00:11:35,750 --> 00:11:33,600

manipulations and injecting them into

321

00:11:37,350 --> 00:11:35,760

processed foods and we got very good at

322

00:11:39,030 --> 00:11:37,360

processing food

323

00:11:40,790 --> 00:11:39,040

and so you had this industrial food

324

00:11:45,030 --> 00:11:40,800

shift that happened back then and we're

325

00:11:49,269 --> 00:11:47,750

that is a really great summary of a

326

00:11:51,509 --> 00:11:49,279

multi-decades-long

327

00:11:53,030 --> 00:11:51,519

problem and let's elaborate on the

328

00:11:55,030 --> 00:11:53,040

bitcoin thing because that might have

329

00:11:57,269 --> 00:11:55,040

sounded a little out of left field for

330

00:11:59,110 --> 00:11:57,279

some people i know you are good friends

331

00:12:01,430 --> 00:11:59,120

with adam curry i was lucky enough to

332

00:12:04,870 --> 00:12:01,440

have him on here not long ago talking

333

00:12:07,829 --> 00:12:04,880

about podcasting 2.0 and value for value

334

00:12:09,430 --> 00:12:07,839

and i often hear you talking about sound

335

00:12:11,910 --> 00:12:09,440

food sound money and sound

336

00:12:15,350 --> 00:12:11,920

communications as well as following the

337

00:12:17,829 --> 00:12:15,360

bitcoin ethos as much as you can what is

338

00:12:20,069 --> 00:12:17,839

that ethos and what can you say to help

339

00:12:22,790 --> 00:12:20,079

people see the connection between

340

00:12:25,030 --> 00:12:22,800

bitcoin and what you're doing with beef

341

00:12:26,870 --> 00:12:25,040

sure there's a lot of ways you look at

342

00:12:29,030 --> 00:12:26,880

it right the way i look at it from my

343

00:12:30,870 --> 00:12:29,040

perspective as far as being you know the

344

00:12:33,509 --> 00:12:30,880

founder of the beef initiative ranching

345

00:12:35,350 --> 00:12:33,519

agricultural food land

346

00:12:37,509 --> 00:12:35,360

cows everything

347

00:12:40,230 --> 00:12:37,519

one thing that i always like to say

348

00:12:42,230 --> 00:12:40,240

i think in i was the same way in bitcoin

349

00:12:43,750 --> 00:12:42,240

it's like i looked at it the wrong way

350

00:12:46,069 --> 00:12:43,760

you know you compare it to what do you

351
00:12:47,910 --> 00:12:46,079
compare it to oh the stock market or you

352
00:12:49,910 --> 00:12:47,920
compare it to the cryptocurrency

353
00:12:51,269 --> 00:12:49,920
coins you compare it to so many

354
00:12:52,790 --> 00:12:51,279
different things what a lot of people

355
00:12:54,949 --> 00:12:52,800
don't understand that they should really

356
00:12:57,910 --> 00:12:54,959
look at it from the very beginning

357
00:13:00,470 --> 00:12:57,920
is the decentralized aspect of that

358
00:13:02,629 --> 00:13:00,480
whenever i was in big tech and doing

359
00:13:05,190 --> 00:13:02,639
research and analysis what i was first

360
00:13:08,389 --> 00:13:05,200
was a networker a computer networker so

361
00:13:10,310 --> 00:13:08,399
i understand what decentralization means

362
00:13:13,910 --> 00:13:10,320
and whenever you have a currency that is

363
00:13:16,350 --> 00:13:13,920

basically mined as bitcoin is as far as

364

00:13:18,629 --> 00:13:16,360

how it is created it's created in a

365

00:13:21,710 --> 00:13:18,639

decentralized way but it's also

366

00:13:24,790 --> 00:13:21,720

validated every 10 minutes on the blog

367

00:13:27,670 --> 00:13:24,800

tiktoknexblock they say so what it is is

368

00:13:30,790 --> 00:13:27,680

it's a type of currency that we've never

369

00:13:32,389 --> 00:13:30,800

seen for is man because it actually does

370

00:13:35,910 --> 00:13:32,399

store value

371

00:13:39,509 --> 00:13:35,920

it does have transactional capabilities

372

00:13:42,790 --> 00:13:39,519

it does fight inflation it is a tool it

373

00:13:45,350 --> 00:13:42,800

is a protocol it is open sourced it is

374

00:13:46,949 --> 00:13:45,360

free to build on there's so many things

375

00:13:48,230 --> 00:13:46,959

that people really don't look at it

376

00:13:50,310 --> 00:13:48,240

because they're looking at it and

377

00:13:51,190 --> 00:13:50,320

comparing it to something like amazon or

378

00:13:53,430 --> 00:13:51,200

apple

379

00:13:55,430 --> 00:13:53,440

and it's just not and so i try to lay

380

00:13:57,350 --> 00:13:55,440

that groundwork of really understanding

381

00:14:00,230 --> 00:13:57,360

what a store value is in our life

382

00:14:02,550 --> 00:14:00,240

anymore what is money you know what is

383

00:14:04,150 --> 00:14:02,560

sound money and if everybody looks at

384

00:14:05,670 --> 00:14:04,160

the united states dollar right now and

385

00:14:07,350 --> 00:14:05,680

says it's a good form of money then

386

00:14:09,590 --> 00:14:07,360

they're not paying attention to how much

387

00:14:10,470 --> 00:14:09,600

they actually lost of their time spent

388

00:14:12,949 --> 00:14:10,480

working

389

00:14:15,030 --> 00:14:12,959

the last let's say three years

390

00:14:17,430 --> 00:14:15,040

and so you look out you know we're going

391

00:14:19,670 --> 00:14:17,440

through hyperinflation at this time

392

00:14:21,750 --> 00:14:19,680

well you can look at bitcoin as

393

00:14:24,150 --> 00:14:21,760

basically a store of value that will

394

00:14:26,069 --> 00:14:24,160

fight hyperinflation and it's happening

395

00:14:27,990 --> 00:14:26,079

right in front of us right now

396

00:14:30,230 --> 00:14:28,000

and people say well it's too volatile no

397

00:14:31,189 --> 00:14:30,240

it's not volatile it's gone up 100

398

00:14:33,990 --> 00:14:31,199

percent

399

00:14:36,310 --> 00:14:34,000

it's lifespan for the last 11 years and

400

00:14:38,230 --> 00:14:36,320

then i use the comparison of saying well

401

00:14:40,230 --> 00:14:38,240

you want to look at volatility

402

00:14:42,790 --> 00:14:40,240

you know i was in big tech i was in dot

403

00:14:44,949 --> 00:14:42,800

com boom days i was younger and i was in

404

00:14:46,790 --> 00:14:44,959

innovation at that time and you don't

405

00:14:49,189 --> 00:14:46,800

talk volatility how about amazon

406

00:14:51,110 --> 00:14:49,199

crashing over 80 percent over

407

00:14:52,230 --> 00:14:51,120

nine times in its history that's

408

00:14:54,389 --> 00:14:52,240

volatile

409

00:14:55,910 --> 00:14:54,399

and you look at a stock like apple where

410

00:14:58,389 --> 00:14:55,920

you couldn't even trade for it it was

411

00:14:59,910 --> 00:14:58,399

against the law in massachusetts to buy

412

00:15:01,269 --> 00:14:59,920

apple stock

413

00:15:03,670 --> 00:15:01,279

you know you've looked at the stock

414

00:15:05,829 --> 00:15:03,680

market you look at our financial systems

415

00:15:07,590 --> 00:15:05,839

and bitcoin a lot of people don't

416

00:15:08,870 --> 00:15:07,600

understand it because it gets a bad rap

417

00:15:11,030 --> 00:15:08,880

because what they're doing is they're

418

00:15:13,350 --> 00:15:11,040

doing a prohibition of really

419

00:15:15,750 --> 00:15:13,360

understanding what bitcoin is because it

420

00:15:18,230 --> 00:15:15,760

is a decentralized currency that has a

421

00:15:19,829 --> 00:15:18,240

store of value that we've never seen

422

00:15:22,310 --> 00:15:19,839

in a digital form

423

00:15:24,790 --> 00:15:22,320

and you know you look at my grandfather

424

00:15:26,710 --> 00:15:24,800

he understood what bitcoin was he just

425

00:15:29,509 --> 00:15:26,720

didn't have it he understood what a

426
00:15:31,269 --> 00:15:29,519
store of value was and he had that store

427
00:15:33,910 --> 00:15:31,279
of value in his land

428
00:15:35,590 --> 00:15:33,920
and the cattle itself well that land and

429
00:15:37,030 --> 00:15:35,600
the cattle itself is not a store of

430
00:15:38,870 --> 00:15:37,040
value anymore

431
00:15:41,189 --> 00:15:38,880
and it's been leveraged in a way to

432
00:15:43,030 --> 00:15:41,199
where it's more of a you know a tool

433
00:15:45,750 --> 00:15:43,040
that gets used against us with

434
00:15:47,269 --> 00:15:45,760
hyperinflation with taxation with asset

435
00:15:49,110 --> 00:15:47,279
reallocation

436
00:15:51,269 --> 00:15:49,120
and bitcoin is going to be a tool in the

437
00:15:53,509 --> 00:15:51,279
future that we can really leverage for

438
00:15:55,110 --> 00:15:53,519

our agricultural world as far as those

439

00:15:57,710 --> 00:15:55,120

farmers and ranchers

440

00:16:00,470 --> 00:15:57,720

not having a store of value or having a

441

00:16:02,069 --> 00:16:00,480

decentralized tool that they don't have

442

00:16:03,829 --> 00:16:02,079

to report

443

00:16:06,069 --> 00:16:03,839

bitcoin is property and that's what

444

00:16:08,230 --> 00:16:06,079

people don't understand it's a ledger

445

00:16:10,069 --> 00:16:08,240

that's all it is and so if you have

446

00:16:12,470 --> 00:16:10,079

property that you can leverage against

447

00:16:14,310 --> 00:16:12,480

hyperinflation and gets taxation that's

448

00:16:15,829 --> 00:16:14,320

you know that is basically is

449

00:16:17,829 --> 00:16:15,839

hyperinflation

450

00:16:19,670 --> 00:16:17,839

then you can have a tool that is open

451
00:16:21,430 --> 00:16:19,680
sourced it's not something that you have

452
00:16:23,269 --> 00:16:21,440
to go out and buy for them you don't

453
00:16:24,790 --> 00:16:23,279
have to have a financial advisor you

454
00:16:27,189 --> 00:16:24,800
don't have all these centralized

455
00:16:29,350 --> 00:16:27,199
apparatuses kind of telling you how you

456
00:16:31,430 --> 00:16:29,360
should run your farm in your ranch you

457
00:16:34,629 --> 00:16:31,440
the rancher get to do it just like your

458
00:16:38,389 --> 00:16:34,639
ancestors did community based open

459
00:16:40,150 --> 00:16:38,399
sourced crowdfunded crowdsourced and

460
00:16:41,829 --> 00:16:40,160
it's a trial and error you know we go

461
00:16:43,829 --> 00:16:41,839
through adoption

462
00:16:45,590 --> 00:16:43,839
and even within this year

463
00:16:47,910 --> 00:16:45,600

you know in the beef initiative we've

464

00:16:50,470 --> 00:16:47,920

got ranchers now that are earning

465

00:16:53,030 --> 00:16:50,480

bitcoin they're storing it they're using

466

00:16:54,550 --> 00:16:53,040

at a store of value and they're growing

467

00:16:56,870 --> 00:16:54,560

their ranches

468

00:16:59,189 --> 00:16:56,880

by doing that because they're fighting

469

00:17:01,670 --> 00:16:59,199

inflation their beef prices are actually

470

00:17:03,590 --> 00:17:01,680

going down as beef prices in the

471

00:17:05,270 --> 00:17:03,600

supermarkets are going up

472

00:17:07,669 --> 00:17:05,280

and they're using bitcoin to leverage

473

00:17:09,110 --> 00:17:07,679

that type of price manipulation to where

474

00:17:10,710 --> 00:17:09,120

they can have that store of value and

475

00:17:12,630 --> 00:17:10,720

they can grow their herds instead of

476

00:17:14,230 --> 00:17:12,640

liquidate their herds

477

00:17:15,909 --> 00:17:14,240

and so it's a learning experience

478

00:17:19,029 --> 00:17:15,919

there's education involved but i mean

479

00:17:21,590 --> 00:17:19,039

we've evolved very fast right on that's

480

00:17:24,230 --> 00:17:21,600

a great pitch and you have proof of work

481

00:17:26,069 --> 00:17:24,240

in the ranchers already doing it and i

482

00:17:29,190 --> 00:17:26,079

definitely want this to be way more

483

00:17:31,029 --> 00:17:29,200

about beef than bitcoin it is and that's

484

00:17:33,110 --> 00:17:31,039

what i'd like to say too really off the

485

00:17:35,110 --> 00:17:33,120

but not to interrupt you this is about

486

00:17:37,669 --> 00:17:35,120

beef this is about saving the american

487

00:17:39,990 --> 00:17:37,679

rancher bitcoin is nothing but a tool

488

00:17:42,310 --> 00:17:40,000

just like a screwdriver or a hammer and

489

00:17:44,150 --> 00:17:42,320

that's something to be very clarify of

490

00:17:45,909 --> 00:17:44,160

up front this is not about shilling

491

00:17:47,669 --> 00:17:45,919

bitcoin this is about really getting

492

00:17:49,669 --> 00:17:47,679

awareness what is going on with our

493

00:17:51,830 --> 00:17:49,679

american rancher what's going on with

494

00:17:53,750 --> 00:17:51,840

our food supply our nutrition and you

495

00:17:56,470 --> 00:17:53,760

know what we can do to save them

496

00:17:58,390 --> 00:17:56,480

yes yes and it is about giving

497

00:18:00,150 --> 00:17:58,400

people an option i mean i'm not a

498

00:18:01,990 --> 00:18:00,160

bitcoin skeptic i've been using it since

499

00:18:03,830 --> 00:18:02,000

like 2014

500

00:18:05,830 --> 00:18:03,840

but there are people who say to me well

501
00:18:07,669 --> 00:18:05,840
this is a ploy to onboard us into a

502
00:18:10,070 --> 00:18:07,679
central bank digital currency into that

503
00:18:12,310 --> 00:18:10,080
i say well then don't use that just use

504
00:18:15,590 --> 00:18:12,320
bitcoin and then you won't get onboarded

505
00:18:17,990 --> 00:18:15,600
into some other thing yeah and you know

506
00:18:19,990 --> 00:18:18,000
people worry about bitcoin's reliance on

507
00:18:22,789 --> 00:18:20,000
the grid and there being no physical

508
00:18:24,470 --> 00:18:22,799
cash aspect to it i kind of understand

509
00:18:26,230 --> 00:18:24,480
that but hey if the grid goes down you

510
00:18:28,070 --> 00:18:26,240
think your bank account's safe there's

511
00:18:29,750 --> 00:18:28,080
going to be a lot of problems if the

512
00:18:31,190 --> 00:18:29,760
grid goes down so

513
00:18:33,590 --> 00:18:31,200

i don't know and then that's also

514

00:18:35,669 --> 00:18:33,600

probably a temporary

515

00:18:37,029 --> 00:18:35,679

concern that is

516

00:18:39,029 --> 00:18:37,039

i don't know how realistic it is

517

00:18:41,510 --> 00:18:39,039

honestly i do think that maybe when the

518

00:18:43,590 --> 00:18:41,520

world economic forum says their

519

00:18:45,270 --> 00:18:43,600

concerned about a cyber pandemic that

520

00:18:47,750 --> 00:18:45,280

could be in the cards but

521

00:18:50,070 --> 00:18:47,760

look the the canadian trucker protests

522

00:18:53,029 --> 00:18:50,080

should be all we have to cite to explain

523

00:18:54,630 --> 00:18:53,039

the need for a permissionless anonymous

524

00:18:56,710 --> 00:18:54,640

payment system

525

00:18:58,549 --> 00:18:56,720

100 percent and you know once again

526

00:19:00,789 --> 00:18:58,559

people compare and comparison is the

527

00:19:02,150 --> 00:19:00,799

thief of joy and happiness and basically

528

00:19:04,549 --> 00:19:02,160

progress

529

00:19:06,150 --> 00:19:04,559

and so whenever you compared you know

530

00:19:07,830 --> 00:19:06,160

something like bitcoin to the grid going

531

00:19:09,909 --> 00:19:07,840

down well the grid's down you need to be

532

00:19:11,909 --> 00:19:09,919

worried about somebody else instead of

533

00:19:13,990 --> 00:19:11,919

just the you know or something else

534

00:19:15,590 --> 00:19:14,000

being the major issue in life

535

00:19:17,190 --> 00:19:15,600

and you know that's where perspective

536

00:19:19,669 --> 00:19:17,200

comes in and you gotta lay that

537

00:19:21,830 --> 00:19:19,679

groundwork of perspective

538

00:19:24,070 --> 00:19:21,840

and you know you can compare and you can

539

00:19:25,430 --> 00:19:24,080

look at things to say well what if well

540

00:19:27,590 --> 00:19:25,440

what if well

541

00:19:29,110 --> 00:19:27,600

what about how about this is actually

542

00:19:31,590 --> 00:19:29,120

truly happening

543

00:19:33,350 --> 00:19:31,600

this is the fact of the matter right now

544

00:19:35,270 --> 00:19:33,360

and this is the tools that you have at

545

00:19:37,029 --> 00:19:35,280

your availability that you should

546

00:19:39,350 --> 00:19:37,039

probably be paying attention to instead

547

00:19:42,470 --> 00:19:39,360

of the deceptions and all the propaganda

548

00:19:45,190 --> 00:19:42,480

and the fear porn that are out there

549

00:19:47,909 --> 00:19:45,200

well said and so let's talk about the

550

00:19:50,470 --> 00:19:47,919

need for the beef initiative we've both

551
00:19:51,510 --> 00:19:50,480
used the term war on meat a little bit

552
00:19:53,990 --> 00:19:51,520
lately

553
00:19:56,390 --> 00:19:54,000
and yet i know so many people who think

554
00:19:59,350 --> 00:19:56,400
that's hyperbole or they just don't see

555
00:20:01,510 --> 00:19:59,360
any evidence of it and the problems that

556
00:20:03,909 --> 00:20:01,520
have been in our food supply chain for

557
00:20:06,630 --> 00:20:03,919
the past couple decades that's one thing

558
00:20:09,350 --> 00:20:06,640
but help people understand that this is

559
00:20:11,909 --> 00:20:09,360
seriously ramping up there is a level

560
00:20:14,630 --> 00:20:11,919
change going on here and what would you

561
00:20:16,710 --> 00:20:14,640
cite for evidence that it is happening

562
00:20:17,669 --> 00:20:16,720
and they need to open their eyes

563
00:20:20,150 --> 00:20:17,679

sure

564

00:20:21,430 --> 00:20:20,160

when we say there's a war on meat people

565

00:20:23,350 --> 00:20:21,440

think that they're going to get rid of

566

00:20:25,190 --> 00:20:23,360

the cow they're not getting rid of the

567

00:20:27,669 --> 00:20:25,200

cow they're going to eliminate your

568

00:20:29,750 --> 00:20:27,679

market access to that cow

569

00:20:31,430 --> 00:20:29,760

to the common man

570

00:20:33,909 --> 00:20:31,440

and how they're going to do that is

571

00:20:36,149 --> 00:20:33,919

basically interject and inject a new

572

00:20:37,830 --> 00:20:36,159

fake commodity into the food system like

573

00:20:40,470 --> 00:20:37,840

they've already done

574

00:20:42,630 --> 00:20:40,480

many many times over and so when you

575

00:20:44,310 --> 00:20:42,640

look at the war on meat it's a

576

00:20:45,669 --> 00:20:44,320

psychological war

577

00:20:47,669 --> 00:20:45,679

it's something that they've been

578

00:20:49,270 --> 00:20:47,679

planning for a long time they've tried

579

00:20:51,909 --> 00:20:49,280

to do it before they've been doing it

580

00:20:54,549 --> 00:20:51,919

for a long time in this country

581

00:20:56,470 --> 00:20:54,559

and people can look at it and you

582

00:20:58,870 --> 00:20:56,480

they have a sense of complacency like

583

00:21:01,590 --> 00:20:58,880

you say because it's always there it's

584

00:21:03,190 --> 00:21:01,600

readily available yeah meat prices go up

585

00:21:04,149 --> 00:21:03,200

and down but they don't understand the

586

00:21:06,789 --> 00:21:04,159

global

587

00:21:08,549 --> 00:21:06,799

beef industry and who controls that

588

00:21:10,789 --> 00:21:08,559

and so whenever you say a war on meat

589

00:21:13,350 --> 00:21:10,799

well they have basically

590

00:21:16,549 --> 00:21:13,360

labeled the cow as the carbon hazard now

591

00:21:17,669 --> 00:21:16,559

you know the wef the imf the united

592

00:21:19,110 --> 00:21:17,679

nations

593

00:21:21,190 --> 00:21:19,120

they're saying that it's bad for the

594

00:21:22,870 --> 00:21:21,200

climate one that's the biggest lie that

595

00:21:25,190 --> 00:21:22,880

they can perpetuate and they're gonna

596

00:21:27,430 --> 00:21:25,200

say it's causing climate change

597

00:21:29,750 --> 00:21:27,440

another psy up right there which is

598

00:21:31,590 --> 00:21:29,760

complete basically

599

00:21:34,230 --> 00:21:31,600

and so whenever you look at how they're

600

00:21:37,830 --> 00:21:34,240

leveraging against the cow as far as the

601
00:21:39,909 --> 00:21:37,840
understanding of livestock overall you

602
00:21:42,710 --> 00:21:39,919
can tell that basically what they're

603
00:21:44,789 --> 00:21:42,720
doing is they're designing this new fake

604
00:21:46,230 --> 00:21:44,799
commodity that they're injecting into

605
00:21:48,710 --> 00:21:46,240
the food supply

606
00:21:50,230 --> 00:21:48,720
and so you look at right now

607
00:21:52,470 --> 00:21:50,240
everything that's going on i think i

608
00:21:55,350 --> 00:21:52,480
said on adam's show last october or

609
00:21:57,669 --> 00:21:55,360
november i said you know they're going

610
00:21:59,909 --> 00:21:57,679
to basically have a global marketing

611
00:22:01,270 --> 00:21:59,919
plan around fake meat well that's here

612
00:22:03,110 --> 00:22:01,280
we're seeing it

613
00:22:04,390 --> 00:22:03,120

and then they're gonna do something else

614

00:22:06,230 --> 00:22:04,400

well what's that well now they're

615

00:22:07,830 --> 00:22:06,240

talking about bugs of course and

616

00:22:10,230 --> 00:22:07,840

everybody looks at it and say well i'm

617

00:22:11,990 --> 00:22:10,240

not gonna eat those damn bugs well i'm

618

00:22:13,750 --> 00:22:12,000

not gonna eat that fake steak well

619

00:22:15,750 --> 00:22:13,760

that's not what they're that's the

620

00:22:17,110 --> 00:22:15,760

distraction and that's what people can't

621

00:22:18,950 --> 00:22:17,120

understand

622

00:22:20,710 --> 00:22:18,960

and what they're doing here is they're

623

00:22:23,270 --> 00:22:20,720

making you look at like saying well

624

00:22:25,350 --> 00:22:23,280

you're gonna buy steaks that are 3d

625

00:22:27,750 --> 00:22:25,360

printed or stem cell or you're going to

626
00:22:29,510 --> 00:22:27,760
buy burgers that are pea protein or soy

627
00:22:31,430 --> 00:22:29,520
protein and bugs

628
00:22:32,710 --> 00:22:31,440
and no you're probably not going to but

629
00:22:34,310 --> 00:22:32,720
you know you're still eating those

630
00:22:35,830 --> 00:22:34,320
chicken tendies and you're still eating

631
00:22:37,750 --> 00:22:35,840
those pizza pockets and you're still

632
00:22:40,149 --> 00:22:37,760
eating restaurant food and you're still

633
00:22:42,390 --> 00:22:40,159
eating all that industrial food guess

634
00:22:44,390 --> 00:22:42,400
what that's going to be cricket dust

635
00:22:46,870 --> 00:22:44,400
that is the new fake commodity that

636
00:22:48,230 --> 00:22:46,880
they're injecting into the food supply

637
00:22:50,230 --> 00:22:48,240
they don't even have to tell you that

638
00:22:52,549 --> 00:22:50,240

they're doing it and what's going to be

639

00:22:54,630 --> 00:22:52,559

absent in that food is going to be pure

640

00:22:56,950 --> 00:22:54,640

animal protein and they're basically

641

00:22:59,029 --> 00:22:56,960

going to take the pure animal protein

642

00:23:01,669 --> 00:22:59,039

out of our consumption models

643

00:23:03,830 --> 00:23:01,679

especially in the western countries

644

00:23:05,590 --> 00:23:03,840

and where's all that beef going to go

645

00:23:07,669 --> 00:23:05,600

well the beef is going to be sold to the

646

00:23:09,830 --> 00:23:07,679

highest bidder on the global market

647

00:23:12,789 --> 00:23:09,840

we're still going to produce tons and

648

00:23:14,149 --> 00:23:12,799

tons and hundreds of tons of beef

649

00:23:15,590 --> 00:23:14,159

you're just not going to have market

650

00:23:17,909 --> 00:23:15,600

access because they're going to turn

651
00:23:21,510 --> 00:23:17,919
beef into caviar and they're going to

652
00:23:23,270 --> 00:23:21,520
price it out of the common man's budget

653
00:23:25,669 --> 00:23:23,280
the common man's gonna say well i'll

654
00:23:28,310 --> 00:23:25,679
just have to consume something else

655
00:23:30,390 --> 00:23:28,320
and that is the plan to have to do that

656
00:23:32,549 --> 00:23:30,400
well who's driving that well you've got

657
00:23:35,669 --> 00:23:32,559
the the packers and the processors we

658
00:23:37,350 --> 00:23:35,679
have four major global packer processors

659
00:23:38,950 --> 00:23:37,360
national tyson

660
00:23:40,789 --> 00:23:38,960
and cargill

661
00:23:44,549 --> 00:23:40,799
and basically let's look at somebody

662
00:23:46,710 --> 00:23:44,559
like jbs well they basically are one of

663
00:23:49,510 --> 00:23:46,720

the biggest investors in new processing

664

00:23:51,270 --> 00:23:49,520

centers that take the cow or the animal

665

00:23:52,870 --> 00:23:51,280

out of the processing center and

666

00:23:54,070 --> 00:23:52,880

basically process this new fake

667

00:23:56,549 --> 00:23:54,080

commodity

668

00:23:58,870 --> 00:23:56,559

that's just kind of a good general over

669

00:24:01,190 --> 00:23:58,880

you know study of that and how that you

670

00:24:03,270 --> 00:24:01,200

need to look at how they're actually

671

00:24:05,590 --> 00:24:03,280

there is the war on meat but it

672

00:24:07,510 --> 00:24:05,600

basically is got world-class marketing

673

00:24:09,590 --> 00:24:07,520

behind it plus it has world-class

674

00:24:12,149 --> 00:24:09,600

deception that we've already been seeing

675

00:24:15,590 --> 00:24:12,159

the last 50 years when they are putting

676

00:24:17,669 --> 00:24:15,600

all this fake commodity into our food

677

00:24:19,909 --> 00:24:17,679

systems that we all consume because we

678

00:24:21,909 --> 00:24:19,919

don't understand the labeling laws how

679

00:24:23,510 --> 00:24:21,919

they've changed and how they can sneak

680

00:24:25,430 --> 00:24:23,520

this stuff into our food supplies

681

00:24:27,590 --> 00:24:25,440

without us even knowing it and they'll

682

00:24:29,269 --> 00:24:27,600

say hey this is saving the planet this

683

00:24:31,350 --> 00:24:29,279

is healthy for you this is what little

684

00:24:33,190 --> 00:24:31,360

johnny needs and they'll say hey it's

685

00:24:35,510 --> 00:24:33,200

got 14 grams of protein but it really

686

00:24:36,630 --> 00:24:35,520

doesn't and you know it's loaded with

687

00:24:38,390 --> 00:24:36,640

garbage

688

00:24:41,110 --> 00:24:38,400

and that's why people need to start

689

00:24:43,510 --> 00:24:41,120

looking at this it's commoditized it's

690

00:24:46,950 --> 00:24:43,520

subsidized and you are paying the price

691

00:24:49,830 --> 00:24:46,960

nutritionally and in the pocketbook yes

692

00:24:52,470 --> 00:24:49,840

yes and i really love that you make that

693

00:24:55,590 --> 00:24:52,480

point about those folks who say well i'm

694

00:24:57,110 --> 00:24:55,600

not eating the bugs or the 3d printed

695

00:24:58,950 --> 00:24:57,120

steak but

696

00:25:02,390 --> 00:24:58,960

you know as you've said this is nothing

697

00:25:05,510 --> 00:25:02,400

new almost 90 of americans are obese or

698

00:25:08,230 --> 00:25:05,520

overweight and many of us already eat so

699

00:25:09,669 --> 00:25:08,240

many factory products like chips and

700

00:25:12,510 --> 00:25:09,679

crackers and

701
00:25:15,430 --> 00:25:12,520
plastic packaged products full of

702
00:25:17,430 --> 00:25:15,440
hydrogenated soybean oil and

703
00:25:19,669 --> 00:25:17,440
all kinds of meat binders and high

704
00:25:21,830 --> 00:25:19,679
fructose corn syrup so when they put

705
00:25:23,990 --> 00:25:21,840
insect powder in it is that really going

706
00:25:26,230 --> 00:25:24,000
to be your line in the sand i mean come

707
00:25:27,909 --> 00:25:26,240
on if they make it taste good most

708
00:25:29,029 --> 00:25:27,919
people are just going to go along with

709
00:25:31,590 --> 00:25:29,039
it

710
00:25:33,830 --> 00:25:31,600
of course they are they've proven that

711
00:25:35,510 --> 00:25:33,840
and as you point out you know how have

712
00:25:36,710 --> 00:25:35,520
they proven it well our consumption

713
00:25:39,350 --> 00:25:36,720

model has led us to where we're

714

00:25:40,870 --> 00:25:39,360

metabolically bankrupt and this is a

715

00:25:41,750 --> 00:25:40,880

short period of time that they've done

716

00:25:42,950 --> 00:25:41,760

this

717

00:25:46,149 --> 00:25:42,960

you know everybody's looked at the

718

00:25:48,149 --> 00:25:46,159

pictures of the beach in 1969 and 1970

719

00:25:50,149 --> 00:25:48,159

and then you look at the beach now

720

00:25:52,630 --> 00:25:50,159

man you can't compare man you can't even

721

00:25:55,110 --> 00:25:52,640

look at it without saying there's an

722

00:25:57,110 --> 00:25:55,120

issue here well how did we get there

723

00:25:59,430 --> 00:25:57,120

well it's exactly what we've just been

724

00:26:01,750 --> 00:25:59,440

talking about the last 20 minutes

725

00:26:03,669 --> 00:26:01,760

and it's happening and what sucks about

726

00:26:05,990 --> 00:26:03,679

it is it takes you to look at the

727

00:26:08,390 --> 00:26:06,000

accountability mirror it's not a

728

00:26:10,710 --> 00:26:08,400

judgment man this is just an observation

729

00:26:12,870 --> 00:26:10,720

is based on some real freaking facts

730

00:26:13,909 --> 00:26:12,880

that we need to change our consumer

731

00:26:15,990 --> 00:26:13,919

demand

732

00:26:18,950 --> 00:26:16,000

to something different that has been

733

00:26:21,110 --> 00:26:18,960

chemically engineered to taste good and

734

00:26:23,029 --> 00:26:21,120

to make our body treat it like it's a

735

00:26:26,070 --> 00:26:23,039

drug and that we have to have that next

736

00:26:30,870 --> 00:26:29,190

and in terms of the bug thing and just

737

00:26:33,350 --> 00:26:30,880

retooling

738

00:26:35,269 --> 00:26:33,360

all the processing plants i think i

739

00:26:37,110 --> 00:26:35,279

heard adam curry mention this and it was

740

00:26:38,470 --> 00:26:37,120

really concerning and i think he heard

741

00:26:40,070 --> 00:26:38,480

it from you

742

00:26:42,070 --> 00:26:40,080

but apparently

743

00:26:45,269 --> 00:26:42,080

the food processing plants in america

744

00:26:47,669 --> 00:26:45,279

are already retooling and restructuring

745

00:26:48,870 --> 00:26:47,679

for the franken meat and insect based

746

00:26:51,510 --> 00:26:48,880

products

747

00:26:53,669 --> 00:26:51,520

so it really is full steam ahead on this

748

00:26:55,830 --> 00:26:53,679

stuff because once the plants switch

749

00:26:58,390 --> 00:26:55,840

over their processes and change their

750

00:27:01,510 --> 00:26:58,400

systems they're probably not going back

751
00:27:03,830 --> 00:27:01,520
are we really seeing that already

752
00:27:06,310 --> 00:27:03,840
yeah on the industrial level whenever i

753
00:27:07,590 --> 00:27:06,320
say a global industrial food shift right

754
00:27:09,430 --> 00:27:07,600
what does that mean

755
00:27:12,310 --> 00:27:09,440
people don't understand what that means

756
00:27:14,870 --> 00:27:12,320
and well it's an industrial shift

757
00:27:17,430 --> 00:27:14,880
all the equipment all the technology all

758
00:27:19,190 --> 00:27:17,440
the product everything involved from the

759
00:27:21,830 --> 00:27:19,200
blueprint up

760
00:27:24,390 --> 00:27:21,840
changes and you know everybody i get all

761
00:27:25,190 --> 00:27:24,400
the the conspiracies coming at me every

762
00:27:26,870 --> 00:27:25,200
day

763
00:27:28,710 --> 00:27:26,880

you know 30 something how many

764

00:27:31,350 --> 00:27:28,720

processing plants have gone up in fire

765

00:27:33,750 --> 00:27:31,360

right right well the way i look at it

766

00:27:35,510 --> 00:27:33,760

and this is my subjective observation is

767

00:27:37,750 --> 00:27:35,520

that you know this is a good excuse for

768

00:27:39,750 --> 00:27:37,760

them to say well during covid we

769

00:27:42,310 --> 00:27:39,760

couldn't employ enough people these

770

00:27:44,310 --> 00:27:42,320

became unsafe and they always use the

771

00:27:46,390 --> 00:27:44,320

ploy of we're going to keep you safer

772

00:27:47,669 --> 00:27:46,400

you're going to make your food safer

773

00:27:49,909 --> 00:27:47,679

and we're going to do something to your

774

00:27:51,430 --> 00:27:49,919

food where you can have more confidence

775

00:27:54,230 --> 00:27:51,440

you know that's what they always do in

776

00:27:56,070 --> 00:27:54,240

the general mindset of the public

777

00:27:58,230 --> 00:27:56,080

so what i see is that in global

778

00:28:00,710 --> 00:27:58,240

industrial food shift basically they

779

00:28:03,029 --> 00:28:00,720

they're taking the animal and the soil

780

00:28:05,510 --> 00:28:03,039

out of the processing plants

781

00:28:07,750 --> 00:28:05,520

and whenever you have somebody like jbs

782

00:28:09,669 --> 00:28:07,760

cargill national and tyson the ones that

783

00:28:12,070 --> 00:28:09,679

are in charge of processing your meat

784

00:28:14,549 --> 00:28:12,080

proteins and they're some of the biggest

785

00:28:16,870 --> 00:28:14,559

investors in the new processing centers

786

00:28:18,549 --> 00:28:16,880

that are coming they're basically

787

00:28:21,029 --> 00:28:18,559

writing on the walls saying we're not

788

00:28:22,710 --> 00:28:21,039

going to process as much meat

789

00:28:24,870 --> 00:28:22,720

and especially whenever they're in the

790

00:28:26,389 --> 00:28:24,880

united states that means

791

00:28:28,389 --> 00:28:26,399

you're local you go

792

00:28:30,630 --> 00:28:28,399

you drive through arkansas man you want

793

00:28:33,350 --> 00:28:30,640

to see some processing centers going up

794

00:28:35,190 --> 00:28:33,360

that feed walmart every one of them none

795

00:28:36,389 --> 00:28:35,200

of them have anything to do with animal

796

00:28:38,630 --> 00:28:36,399

protein

797

00:28:40,630 --> 00:28:38,640

and so you take the technology you

798

00:28:41,990 --> 00:28:40,640

advance the technology you build it out

799

00:28:44,710 --> 00:28:42,000

with a debt

800

00:28:47,110 --> 00:28:44,720

that basically has no value they got

801
00:28:49,350 --> 00:28:47,120
unlimited amount of money to basically

802
00:28:51,750 --> 00:28:49,360
transition out of this food consumption

803
00:28:53,029 --> 00:28:51,760
model which is already damaged and

804
00:28:54,789 --> 00:28:53,039
destroyed

805
00:28:57,190 --> 00:28:54,799
and all they're going to do is basically

806
00:28:59,110 --> 00:28:57,200
stack it on a new layer of debt of

807
00:29:01,269 --> 00:28:59,120
course but actually of that fake

808
00:29:03,430 --> 00:29:01,279
commodity and so you can't argue the

809
00:29:04,389 --> 00:29:03,440
fact that is what exactly is taking

810
00:29:06,710 --> 00:29:04,399
place

811
00:29:09,110 --> 00:29:06,720
i mean they have invested hundreds of

812
00:29:09,990 --> 00:29:09,120
millions of dollars billions of dollars

813
00:29:12,310 --> 00:29:10,000

really

814

00:29:14,389 --> 00:29:12,320

in the last 10 years this is just not

815

00:29:15,990 --> 00:29:14,399

something that was just thought up

816

00:29:18,230 --> 00:29:16,000

and there's been four major

817

00:29:19,830 --> 00:29:18,240

consolidations on the global scale of

818

00:29:20,870 --> 00:29:19,840

corporations

819

00:29:24,070 --> 00:29:20,880

food

820

00:29:25,350 --> 00:29:24,080

corporations the last one was 2017 and

821

00:29:26,789 --> 00:29:25,360

18 and that's when they got their

822

00:29:28,870 --> 00:29:26,799

marching orders and if you look at

823

00:29:30,630 --> 00:29:28,880

what's happened the last four years

824

00:29:32,470 --> 00:29:30,640

they're ready to go they're pulling the

825

00:29:34,870 --> 00:29:32,480

trigger and whenever you look at

826

00:29:36,950 --> 00:29:34,880

freaking the netherlands in the farmers

827

00:29:38,870 --> 00:29:36,960

having to fight for that land that land

828

00:29:41,110 --> 00:29:38,880

is already gone and people don't realize

829

00:29:42,789 --> 00:29:41,120

it and that's not taking anything away

830

00:29:44,870 --> 00:29:42,799

from what the farmers and ranchers are

831

00:29:46,950 --> 00:29:44,880

doing in the netherlands but they got

832

00:29:49,669 --> 00:29:46,960

plans for that land this is asset

833

00:29:52,149 --> 00:29:49,679

reallocation that's based on a monetary

834

00:29:53,990 --> 00:29:52,159

reset here and people need to wake up to

835

00:29:56,549 --> 00:29:54,000

it because their consumption model and

836

00:29:57,590 --> 00:29:56,559

their consumer demand is what is driving

837

00:29:59,269 --> 00:29:57,600

this

838

00:30:00,789 --> 00:29:59,279

yes i'm glad you mentioned that because

839

00:30:02,950 --> 00:30:00,799

that was going to be one of my questions

840

00:30:05,430 --> 00:30:02,960

i wanted to make sure we hit was how

841

00:30:07,990 --> 00:30:05,440

much of this is a land grab you know

842

00:30:10,070 --> 00:30:08,000

under the guise of safety and climate

843

00:30:13,190 --> 00:30:10,080

change we hear about bill gates buying a

844

00:30:16,310 --> 00:30:13,200

ton of farmland in america but once a

845

00:30:18,549 --> 00:30:16,320

rancher loses their land and has to sell

846

00:30:21,669 --> 00:30:18,559

or they go bankrupt they don't get it

847

00:30:24,630 --> 00:30:21,679

back so we're now limited we're kind of

848

00:30:26,149 --> 00:30:24,640

at the mercy of these big food companies

849

00:30:30,230 --> 00:30:26,159

and that's another thing this is kind of

850

00:30:32,549 --> 00:30:30,240

agreed play for monopoly because once

851
00:30:35,510 --> 00:30:32,559
most of the freezer space in the grocery

852
00:30:38,310 --> 00:30:35,520
store is franken meat or impossible

853
00:30:40,230 --> 00:30:38,320
burgers that's not something an average

854
00:30:43,190 --> 00:30:40,240
person can produce so you got these

855
00:30:45,669 --> 00:30:43,200
highly technical processes that average

856
00:30:49,029 --> 00:30:45,679
people can't duplicate we are totally

857
00:30:51,510 --> 00:30:49,039
dependent on those big food companies

858
00:30:53,590 --> 00:30:51,520
because we won't be able to find

859
00:30:55,830 --> 00:30:53,600
the normal stuff anywhere you can't get

860
00:30:57,590 --> 00:30:55,840
a pig raise it and slaughter it because

861
00:30:59,590 --> 00:30:57,600
that's actually illegal in most

862
00:31:01,750 --> 00:30:59,600
neighborhoods or it's against the hoa

863
00:31:03,830 --> 00:31:01,760

and all that kind of stuff so if you're

864

00:31:07,029 --> 00:31:03,840

going to the grocery store for your food

865

00:31:09,590 --> 00:31:07,039

and only this highly technical

866

00:31:13,590 --> 00:31:09,600

franken meat is what's left well that's

867

00:31:15,750 --> 00:31:13,600

a total monopoly capture on food but i'm

868

00:31:17,350 --> 00:31:15,760

getting sidetracked here the land grab

869

00:31:18,950 --> 00:31:17,360

aspect i mean what

870

00:31:21,510 --> 00:31:18,960

what's motivating that what do they want

871

00:31:23,750 --> 00:31:21,520

to do with this land and why is this

872

00:31:25,350 --> 00:31:23,760

such a big deal that kind of goes a

873

00:31:27,110 --> 00:31:25,360

little bit under the radar with this

874

00:31:29,350 --> 00:31:27,120

whole agenda

875

00:31:30,870 --> 00:31:29,360

well it's broad why are they doing what

876

00:31:33,590 --> 00:31:30,880

they're doing well they're doing it so

877

00:31:35,430 --> 00:31:33,600

they can own the damn land right i guess

878

00:31:37,269 --> 00:31:35,440

it's that so okay and then therefore

879

00:31:39,269 --> 00:31:37,279

whenever they own the land they can do

880

00:31:41,509 --> 00:31:39,279

whatever they want with that land

881

00:31:44,149 --> 00:31:41,519

but whatever it is it's basically you

882

00:31:45,750 --> 00:31:44,159

know reallocation and you see this asset

883

00:31:47,590 --> 00:31:45,760

reallocation a lot of people don't

884

00:31:49,509 --> 00:31:47,600

realize what that means

885

00:31:52,149 --> 00:31:49,519

whenever they print all the money that

886

00:31:54,230 --> 00:31:52,159

you look at 2008 that was somewhat of an

887

00:31:55,669 --> 00:31:54,240

asset reallocation in the residential

888

00:31:57,190 --> 00:31:55,679

housing market

889

00:31:58,789 --> 00:31:57,200

okay you know what did they do they

890

00:32:00,470 --> 00:31:58,799

bailed it out and everything well those

891

00:32:02,549 --> 00:32:00,480

guys that lost money got their money

892

00:32:05,110 --> 00:32:02,559

back you know people like vanguard

893

00:32:06,870 --> 00:32:05,120

blackrock what is vanguard and blackrock

894

00:32:09,669 --> 00:32:06,880

doing right now well they're buying up

895

00:32:12,070 --> 00:32:09,679

residential areas in the united states

896

00:32:15,110 --> 00:32:12,080

to where they're buying tons and tons of

897

00:32:17,110 --> 00:32:15,120

residential real estate okay well what's

898

00:32:18,789 --> 00:32:17,120

going on with the actual the farms and

899

00:32:21,110 --> 00:32:18,799

the ranches and the farmland and

900

00:32:23,590 --> 00:32:21,120

everything that we have well of course

901
00:32:25,990 --> 00:32:23,600
bill gates well he's one of the major

902
00:32:27,990 --> 00:32:26,000
investors in all the fake meat companies

903
00:32:29,830 --> 00:32:28,000
that have spawned a lot of people don't

904
00:32:31,190 --> 00:32:29,840
realize a lot of this technology came

905
00:32:32,870 --> 00:32:31,200
out of israel

906
00:32:35,110 --> 00:32:32,880
and they do a lot of startups they have

907
00:32:36,950 --> 00:32:35,120
a lot of technology based around this

908
00:32:39,430 --> 00:32:36,960
and so he's got a lot of shell companies

909
00:32:41,430 --> 00:32:39,440
that he hides under his uh cascade

910
00:32:43,990 --> 00:32:41,440
investments i believe it is

911
00:32:46,710 --> 00:32:44,000
so the land grab has a lot of intentions

912
00:32:48,789 --> 00:32:46,720
a lot of intentionality behind it

913
00:32:50,789 --> 00:32:48,799

but that's once again you know gates is

914

00:32:52,549 --> 00:32:50,799

somewhat of the distraction

915

00:32:54,149 --> 00:32:52,559

while that was happening china went

916

00:32:57,110 --> 00:32:54,159

ahead and bought almost the same amount

917

00:32:59,190 --> 00:32:57,120

of land during covid and well why would

918

00:33:02,149 --> 00:32:59,200

china do that well they have billions of

919

00:33:06,230 --> 00:33:02,159

people to feed one right but then they

920

00:33:08,470 --> 00:33:06,240

can use our land to produce on our soil

921

00:33:11,350 --> 00:33:08,480

and then they can commoditize and they

922

00:33:14,310 --> 00:33:11,360

can profiteer off of everything that is

923

00:33:16,870 --> 00:33:14,320

local to us and they can take it over to

924

00:33:18,789 --> 00:33:16,880

china they can actually you know that

925

00:33:21,990 --> 00:33:18,799

land that they have they can leverage it

926
00:33:24,470 --> 00:33:22,000
for beef production hog production corn

927
00:33:26,149 --> 00:33:24,480
wheat whatever they need to do and they

928
00:33:28,630 --> 00:33:26,159
don't have to sell it to the local

929
00:33:30,789 --> 00:33:28,640
communities in america they already have

930
00:33:33,110 --> 00:33:30,799
an apparatus to where the distribution

931
00:33:34,789 --> 00:33:33,120
model is set up to sell globally anyway

932
00:33:36,549 --> 00:33:34,799
so they leverage just something that is

933
00:33:38,630 --> 00:33:36,559
already developed

934
00:33:40,710 --> 00:33:38,640
and has been engineered the last 50

935
00:33:43,110 --> 00:33:40,720
years to where if they can get that

936
00:33:46,549 --> 00:33:43,120
production model and the distribution

937
00:33:48,149 --> 00:33:46,559
model they have the exact market access

938
00:33:50,950 --> 00:33:48,159

that they can leverage that makes us

939

00:33:53,830 --> 00:33:50,960

weaker makes them stronger

940

00:33:55,830 --> 00:33:53,840

mm-hmm yeah they don't make more land so

941

00:33:57,590 --> 00:33:55,840

no they don't make more land that's for

942

00:33:59,750 --> 00:33:57,600

sure you can just get all the good land

943

00:34:01,830 --> 00:33:59,760

you're gonna win the game

944

00:34:03,909 --> 00:34:01,840

and you mention the netherlands we keep

945

00:34:05,669 --> 00:34:03,919

hearing about a fertilizer shortage we

946

00:34:07,830 --> 00:34:05,679

also hear about wheat problems due to

947

00:34:09,589 --> 00:34:07,840

what's going on in the ukraine

948

00:34:12,230 --> 00:34:09,599

can you help us understand the domino

949

00:34:13,990 --> 00:34:12,240

effect of these things and the timeline

950

00:34:16,550 --> 00:34:14,000

as to when these

951
00:34:17,349 --> 00:34:16,560
shortages are going to be noticeable to

952
00:34:19,190 --> 00:34:17,359
most

953
00:34:23,030 --> 00:34:19,200
regular consumers

954
00:34:24,950 --> 00:34:23,040
sure let's look at you know how ammonia

955
00:34:26,790 --> 00:34:24,960
uric there's certain things that are

956
00:34:28,950 --> 00:34:26,800
required to make fertilizer who makes

957
00:34:31,190 --> 00:34:28,960
fertilizer who makes ammonia

958
00:34:32,790 --> 00:34:31,200
well you know eastern europe russia

959
00:34:34,869 --> 00:34:32,800
china you know they're the biggest

960
00:34:37,430 --> 00:34:34,879
suppliers of fertilizer really that

961
00:34:38,550 --> 00:34:37,440
there is and so that got cut off a long

962
00:34:41,190 --> 00:34:38,560
time ago

963
00:34:43,829 --> 00:34:41,200

whenever i was on i embedded myself in a

964

00:34:46,069 --> 00:34:43,839

harvest company last summer i was there

965

00:34:48,470 --> 00:34:46,079

this time last year because i was doing

966

00:34:50,389 --> 00:34:48,480

a deep dive into the grain industry and

967

00:34:51,349 --> 00:34:50,399

what i saw is like we're in trouble here

968

00:34:53,750 --> 00:34:51,359

because

969

00:34:55,510 --> 00:34:53,760

what we were producing and you know the

970

00:34:58,230 --> 00:34:55,520

yields we were in a drought a little bit

971

00:35:00,069 --> 00:34:58,240

last year and it's even worse this year

972

00:35:02,630 --> 00:35:00,079

but whenever you have to rely on

973

00:35:05,349 --> 00:35:02,640

fertilizer to do your mono cropping and

974

00:35:07,109 --> 00:35:05,359

a lot of ranchers use it to grow grass

975

00:35:08,710 --> 00:35:07,119

you know so they can regen it to farming

976
00:35:10,470 --> 00:35:08,720
ranch or disgraze their cattle because

977
00:35:11,990 --> 00:35:10,480
that's how cattle get started of course

978
00:35:14,150 --> 00:35:12,000
is on grass

979
00:35:16,069 --> 00:35:14,160
so if you create a fertilizer shortage

980
00:35:17,270 --> 00:35:16,079
well what's next if you don't have

981
00:35:19,190 --> 00:35:17,280
fertilizer what do you use for

982
00:35:20,870 --> 00:35:19,200
fertilizer well you use it for grass and

983
00:35:22,790 --> 00:35:20,880
use it for grains

984
00:35:24,790 --> 00:35:22,800
and then if you can't grow your grains

985
00:35:26,230 --> 00:35:24,800
in a way to either feed your animals or

986
00:35:27,750 --> 00:35:26,240
feed your people

987
00:35:29,510 --> 00:35:27,760
then there's going to be a domino effect

988
00:35:31,910 --> 00:35:29,520

that starts happening and it's not

989

00:35:33,349 --> 00:35:31,920

instantaneous and with our short you

990

00:35:34,630 --> 00:35:33,359

know attention spans that we've now

991

00:35:36,230 --> 00:35:34,640

developed

992

00:35:37,910 --> 00:35:36,240

you know we don't understand a sequence

993

00:35:40,069 --> 00:35:37,920

of events that plays out on a global

994

00:35:42,150 --> 00:35:40,079

scale because it is a very large macro

995

00:35:44,310 --> 00:35:42,160

scale that we're looking at

996

00:35:46,630 --> 00:35:44,320

you look at commodity prices you look at

997

00:35:47,990 --> 00:35:46,640

the cost of fertilizer now it used to be

998

00:35:50,390 --> 00:35:48,000

about 200

999

00:35:54,390 --> 00:35:50,400

for i think a two ton delivery

1000

00:35:55,990 --> 00:35:54,400

fertilizer well now that's 14 12 to 1400

1001
00:35:57,750 --> 00:35:56,000
well that farmer rancher is going to say

1002
00:35:59,910 --> 00:35:57,760
i'm just not using it man i can't do it

1003
00:36:01,670 --> 00:35:59,920
i'm just not growing this year

1004
00:36:03,589 --> 00:36:01,680
and sometimes they'll get paid even not

1005
00:36:04,390 --> 00:36:03,599
to plant their crops

1006
00:36:06,710 --> 00:36:04,400
so

1007
00:36:07,990 --> 00:36:06,720
not having enough fertilizer not growing

1008
00:36:09,430 --> 00:36:08,000
enough grain

1009
00:36:10,710 --> 00:36:09,440
therefore you're not going to have the

1010
00:36:12,550 --> 00:36:10,720
livestock

1011
00:36:15,270 --> 00:36:12,560
there's a sequence of events that plays

1012
00:36:17,829 --> 00:36:15,280
out over basically from a six month to

1013
00:36:20,310 --> 00:36:17,839

an 18th month window

1014

00:36:22,390 --> 00:36:20,320

that what you do is you deplete your

1015

00:36:25,430 --> 00:36:22,400

inventories of the products that you

1016

00:36:27,589 --> 00:36:25,440

need to basically feed your societies

1017

00:36:29,910 --> 00:36:27,599

and it's coming and there's going to be

1018

00:36:32,470 --> 00:36:29,920

a prohibition against

1019

00:36:34,069 --> 00:36:32,480

the market access to food

1020

00:36:36,390 --> 00:36:34,079

and it's going to be something that has

1021

00:36:37,510 --> 00:36:36,400

been engineered it's being engineered on

1022

00:36:38,950 --> 00:36:37,520

purpose

1023

00:36:41,190 --> 00:36:38,960

and it's going to be a shock to the

1024

00:36:43,190 --> 00:36:41,200

system and whenever you have a shock to

1025

00:36:45,430 --> 00:36:43,200

the system that's whenever you basically

1026

00:36:47,349 --> 00:36:45,440

introduce a new system

1027

00:36:49,349 --> 00:36:47,359

and it's part of the overall play to

1028

00:36:51,750 --> 00:36:49,359

create this short-term food supply

1029

00:36:54,150 --> 00:36:51,760

shortage or insecurity

1030

00:36:56,150 --> 00:36:54,160

and it'll play out across you know the

1031

00:36:58,230 --> 00:36:56,160

world of course and it'll play out in

1032

00:37:00,710 --> 00:36:58,240

the cities we don't know nobody knows

1033

00:37:02,630 --> 00:37:00,720

exactly but when it happens it happens

1034

00:37:04,710 --> 00:37:02,640

pretty quick you can clean out a city

1035

00:37:06,950 --> 00:37:04,720

within two to three days

1036

00:37:09,589 --> 00:37:06,960

with food and you look at the supply

1037

00:37:11,910 --> 00:37:09,599

chain line breakdowns during covid you

1038

00:37:14,230 --> 00:37:11,920

look how they're being reassessed you

1039

00:37:15,589 --> 00:37:14,240

look at the food industrial shift that

1040

00:37:17,829 --> 00:37:15,599

is going on

1041

00:37:19,829 --> 00:37:17,839

that is part of it as well is you create

1042

00:37:22,390 --> 00:37:19,839

a little chaos and then you come in and

1043

00:37:26,150 --> 00:37:22,400

then all of a sudden you're the savior

1044

00:37:28,310 --> 00:37:26,160

and whenever you take a food industry as

1045

00:37:31,750 --> 00:37:28,320

we have it and you make it to where it's

1046

00:37:33,750 --> 00:37:31,760

so subsidized it's so centralized and

1047

00:37:35,510 --> 00:37:33,760

it's so globalized

1048

00:37:37,510 --> 00:37:35,520

then it becomes something that's very

1049

00:37:40,230 --> 00:37:37,520

cheap to produce

1050

00:37:41,910 --> 00:37:40,240

and to transport we're not out of food

1051
00:37:44,470 --> 00:37:41,920
here and we probably won't even get

1052
00:37:46,950 --> 00:37:44,480
there what we are out of though is

1053
00:37:48,550 --> 00:37:46,960
having that market access to a good food

1054
00:37:50,390 --> 00:37:48,560
supply system

1055
00:37:52,790 --> 00:37:50,400
that's what's going to be the hit unless

1056
00:37:55,510 --> 00:37:52,800
you understand who is producing your

1057
00:37:58,230 --> 00:37:55,520
food and what your market access truly

1058
00:38:00,230 --> 00:37:58,240
is or that you have options for it

1059
00:38:02,230 --> 00:38:00,240
then you're either going to be woken up

1060
00:38:03,349 --> 00:38:02,240
very quickly or you're going to be very

1061
00:38:04,950 --> 00:38:03,359
prepared

1062
00:38:07,750 --> 00:38:04,960
um

1063
00:38:10,550 --> 00:38:07,760

yes yes it's very important to as you

1064

00:38:11,349 --> 00:38:10,560

say go out and shake a rancher's hand

1065

00:38:13,829 --> 00:38:11,359

and

1066

00:38:16,390 --> 00:38:13,839

let them know you got their back so they

1067

00:38:18,069 --> 00:38:16,400

can do what they need to do and

1068

00:38:21,030 --> 00:38:18,079

you'll have the comfort of knowing that

1069

00:38:21,750 --> 00:38:21,040

you also have a good meat supply

1070

00:38:23,589 --> 00:38:21,760

but

1071

00:38:25,670 --> 00:38:23,599

i'm hearing people say i think i've had

1072

00:38:27,910 --> 00:38:25,680

two previous guests who say they think

1073

00:38:31,190 --> 00:38:27,920

this impact could come as soon as

1074

00:38:33,349 --> 00:38:31,200

september or october of this year do you

1075

00:38:35,750 --> 00:38:33,359

think that's reasonable to suggest that

1076

00:38:37,510 --> 00:38:35,760

like we'll see noticeable issues we

1077

00:38:40,069 --> 00:38:37,520

can't say how bad they'll be but

1078

00:38:40,950 --> 00:38:40,079

something clearly noticeable

1079

00:38:45,030 --> 00:38:40,960

will

1080

00:38:46,790 --> 00:38:45,040

hit us around q4 of this year

1081

00:38:48,310 --> 00:38:46,800

yeah that's always been my target window

1082

00:38:49,829 --> 00:38:48,320

last year that's what i said back in

1083

00:38:53,349 --> 00:38:49,839

october or november i said it was going

1084

00:38:54,710 --> 00:38:53,359

to be the fall of 2022 going into 2023

1085

00:38:56,630 --> 00:38:54,720

and you know

1086

00:38:58,470 --> 00:38:56,640

yes we will see it happen it's going to

1087

00:39:00,790 --> 00:38:58,480

happen in europe for sure i mean you

1088

00:39:03,030 --> 00:39:00,800

look at the netherlands let's look at

1089

00:39:05,589 --> 00:39:03,040

their food supply they're the number two

1090

00:39:06,950 --> 00:39:05,599

exporter of produce in the world

1091

00:39:08,790 --> 00:39:06,960

and well

1092

00:39:11,270 --> 00:39:08,800

they're taking that land away from them

1093

00:39:13,829 --> 00:39:11,280

they're not producing as much and so

1094

00:39:16,630 --> 00:39:13,839

you'll see touch points across the world

1095

00:39:18,310 --> 00:39:16,640

you'll see famine this year in the next

1096

00:39:21,030 --> 00:39:18,320

12 months you will see famine in this

1097

00:39:22,550 --> 00:39:21,040

world don't know where it'll be and

1098

00:39:23,829 --> 00:39:22,560

because of that famine you'll see

1099

00:39:26,790 --> 00:39:23,839

migration

1100

00:39:29,510 --> 00:39:26,800

so yeah i believe the basically the

1101
00:39:31,270 --> 00:39:29,520
spark of what we're gonna suffer through

1102
00:39:33,190 --> 00:39:31,280
or that we're gonna have to engineer our

1103
00:39:35,190 --> 00:39:33,200
own personal lives through

1104
00:39:37,109 --> 00:39:35,200
will be starting this year

1105
00:39:39,190 --> 00:39:37,119
nobody knows you know and i'm not one of

1106
00:39:41,430 --> 00:39:39,200
these persons that say it's definitive

1107
00:39:43,109 --> 00:39:41,440
but everybody that i do work with and i

1108
00:39:44,470 --> 00:39:43,119
work with some of the same people that

1109
00:39:46,069 --> 00:39:44,480
adam does

1110
00:39:48,230 --> 00:39:46,079
and i've worked with some people that

1111
00:39:51,030 --> 00:39:48,240
are actually out there right now and

1112
00:39:52,950 --> 00:39:51,040
they say this is happening and that

1113
00:39:55,510 --> 00:39:52,960

you don't mess with the people that tell

1114

00:39:56,870 --> 00:39:55,520

us but like i say you know this is what

1115

00:39:59,270 --> 00:39:56,880

i hear

1116

00:40:01,510 --> 00:39:59,280

and as much as i know and what i've been

1117

00:40:03,750 --> 00:40:01,520

doing the last three years if i had you

1118

00:40:06,150 --> 00:40:03,760

know if that damn gun to my head i'd

1119

00:40:07,829 --> 00:40:06,160

have to say well buckle up buttercup

1120

00:40:08,829 --> 00:40:07,839

because here it comes

1121

00:40:12,150 --> 00:40:08,839

mm-hmm

1122

00:40:13,990 --> 00:40:12,160

yeah it seems scary but you know people

1123

00:40:16,150 --> 00:40:14,000

have been following this show i have

1124

00:40:18,390 --> 00:40:16,160

interviewed a rancher

1125

00:40:20,069 --> 00:40:18,400

here and there for several years now

1126
00:40:21,750 --> 00:40:20,079
trying to say hey

1127
00:40:23,670 --> 00:40:21,760
why don't you just get your

1128
00:40:25,750 --> 00:40:23,680
meat from this person i've interviewed a

1129
00:40:28,150 --> 00:40:25,760
west coast an east coast and a

1130
00:40:30,230 --> 00:40:28,160
midwestern rancher all of which between

1131
00:40:32,310 --> 00:40:30,240
the three of them cover the whole united

1132
00:40:34,630 --> 00:40:32,320
states and their supply and i know of

1133
00:40:36,150 --> 00:40:34,640
course now you're doing so much in that

1134
00:40:39,109 --> 00:40:36,160
regard as well

1135
00:40:41,910 --> 00:40:39,119
and i wanted to ask you to compare and

1136
00:40:45,270 --> 00:40:41,920
contrast grass-fed regenerative beef

1137
00:40:46,870 --> 00:40:45,280
from typical corn fed grocery store beef

1138
00:40:49,829 --> 00:40:46,880

they're not all created equal what can

1139

00:40:52,310 --> 00:40:49,839

you tell us about the antibiotics the

1140

00:40:54,470 --> 00:40:52,320

additives and the things people probably

1141

00:40:57,270 --> 00:40:54,480

aren't even aware of when they see that

1142

00:40:59,109 --> 00:40:57,280

usda prime label

1143

00:41:00,710 --> 00:40:59,119

well whenever you look at regenerative

1144

00:41:03,030 --> 00:41:00,720

what does that mean well that means

1145

00:41:05,270 --> 00:41:03,040

basically from the soil up

1146

00:41:06,630 --> 00:41:05,280

you're not using any inputs that don't

1147

00:41:08,390 --> 00:41:06,640

come from the soil

1148

00:41:10,390 --> 00:41:08,400

you go from the soil to the grass to the

1149

00:41:11,910 --> 00:41:10,400

cow to the producer to the processing

1150

00:41:13,109 --> 00:41:11,920

center to your fork

1151

00:41:15,510 --> 00:41:13,119

that's something that doesn't have

1152

00:41:18,309 --> 00:41:15,520

chemicals associated with it correct

1153

00:41:21,030 --> 00:41:18,319

okay if you get into a commodity cowboy

1154

00:41:23,829 --> 00:41:21,040

i think we call them commodity cowboys

1155

00:41:26,069 --> 00:41:23,839

what everybody does or factory farming

1156

00:41:27,430 --> 00:41:26,079

some people will take it like that

1157

00:41:29,829 --> 00:41:27,440

what you do is you're going to start

1158

00:41:31,990 --> 00:41:29,839

that calf on grazing you know it'll go

1159

00:41:35,030 --> 00:41:32,000

from grass and then a certain point

1160

00:41:37,510 --> 00:41:35,040

it'll be led into a process that is fed

1161

00:41:40,150 --> 00:41:37,520

grains a lot of those grains these days

1162

00:41:42,390 --> 00:41:40,160

come from the major grain companies

1163

00:41:43,510 --> 00:41:42,400

they're you know bare Monsanto stuff

1164

00:41:46,150 --> 00:41:43,520

like that

1165

00:41:48,309 --> 00:41:46,160

and so they will be fed a form of grain

1166

00:41:51,430 --> 00:41:48,319

that has been genetically modified

1167

00:41:53,510 --> 00:41:51,440

usually it is basically produced with

1168

00:41:55,109 --> 00:41:53,520

fertilizers pesticides you know as far

1169

00:41:57,109 --> 00:41:55,119

as the grain

1170

00:41:59,750 --> 00:41:57,119

a lot of times within that factory

1171

00:42:01,670 --> 00:41:59,760

farming the cattle will be injected it's

1172

00:42:03,910 --> 00:42:01,680

across the board so different that you

1173

00:42:06,309 --> 00:42:03,920

can't generalize and it'd be a

1174

00:42:08,790 --> 00:42:06,319

horrible thing for the American rancher

1175

00:42:11,270 --> 00:42:08,800

to try to generalize all this

1176

00:42:13,670 --> 00:42:11,280

but a lot of that that does happen to

1177

00:42:15,910 --> 00:42:13,680

that cow at certain points of time has

1178

00:42:17,750 --> 00:42:15,920

nothing to do with the american ranchers

1179

00:42:19,829 --> 00:42:17,760

what their protocol that they have to

1180

00:42:23,030 --> 00:42:19,839

follow or they're out of business

1181

00:42:25,750 --> 00:42:23,040

who it really is is the global corporate

1182

00:42:27,349 --> 00:42:25,760

grain companies and processing centers

1183

00:42:29,990 --> 00:42:27,359

the best thing that you can do is take

1184

00:42:33,109 --> 00:42:30,000

that cow into a level they call it you

1185

00:42:35,910 --> 00:42:33,119

know fat cow you get a fat cow you take

1186

00:42:37,829 --> 00:42:35,920

that fat cow to harvest and it needs to

1187

00:42:38,790 --> 00:42:37,839

be as big as it can well you're going to

1188

00:42:40,630 --> 00:42:38,800

pump it

1189

00:42:42,790 --> 00:42:40,640

full of whatever you can to get it to

1190

00:42:45,030 --> 00:42:42,800

that weight so they can make that money

1191

00:42:47,190 --> 00:42:45,040

and that profit you know that subsidized

1192

00:42:48,790 --> 00:42:47,200

profit based on commodity

1193

00:42:51,349 --> 00:42:48,800

consumption

1194

00:42:53,910 --> 00:42:51,359

and so that's where you know our meat

1195

00:42:55,750 --> 00:42:53,920

has gotten as a nation is because that

1196

00:42:58,309 --> 00:42:55,760

type of farming

1197

00:42:59,910 --> 00:42:58,319

as far as going the commodity route you

1198

00:43:01,829 --> 00:42:59,920

know in the beginning it wasn't a bad

1199

00:43:04,230 --> 00:43:01,839

thing it was a good thing

1200

00:43:07,670 --> 00:43:04,240

you can go really deep into you know

1201
00:43:08,630 --> 00:43:07,680
grain and you know chemical uh in gmo

1202
00:43:11,270 --> 00:43:08,640
grain

1203
00:43:13,349 --> 00:43:11,280
it's not even fit for human consumption

1204
00:43:15,270 --> 00:43:13,359
but therefore we're feeding it to our

1205
00:43:16,870 --> 00:43:15,280
cattle and then we're feeding the cattle

1206
00:43:19,829 --> 00:43:16,880
to ourselves

1207
00:43:23,430 --> 00:43:19,839
so we are consuming that unedible grain

1208
00:43:25,190 --> 00:43:23,440
in certain ways through that process

1209
00:43:26,870 --> 00:43:25,200
when i look at regenerative farming and

1210
00:43:28,230 --> 00:43:26,880
ranching i work with all kinds of

1211
00:43:30,630 --> 00:43:28,240
different regenerative farming and

1212
00:43:32,950 --> 00:43:30,640
ranching producers

1213
00:43:35,430 --> 00:43:32,960

and across the board what they do they

1214

00:43:37,430 --> 00:43:35,440

have the mindset that they are chemical

1215

00:43:39,349 --> 00:43:37,440

free and that's what it is

1216

00:43:41,510 --> 00:43:39,359

you will have to use some form of

1217

00:43:43,349 --> 00:43:41,520

antibiotics on any cow

1218

00:43:46,390 --> 00:43:43,359

especially you have something like black

1219

00:43:48,390 --> 00:43:46,400

hoof it's very common in in ranching a

1220

00:43:50,150 --> 00:43:48,400

lot of cattle will get that will you get

1221

00:43:52,309 --> 00:43:50,160

a regenerative farmer rancher that

1222

00:43:54,390 --> 00:43:52,319

basically you know he has to use some

1223

00:43:56,710 --> 00:43:54,400

form of antibiotic or any time that he

1224

00:43:58,870 --> 00:43:56,720

does have to inject that cattle

1225

00:44:00,950 --> 00:43:58,880

with some form of chemical as far as

1226

00:44:03,030 --> 00:44:00,960

antibiotic or you know it's never a

1227

00:44:04,790 --> 00:44:03,040

steroid if you're regenerative you know

1228

00:44:06,630 --> 00:44:04,800

he'll usually take that cow out and put

1229

00:44:08,390 --> 00:44:06,640

it into the factory farming market you

1230

00:44:11,150 --> 00:44:08,400

know the commodity market

1231

00:44:13,750 --> 00:44:11,160

and he'll never sell regenerative or a

1232

00:44:15,910 --> 00:44:13,760

non-regenerative meat product

1233

00:44:17,430 --> 00:44:15,920

to his consumers

1234

00:44:19,190 --> 00:44:17,440

okay this is where the big

1235

00:44:21,990 --> 00:44:19,200

misunderstanding is

1236

00:44:24,150 --> 00:44:22,000

the american producer is not the one

1237

00:44:26,950 --> 00:44:24,160

that should be judged here

1238

00:44:28,550 --> 00:44:26,960

what should be judged here is the global

1239

00:44:31,109 --> 00:44:28,560

processing centers in the grain

1240

00:44:33,750 --> 00:44:31,119

companies that perpetuate this

1241

00:44:36,390 --> 00:44:33,760

because they have control over the

1242

00:44:38,550 --> 00:44:36,400

distribution in the market access

1243

00:44:40,870 --> 00:44:38,560

and so i have ranchers like our number

1244

00:44:43,670 --> 00:44:40,880

one you know one of our biggest ranchers

1245

00:44:44,710 --> 00:44:43,680

is k c cattle out of austin texas cole

1246

00:44:47,030 --> 00:44:44,720

bolton

1247

00:44:48,150 --> 00:44:47,040

and you know he he basically came from

1248

00:44:49,910 --> 00:44:48,160

his you know

1249

00:44:51,589 --> 00:44:49,920

in texas a lot of people and especially

1250

00:44:53,430 --> 00:44:51,599

where i came from you know they grew up

1251
00:44:55,510 --> 00:44:53,440
the commodity route

1252
00:44:57,910 --> 00:44:55,520
but what he decided to do is like he was

1253
00:44:59,990 --> 00:44:57,920
going to do regenerative ranching but he

1254
00:45:01,910 --> 00:45:00,000
was going to do grass fed

1255
00:45:05,349 --> 00:45:01,920
and grass finish but he's also doing

1256
00:45:06,470 --> 00:45:05,359
grass-fed and non-gmo organic grain

1257
00:45:08,470 --> 00:45:06,480
finished

1258
00:45:11,270 --> 00:45:08,480
that way he protects himself from

1259
00:45:12,710 --> 00:45:11,280
drought from price manipulations from

1260
00:45:15,670 --> 00:45:12,720
input cost

1261
00:45:18,790 --> 00:45:15,680
so you look at all the different ways we

1262
00:45:22,150 --> 00:45:18,800
still grow the best beef in the world in

1263
00:45:24,069 --> 00:45:22,160

united states and especially in texas

1264

00:45:25,670 --> 00:45:24,079

but what's the difference is a lot of

1265

00:45:27,750 --> 00:45:25,680

times whenever we're in the united

1266

00:45:29,190 --> 00:45:27,760

states we're eating beef that was raised

1267

00:45:32,309 --> 00:45:29,200

in brazil

1268

00:45:34,550 --> 00:45:32,319

that had a stop in mexico or a cattle

1269

00:45:36,470 --> 00:45:34,560

that was raised in africa

1270

00:45:38,470 --> 00:45:36,480

had to stop somewhere else and then they

1271

00:45:39,990 --> 00:45:38,480

get processed in the united states and

1272

00:45:41,670 --> 00:45:40,000

then they get to put that stamp on it

1273

00:45:43,910 --> 00:45:41,680

usda

1274

00:45:45,829 --> 00:45:43,920

what the big deception is there is you

1275

00:45:47,829 --> 00:45:45,839

don't even know what you're eating or

1276

00:45:51,030 --> 00:45:47,839

where it came from and they hide it

1277

00:45:52,630 --> 00:45:51,040

under that guise of usda prime

1278

00:45:55,430 --> 00:45:52,640

and that has happened over a period of

1279

00:45:57,349 --> 00:45:55,440

time it used to mean something

1280

00:45:59,910 --> 00:45:57,359

but now what i'm doing with the beef

1281

00:46:02,470 --> 00:45:59,920

initiative is saying hey glad you're the

1282

00:46:04,950 --> 00:46:02,480

usda well we're the beef initiative

1283

00:46:06,710 --> 00:46:04,960

and we have a certain protocol that you

1284

00:46:09,270 --> 00:46:06,720

can definitely rely on when you know

1285

00:46:11,190 --> 00:46:09,280

exactly where your beef is coming from

1286

00:46:13,910 --> 00:46:11,200

and we've all shake their hands and you

1287

00:46:15,910 --> 00:46:13,920

can too either virtually because you're

1288

00:46:17,829 --> 00:46:15,920

coming through the beef initiative

1289

00:46:19,030 --> 00:46:17,839

or you can go out there if you're local

1290

00:46:21,109 --> 00:46:19,040

and you can go out there and meet your

1291

00:46:23,030 --> 00:46:21,119

rancher again and that's what they have

1292

00:46:25,589 --> 00:46:23,040

been stolen from

1293

00:46:27,990 --> 00:46:25,599

is the factory farming the commodity

1294

00:46:29,990 --> 00:46:28,000

cowboy they've got squeezed out they

1295

00:46:31,910 --> 00:46:30,000

don't have a voice anymore they don't

1296

00:46:34,230 --> 00:46:31,920

have a digital voice and they don't have

1297

00:46:36,870 --> 00:46:34,240

a market access voice

1298

00:46:38,710 --> 00:46:36,880

they don't have a way to where if they

1299

00:46:42,630 --> 00:46:38,720

wanted to drop out and not get their

1300

00:46:43,670 --> 00:46:42,640

meat processed by jbs cargill tyson or

1301
00:46:45,990 --> 00:46:43,680
national

1302
00:46:48,150 --> 00:46:46,000
they don't have access to a processing

1303
00:46:50,069 --> 00:46:48,160
center and so what you're seeing is

1304
00:46:52,069 --> 00:46:50,079
we're circumventing around that and

1305
00:46:52,950 --> 00:46:52,079
we're building microprocessing centers

1306
00:46:55,589 --> 00:46:52,960
again

1307
00:46:58,470 --> 00:46:55,599
and that's the key right there the key

1308
00:47:01,030 --> 00:46:58,480
big bottleneck to our nutrition and to

1309
00:47:02,150 --> 00:47:01,040
basically go to a more clean route of

1310
00:47:04,230 --> 00:47:02,160
your food

1311
00:47:06,870 --> 00:47:04,240
is the microprocessing centers it's not

1312
00:47:08,069 --> 00:47:06,880
these big 100 million dollar processing

1313
00:47:09,589 --> 00:47:08,079

centers that we're trying to compete

1314

00:47:12,069 --> 00:47:09,599

with jobs

1315

00:47:14,150 --> 00:47:12,079

no it's each little processing center

1316

00:47:16,309 --> 00:47:14,160

that already used to exist in every

1317

00:47:18,470 --> 00:47:16,319

county across the united states just

1318

00:47:20,790 --> 00:47:18,480

like in texas

1319

00:47:22,710 --> 00:47:20,800

and texas is a great place for this kind

1320

00:47:24,470 --> 00:47:22,720

of thing i've been considering moving to

1321

00:47:27,190 --> 00:47:24,480

many different states texas is on the

1322

00:47:29,510 --> 00:47:27,200

list no income tax and even though

1323

00:47:31,750 --> 00:47:29,520

property tax can be expensive you got

1324

00:47:34,790 --> 00:47:31,760

the homestead exemption and you have

1325

00:47:37,670 --> 00:47:34,800

exemptions for livestock on your land

1326
00:47:39,829 --> 00:47:37,680
and then i've also found several mobile

1327
00:47:41,750 --> 00:47:39,839
butchers so i'm not trying to get in

1328
00:47:44,309 --> 00:47:41,760
over my head here and stuff i don't

1329
00:47:45,829 --> 00:47:44,319
understand that's really complex and

1330
00:47:48,550 --> 00:47:45,839
difficult to do

1331
00:47:51,349 --> 00:47:48,560
but you know if i had some land and some

1332
00:47:53,990 --> 00:47:51,359
pigs on there eating the grass living a

1333
00:47:55,910 --> 00:47:54,000
pretty natural life i could call a

1334
00:47:56,870 --> 00:47:55,920
mobile processor

1335
00:47:59,750 --> 00:47:56,880
and

1336
00:48:01,670 --> 00:47:59,760
kind of raise my own hog in a sense

1337
00:48:04,390 --> 00:48:01,680
and that's something that's kind of

1338
00:48:07,349 --> 00:48:04,400

unique to texas and there's also

1339

00:48:09,190 --> 00:48:07,359

policies and laws around

1340

00:48:11,270 --> 00:48:09,200

processing that

1341

00:48:13,510 --> 00:48:11,280

that are protected that other states

1342

00:48:15,750 --> 00:48:13,520

don't have right talk to us about

1343

00:48:18,870 --> 00:48:15,760

those things why the texas

1344

00:48:20,790 --> 00:48:18,880

culture and government and policies are

1345

00:48:23,510 --> 00:48:20,800

different from a lot of other states

1346

00:48:25,910 --> 00:48:23,520

where you really can't do this stuff

1347

00:48:27,990 --> 00:48:25,920

yeah what you have is

1348

00:48:29,589 --> 00:48:28,000

you have the usda certification in

1349

00:48:31,349 --> 00:48:29,599

processing right

1350

00:48:33,990 --> 00:48:31,359

what that allows you to do is you can

1351

00:48:35,990 --> 00:48:34,000

sell beef nationally and so that gives

1352

00:48:37,670 --> 00:48:36,000

you the stamp of approval right so

1353

00:48:39,829 --> 00:48:37,680

that's a certain certification if you're

1354

00:48:41,670 --> 00:48:39,839

going to be a processor and we'll talk

1355

00:48:43,670 --> 00:48:41,680

about the sizes of processors all the

1356

00:48:45,990 --> 00:48:43,680

way from mobile all the way up into you

1357

00:48:48,390 --> 00:48:46,000

know 500 cal a day

1358

00:48:50,470 --> 00:48:48,400

so in texas you also have the texas

1359

00:48:52,069 --> 00:48:50,480

certification and there's a lot of other

1360

00:48:54,390 --> 00:48:52,079

states that do this

1361

00:48:56,710 --> 00:48:54,400

but what you means is that you can sell

1362

00:48:59,589 --> 00:48:56,720

in the state of texas and you can sell

1363

00:49:01,670 --> 00:48:59,599

basically to the surrounding states

1364

00:49:04,630 --> 00:49:01,680

and so you don't have to be usda your

1365

00:49:06,870 --> 00:49:04,640

texas certification is your usda within

1366

00:49:08,390 --> 00:49:06,880

your region within your state of being

1367

00:49:11,589 --> 00:49:08,400

able to sell to

1368

00:49:14,230 --> 00:49:11,599

so by saying that texas acts like a

1369

00:49:17,109 --> 00:49:14,240

shield against the usda saying hey we

1370

00:49:19,030 --> 00:49:17,119

approve this over here like my processor

1371

00:49:21,910 --> 00:49:19,040

up in the texas panhandle justin

1372

00:49:24,470 --> 00:49:21,920

trammell of panhandle meets see he's a

1373

00:49:27,750 --> 00:49:24,480

texas certified processing center he's a

1374

00:49:30,150 --> 00:49:27,760

micro processing center column avatar he

1375

00:49:32,309 --> 00:49:30,160

does about 30 a week that his is his

1376

00:49:34,230 --> 00:49:32,319

capacity

1377

00:49:37,190 --> 00:49:34,240

by saying that he's really only trying

1378

00:49:39,510 --> 00:49:37,200

to feed around a 60 to 80 mile radius

1379

00:49:42,069 --> 00:49:39,520

that is his consumer demand that he

1380

00:49:45,670 --> 00:49:42,079

takes care of it's localized it's

1381

00:49:48,870 --> 00:49:45,680

community based it's a food shed and he

1382

00:49:51,030 --> 00:49:48,880

is thriving right now and you know what

1383

00:49:53,190 --> 00:49:51,040

he did is he started up from the ground

1384

00:49:55,430 --> 00:49:53,200

up and he built his own processing

1385

00:49:58,870 --> 00:49:55,440

center and he went through

1386

00:50:00,790 --> 00:49:58,880

and basically whenever he got inspected

1387

00:50:04,309 --> 00:50:00,800

and he got passed

1388

00:50:07,349 --> 00:50:04,319

well now he has precedence he has usda

1389

00:50:09,829 --> 00:50:07,359

precedence and he has texas precedence

1390

00:50:11,910 --> 00:50:09,839

and by doing that that's very hard to

1391

00:50:14,390 --> 00:50:11,920

achieve in the united states right now

1392

00:50:16,470 --> 00:50:14,400

because what they did is all he did was

1393

00:50:17,670 --> 00:50:16,480

mirror what we used to do in the united

1394

00:50:19,990 --> 00:50:17,680

states

1395

00:50:20,790 --> 00:50:20,000

well what changed is we went into this

1396

00:50:26,710 --> 00:50:20,800

big

1397

00:50:29,349 --> 00:50:26,720

processing 3000 to five thousand cattle

1398

00:50:31,430 --> 00:50:29,359

a day out of one processing center

1399

00:50:33,030 --> 00:50:31,440

okay that's the global market that i'm

1400

00:50:35,190 --> 00:50:33,040

talking about

1401

00:50:37,349 --> 00:50:35,200

well they don't know how to basically

1402

00:50:39,990 --> 00:50:37,359

most states don't know how to go back

1403

00:50:41,270 --> 00:50:40,000

and scale down that's a big problem

1404

00:50:42,950 --> 00:50:41,280

texas does

1405

00:50:44,790 --> 00:50:42,960

and so what we've done within the beef

1406

00:50:46,470 --> 00:50:44,800

initiative we've created the beef and

1407

00:50:47,990 --> 00:50:46,480

it's about a two year plan that we've

1408

00:50:49,910 --> 00:50:48,000

been working on

1409

00:50:51,750 --> 00:50:49,920

and it had a road map from the very

1410

00:50:53,670 --> 00:50:51,760

beginning but it's the beef initiative

1411

00:50:55,750 --> 00:50:53,680

association council

1412

00:50:57,430 --> 00:50:55,760

and what we're doing is we're opening

1413

00:51:00,349 --> 00:50:57,440

the door for people in the state of

1414

00:51:02,630 --> 00:51:00,359

texas right now if you want to open up a

1415

00:51:05,510 --> 00:51:02,640

microprocessing center we have proof of

1416

00:51:07,750 --> 00:51:05,520

work we have usda precedence and we have

1417

00:51:11,030 --> 00:51:07,760

texas presidents from the ground up to

1418

00:51:12,870 --> 00:51:11,040

the last inspection we will advise you

1419

00:51:15,589 --> 00:51:12,880

so where you can understand what you're

1420

00:51:17,589 --> 00:51:15,599

up against how to circumvent around the

1421

00:51:19,030 --> 00:51:17,599

regulations and the inspections that are

1422

00:51:21,349 --> 00:51:19,040

coming your way

1423

00:51:23,589 --> 00:51:21,359

so we're bringing education into the law

1424

00:51:25,589 --> 00:51:23,599

itself saying we know how to do this

1425

00:51:27,349 --> 00:51:25,599

better than you now and so you have to

1426

00:51:29,910 --> 00:51:27,359

pay attention to us

1427

00:51:31,990 --> 00:51:29,920

and so cole bolton down in central texas

1428

00:51:33,990 --> 00:51:32,000

well he's done the same thing

1429

00:51:35,589 --> 00:51:34,000

so he's opening his processing center

1430

00:51:37,910 --> 00:51:35,599

this next month

1431

00:51:40,069 --> 00:51:37,920

and he's going to process about 250

1432

00:51:42,230 --> 00:51:40,079

cattle a day well he's the number one

1433

00:51:45,910 --> 00:51:42,240

supplier for the beef initiative so our

1434

00:51:47,589 --> 00:51:45,920

volume is about to explode tenfold to

1435

00:51:48,950 --> 00:51:47,599

where we can actually start feeding a

1436

00:51:51,109 --> 00:51:48,960

nation again

1437

00:51:53,349 --> 00:51:51,119

but by saying that coal doesn't want to

1438

00:51:55,270 --> 00:51:53,359

feed a nation we will in the beginning

1439

00:51:57,510 --> 00:51:55,280

because that's the demand right now we

1440

00:51:59,430 --> 00:51:57,520

want to feed the 48 states

1441

00:52:01,670 --> 00:51:59,440

but what he wants to do he wants to

1442

00:52:03,990 --> 00:52:01,680

scale back towards we're just feeding

1443

00:52:06,630 --> 00:52:04,000

texas and the surrounding states and

1444

00:52:09,670 --> 00:52:06,640

we're going to bring in other states to

1445

00:52:12,150 --> 00:52:09,680

where we can do california we can do

1446

00:52:14,870 --> 00:52:12,160

florida we can do washington we can do

1447

00:52:16,630 --> 00:52:14,880

wyoming we can do oklahoma you know

1448

00:52:18,710 --> 00:52:16,640

these other states tennessee i have a

1449

00:52:22,069 --> 00:52:18,720

headquarters in tennessee in nashville

1450

00:52:24,150 --> 00:52:22,079

now i have a headquarters in colorado

1451

00:52:26,309 --> 00:52:24,160

so we're building out those nodes to

1452

00:52:27,670 --> 00:52:26,319

where what we're looking at is what is

1453

00:52:30,309 --> 00:52:27,680

our access

1454

00:52:32,309 --> 00:52:30,319

to processing centers for the future to

1455

00:52:34,790 --> 00:52:32,319

where like in the state of texas justin

1456

00:52:37,030 --> 00:52:34,800

and i and cole were saying we want a

1457

00:52:40,069 --> 00:52:37,040

processing center in every county in the

1458

00:52:41,270 --> 00:52:40,079

state of texas we have 254 counties

1459

00:52:43,030 --> 00:52:41,280

that's pretty

1460

00:52:45,349 --> 00:52:43,040

pretty big dream in here but actually

1461

00:52:47,829 --> 00:52:45,359

that's exactly where we came from every

1462

00:52:50,309 --> 00:52:47,839

county did have a processing center and

1463

00:52:52,390 --> 00:52:50,319

so we're going to be basically creating

1464

00:52:54,950 --> 00:52:52,400

a hornet's nest of processing centers

1465

00:52:56,309 --> 00:52:54,960

this next decade that's how we fight

1466

00:52:59,990 --> 00:52:56,319

against this

1467

00:53:02,390 --> 00:53:00,000

ah i love it it is so complicated

1468

00:53:04,710 --> 00:53:02,400

there's many layers many steps and you

1469

00:53:05,750 --> 00:53:04,720

are hitting all of them and trying to

1470

00:53:07,910 --> 00:53:05,760

just

1471

00:53:11,430 --> 00:53:07,920

cut through all the that would

1472

00:53:14,230 --> 00:53:11,440

stop people from accessing their food or

1473

00:53:16,710 --> 00:53:14,240

producing food if that's the side of the

1474

00:53:19,990 --> 00:53:16,720

coin people want to be on and it's just

1475

00:53:22,230 --> 00:53:20,000

like so so impressive and

1476

00:53:25,349 --> 00:53:22,240

i mean you're really leaving a mark

1477

00:53:27,670 --> 00:53:25,359

on on america right now and it's

1478

00:53:30,150 --> 00:53:27,680

just mind-boggling to me how many people

1479

00:53:32,470 --> 00:53:30,160

are out there totally ignorant that this

1480

00:53:34,230 --> 00:53:32,480

is even needed and then like you're

1481

00:53:35,589 --> 00:53:34,240

gonna be right there when they do need

1482

00:53:38,790 --> 00:53:35,599

it and it's because you've done this

1483

00:53:42,630 --> 00:53:38,800

work for several years i'm curious our

1484

00:53:44,710 --> 00:53:42,640

regenerative agriculture systems immune

1485

00:53:47,349 --> 00:53:44,720

or at least less affected by the

1486

00:53:49,510 --> 00:53:47,359

fertilizer problem

1487

00:53:51,349 --> 00:53:49,520

yeah well let's look at today in texas

1488

00:53:54,829 --> 00:53:51,359

you know we're going through a massive

1489

00:53:57,750 --> 00:53:54,839

drought right now okay yeah and you know

1490

00:53:59,990 --> 00:53:57,760

regenerative farmer rancher animal

1491

00:54:02,470 --> 00:54:00,000

producers you call them grass farmers

1492

00:54:04,549 --> 00:54:02,480

they they all go by different titles so

1493

00:54:06,069 --> 00:54:04,559

you don't want to disrespect any of them

1494

00:54:07,910 --> 00:54:06,079

but you look at the drought that we're

1495

00:54:10,069 --> 00:54:07,920

suffering through you know there's a lot

1496

00:54:12,069 --> 00:54:10,079

of guys out there that do regenerative

1497

00:54:13,589 --> 00:54:12,079

and sometimes you can call them a hobby

1498

00:54:15,510 --> 00:54:13,599

farmer rancher

1499

00:54:17,829 --> 00:54:15,520

you know and they do they rely on good

1500

00:54:19,510 --> 00:54:17,839

weather they rely on good rains you know

1501
00:54:21,670 --> 00:54:19,520
they let the cattle graze they let the

1502
00:54:23,109 --> 00:54:21,680
cattle have a really good life well

1503
00:54:24,470 --> 00:54:23,119
maybe this year they're going to be a

1504
00:54:26,549 --> 00:54:24,480
little bit suspect

1505
00:54:28,470 --> 00:54:26,559
of you know the drought because that's

1506
00:54:30,150 --> 00:54:28,480
going to basically squeeze them

1507
00:54:32,390 --> 00:54:30,160
and everybody has this thing that

1508
00:54:34,390 --> 00:54:32,400
ranchers are rich so they're not rich

1509
00:54:36,230 --> 00:54:34,400
man they're just making every cycle that

1510
00:54:37,750 --> 00:54:36,240
they can because they love doing what

1511
00:54:41,190 --> 00:54:37,760
they're doing

1512
00:54:44,069 --> 00:54:41,200
regenerative yes they are vulnerable in

1513
00:54:45,589 --> 00:54:44,079

certain ways they're vulnerable to the

1514

00:54:48,309 --> 00:54:45,599

elements

1515

00:54:50,470 --> 00:54:48,319

more so than anybody right

1516

00:54:52,630 --> 00:54:50,480

they're less vulnerable to the

1517

00:54:54,390 --> 00:54:52,640

deceptions into the global chemical

1518

00:54:57,030 --> 00:54:54,400

companies and everything they don't have

1519

00:54:59,990 --> 00:54:57,040

to rely on all those input costs

1520

00:55:02,710 --> 00:55:00,000

so therefore they have more wiggle room

1521

00:55:04,950 --> 00:55:02,720

but by saying that the proof of work has

1522

00:55:07,910 --> 00:55:04,960

to be a little bit deeper than maybe

1523

00:55:09,750 --> 00:55:07,920

you'd say a commodity cowboy that can go

1524

00:55:11,510 --> 00:55:09,760

and knows that he's got a year's worth

1525

00:55:13,349 --> 00:55:11,520

of grain and he's going to be able to

1526

00:55:14,390 --> 00:55:13,359

use that grain to finish off his herd

1527

00:55:15,829 --> 00:55:14,400

that year

1528

00:55:17,670 --> 00:55:15,839

so you know you've got to put it in

1529

00:55:20,069 --> 00:55:17,680

perspective once again

1530

00:55:22,069 --> 00:55:20,079

and look at a regenerative and rancher

1531

00:55:23,349 --> 00:55:22,079

make sure that they had like cole bolton

1532

00:55:25,990 --> 00:55:23,359

he's got his

1533

00:55:27,670 --> 00:55:26,000

regenerative commodities lined up he

1534

00:55:30,150 --> 00:55:27,680

planned ahead he's been doing this a

1535

00:55:31,430 --> 00:55:30,160

while then you got guys who's like well

1536

00:55:33,430 --> 00:55:31,440

i'm going to go ahead and take my cattle

1537

00:55:35,510 --> 00:55:33,440

to the market this year drought year i'm

1538

00:55:37,030 --> 00:55:35,520

going to drop out and you see these

1539

00:55:39,109 --> 00:55:37,040

videos like oh my god everybody's

1540

00:55:41,030 --> 00:55:39,119

selling all of their cattle well let's

1541

00:55:42,630 --> 00:55:41,040

put it in perspective

1542

00:55:44,630 --> 00:55:42,640

that one video that was out there on the

1543

00:55:46,150 --> 00:55:44,640

internet you know for a while that

1544

00:55:47,109 --> 00:55:46,160

everybody's been you know parroting

1545

00:55:49,109 --> 00:55:47,119

about

1546

00:55:50,870 --> 00:55:49,119

well let's look at that city let's look

1547

00:55:52,789 --> 00:55:50,880

at that town well they usually have two

1548

00:55:55,190 --> 00:55:52,799

auctions a week well that week that they

1549

00:55:57,430 --> 00:55:55,200

had that big line of trucks and you can

1550

00:56:00,470 --> 00:55:57,440

look all the trailers had two to three

1551

00:56:02,309 --> 00:56:00,480

cattle and it wasn't massive cattle's

1552

00:56:04,150 --> 00:56:02,319

that were being sold off but there was

1553

00:56:06,309 --> 00:56:04,160

only one auction that week we are in a

1554

00:56:07,910 --> 00:56:06,319

drought a lot of them probably saying

1555

00:56:09,430 --> 00:56:07,920

hey i'm just not going to suffer through

1556

00:56:11,510 --> 00:56:09,440

this drought anymore i don't want to

1557

00:56:13,430 --> 00:56:11,520

have to buy anymore or i don't have

1558

00:56:15,829 --> 00:56:13,440

market access to hay

1559

00:56:17,829 --> 00:56:15,839

so you have to really know the ranching

1560

00:56:19,750 --> 00:56:17,839

industry to be able to speak to it or

1561

00:56:22,069 --> 00:56:19,760

really to have an opinion saying hey

1562

00:56:24,470 --> 00:56:22,079

this is exactly what's going on

1563

00:56:25,670 --> 00:56:24,480

i don't see that being a big problem

1564

00:56:28,230 --> 00:56:25,680

right now there's going to be some

1565

00:56:30,230 --> 00:56:28,240

regenerative that suffers because if you

1566

00:56:31,589 --> 00:56:30,240

have a regenerative cow that's not taken

1567

00:56:33,990 --> 00:56:31,599

to weight but then you're going to have

1568

00:56:37,030 --> 00:56:34,000

people that are processing that cow and

1569

00:56:38,789 --> 00:56:37,040

it's only a 600 weight cattle man that

1570

00:56:41,109 --> 00:56:38,799

beef is not going to be good that's not

1571

00:56:43,030 --> 00:56:41,119

good for the regenerative market

1572

00:56:44,789 --> 00:56:43,040

and so that works against regenerative

1573

00:56:46,470 --> 00:56:44,799

farming and ranching because you don't

1574

00:56:49,109 --> 00:56:46,480

have people that are doing it somebody

1575

00:56:51,349 --> 00:56:49,119

like justin trammell cobalt and jason

1576

00:56:53,750 --> 00:56:51,359

rick up in colorado

1577

00:56:55,430 --> 00:56:53,760

scott hauck out in colorado as well some

1578

00:56:56,829 --> 00:56:55,440

of the top four of the you know guys

1579

00:56:58,630 --> 00:56:56,839

that i'm working with currently right

1580

00:57:00,950 --> 00:56:58,640

now so

1581

00:57:02,950 --> 00:57:00,960

it's such a universe within the universe

1582

00:57:05,430 --> 00:57:02,960

of the beef industry

1583

00:57:07,589 --> 00:57:05,440

and that's one of the most valuable

1584

00:57:09,030 --> 00:57:07,599

aspects of the beef initiative is that

1585

00:57:11,109 --> 00:57:09,040

we look at everything we look at the

1586

00:57:13,190 --> 00:57:11,119

full spectrum we're just not parroting

1587

00:57:15,109 --> 00:57:13,200

the fear porn what we're doing is like

1588

00:57:17,349 --> 00:57:15,119

hey this is really what's going on

1589

00:57:19,109 --> 00:57:17,359

what's really going on is the american

1590

00:57:20,549 --> 00:57:19,119

rapture has lost 40 percent of its

1591

00:57:21,829 --> 00:57:20,559

ranching land and nobody's paying

1592

00:57:24,150 --> 00:57:21,839

attention to it

1593

00:57:27,670 --> 00:57:24,160

what's really going on during covid we

1594

00:57:30,390 --> 00:57:27,680

lived in abundance and basically jbs

1595

00:57:32,549 --> 00:57:30,400

price fixed and manipulated prices to

1596

00:57:34,710 --> 00:57:32,559

the tune of 500 million dollars worth of

1597

00:57:36,789 --> 00:57:34,720

profit and they were on they settled out

1598

00:57:39,349 --> 00:57:36,799

of court for only 56 million dollars in

1599

00:57:41,750 --> 00:57:39,359

a fine well how did that happen well our

1600

00:57:43,510 --> 00:57:41,760

consumer demand happened and we're okay

1601
00:57:45,430 --> 00:57:43,520
with it and we don't raise enough

1602
00:57:47,670 --> 00:57:45,440
about it and the ranchers have been

1603
00:57:50,390 --> 00:57:47,680
trying to tell us for a while now we've

1604
00:57:51,510 --> 00:57:50,400
got a problem going on here and we need

1605
00:57:53,430 --> 00:57:51,520
some help

1606
00:57:55,190 --> 00:57:53,440
and we need a voice again we need you

1607
00:57:57,109 --> 00:57:55,200
guys to listen well how do you listen

1608
00:57:58,870 --> 00:57:57,119
well you go and you shake my hand and

1609
00:58:02,309 --> 00:57:58,880
let me sell you some beef

1610
00:58:04,549 --> 00:58:02,319
let's quit relying on costco or or this

1611
00:58:06,630 --> 00:58:04,559
online type of shopping boxes that you

1612
00:58:09,030 --> 00:58:06,640
can buy now the beef doesn't even come

1613
00:58:11,030 --> 00:58:09,040

from the united states right and so

1614

00:58:12,950 --> 00:58:11,040

knowing where your beef comes from

1615

00:58:14,549 --> 00:58:12,960

knowing that you should create a new

1616

00:58:16,710 --> 00:58:14,559

consumer demand

1617

00:58:18,870 --> 00:58:16,720

you eliminate all the deceptions the

1618

00:58:20,150 --> 00:58:18,880

conspiracies and you go okay this is

1619

00:58:22,950 --> 00:58:20,160

really what's going on in our food

1620

00:58:24,950 --> 00:58:22,960

supply i don't feel food insecure i feel

1621

00:58:27,829 --> 00:58:24,960

very empowered right now because i know

1622

00:58:29,510 --> 00:58:27,839

exactly the truth and then how i can

1623

00:58:30,870 --> 00:58:29,520

move forward

1624

00:58:32,230 --> 00:58:30,880

well said

1625

00:58:34,549 --> 00:58:32,240

and so

1626
00:58:37,670 --> 00:58:34,559
in terms of what you guys are doing

1627
00:58:39,670 --> 00:58:37,680
one component is networking

1628
00:58:41,750 --> 00:58:39,680
regenerative ranchers that are already

1629
00:58:45,270 --> 00:58:41,760
kind of doing it that way and you're

1630
00:58:46,150 --> 00:58:45,280
kind of becoming a central hub for them

1631
00:58:48,870 --> 00:58:46,160
and

1632
00:58:50,710 --> 00:58:48,880
that's a beautiful thing are you also

1633
00:58:53,270 --> 00:58:50,720
seems like you are but it just seems

1634
00:58:54,630 --> 00:58:53,280
like it'd be more of a difficult task

1635
00:58:57,910 --> 00:58:54,640
approaching

1636
00:58:59,829 --> 00:58:57,920
these mono crop farmers who are kind of

1637
00:59:01,829 --> 00:58:59,839
stuck in the system and showing them a

1638
00:59:04,470 --> 00:59:01,839

better way if they own their land i

1639

00:59:06,950 --> 00:59:04,480

assume once they're out of contract they

1640

00:59:08,870 --> 00:59:06,960

can do whatever they want to do but are

1641

00:59:10,870 --> 00:59:08,880

you having success in

1642

00:59:12,870 --> 00:59:10,880

actually converting

1643

00:59:14,230 --> 00:59:12,880

to this new way for people who are kind

1644

00:59:16,470 --> 00:59:14,240

of stuck in the old way or the

1645

00:59:19,109 --> 00:59:16,480

industrial way i should say

1646

00:59:20,789 --> 00:59:19,119

yeah i mean like i said this is a low

1647

00:59:22,150 --> 00:59:20,799

time preference you know we didn't get

1648

00:59:24,230 --> 00:59:22,160

here overnight

1649

00:59:26,069 --> 00:59:24,240

but we can recover a lot quicker than

1650

00:59:29,270 --> 00:59:26,079

people think and

1651
00:59:31,670 --> 00:59:29,280
me being from texas texas cowboy mindset

1652
00:59:33,750 --> 00:59:31,680
and you know beef of course you know i

1653
00:59:35,750 --> 00:59:33,760
really started off with you know let's

1654
00:59:37,910 --> 00:59:35,760
look at the cattle rancher let's look at

1655
00:59:40,549 --> 00:59:37,920
pure animal protein first

1656
00:59:42,950 --> 00:59:40,559
and that's a great case study and it's a

1657
00:59:43,829 --> 00:59:42,960
great way to showcase your proof of work

1658
00:59:45,829 --> 00:59:43,839
right

1659
00:59:47,910 --> 00:59:45,839
because you do have a cow an individual

1660
00:59:49,190 --> 00:59:47,920
cow that you can piece and then you can

1661
00:59:50,950 --> 00:59:49,200
actually really

1662
00:59:53,430 --> 00:59:50,960
really people can see that tangible

1663
00:59:55,829 --> 00:59:53,440

aspect of that cow in the whole life

1664

00:59:58,870 --> 00:59:55,839

cycle of it the harvesting the delivery

1665

01:00:01,109 --> 00:59:58,880

of everything you look at mono cropping

1666

01:00:02,870 --> 01:00:01,119

and everything there is a movement going

1667

01:00:05,910 --> 01:00:02,880

on there's a lot of ways that people are

1668

01:00:07,829 --> 01:00:05,920

looking at producing produce you know

1669

01:00:10,390 --> 01:00:07,839

from vegetables and everything you look

1670

01:00:12,549 --> 01:00:10,400

at california and how they do things out

1671

01:00:15,270 --> 01:00:12,559

in california how california really is

1672

01:00:17,270 --> 01:00:15,280

the bread basket you know for produce in

1673

01:00:18,710 --> 01:00:17,280

the united states right now

1674

01:00:20,069 --> 01:00:18,720

always has been people just don't

1675

01:00:22,309 --> 01:00:20,079

realize it

1676

01:00:24,549 --> 01:00:22,319

of course everybody's looking at it if

1677

01:00:26,549 --> 01:00:24,559

they have the means and a lot of them

1678

01:00:28,069 --> 01:00:26,559

don't want to change because they have a

1679

01:00:30,150 --> 01:00:28,079

good life they're doing it and they're

1680

01:00:31,910 --> 01:00:30,160

doing it in a very responsible way up to

1681

01:00:33,270 --> 01:00:31,920

the point to where they can

1682

01:00:34,950 --> 01:00:33,280

and that's once again we can't

1683

01:00:37,109 --> 01:00:34,960

generalize here

1684

01:00:39,589 --> 01:00:37,119

the beef initiative is about pure animal

1685

01:00:41,589 --> 01:00:39,599

protein beef texas beef in the beginning

1686

01:00:43,910 --> 01:00:41,599

right now it's a national thing it's

1687

01:00:46,309 --> 01:00:43,920

becoming a global thing but it really

1688

01:00:48,950 --> 01:00:46,319

comes down to how do we do pure food

1689

01:00:51,990 --> 01:00:48,960

again and so yeah we're expanding out

1690

01:00:53,990 --> 01:00:52,000

the knowledge base and as far as the uh

1691

01:00:56,230 --> 01:00:54,000

the protocol itself

1692

01:00:57,589 --> 01:00:56,240

it is expanding out and i i think that

1693

01:00:59,829 --> 01:00:57,599

you know i'm trying to get over to the

1694

01:01:01,270 --> 01:00:59,839

netherlands here as soon as possible i

1695

01:01:02,789 --> 01:01:01,280

don't know exactly when it been it won't

1696

01:01:03,670 --> 01:01:02,799

put probably to be this year i'm not for

1697

01:01:06,630 --> 01:01:03,680

sure

1698

01:01:08,390 --> 01:01:06,640

but i i'm going to australia in january

1699

01:01:09,990 --> 01:01:08,400

and so we've got people in australia

1700

01:01:11,589 --> 01:01:10,000

that are wanting to be part of the beef

1701

01:01:14,390 --> 01:01:11,599

initiative and so we're going to have a

1702

01:01:16,230 --> 01:01:14,400

couple of events over there so

1703

01:01:18,630 --> 01:01:16,240

this is something that we started in

1704

01:01:20,630 --> 01:01:18,640

texas but it is going to go global

1705

01:01:22,150 --> 01:01:20,640

because this is a global issue

1706

01:01:24,390 --> 01:01:22,160

and we have to understand that we have

1707

01:01:25,829 --> 01:01:24,400

to look at it you know it's open sourced

1708

01:01:27,990 --> 01:01:25,839

it's something that doesn't have any

1709

01:01:30,069 --> 01:01:28,000

boundaries it doesn't have any borders

1710

01:01:32,789 --> 01:01:30,079

but what it does it has a mindset to get

1711

01:01:34,789 --> 01:01:32,799

back to where we were once upon a time

1712

01:01:37,030 --> 01:01:34,799

that actually did give us a strength to

1713

01:01:38,710 --> 01:01:37,040

be able to give us the life that we you

1714

01:01:40,870 --> 01:01:38,720

and i live right now

1715

01:01:42,789 --> 01:01:40,880

it didn't come from basically our

1716

01:01:44,870 --> 01:01:42,799

grandparents consuming the type of food

1717

01:01:49,750 --> 01:01:44,880

that they did they did it with clean

1718

01:01:54,789 --> 01:01:52,549

yeah i just am so impressed with how

1719

01:01:57,430 --> 01:01:54,799

effective you have been it's like a lot

1720

01:01:59,829 --> 01:01:57,440

of us especially people like me

1721

01:02:02,789 --> 01:01:59,839

have been complaining about there being

1722

01:02:05,030 --> 01:02:02,799

a problem here for a while right and

1723

01:02:06,390 --> 01:02:05,040

just waiting for someone to come along

1724

01:02:08,309 --> 01:02:06,400

and really

1725

01:02:11,109 --> 01:02:08,319

light the fire like you have it's just

1726
01:02:13,589 --> 01:02:11,119
so impressive and you've done events

1727
01:02:14,789 --> 01:02:13,599
from colorado to

1728
01:02:17,190 --> 01:02:14,799
tennessee

1729
01:02:19,270 --> 01:02:17,200
obviously this is all contributing to

1730
01:02:20,870 --> 01:02:19,280
the network building but

1731
01:02:22,470 --> 01:02:20,880
tell people a little bit about the

1732
01:02:24,950 --> 01:02:22,480
events that you have had and the events

1733
01:02:26,630 --> 01:02:24,960
you plan to have sure

1734
01:02:28,390 --> 01:02:26,640
man they're cr

1735
01:02:31,190 --> 01:02:28,400
and i didn't know anything about events

1736
01:02:33,190 --> 01:02:31,200
or they're hard i'll tell you that

1737
01:02:36,230 --> 01:02:33,200
i'm getting i'm getting learnt

1738
01:02:38,230 --> 01:02:36,240

but anyways to say that our first one

1739

01:02:40,390 --> 01:02:38,240

was in Kerrville you know it was down

1740

01:02:42,390 --> 01:02:40,400

there in central Texas

1741

01:02:44,390 --> 01:02:42,400

and that was the first one and it was a

1742

01:02:47,270 --> 01:02:44,400

great turnout and then we just had one

1743

01:02:49,510 --> 01:02:47,280

in Colorado last month in July

1744

01:02:51,430 --> 01:02:49,520

and you know once again man everybody

1745

01:02:53,750 --> 01:02:51,440

that came there was a three-day event

1746

01:02:56,470 --> 01:02:53,760

nobody wanted to leave it's like man a

1747

01:02:58,630 --> 01:02:56,480

new call to action right a new awareness

1748

01:03:00,390 --> 01:02:58,640

and we had ranchers we had bitcoiners we

1749

01:03:02,150 --> 01:03:00,400

had local community

1750

01:03:04,309 --> 01:03:02,160

everybody's understanding that this is

1751

01:03:06,549 --> 01:03:04,319

based on value for value this is like a

1752

01:03:08,390 --> 01:03:06,559

new international lifestyle

1753

01:03:10,230 --> 01:03:08,400

adam and i have actually talked about

1754

01:03:12,150 --> 01:03:10,240

that people just don't understand this

1755

01:03:14,150 --> 01:03:12,160

is the new lifestyle that you're craving

1756

01:03:15,910 --> 01:03:14,160

for and so what i'm trying to get people

1757

01:03:17,829 --> 01:03:15,920

to understand is these conferences

1758

01:03:19,510 --> 01:03:17,839

aren't these dry little stupid

1759

01:03:22,230 --> 01:03:19,520

conferences where you got you know

1760

01:03:24,470 --> 01:03:22,240

powerpoints and you know screens these

1761

01:03:26,630 --> 01:03:24,480

are interactive you're getting market

1762

01:03:28,549 --> 01:03:26,640

access to some intelligence that you

1763

01:03:31,029 --> 01:03:28,559

can't really find and you create

1764

01:03:33,589 --> 01:03:31,039

relationships at these places

1765

01:03:36,150 --> 01:03:33,599

and so next month in georgia at white

1766

01:03:38,150 --> 01:03:36,160

oak pastures with will harris i mean

1767

01:03:41,270 --> 01:03:38,160

he's one of the biggest greatest stories

1768

01:03:43,430 --> 01:03:41,280

of turning around a farm and ranch to a

1769

01:03:45,670 --> 01:03:43,440

regenerative model again

1770

01:03:46,950 --> 01:03:45,680

his family ranch is a hunt over 150

1771

01:03:48,630 --> 01:03:46,960

years old

1772

01:03:51,109 --> 01:03:48,640

that was regenerative but then it went

1773

01:03:52,470 --> 01:03:51,119

the commodity cowboy route but then he

1774

01:03:54,950 --> 01:03:52,480

took it and he got it back to

1775

01:03:57,029 --> 01:03:54,960

regenerative he was the first person to

1776

01:03:59,430 --> 01:03:57,039

sell grass-fed beef to whole foods

1777

01:04:01,430 --> 01:03:59,440

before obeyzos bottom out

1778

01:04:03,670 --> 01:04:01,440

and so he has proof of work

1779

01:04:06,069 --> 01:04:03,680

he stewards his land and his animals on

1780

01:04:07,750 --> 01:04:06,079

his own he has that vertical integration

1781

01:04:10,470 --> 01:04:07,760

so we're bringing everybody out to

1782

01:04:12,549 --> 01:04:10,480

georgia and say come witness yourself

1783

01:04:15,270 --> 01:04:12,559

how you can create at least your your

1784

01:04:17,829 --> 01:04:15,280

basically change your consumer demand

1785

01:04:19,589 --> 01:04:17,839

have a new market access maybe you want

1786

01:04:22,069 --> 01:04:19,599

to learn about the heritage woman and

1787

01:04:24,549 --> 01:04:22,079

how she used to prepare for the family

1788

01:04:27,029 --> 01:04:24,559

the heritage family how did they go

1789

01:04:27,990 --> 01:04:27,039

about this and we're bringing in medical

1790

01:04:29,829 --> 01:04:28,000

we're going to have people from the

1791

01:04:31,750 --> 01:04:29,839

medical field talk about it we're going

1792

01:04:33,990 --> 01:04:31,760

to have a lot of different aspects at

1793

01:04:35,750 --> 01:04:34,000

these events that i think people are

1794

01:04:37,670 --> 01:04:35,760

yearning for they just don't realize

1795

01:04:39,510 --> 01:04:37,680

that they're out there because my events

1796

01:04:41,589 --> 01:04:39,520

are you're pretty small it's 100 people

1797

01:04:43,430 --> 01:04:41,599

or less so you know we're selling

1798

01:04:45,430 --> 01:04:43,440

tickets right now to georgia so i

1799

01:04:46,470 --> 01:04:45,440

encourage everybody you know to go i

1800

01:04:48,789 --> 01:04:46,480

mean

1801

01:04:50,630 --> 01:04:48,799

if i was you listening out there and you

1802

01:04:53,029 --> 01:04:50,640

wanted to change your lifestyle in a way

1803

01:04:54,870 --> 01:04:53,039

when it came around food in a new form

1804

01:04:57,349 --> 01:04:54,880

of food intelligence i would and this is

1805

01:04:59,670 --> 01:04:57,359

just not me selling this because i'm not

1806

01:05:01,510 --> 01:04:59,680

i'm being very honest and transparent

1807

01:05:04,150 --> 01:05:01,520

this is what you need to point your

1808

01:05:05,670 --> 01:05:04,160

compass to because it's important and

1809

01:05:07,270 --> 01:05:05,680

you can get rid of a lot of the

1810

01:05:09,029 --> 01:05:07,280

anxieties that a lot of people are

1811

01:05:11,190 --> 01:05:09,039

feeling and you can say hey i'm going to

1812

01:05:12,630 --> 01:05:11,200

empower my family again because a lot of

1813

01:05:13,750 --> 01:05:12,640

people don't feel empowered out there

1814

01:05:16,309 --> 01:05:13,760

right now

1815

01:05:17,829 --> 01:05:16,319

and so i'm doing that event in georgia

1816

01:05:20,069 --> 01:05:17,839

in september

1817

01:05:22,230 --> 01:05:20,079

and then what i'm also doing i spoke of

1818

01:05:24,789 --> 01:05:22,240

justin trammell of panhandle meets what

1819

01:05:26,069 --> 01:05:24,799

we're going to do in canyon texas where

1820

01:05:28,789 --> 01:05:26,079

i grew up

1821

01:05:30,630 --> 01:05:28,799

there's a panhandle plains museum here

1822

01:05:31,510 --> 01:05:30,640

well he just opened up his processing

1823

01:05:33,750 --> 01:05:31,520

center

1824

01:05:35,270 --> 01:05:33,760

well also we're doing education within

1825

01:05:38,230 --> 01:05:35,280

the beef initiative we're going to have

1826

01:05:40,309 --> 01:05:38,240

a heritage and food event in canyon

1827

01:05:41,589 --> 01:05:40,319

texas one thing we're going to do is

1828

01:05:44,069 --> 01:05:41,599

like hey you want to learn about

1829

01:05:46,069 --> 01:05:44,079

processing come to canyon texas and

1830

01:05:48,069 --> 01:05:46,079

we'll put you on the list as far as who

1831

01:05:50,390 --> 01:05:48,079

we're going to consult this next year

1832

01:05:53,510 --> 01:05:50,400

we're going to talk about food sheds

1833

01:05:55,270 --> 01:05:53,520

local community based processing centers

1834

01:05:57,349 --> 01:05:55,280

how to build out your community food

1835

01:05:59,510 --> 01:05:57,359

programs kind of like what the 460's

1836

01:06:01,750 --> 01:05:59,520

ranches did we're going to bring these

1837

01:06:03,829 --> 01:06:01,760

little micro summits and events

1838

01:06:05,190 --> 01:06:03,839

everywhere across the world and that's

1839

01:06:05,990 --> 01:06:05,200

what i'm going to start really kicking

1840

01:06:09,349 --> 01:06:06,000

off

1841

01:06:12,150 --> 01:06:09,359

in october and then i'm being invited to

1842

01:06:14,069 --> 01:06:12,160

nashville and we might be talking to an

1843

01:06:16,390 --> 01:06:14,079

association there i'm not going to

1844

01:06:18,069 --> 01:06:16,400

announce it right now but then of course

1845

01:06:19,270 --> 01:06:18,079

we're going to have two events in

1846

01:06:21,910 --> 01:06:19,280

australia

1847

01:06:22,789 --> 01:06:21,920

and then maybe i'll get to amsterdam and

1848

01:06:25,349 --> 01:06:22,799

then

1849

01:06:26,950 --> 01:06:25,359

i know for a fact next year

1850

01:06:29,349 --> 01:06:26,960

we're gonna have one of our biggest

1851
01:06:30,710 --> 01:06:29,359
kickoff year events it's gonna be in

1852
01:06:34,309 --> 01:06:30,720
nashville

1853
01:06:36,549 --> 01:06:34,319
probably be springtime of 2023.

1854
01:06:38,230 --> 01:06:36,559
one thing that i am doing in central

1855
01:06:40,150 --> 01:06:38,240
texas in november

1856
01:06:42,150 --> 01:06:40,160
is we're gonna have a big old cowboy

1857
01:06:44,390 --> 01:06:42,160
freaking steak dinner we're gonna have a

1858
01:06:45,990 --> 01:06:44,400
big old cowboy party

1859
01:06:47,510 --> 01:06:46,000
and kind of close out the year and say

1860
01:06:49,029 --> 01:06:47,520
we've done a lot of good work and this

1861
01:06:51,829 --> 01:06:49,039
is what we're gonna do moving forward so

1862
01:06:54,870 --> 01:06:51,839
we're gonna invite everybody to that too

1863
01:06:56,950 --> 01:06:54,880

right on just always so busy and i've

1864

01:06:58,549 --> 01:06:56,960

been looking at that alabama event

1865

01:07:00,230 --> 01:06:58,559

because two of the hands i'd like to

1866

01:07:02,630 --> 01:07:00,240

shake most are you and adam and you'll

1867

01:07:05,029 --> 01:07:02,640

both be there oh you mean in georgia it

1868

01:07:07,750 --> 01:07:05,039

was georgia yes oh georgia yes my

1869

01:07:09,510 --> 01:07:07,760

mistake no problem uh i know it's coming

1870

01:07:11,029 --> 01:07:09,520

up really soon so if i was gonna fly out

1871

01:07:13,270 --> 01:07:11,039

there i gotta make a decision quite

1872

01:07:15,670 --> 01:07:13,280

quickly but any plans to make it out to

1873

01:07:17,910 --> 01:07:15,680

california make it easy on me

1874

01:07:20,150 --> 01:07:17,920

yeah i'm talking with some guys right

1875

01:07:22,470 --> 01:07:20,160

now and we're putting together something

1876

01:07:23,910 --> 01:07:22,480

in california i've got a place to say

1877

01:07:26,470 --> 01:07:23,920

just got to get out there we got to look

1878

01:07:29,029 --> 01:07:26,480

at the calendar and yeah i'm

1879

01:07:31,589 --> 01:07:29,039

i've told everybody a little bit about

1880

01:07:33,910 --> 01:07:31,599

who i am you know i have i have a

1881

01:07:35,430 --> 01:07:33,920

lifestyle now it's not because i'm rich

1882

01:07:37,589 --> 01:07:35,440

i'm not a rich man

1883

01:07:39,270 --> 01:07:37,599

i liquidated my life about three years

1884

01:07:41,109 --> 01:07:39,280

ago to do this

1885

01:07:43,510 --> 01:07:41,119

i didn't start off with a lot of capital

1886

01:07:45,430 --> 01:07:43,520

what i started out was a lot of grit

1887

01:07:48,230 --> 01:07:45,440

and a lot of know-how and a lot of

1888

01:07:50,069 --> 01:07:48,240

intestinal fortitude and i said well in

1889

01:07:52,470 --> 01:07:50,079

this year i said i for the next two

1890

01:07:54,710 --> 01:07:52,480

years i'll go anywhere in the world

1891

01:07:56,950 --> 01:07:54,720

and i will not stop until i've gone

1892

01:07:59,190 --> 01:07:56,960

everywhere to build this out and it's

1893

01:08:01,990 --> 01:07:59,200

starting to happen on that skill

1894

01:08:05,029 --> 01:08:02,000

so you know i've got plans of visiting

1895

01:08:06,950 --> 01:08:05,039

idaho in october as well they want me

1896

01:08:10,390 --> 01:08:06,960

back in south carolina

1897

01:08:12,630 --> 01:08:10,400

i'd love to come out to california so on

1898

01:08:14,789 --> 01:08:12,640

the beef initiative website i've paid

1899

01:08:17,510 --> 01:08:14,799

for everything on my own i'm self-funded

1900

01:08:19,590 --> 01:08:17,520

i don't have vc money never will that's

1901

01:08:21,189 --> 01:08:19,600

not what this is about this is grass fed

1902

01:08:23,430 --> 01:08:21,199

and grass roots

1903

01:08:25,669 --> 01:08:23,440

and so i've got kind of a donation page

1904

01:08:27,990 --> 01:08:25,679

i kind of do the value for value like

1905

01:08:29,910 --> 01:08:28,000

time talent and treasure like adam does

1906

01:08:31,349 --> 01:08:29,920

you know he's kind of really encouraged

1907

01:08:32,789 --> 01:08:31,359

me to do that because it's kind of hard

1908

01:08:34,630 --> 01:08:32,799

to ask right

1909

01:08:37,590 --> 01:08:34,640

and i've never been one to do that but

1910

01:08:39,349 --> 01:08:37,600

we're building out basically a road map

1911

01:08:41,110 --> 01:08:39,359

and you know we're asking people hey do

1912

01:08:43,110 --> 01:08:41,120

you believe in what we're doing do you

1913

01:08:44,630 --> 01:08:43,120

find this valuable you know go to the

1914

01:08:47,110 --> 01:08:44,640

beef initiative and donate you know

1915

01:08:49,349 --> 01:08:47,120

donate for some gas whatever it is that

1916

01:08:50,709 --> 01:08:49,359

you feel that is valuable and so i'll

1917

01:08:52,630 --> 01:08:50,719

start moving forward with that and the

1918

01:08:54,149 --> 01:08:52,640

more that people kind of come on board

1919

01:08:56,550 --> 01:08:54,159

and that want to help out maybe they

1920

01:08:57,990 --> 01:08:56,560

can't go one to one of these events but

1921

01:09:00,149 --> 01:08:58,000

they want to you know they want to help

1922

01:09:01,829 --> 01:09:00,159

out you know i'm changing my podcast up

1923

01:09:03,749 --> 01:09:01,839

to where it's going to be very

1924

01:09:06,149 --> 01:09:03,759

insightful once a week it's going to be

1925

01:09:07,910 --> 01:09:06,159

a long podcast i'm going to talk about

1926

01:09:09,510 --> 01:09:07,920

people who are contributing and what

1927

01:09:11,829 --> 01:09:09,520

we're doing and where we're going and

1928

01:09:13,910 --> 01:09:11,839

it's going to become very interactive

1929

01:09:15,749 --> 01:09:13,920

we're doing an audio docu series right

1930

01:09:17,829 --> 01:09:15,759

now to we're telling the story of when i

1931

01:09:19,990 --> 01:09:17,839

was on the road and we're breaking it up

1932

01:09:21,349 --> 01:09:20,000

where it's kind of like orson welles but

1933

01:09:22,709 --> 01:09:21,359

it's entertainment but it's also

1934

01:09:24,390 --> 01:09:22,719

educational

1935

01:09:26,709 --> 01:09:24,400

so we're doing a lot but we're doing

1936

01:09:29,349 --> 01:09:26,719

this without any revenue and it's

1937

01:09:31,829 --> 01:09:29,359

amazing how far we've gotten so far but

1938

01:09:34,390 --> 01:09:31,839

i'll be the first to be i've driven my

1939

01:09:36,390 --> 01:09:34,400

damn pickups to the ground

1940

01:09:38,070 --> 01:09:36,400

and you know i'm pretty much basically

1941

01:09:40,390 --> 01:09:38,080

stay homeless because i'm on the road

1942

01:09:42,229 --> 01:09:40,400

all the time but i want to come meet

1943

01:09:44,390 --> 01:09:42,239

everybody i want to shake the rancher's

1944

01:09:46,309 --> 01:09:44,400

hand i want to build out these protocols

1945

01:09:49,030 --> 01:09:46,319

to where these communities can start

1946

01:09:50,390 --> 01:09:49,040

building locally so we can broadcast

1947

01:09:52,309 --> 01:09:50,400

globally

1948

01:09:54,310 --> 01:09:52,319

yes yes

1949

01:09:56,709 --> 01:09:54,320

just so impressive man

1950

01:09:58,630 --> 01:09:56,719

and i know that everybody's always

1951

01:10:01,430 --> 01:09:58,640

probably what about this what about that

1952

01:10:04,470 --> 01:10:01,440

but i i gotta ask do you have any plans

1953

01:10:06,390 --> 01:10:04,480

in the beef initiative to expand to pork

1954

01:10:08,149 --> 01:10:06,400

and chicken because some of these boxes

1955

01:10:10,470 --> 01:10:08,159

you can get you know they're often

1956

01:10:13,110 --> 01:10:10,480

multifaceted with the these at least

1957

01:10:15,590 --> 01:10:13,120

three various proteins

1958

01:10:17,270 --> 01:10:15,600

yeah and that goes to scale right and

1959

01:10:19,110 --> 01:10:17,280

you look at these other programs that

1960

01:10:20,630 --> 01:10:19,120

have that well that's commodity based

1961

01:10:22,149 --> 01:10:20,640

crap

1962

01:10:24,630 --> 01:10:22,159

unless you know you're going through a

1963

01:10:26,550 --> 01:10:24,640

regenerative platform or anything right

1964

01:10:28,950 --> 01:10:26,560

once again it goes to scale right it

1965

01:10:31,430 --> 01:10:28,960

goes to basically consumer demand

1966

01:10:33,030 --> 01:10:31,440

basically creates that skill and that's

1967

01:10:35,110 --> 01:10:33,040

what people need to understand of course

1968

01:10:37,990 --> 01:10:35,120

we will bring we'll bring lamb we'll

1969

01:10:39,510 --> 01:10:38,000

bring yak we'll bring bison we'll bring

1970

01:10:41,669 --> 01:10:39,520

pork fowl

1971

01:10:43,430 --> 01:10:41,679

it doesn't matter what it is it's up to

1972

01:10:45,110 --> 01:10:43,440

the consumer demand and how we can

1973

01:10:47,030 --> 01:10:45,120

actually project that out how to plan

1974

01:10:49,590 --> 01:10:47,040

that out and how to leverage the

1975

01:10:51,510 --> 01:10:49,600

producer in a way that is beneficial to

1976

01:10:53,350 --> 01:10:51,520

the producer instead of a commodity

1977

01:10:54,550 --> 01:10:53,360

based leverage in which they're being

1978

01:10:57,270 --> 01:10:54,560

exploited

1979

01:10:59,990 --> 01:10:57,280

so as we move forward this is once again

1980

01:11:02,310 --> 01:11:00,000

this is about pure clean animal protein

1981

01:11:04,149 --> 01:11:02,320

and pure clean produce

1982

01:11:05,750 --> 01:11:04,159

whatever we can put into this model that

1983

01:11:07,669 --> 01:11:05,760

we've created within the beef initiative

1984

01:11:09,750 --> 01:11:07,679

you damn right we're gonna do it because

1985

01:11:11,350 --> 01:11:09,760

that's gonna basically compete with the

1986

01:11:14,229 --> 01:11:11,360

people that are trying to nutritionally

1987

01:11:15,990 --> 01:11:14,239

starve us yes good to hear good to hear

1988

01:11:17,510 --> 01:11:16,000

and i know i got to let you go but i

1989

01:11:20,149 --> 01:11:17,520

just want to make sure we touched on

1990

01:11:23,030 --> 01:11:20,159

everything in terms of the road map or

1991

01:11:24,830 --> 01:11:23,040

ways that people can help and of course

1992

01:11:27,350 --> 01:11:24,840

the website is beef

1993

01:11:28,229 --> 01:11:27,360

initiative.com you also got social media

1994

01:11:30,229 --> 01:11:28,239

links

1995

01:11:31,830 --> 01:11:30,239

give them everything you can that that's

1996

01:11:33,110 --> 01:11:31,840

important for them to hear before we

1997

01:11:34,870 --> 01:11:33,120

call it in

1998

01:11:36,270 --> 01:11:34,880

you bet i mean the first most important

1999

01:11:39,350 --> 01:11:36,280

place to go is you know the

2000

01:11:41,750 --> 01:11:39,360

beefinitive.com beefinative.com

2001

01:11:43,750 --> 01:11:41,760

you can uh go there to buy your beef you

2002

01:11:45,910 --> 01:11:43,760

can go there to you know access the

2003

01:11:47,350 --> 01:11:45,920

newsletter you can go there to basically

2004

01:11:49,510 --> 01:11:47,360

make a donation

2005

01:11:51,590 --> 01:11:49,520

we just now launched and i haven't told

2006

01:11:54,149 --> 01:11:51,600

anybody so everybody in the shows get to

2007

01:11:55,990 --> 01:11:54,159

hear it first we have a subscription now

2008

01:11:58,630 --> 01:11:56,000

to where you can get beef delivered once

2009

01:12:00,709 --> 01:11:58,640

a month and so you can secure your beef

2010

01:12:02,550 --> 01:12:00,719

supply you can secure it for the next

2011

01:12:03,430 --> 01:12:02,560

year two years three years whatever it

2012

01:12:05,189 --> 01:12:03,440

is

2013

01:12:06,790 --> 01:12:05,199

once you get that locked in you're

2014

01:12:08,149 --> 01:12:06,800

locked into a subscription service

2015

01:12:10,310 --> 01:12:08,159

that's going to deliver beef to your

2016

01:12:11,990 --> 01:12:10,320

door the best beef in the world

2017

01:12:13,990 --> 01:12:12,000

so everything that you want to really

2018

01:12:15,590 --> 01:12:14,000

kind of wrap your head around this beef

2019

01:12:18,790 --> 01:12:15,600

initiative.com

2020

01:12:20,550 --> 01:12:18,800

twitter of course i'm at modern tea man

2021

01:12:22,950 --> 01:12:20,560

and then our beef initiative twitter

2022

01:12:24,870 --> 01:12:22,960

handle is at beef initiative

2023

01:12:27,350 --> 01:12:24,880

and then my sub stack which is from the

2024

01:12:30,709 --> 01:12:27,360

beginning the harvest of deception is

2025

01:12:33,910 --> 01:12:32,550

and then if you want to see the media

2026

01:12:37,110 --> 01:12:33,920

side of things

2027

01:12:39,910 --> 01:12:37,120

on twitter it's at tx slam media and

2028

01:12:43,110 --> 01:12:39,920

we're just kicking that off as well

2029

01:12:45,510 --> 01:12:43,120

right on well you are an inspiration an

2030

01:12:48,229 --> 01:12:45,520

american hero and a real man of genius

2031

01:12:51,030 --> 01:12:48,239

to use the bud light commercial

2032

01:12:51,990 --> 01:12:51,040

phrase but this has been a real pleasure

2033

01:12:53,669 --> 01:12:52,000

i'm

2034

01:12:56,149 --> 01:12:53,679

super fortunate you were willing to come

2035

01:12:58,310 --> 01:12:56,159

talk to me today i'm happy to lend uh

2036

01:12:59,350 --> 01:12:58,320

the little platform i have

2037

01:13:03,270 --> 01:12:59,360

to

2038

01:13:05,189 --> 01:13:03,280

such important stuff so very cool and uh

2039

01:13:07,430 --> 01:13:05,199

i hope to catch you in california man

2040

01:13:09,110 --> 01:13:07,440

but keep doing what you do and take care

2041

01:13:10,870 --> 01:13:09,120

hey i appreciate you having me on i

2042

01:13:12,390 --> 01:13:10,880

think everybody for listening you know

2043

01:13:14,390 --> 01:13:12,400

let's take some steps in the right

2044

01:13:16,229 --> 01:13:14,400

direction and we don't have to ask

2045

01:13:17,590 --> 01:13:16,239

permission anymore so you know that's

2046

01:13:19,510 --> 01:13:17,600

the biggest message

2047

01:13:21,030 --> 01:13:19,520

we have the power to do whatever the

2048

01:13:23,669 --> 01:13:21,040

hell we want to and that's the most

2049

01:13:25,430 --> 01:13:23,679

important thing these days amen i love

2050

01:13:29,430 --> 01:13:25,440

it have a good one

2051
01:13:34,709 --> 01:13:32,550
yeehaw higher side chatters texas slim

2052
01:13:37,750 --> 01:13:34,719
letting us know the situation and doing

2053
01:13:40,070 --> 01:13:37,760
the hard work to build the solution

2054
01:13:41,910 --> 01:13:40,080
i really really loved it though i'm sure

2055
01:13:45,110 --> 01:13:41,920
some people feel like i'm hitting them

2056
01:13:47,510 --> 01:13:45,120
over the head with food themed episodes

2057
01:13:49,910 --> 01:13:47,520
and i thought dr laura was really

2058
01:13:52,470 --> 01:13:49,920
amazing with the history of food control

2059
01:13:54,390 --> 01:13:52,480
and the agenda run through food science

2060
01:13:57,270 --> 01:13:54,400
because he's a highly credentialed food

2061
01:13:59,270 --> 01:13:57,280
scientist so he has his realm

2062
01:14:01,830 --> 01:13:59,280
and texas slim is out there going above

2063
01:14:03,910 --> 01:14:01,840

and beyond to provide americans with the

2064

01:14:05,830 --> 01:14:03,920

options they don't even know they need

2065

01:14:07,510 --> 01:14:05,840

or that they're losing

2066

01:14:10,310 --> 01:14:07,520

yes we have done interviews with

2067

01:14:12,070 --> 01:14:10,320

ranchers and farmers that are kind of

2068

01:14:14,149 --> 01:14:12,080

about the same thing but now we're

2069

01:14:16,550 --> 01:14:14,159

talking to a real go-getter who is

2070

01:14:18,550 --> 01:14:16,560

helping to give these guys the tools and

2071

01:14:22,149 --> 01:14:18,560

education they need

2072

01:14:24,709 --> 01:14:22,159

to move to direct to consumer and expand

2073

01:14:25,870 --> 01:14:24,719

the grass-fed regenerative model

2074

01:14:27,669 --> 01:14:25,880

and when you check out

2075

01:14:30,149 --> 01:14:27,679

beefinitiative.com you can know that

2076

01:14:32,390 --> 01:14:30,159

they ship coast to coast so any american

2077

01:14:34,229 --> 01:14:32,400

listener can take advantage

2078

01:14:36,390 --> 01:14:34,239

i know some of our previous rancher

2079

01:14:38,149 --> 01:14:36,400

interviews were much more regional so

2080

01:14:39,910 --> 01:14:38,159

when people would get really motivated

2081

01:14:42,390 --> 01:14:39,920

hearing the interview they couldn't go

2082

01:14:44,470 --> 01:14:42,400

to that direct person but this is

2083

01:14:47,270 --> 01:14:44,480

different check out slim's website and

2084

01:14:48,790 --> 01:14:47,280

get a box of high quality meat

2085

01:14:50,709 --> 01:14:48,800

i've been through

2086

01:14:52,390 --> 01:14:50,719

a bunch of these subscription boxes to

2087

01:14:53,990 --> 01:14:52,400

tell you the truth and i really like

2088

01:14:55,990 --> 01:14:54,000

their options here

2089

01:14:57,910 --> 01:14:56,000

they source from several texas and

2090

01:15:00,229 --> 01:14:57,920

midwestern ranches

2091

01:15:03,270 --> 01:15:00,239

but then you also have a lot of choice

2092

01:15:05,110 --> 01:15:03,280

when it comes to what you want and it's

2093

01:15:06,470 --> 01:15:05,120

totally a good price here's just an

2094

01:15:09,430 --> 01:15:06,480

example

2095

01:15:11,990 --> 01:15:09,440

two new york strips two filet mignons a

2096

01:15:14,630 --> 01:15:12,000

three and a half pound roast two denver

2097

01:15:17,270 --> 01:15:14,640

steaks one tenderized two pound round

2098

01:15:20,390 --> 01:15:17,280

steak four chuck eye steaks

2099

01:15:23,590 --> 01:15:20,400

and five one pound packs of ground beef

2100

01:15:24,590 --> 01:15:23,600

and five pounds of ribs

2101

01:15:27,590 --> 01:15:24,600

all for

2102

01:15:28,550 --> 01:15:27,600

165 dollars like to me that is a good

2103

01:15:31,430 --> 01:15:28,560

deal

2104

01:15:33,990 --> 01:15:31,440

that is about 12 meals for my wife and i

2105

01:15:36,470 --> 01:15:34,000

when you count the roast is two

2106

01:15:38,950 --> 01:15:36,480

five pounds of ribs is two five pounds

2107

01:15:40,630 --> 01:15:38,960

of ground beef might even be three

2108

01:15:42,709 --> 01:15:40,640

you go to the farmer's market you get

2109

01:15:43,910 --> 01:15:42,719

your vegetables and you're all set

2110

01:15:46,390 --> 01:15:43,920

you don't have to be some kind of

2111

01:15:48,070 --> 01:15:46,400

michelin star chef to

2112

01:15:49,590 --> 01:15:48,080

grill some meat and roast some

2113

01:15:51,030 --> 01:15:49,600

vegetables

2114

01:15:52,790 --> 01:15:51,040

extra points if you roast your own

2115

01:15:54,950 --> 01:15:52,800

vegetables too

2116

01:15:56,950 --> 01:15:54,960

and maybe this is not the most epic

2117

01:15:59,270 --> 01:15:56,960

stuff we've talked about

2118

01:16:00,950 --> 01:15:59,280

but to rebuild a strong foundation in

2119

01:16:03,110 --> 01:16:00,960

this country first you have to be aware

2120

01:16:05,350 --> 01:16:03,120

that it's needed so that's already a

2121

01:16:07,990 --> 01:16:05,360

minority of us right

2122

01:16:09,510 --> 01:16:08,000

the conspiracy folks let's call it 30

2123

01:16:11,590 --> 01:16:09,520

percent of people that's probably

2124

01:16:13,830 --> 01:16:11,600

generous but a third

2125

01:16:16,310 --> 01:16:13,840

right there we're already so far behind

2126

01:16:18,630 --> 01:16:16,320

that we really need all of us in that

2127

01:16:21,030 --> 01:16:18,640

minority to make sure that we're eating

2128

01:16:23,990 --> 01:16:21,040

clean and eating local and supporting

2129

01:16:26,630 --> 01:16:24,000

the infrastructure that allows for that

2130

01:16:28,390 --> 01:16:26,640

enough with the big chain conglomerates

2131

01:16:30,470 --> 01:16:28,400

we know they're feeding us we

2132

01:16:32,390 --> 01:16:30,480

know they're taking our local dollar out

2133

01:16:35,590 --> 01:16:32,400

of circulation we know they're paying

2134

01:16:38,149 --> 01:16:35,600

people in our community a dog wage

2135

01:16:40,390 --> 01:16:38,159

well it's time we put our foot down

2136

01:16:42,630 --> 01:16:40,400

we gotta do more than just online

2137

01:16:44,790 --> 01:16:42,640

about the world economic forum

2138

01:16:45,590 --> 01:16:44,800

this is a really practical thing you can

2139

01:16:47,669 --> 01:16:45,600

do

2140

01:16:50,229 --> 01:16:47,679

dedicate yourself to this one thing it

2141

01:16:52,070 --> 01:16:50,239

does make a difference in your life and

2142

01:16:54,070 --> 01:16:52,080

the strength of your food supply and

2143

01:16:55,990 --> 01:16:54,080

your health and it takes a few more

2144

01:16:57,110 --> 01:16:56,000

dollars out of the food tech corporate

2145

01:16:58,709 --> 01:16:57,120

cabal

2146

01:17:00,310 --> 01:16:58,719

they tell us what they want to do are we

2147

01:17:01,189 --> 01:17:00,320

just going to roll over and let them do

2148

01:17:02,550 --> 01:17:01,199

it

2149

01:17:05,430 --> 01:17:02,560

but i did see this i was going to

2150

01:17:08,229 --> 01:17:05,440

mention it is a little bit of good news

2151

01:17:11,030 --> 01:17:08,239

i saw this headline from the daily mail

2152

01:17:14,470 --> 01:17:11,040

but it says fake meat fail beyond meat

2153

01:17:16,070 --> 01:17:14,480

reels as sales slow and stock plummets

2154

01:17:18,470 --> 01:17:16,080

with an analyst saying that they are

2155

01:17:21,030 --> 01:17:18,480

burning through cash and may go bankrupt

2156

01:17:23,270 --> 01:17:21,040

as partnerships with mcdonald's and taco

2157

01:17:25,590 --> 01:17:23,280

bell don't pan out

2158

01:17:27,910 --> 01:17:25,600

so good i mean if we go back to the

2159

01:17:30,870 --> 01:17:27,920

interview with dr laura

2160

01:17:33,990 --> 01:17:30,880

the ceo of impossible foods said they

2161

01:17:36,709 --> 01:17:34,000

intend to send red meat producers into a

2162

01:17:39,270 --> 01:17:36,719

quote death spiral

2163

01:17:41,590 --> 01:17:39,280

so you dude

2164

01:17:44,070 --> 01:17:41,600

but again this just means impossible

2165

01:17:46,149 --> 01:17:44,080

meats weren't working for fast food

2166

01:17:47,350 --> 01:17:46,159

customers well you shouldn't be there

2167

01:17:49,030 --> 01:17:47,360

anyway

2168

01:17:51,910 --> 01:17:49,040

the regular stuff they're selling isn't

2169

01:17:55,030 --> 01:17:51,920

much closer to meat either you know

2170

01:17:57,270 --> 01:17:55,040

but dr frederick laura said several

2171

01:17:59,110 --> 01:17:57,280

times this is their plan

2172

01:18:01,430 --> 01:17:59,120

but that's not to say it will be

2173

01:18:03,270 --> 01:18:01,440

successful so stuff like this is

2174

01:18:06,149 --> 01:18:03,280

encouraging to hear interviews like

2175

01:18:08,229 --> 01:18:06,159

today's really inspire me as well

2176

01:18:10,870 --> 01:18:08,239

it is important to not have a defeatist

2177

01:18:13,030 --> 01:18:10,880

mindset but recognize the

2178

01:18:14,470 --> 01:18:13,040

problems and the challenges and then go

2179

01:18:16,310 --> 01:18:14,480

after them

2180

01:18:18,709 --> 01:18:16,320

if they can get things done using a

2181

01:18:19,590 --> 01:18:18,719

problem reaction solution model so can

2182

01:18:22,310 --> 01:18:19,600

we

2183

01:18:24,790 --> 01:18:22,320

so big thanks to texas slim for stepping

2184

01:18:27,110 --> 01:18:24,800

up and to adam curry for bringing slim

2185

01:18:28,790 --> 01:18:27,120

up on no agenda as often as he has or

2186

01:18:31,430 --> 01:18:28,800

i'd have no idea

2187

01:18:33,350 --> 01:18:31,440

and i did bring up moving again on this

2188

01:18:35,830 --> 01:18:33,360

one i already made the decision to knock

2189

01:18:37,830 --> 01:18:35,840

that off it's getting a bit repetitive

2190

01:18:40,070 --> 01:18:37,840

it'll happen when it happens

2191

01:18:42,630 --> 01:18:40,080

but i already had this one recorded and

2192

01:18:44,550 --> 01:18:42,640

i also do appreciate some of the culture

2193

01:18:46,149 --> 01:18:44,560

in texas regarding food and thought it

2194

01:18:47,750 --> 01:18:46,159

was worth bringing up

2195

01:18:48,950 --> 01:18:47,760

here's another little story as an

2196

01:18:50,790 --> 01:18:48,960

example

2197

01:18:52,950 --> 01:18:50,800

my wife and i are friends with a couple

2198

01:18:54,870 --> 01:18:52,960

who moved from here out to texas

2199

01:18:56,630 --> 01:18:54,880

recently and when we were doing our big

2200

01:18:58,390 --> 01:18:56,640

road trip we stopped in to hang with

2201

01:18:59,590 --> 01:18:58,400

them for the weekend see their new house

2202

01:19:01,350 --> 01:18:59,600

and everything

2203

01:19:03,110 --> 01:19:01,360

and we went to a place for breakfast

2204

01:19:05,189 --> 01:19:03,120

that just happened to have a bunch of

2205

01:19:07,430 --> 01:19:05,199

vendors set up as well

2206

01:19:09,189 --> 01:19:07,440

and we saw a meat cart and started

2207

01:19:11,430 --> 01:19:09,199

talking to the woman about their family

2208

01:19:12,470 --> 01:19:11,440

farm totally regenerative grass-fed and

2209

01:19:14,630 --> 01:19:12,480

finished

2210

01:19:16,630 --> 01:19:14,640

and my buddy needed some eggs which they

2211

01:19:18,149 --> 01:19:16,640

also sold at this cart

2212

01:19:20,070 --> 01:19:18,159

but they also had a sign that said if

2213

01:19:22,310 --> 01:19:20,080

you buy a tri-tip then you get a free

2214

01:19:23,110 --> 01:19:22,320

carton of eggs so boom let's just do

2215

01:19:25,270 --> 01:19:23,120

that

2216

01:19:26,630 --> 01:19:25,280

well she gave my man four free cartons

2217

01:19:27,669 --> 01:19:26,640

of eggs

2218

01:19:29,750 --> 01:19:27,679

and they don't even have to be

2219

01:19:32,229 --> 01:19:29,760

refrigerated because they still have the

2220

01:19:33,669 --> 01:19:32,239

bloom on them which is also just

2221

01:19:35,510 --> 01:19:33,679

interesting if you ever wondered why

2222

01:19:37,830 --> 01:19:35,520

some eggs need to be refrigerated and

2223

01:19:41,110 --> 01:19:37,840

some don't they come out of the chicken

2224

01:19:43,350 --> 01:19:41,120

with a film on them that protects them

2225

01:19:44,950 --> 01:19:43,360

from that need for temperature control i

2226

01:19:46,870 --> 01:19:44,960

had no idea

2227

01:19:49,189 --> 01:19:46,880

but the whole thing was cool so high

2228

01:19:51,270 --> 01:19:49,199

quality food talking to the producer

2229

01:19:53,910 --> 01:19:51,280

getting a bonus just for having a good

2230

01:19:56,149 --> 01:19:53,920

conversation it was a memorable exchange

2231

01:19:58,470 --> 01:19:56,159

and it was very texas

2232

01:20:00,630 --> 01:19:58,480

i definitely walked away thinking

2233

01:20:02,470 --> 01:20:00,640

i want to be a part of this

2234

01:20:04,470 --> 01:20:02,480

if this was going on right down the

2235

01:20:06,630 --> 01:20:04,480

street from where i bought a new house i

2236

01:20:09,030 --> 01:20:06,640

would not be disappointed

2237

01:20:11,030 --> 01:20:09,040

plus texas gives you tax breaks for

2238

01:20:13,270 --> 01:20:11,040

animals on your property literally

2239

01:20:16,310 --> 01:20:13,280

paying citizens to keep the food supply

2240

01:20:18,229 --> 01:20:16,320

strong and decentralized that's great

2241

01:20:20,229 --> 01:20:18,239

i wish it wasn't so hot and so

2242

01:20:22,550 --> 01:20:20,239

drought-stricken and so

2243

01:20:24,630 --> 01:20:22,560

archaic about marijuana

2244

01:20:26,390 --> 01:20:24,640

but the food aspect of the culture and

2245

01:20:28,070 --> 01:20:26,400

stories like the one i just told are a

2246

01:20:30,229 --> 01:20:28,080

beautiful thing

2247

01:20:32,550 --> 01:20:30,239

also in the plush show one of the things

2248

01:20:35,430 --> 01:20:32,560

we talked about was the three-day bone

2249

01:20:37,430 --> 01:20:35,440

broth fast inspired by dr care

2250

01:20:38,950 --> 01:20:37,440

and if you saw my social media at all

2251
01:20:41,669 --> 01:20:38,960
this week you know that i actually

2252
01:20:44,229 --> 01:20:41,679
started that three days ago

2253
01:20:46,870 --> 01:20:44,239
so i had an early dinner on monday and

2254
01:20:48,950 --> 01:20:46,880
then tuesday and wednesday did not eat

2255
01:20:51,030 --> 01:20:48,960
anything except for bone broth and

2256
01:20:53,910 --> 01:20:51,040
drinking some water

2257
01:20:56,390 --> 01:20:53,920
but today i did wake up not feeling so

2258
01:20:57,750 --> 01:20:56,400
great allergy wise and so i kind of just

2259
01:21:00,870 --> 01:20:57,760
said it

2260
01:21:03,669 --> 01:21:00,880
the point was to feel amazing and i felt

2261
01:21:06,070 --> 01:21:03,679
better on the second day of the fast

2262
01:21:08,149 --> 01:21:06,080
than i did today so i woke up and i did

2263
01:21:11,030 --> 01:21:08,159

have some eggs with the family but it's

2264

01:21:12,950 --> 01:21:11,040

really to me about no sugar no carbs and

2265

01:21:14,550 --> 01:21:12,960

nothing artificial

2266

01:21:16,070 --> 01:21:14,560

and it probably does make for a good

2267

01:21:18,149 --> 01:21:16,080

reset

2268

01:21:20,310 --> 01:21:18,159

i definitely had an easier time than i

2269

01:21:22,550 --> 01:21:20,320

expected if you were considering such a

2270

01:21:24,470 --> 01:21:22,560

thing i was barely hungry

2271

01:21:26,870 --> 01:21:24,480

the harder part was just being bored

2272

01:21:29,110 --> 01:21:26,880

without eating for two days

2273

01:21:30,870 --> 01:21:29,120

but i think going without everything for

2274

01:21:33,430 --> 01:21:30,880

that little while will make it much

2275

01:21:36,149 --> 01:21:33,440

easier to appreciate small meals and

2276

01:21:37,750 --> 01:21:36,159

exercise more portion control

2277

01:21:40,709 --> 01:21:37,760

but we'll see

2278

01:21:43,990 --> 01:21:40,719

so i did about 60 hours is how far i

2279

01:21:45,110 --> 01:21:44,000

made it a bit shy of the full 72 but i

2280

01:21:46,709 --> 01:21:45,120

tried

2281

01:21:48,950 --> 01:21:46,719

discipline has never really been my

2282

01:21:51,430 --> 01:21:48,960

strong suit and had i woke up today

2283

01:21:52,870 --> 01:21:51,440

feeling energized and breathing all

2284

01:21:55,350 --> 01:21:52,880

right i would have probably cruised

2285

01:21:57,510 --> 01:21:55,360

right on through today as well

2286

01:21:59,669 --> 01:21:57,520

but something really really triggered

2287

01:22:02,149 --> 01:21:59,679

those allergies maybe i smoked some weed

2288

01:22:04,629 --> 01:22:02,159

with pesticides on it yesterday

2289

01:22:07,110 --> 01:22:04,639

another thing i gotta be better about

2290

01:22:09,030 --> 01:22:07,120

but dr care has seen some amazing

2291

01:22:11,590 --> 01:22:09,040

results converting families from the

2292

01:22:14,629 --> 01:22:11,600

typical american diet to an all organic

2293

01:22:16,470 --> 01:22:14,639

and grass-fed one really impressive

2294

01:22:18,550 --> 01:22:16,480

and other things we talked about today

2295

01:22:20,070 --> 01:22:18,560

in the plush show for plus members would

2296

01:22:23,030 --> 01:22:20,080

be

2297

01:22:25,270 --> 01:22:23,040

issues with analysis paralysis and the

2298

01:22:27,510 --> 01:22:25,280

right ways to think about food

2299

01:22:29,110 --> 01:22:27,520

the four sixes ranch school lunch

2300

01:22:31,350 --> 01:22:29,120

success story

2301

01:22:33,830 --> 01:22:31,360

the political takeover of school lunches

2302

01:22:36,390 --> 01:22:33,840

and the attack on kids grooming and

2303

01:22:39,189 --> 01:22:36,400

social engineering through hollywood and

2304

01:22:41,350 --> 01:22:39,199

quote the science the reasons why

2305

01:22:43,590 --> 01:22:41,360

they're nutritionally starving us the

2306

01:22:45,590 --> 01:22:43,600

truth about food delivery apps the way

2307

01:22:47,110 --> 01:22:45,600

the conventional system enslaves the

2308

01:22:49,270 --> 01:22:47,120

modern farmer

2309

01:22:51,110 --> 01:22:49,280

we also talked about problems with the

2310

01:22:53,830 --> 01:22:51,120

farm equipment manufacturing

2311

01:22:55,430 --> 01:22:53,840

corporations and how to revitalize soil

2312

01:22:57,350 --> 01:22:55,440

and keep it healthy

2313

01:22:59,350 --> 01:22:57,360

become a plus member if you like the way

2314

01:23:00,470 --> 01:22:59,360

i do a show and you want to hear it in

2315

01:23:02,629 --> 01:23:00,480

full

2316

01:23:05,110 --> 01:23:02,639

we also talked about the value for value

2317

01:23:07,030 --> 01:23:05,120

model and this event that they're doing

2318

01:23:08,550 --> 01:23:07,040

actually this weekend so i'm clearly not

2319

01:23:11,350 --> 01:23:08,560

going to be going there but it is in

2320

01:23:12,790 --> 01:23:11,360

georgia texas slim and adam curry will

2321

01:23:16,070 --> 01:23:12,800

be there

2322

01:23:17,910 --> 01:23:16,080

it's at wild oak pastures and it's all

2323

01:23:19,990 --> 01:23:17,920

weekend and you can get your tickets at

2324

01:23:22,149 --> 01:23:20,000

beefinitiative.com

2325

01:23:25,030 --> 01:23:22,159

but i have great respect for the value

2326

01:23:27,430 --> 01:23:25,040

for value model in contrast to the

2327

01:23:29,590 --> 01:23:27,440

sponsorship advertising model that has

2328

01:23:31,910 --> 01:23:29,600

taken over podcasting

2329

01:23:33,350 --> 01:23:31,920

but neither of those models advertising

2330

01:23:35,750 --> 01:23:33,360

it's pretty clear why it doesn't work

2331

01:23:38,070 --> 01:23:35,760

around here but value for value really

2332

01:23:39,910 --> 01:23:38,080

doesn't work for the way i have the show

2333

01:23:42,229 --> 01:23:39,920

structured either

2334

01:23:44,390 --> 01:23:42,239

because i did try it first

2335

01:23:46,629 --> 01:23:44,400

and big donations came with guest

2336

01:23:49,990 --> 01:23:46,639

recommendations attached and it started

2337

01:23:51,830 --> 01:23:50,000

to feel dirty i'm relying on a few

2338

01:23:54,870 --> 01:23:51,840

high dollar

2339

01:23:57,030 --> 01:23:54,880

contributors and when i don't interview

2340

01:24:00,229 --> 01:23:57,040

the list of guests they give me then the

2341

01:24:01,990 --> 01:24:00,239

donations go away and now i'm stuck

2342

01:24:04,149 --> 01:24:02,000

it was feeling a bit dirty and it was

2343

01:24:05,990 --> 01:24:04,159

feeling like i wasn't as independent as

2344

01:24:07,830 --> 01:24:06,000

i sought out to be

2345

01:24:10,310 --> 01:24:07,840

it kind of felt like people were buying

2346

01:24:12,390 --> 01:24:10,320

guest spots and we don't want that

2347

01:24:14,390 --> 01:24:12,400

but a show like no agenda doesn't have

2348

01:24:17,750 --> 01:24:14,400

to worry about such a thing because of

2349

01:24:19,430 --> 01:24:17,760

their format either way a tip of my hat

2350

01:24:20,709 --> 01:24:19,440

to what they do

2351

01:24:22,550 --> 01:24:20,719

we have the eight bucks a month

2352

01:24:23,669 --> 01:24:22,560

subscription model and it does me just

2353

01:24:25,750 --> 01:24:23,679

fine

2354

01:24:28,550 --> 01:24:25,760

my attitude is really any way you figure

2355

01:24:31,430 --> 01:24:28,560

out how to do it ad and sponsorship free

2356

01:24:33,750 --> 01:24:31,440

i think is a win but of course in higher

2357

01:24:36,229 --> 01:24:33,760

side news we got that event with the

2358

01:24:39,430 --> 01:24:36,239

gramerica guys at mount shasta in

2359

01:24:41,910 --> 01:24:39,440

february go to contact thecabin.com for

2360

01:24:43,430 --> 01:24:41,920

more details this event is called magic

2361

01:24:45,830 --> 01:24:43,440

on the mountain

2362

01:24:48,229 --> 01:24:45,840

but if you want to hang out with me for

2363

01:24:49,430 --> 01:24:48,239

four days and do some hiking and smoking

2364

01:24:51,990 --> 01:24:49,440

and all that

2365

01:24:54,709 --> 01:24:52,000

this is the place to be plus we're gonna

2366

01:24:56,629 --> 01:24:54,719

drink that sweet sweet shasta water

2367

01:24:59,030 --> 01:24:56,639

and on the meetups calendar we did see

2368

01:25:01,110 --> 01:24:59,040

one more event go up on top of the two i

2369

01:25:02,790 --> 01:25:01,120

mentioned last time

2370

01:25:05,750 --> 01:25:02,800

so for the rest of september we have

2371

01:25:08,390 --> 01:25:05,760

this weekend september 17th the flathead

2372

01:25:09,750 --> 01:25:08,400

lake meetup in lakeside

2373

01:25:11,910 --> 01:25:09,760

montana

2374

01:25:13,669 --> 01:25:11,920

there will be a higher side sign written

2375

01:25:16,070 --> 01:25:13,679

out on a poster under one of the

2376

01:25:18,550 --> 01:25:16,080

pavilions and you can all hang out there

2377

01:25:20,070 --> 01:25:18,560

and swim if it's hot or just enjoy the

2378

01:25:22,070 --> 01:25:20,080

views

2379

01:25:24,229 --> 01:25:22,080

then on september 24th we have the

2380

01:25:26,550 --> 01:25:24,239

philadelphia clark park meetup in

2381

01:25:28,950 --> 01:25:26,560

philadelphia pennsylvania

2382

01:25:30,709 --> 01:25:28,960

another poster will be present and there

2383

01:25:33,030 --> 01:25:30,719

are a lot of good local food and bars

2384

01:25:34,310 --> 01:25:33,040

right around there so you can meet up at

2385

01:25:44,709 --> 01:25:34,320

the

2386

01:25:48,550 --> 01:25:44,719

selita moonlight pizza meetup and salida

2387

01:25:50,629 --> 01:25:48,560

colorado at moonlight pizza and brew pub

2388

01:25:53,030 --> 01:25:50,639

so if you're near any of those areas hop

2389

01:25:55,350 --> 01:25:53,040

on the calendar and rsvp let them know

2390

01:25:56,709 --> 01:25:55,360

they won't be there alone and meet some

2391

01:25:58,790 --> 01:25:56,719

new friends and then if you're not in

2392

01:26:00,229 --> 01:25:58,800

any of those areas just make an event of

2393

01:26:02,149 --> 01:26:00,239

your own

2394

01:26:04,470 --> 01:26:02,159

but i am happy with this one you know

2395

01:26:06,550 --> 01:26:04,480

treat yourself to something from the

2396

01:26:08,470 --> 01:26:06,560

beef initiative website

2397

01:26:10,149 --> 01:26:08,480

give your parents some good steaks or

2398

01:26:11,830 --> 01:26:10,159

something how many of us have parents

2399

01:26:13,910 --> 01:26:11,840

that don't really eat that well they're

2400

01:26:16,070 --> 01:26:13,920

still doing the marie calendars they're

2401

01:26:17,750 --> 01:26:16,080

doing the hamburger helper

2402

01:26:19,990 --> 01:26:17,760

they were sold a bag of goods through

2403

01:26:22,629 --> 01:26:20,000

the 90s with all this food and

2404

01:26:25,030 --> 01:26:22,639

we gotta set the record straight and

2405

01:26:26,950 --> 01:26:25,040

send them some good quality stuff

2406

01:26:29,189 --> 01:26:26,960

i recently bought a t-shirt just to

2407

01:26:31,189 --> 01:26:29,199

support the venture not that i need any

2408

01:26:34,310 --> 01:26:31,199

more t-shirts with all the higher side

2409

01:26:36,629 --> 01:26:34,320

clothing stuff that i have but

2410

01:26:38,790 --> 01:26:36,639

i wanted to do something to represent

2411

01:26:39,830 --> 01:26:38,800

and i get my meat already from sunrise

2412

01:26:41,830 --> 01:26:39,840

ranch

2413

01:26:43,510 --> 01:26:41,840

but it's all good i wanted to make sure

2414

01:26:45,669 --> 01:26:43,520

we highlighted an option that was

2415

01:26:47,430 --> 01:26:45,679

completely nationwide

2416

01:26:49,270 --> 01:26:47,440

and that we could get a

2417

01:26:50,470 --> 01:26:49,280

boots on the ground report to use a no

2418

01:26:52,229 --> 01:26:50,480

agenda phrase

2419

01:26:54,229 --> 01:26:52,239

as to what's really happening in the

2420

01:26:55,350 --> 01:26:54,239

food sector and how we're going to make

2421

01:26:57,030 --> 01:26:55,360

it better

2422

01:26:59,270 --> 01:26:57,040

so i hope you dug it but i'm getting out

2423

01:27:01,590 --> 01:26:59,280

of here your move nutritional starvers

2424

01:27:05,070 --> 01:27:01,600

factory food facilitators and insect

2425

01:27:05,080 --> 01:27:13,030

[Music]

2426

01:27:19,189 --> 01:27:16,470

stuff that makes you fat

2427

01:27:21,590 --> 01:27:19,199

yeah it's a weak and sickly people

2428

01:27:23,990 --> 01:27:21,600

making industry

2429

01:27:54,870 --> 01:27:24,000

don't tell me

2430

01:28:01,990 --> 01:27:58,830

got an addiction to the digital

2431

01:28:04,470 --> 01:28:02,000

technology and every now and then i try

2432

01:28:07,189 --> 01:28:04,480

to quit and leave it be

2433

01:28:11,880 --> 01:28:07,199

but it's too hard to turn it off it's

2434

01:28:11,890 --> 01:28:27,030

[Music]

2435

01:28:32,130 --> 01:28:29,990

i don't have to face it

2436

01:28:50,390 --> 01:28:32,140

that's right

2437

01:28:54,190 --> 01:28:50,400

[Music]

2438

01:29:08,390 --> 01:28:54,200

don't tell me

2439

01:29:10,990 --> 01:29:08,400

[Music]

2440

01:29:23,189 --> 01:29:11,000

that's right

2441

01:29:26,790 --> 01:29:23,199

[Music]

2442

01:29:30,020 --> 01:29:26,800

ignore but i'm just out of luck

2443

01:29:43,430 --> 01:29:30,030

but i don't have to tell you that

2444

01:29:46,229 --> 01:29:43,440

[Music]

2445

01:29:48,149 --> 01:29:46,239

and that is another show complete

2446

01:29:50,390 --> 01:29:48,159

remember as much as you enjoyed this

2447

01:29:52,149 --> 01:29:50,400

which is just the free first hour i hope

2448

01:29:54,950 --> 01:29:52,159

you'll become a plus member to hear the

2449

01:29:56,870 --> 01:29:54,960

full 2 hour interviews you also can

2450

01:29:59,510 --> 01:29:56,880

engage with other plus members in the

2451
01:30:01,030 --> 01:29:59,520
comments and the forums and you'll find

2452
01:30:02,870 --> 01:30:01,040
your answer to one of the most common

2453
01:30:04,629 --> 01:30:02,880
questions i get which is where can i

2454
01:30:06,470 --> 01:30:04,639
find those cover songs that you use at

2455
01:30:08,709 --> 01:30:06,480
the end of the show well they are free

2456
01:30:10,790 --> 01:30:08,719
downloads for plus members too

2457
01:30:12,709 --> 01:30:10,800
and without plus members i can't hire

2458
01:30:15,669 --> 01:30:12,719
the occasional musician to bring these

2459
01:30:17,510 --> 01:30:15,679
odd cover song ideas to fruition plus

2460
01:30:19,510 --> 01:30:17,520
members are how i'm able to do what i do

2461
01:30:20,950 --> 01:30:19,520
without ads and without the big machine

2462
01:30:23,110 --> 01:30:20,960
being on my back

2463
01:30:25,030 --> 01:30:23,120

we can fit so much more into a two-hour

2464

01:30:27,030 --> 01:30:25,040

interview and i do my best to make it

2465

01:30:29,270 --> 01:30:27,040

worth your time and money

2466

01:30:31,510 --> 01:30:29,280

the conversation only gets deeper

2467

01:30:33,669 --> 01:30:31,520

weirder and more controversial in that

2468

01:30:34,950 --> 01:30:33,679

private hour how could it not the way

2469

01:30:36,629 --> 01:30:34,960

things are going

2470

01:30:38,310 --> 01:30:36,639

but the best way to sign up is at the

2471

01:30:40,629 --> 01:30:38,320

highersidechats.com

2472

01:30:43,350 --> 01:30:40,639

where new first-time subscribers always

2473

01:30:45,990 --> 01:30:43,360

get a free 7-day trial because i'm just

2474

01:30:48,070 --> 01:30:46,000

that confident there's no paypal on the

2475

01:30:50,070 --> 01:30:48,080

website but if you need to use paypal

2476

01:30:51,830 --> 01:30:50,080

then sign up through patreon and you get

2477

01:30:53,910 --> 01:30:51,840

all the same episodes

2478

01:30:55,590 --> 01:30:53,920

our website is a credit or debit system

2479

01:30:58,550 --> 01:30:55,600

but you can also scope out the other

2480

01:31:01,110 --> 01:30:58,560

options like a few various cryptos cash

2481

01:31:02,950 --> 01:31:01,120

or check mail to the po box and i'll

2482

01:31:04,790 --> 01:31:02,960

even barter with most people if you have

2483

01:31:07,430 --> 01:31:04,800

your own business and produce something

2484

01:31:09,430 --> 01:31:07,440

nice that my wife or kid or taste buds

2485

01:31:11,430 --> 01:31:09,440

might like but the architects of

2486

01:31:13,110 --> 01:31:11,440

consensus reality have made it clear

2487

01:31:15,510 --> 01:31:13,120

that these themes and topics aren't

2488

01:31:17,350 --> 01:31:15,520

really welcome on the main stage and so

2489

01:31:19,430 --> 01:31:17,360

this is how we secure a little

2490

01:31:21,669 --> 01:31:19,440

counterculture corner for ourselves and

2491

01:31:23,510 --> 01:31:21,679

i hope you'll join plus because that is

2492

01:31:26,070 --> 01:31:23,520

the only way it works

2493

01:31:28,470 --> 01:31:26,080

besides you can cancel any time right on

2494

01:31:30,550 --> 01:31:28,480

your profile page the most common

2495

01:31:33,030 --> 01:31:30,560

concern i hear is people just being

2496

01:31:35,430 --> 01:31:33,040

unsure if thc plus will work with their

2497

01:31:38,229 --> 01:31:35,440

podcast app and the answer is probably

2498

01:31:40,310 --> 01:31:38,239

yes but if not we have several high

2499

01:31:42,390 --> 01:31:40,320

level app recommendations for whatever

2500

01:31:43,750 --> 01:31:42,400

phone you use and the website is made

2501

01:31:45,430 --> 01:31:43,760

for mobile too

2502

01:31:47,110 --> 01:31:45,440

we're trained to tip a waitress for

2503

01:31:48,950 --> 01:31:47,120

bringing us a sandwich but that tip

2504

01:31:51,510 --> 01:31:48,960

doesn't give you access to a second

2505

01:31:53,110 --> 01:31:51,520

sandwich really i'm not asking for any

2506

01:31:55,030 --> 01:31:53,120

more than that and i think i offer a

2507

01:31:57,350 --> 01:31:55,040

better service come get your second

2508

01:31:59,350 --> 01:31:57,360

serving of tasty conspiracy goodness in

2509

01:32:01,990 --> 01:31:59,360

exchange for that small token of your

2510

01:32:03,910 --> 01:32:02,000

appreciation beyond that let it also be

2511

01:32:06,310 --> 01:32:03,920

known that we have grown and survived as

2512

01:32:08,310 --> 01:32:06,320

long as we have by word of mouth

2513

01:32:10,390 --> 01:32:08,320

i don't care so much about social media

2514

01:32:13,590 --> 01:32:10,400

likes or follows but tell the right

2515

01:32:15,270 --> 01:32:13,600

people about thc and not just listeners

2516

01:32:17,350 --> 01:32:15,280

but the high level figures who are

2517

01:32:19,590 --> 01:32:17,360

better suited to sit down with me than

2518

01:32:21,510 --> 01:32:19,600

most other hosts and if you can help me

2519

01:32:23,510 --> 01:32:21,520

with any of these things i can work to

2520

01:32:25,270 --> 01:32:23,520

bring you better shows which is just a

2521

01:32:27,110 --> 01:32:25,280

win-win for both of us

2522

01:32:29,590 --> 01:32:27,120

informative entertaining and

2523

01:32:31,270 --> 01:32:29,600

action-packed it also never hurts to

2524

01:32:33,270 --> 01:32:31,280

thank a guest you liked if you have the

2525

01:32:34,709 --> 01:32:33,280

time either we want them to know people

2526

01:32:36,950 --> 01:32:34,719

are listening so they're willing to come

2527

01:32:39,189 --> 01:32:36,960

back down the road too thank you for