



OUR STORY

[Blue Nest Beef](#) delivers 100% grass-fed beef directly to consumers exclusively from bird-friendly U.S. ranches certified by The National Audubon Society. More important, Blue Nest Beef is a story of the hope, enthusiasm and optimism of the four co-founders who share the passionate belief that they can help fix a broken food system and reinvent animal agriculture at scale using cattle as their tool and birds as their guide.

When educated ranchers use regenerative grazing practices, their cattle behave like bison once did: grazing close together and moving often. The long rest after grazing allows for plants to recover and regrow more abundantly yielding rich soil, happy cattle, and a healthy environment filled with an abundance of wildlife. Consumers enjoy the benefits of ultra-premium nourishing, grass-finished beef, while ranchers are financially rewarded for doing what they want to do – practice bird-friendly, conservation ranching.

Birds are both the reason and the proof that these methods really do reinvigorate ecosystems. The need is urgent. A recent study revealed a 53% loss in grassland bird populations in the last 50 years, directly related to loss of grassland bird habitat.

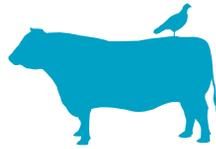
Blue Nest Beef makes it possible to send a clear signal directly to ranchers that we want them to use cattle for good, and to consumers that we have a product that makes a real, tangible impact on our environment just by putting a steak on their plate.

Blue Nest Beef launches and starts shipping in November 2019 with two subscription boxes: the Premier Flyway Beef Box with 12-14 lbs of mixed steak, roast and ground beef for \$179, and the Prairie Ground Box with 10 lbs of ground beef and burgers for \$99. In addition to rancher premiums, 1% of all revenues go back to the National Audubon Society.

QUICK FACTS

- Blue Nest Beef directly addresses the problem of declining grassland bird populations and the overall loss of habitat and diversity in our American landscapes.
- Blue Nest Beef only works with U.S. ranchers who are certified through the [Audubon Conservation Ranching program](#) and use regenerative farming methods that create healthy bird and wildlife habitat rather than destroy it. Animals *must always* have continuous access to pasture. (Full protocols [here](#).)
- Grassland birds have experienced the largest decline of all bird categories – just over 50% loss in just under 50 years (more [here](#)).
- Rural, American ranchers receive a significant premium from Blue Nest Beef for their commitment to conservation ranching.
- Additionally, Blue Nest Beef protocols require that the animal *may not ever* be fed any grain or grain by-products.
- Current subscription box options are the Premier Flyway Box with 12-14 lbs of mixed steak, roast and ground beef for \$179 and the Prairie Ground Box with 10 lbs of ground beef and burgers for \$99. Subscriptions are flexible: monthly, bi-monthly, quarterly.
- First shipments begin November 4, 2019.
- With each purchase, 1% of all revenues go to support the National Audubon Society to help offset the rigorous certification and verification costs.
- Blue Nest Beef was founded in 2019 by four co-founders with diverse backgrounds in energy, carbon sequestration, business, technology, sustainable farming and grass-fed beef.
- Blue Nest Beef is a registered B Corp and aspires to be an example of how humanity and nature can profit together. (More on public benefit corporations [here](#).)





OUR TEAM



RUSS CONSER

Chief Executive & Impact Officer

A broadly skilled Fortune 50 business and technology leader with practical experience in making big ideas real at scale, and an emerging voice for soil and ecosystem science.



TODD CHURCHILL

Chief Marketing & Financial Officer

Founder and CEO of one of America's first grass-fed beef brands, deeply experienced with ranching, social entrepreneurial start-ups, finance and marketing directly to consumers.



BILL GODFREY

Executive VP of Land & Livestock

Owner of the first Audubon-certified ranch in Oklahoma with deep experience in finishing grass-fed beef and land and cattle markets.



ALLEN WILLIAMS

Chief Pasture Advisor

One of the nation's most respected practitioners and trusted experts on both grass-fed beef production and soil health.

LINKS

- **Website:** bluenestbeef.com
- **Facebook:** <https://www.facebook.com/bluenestbeef>
- **Twitter:** <https://twitter.com/bluenestbeef>
- **Instagram:** @BlueNestBeef

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