

REGENERATIVE RAISED BEEF

The oldest farming method on the planet is the newest trend in food



How? Well, animals roam freely on soil which is bio-diverse thanks to the circular effect this cattle has. Naturally, animals behave like herds, and this results in rich soil which is self-healing (regenerative). This natural system ensures healthy soil matter, it stores carbon and water much better, water infiltrates better and therefore has an optimized biodiversity and ecosystem. It not only ticks the 'organic' box, but it also goes beyond animal welfare because the cattle roam freely as they did thousands of years ago on pasture plains.

This ecosystem has been verified by the **Savory Institute** and products which come forth from this ecosystem are made available to consumers under the verified **Land to market** program.

The Savory Institute & Pampa Oriental

With 52 hubs in 36 countries, the **Savory Institute** facilitates large-scale regeneration of the world's grasslands and the livelihoods of the people who inhabit them, through **Holistic Management**.

Since their founding in 2009, they have trained nearly 14,000 producers and influenced the healing of over 15 million hectares of grasslands. In Uruguay, the actions of the Savory Institute are under the representation of "**Pampa Oriental**", its hub for this country and a leading company in providing services related to regenerative cattle raising.

Verified Land-to-Market

The **Verified Land to Market** seal of the **Savory Institute** is a sourcing solution that connects conscious shoppers, brands and retailers directly with farms that are verified to be regenerating their land, achieving net positive environmental results through good management.

This all come together in the **MORUS** regenerative raised beef brand of **Las Moras Uruguay**.

This program has a **significant ecological impact**. Its beef brings more to your plate than a quality product, it is the possibility of a **better future** for the **next generations**.

The MORUS program

From Uruguay this program ticks the following boxes:

- ❖ **Pasture fed** -> on ecologically verified regenerated soil
- ❖ **Animal welfare** which goes beyond organic, cattle roam freely, 24/7 year-round
- ❖ **Boosts biodiversity**
- ❖ **Reduces carbon emissions**
- ❖ **Reduces climate change**



The following products are available:

- ❖ Beef tenderloin chain-off
- ❖ Beef striploin chain-off
- ❖ Beef striploin chain-off 'family pack'
- ❖ Beef cuberoll, lip off
- ❖ Beef cuberoll, lip off 'family pack'
- ❖ Beef rumpheart
- ❖ Beef rump cap
- ❖ Beef rump tail
- ❖ Beef topside cap-off
- ❖ Beef knuckle
- ❖ Beef chuck roll
- ❖ Beef oyster blade
- ❖ Beef forequarters boneless VL's for mincing solutions
- ❖ Other cuts on request

The products will be available under the **MORUS** brand, origin **Uruguay**.

For who available ?

This program appeals to the consumer who wants to eat good quality beef while being conscious that it contributes to a better environment. This can be promoted in supermarkets and retail butcher shops but also in restaurants who are willing to tell the story on their menu.

Where available ?

The **MORUS** beef program is available at **FN Global Meat**. Please contact our sales team for more information: sales@fnglobalmeat.com or call: +31-(0)78-6531840

Supporting Websites:

- [Our Mission * Savory Institute](#)
- [PAMPA ORIENTAL * Savory Institute](#)
- [Our Approach: Supply, Storytelling & Science | Land to Market](#)
- [What is Regenerative Agriculture? - Land to Market – YouTube](#)



Savory

