



Empowering Sustainable Farming



and Rangeland Rejuvenation

## Who is MEAT NATURALLY

- ▶ Meat Naturally is a critical resource for a sustainable Africa, bringing the farming community, meat buyers and NGOs together to deliver economic and environmental prosperity.

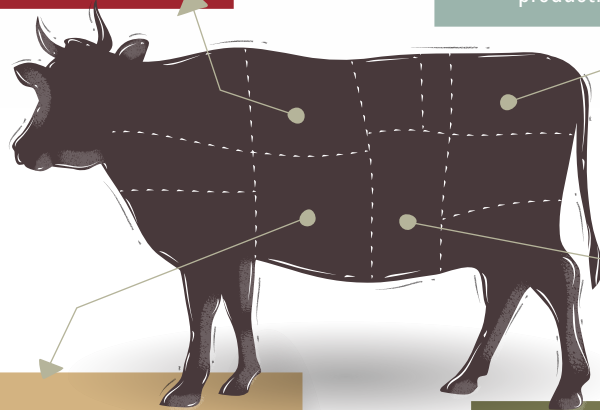
- ▶ Through education and inspiration, Meat Naturally empowers emerging farmers with the expertise to produce the highest quality meats, while serving as a steward for Africa's rangelands and wetlands.

## Our NGO PARTNERSHIP

- ▶ Meat Naturally partners with NGOs to provide consulting services and technical assistance, supporting farming and rangeland restoration initiatives.

- ▶ Our services include grazing plans and mapping, bulk purchasing power, vaccinations, livestock tagging, formal herding contractual materials, and community-based market access.

We create a sustainable model where emerging farmers become the stewards for regenerative grazing, quality meat production, and ecological management.



## TRAINING Herders

- ▶ Meat Naturally conducts herder training (*EcoRanger* training) on behalf of your NGO. We equip small-scale rural herders with proven grazing techniques, cattle management, stock theft patrol, predator control, and rangeland/wetland restoration practices.
- ▶ We organize and manage mobile auctions and abattoirs, providing small-scale farmers with an opportunity to sell high quality meat and dried products directly to new commercial markets.

## Our SUSTAINABLE MODEL

- ▶ We have developed the *Meat Naturally Conservation Agreement* that sets standards for grazing techniques and ecological stewardship, resulting in the highest meat quality.
- ▶ The *Agreement* also results in...
  - Farming community self-management
  - Rural economic development
  - Restored rangelands & wetlands
  - NGOs having a greater economic and ecological impact with less investment over time.