Nature's Blueprint Cow Consumer Report

Profitable and Sustainable Farming ⇀0 Nutrient Dense Food Production

What's In Your Beef and Dairy Products?

Do they contain what you and your family require for good health or what?

Is a sustainable supply of nutritious products possible?

This Nature's Blueprint Consumer Report: What You need to know (and probably are totally unaware of)

about the Cattle Industry and the Beef and Dairy products you are eating.

My name is John O'Brien and my 50 years of experience in the cattle industry began with milking cows on the family farm at age 6. Based in Melbourne, Australia, my experience covers every aspect of the Australian and International Dairy and Beef Cattle Industries, from importing and exporting live cattle and frozen genetics, breeding stud and commercial cattle, consulting to cattle breeders in Australia, New Zealand and the U.S.A. on genetic selection and design, as well as designing Profitable Farming Systems™.

I have long been a proponent of using time proven methods to ensure that cattle herds are efficient, meaning they are healthy and profitable, and produce nutrient dense food, meaning that the beef and dairy products are high quality, healthily produced and nutritious. And what I am going to share with you in this report may surprise and at times, shock you, as you learn that 'a cow is not just a cow' and the meat and milk products you are sold and served are not what you think they are.

Known for being a maverick with a passionate, relentless, independent and accurate approach to the research that leads to highly accurate, proven forecasts and insights. For many decades I have studied, researched and analysed the economic functionality of all breeds of cows in Australia, the United States of America, New Zealand, South Africa, England, Ireland, and several European countries. From what I am told this intense study over this period of time qualifies me as an expert on cows.

In simple terms, my objective is to promote the use of high quality, natural and healthy cows so that farmers have a sustainable and profitable production system and consumers enjoy naturally healthy food. My focus on the efficiency of production and the quality of the final product have been the driving factors in my research for the past forty years. And as a result of this research, I have a solid foundation for the following statement of benefits of my work and my mission:

Healthy cows provide healthy food and healthy profits.

And this benefits you, as the consumer, because healthy cows (you'll find out what that means and why many of today's cows are not healthy) provide the highest quality, most health beneficial and nutrient-dense food. These products are more cost effective because they have a higher nutrient density than mainstream products and do not carry the health antagonists of mainstream products.

Farmers benefit by growing herds that are less expensive to maintain, more fertile and produce high quality products, which translates into higher profits, more lifestyle sustainability and a better product to consumers.

Why am I doing this? Because I'm passionate about great cows, actually love cows and can talk at length about them. I am also intensely curious and less inclined to take the easy way out, would rather investigate than accept established beliefs, believe that we should live with both our head and our heart, am concerned over the current state of the beef and dairy cattle industries and the products consumers purchase, want to show consumers and producers that different alternatives are available, and I desire to make a difference in the world and a difference in people's lives.

Why a 'cow' is not a cow?

If you are like most people, you look at a cow and you see a four legged animal that provides either meat or milk. You probably think all cows are the same, from generation to generation, and that they have been for decades. Let me tell you, they are not. First of all, the physical shape of all breeds of cows has changed dramatically in the past decades. Today's cows (GABBY) are long, lean and tall and they're genetically altered to be that way. The cows of the past were shorter, wider and more muscular. They were naturally selected by nature to be that way. Why have cows been so genetically modified?

Before we get to that, let's clarify some terms:

Livestock, Bovine and Cattle: all mean cows and/or bulls (a cow is either a female or a neutered male; a bull is a non-neutered male)

GABBY (Genetically Altered Bovine Breeds): refers to today's new models of cattle, beef and dairy, which are genetically altered for specific characteristics (more on that later too)

Nature's Blueprint Cow: refers to standard heirloom cows which have not been genetically selected for specific traits

Functionally efficient: profitable cattle for the farmer and the consumer because they are very efficient in converting available resources (in low input natural farming systems) into healthy, cost effective, naturally produced, highly nutritious dairy and beef products.

Low input farming: A low input system means a production system where the farmer farms the land in ecologically sound ways to produce healthy consumer products. Natural farming systems limit the use of high cost feed supplements, pesticides, herbicides and animal care.

High input farming: The alternative to low input farming, where the farmer uses copious quantities of chemical fertilizers, poisonous sprays, hormones, antibiotics, grain(maybe GMO) and intense animal care.

High risk: Used for our purposes, 'high risk' means cattle that are prone to disease, who are not bred for longevity, and who require high cost grain(maybe GMO) and food supplements in their diets.

Natural selection is one of the processes through which evolution occurs within a population of organisms. With natural selection, diseased-prone, weak and frail species die out in response to environmental stresses. Can be contrasted with in which humans intentionally choose specific traits. In natural selection there is no intentional choice.

Artificial selection, also called selective breeding is a process by which animals and plants with traits considered desirable by human breeders are systematically favoured and selected for reproduction, without consideration for their natural evolution. Those that are artificially selected must often also be artificially sustained, through the use of hormones, antibiotics, feed supplements and intensive care, in the case of cattle, so they can survive.

Today's cows (GABBY) are bred to produce highly at a young age and die young, equating to selecting against longevity.

Most cows today are bred to grow fast and produce highly at an early age. So it is erroneously considered less important that the cow can survive over the long term, which is what selecting against longevity means. But longevity is a critically important trait as it is nature's indicator of fitness, disease resistance and good physical structure. A cow that can naturally live longer is a cow that can naturally stay healthy longer.

Cows with good longevity cannot be high producers at a young age; they mature more slowly and more naturally. With good longevity fewer replacements are required (meaning that fewer cows 'fall out' of a Farmer's herd at early ages) more surplus sound cows to sell, equalling more income. Cows with good longevity have a youthful look and can be ten years old and look six years old. They rarely require health treatment or veterinary care. Longevity is a very valuable trait in cows and it's free. Healthy cows live longer and are more disease resistant.

What this means for you as a consumer: Nature's Blueprint Cows age more slowly, are naturally disease resistant and healthier. They require fewer antibiotics, food supplements, hormones or chemicals, can produce in natural environments so their products are also better for you.

And the consumer wins because Nature's Blueprint Cows can be farmed with low input natural farming methods, meaning it costs less to farm them than GABBY, so products are cost effective when one considers their nutritional value and health benefits.

GABBY do not produce nutritionally dense Meat or Milk

Nutritional density is the nutritional value of food. In the case of GABBY, the meat and milk are ***not*** nutritionally dense because the cow's breeding is tailored around producing quantity versus quality.

The production system behind GABBY, the amount of hormones, food supplements and grains (maybe GMO) that it requires, results in an inferior consumer product. Simply put, you eat what your food eats and the products you are eating is from cows that have been fed grains(maybe GMO), hormones, food supplements and antibiotics and grazed where chemical fertilizers and poisonous sprays are heavily used - all required to sustain GABBY - and these products ***are not*** passed on to the consumer (that's you)?

Did you know that GABBY ***cannot*** function well on a diet of grass alone? When GABBY is put to pasture (remember that is one that has been artificially selected for certain traits) it will not thrive because it is not designed to eat grass (alone), which doesn't have a high enough carbohydrate or protein content. If you can believe this: when GABBY are put out to pasture to eat grass, chew contentedly on their cud and moo occasionally (which is what cows are supposed to do) they may in fact die of malnutrition!

GABBY do not resemble natural cows (Nature's Blueprint Cows)

The photos below show the difference between GABBY, on the left, and a Nature's Blueprint Cow, on the right.

Notice how the cow on the left is thinner, taller and narrower? And the cow on the right is more solid, shorter and wider? Which cow looks healthier to you?

Do you remember reading that GABBY looks older before their time? Which of these two bulls do you think is a GABBY (artificially selected) and which one do you think is a Nature's Blueprint Cow? If you guessed that the bull on the left is GABBY, you are correct. Notice the rough coat, the tired look and the less muscled appearance of the bull on the left?

Nature's Blueprint Cows are not frail GABBY are frail

Frailty is a measure of an animal's susceptibility to illness and disease and since longevity, and all of the aspects that accompany it, such as health and disease resistance, have been selected out of GABBY, so they are extremely frailer compared to Nature's Blueprint Cows. What this means is that the mothers often have more stressful and difficult pregnancies and deliveries, a greater percentage of the calves (and sometimes the mothers) will die, which costs farmers money because they have to replace these animals in their herds. Calves are often sickly and frail at birth. One major beef breed now has several identified ***genetic defects*** and the breed still uses these strains to produce ***meat for you!***

What this means to you, as a consumer, is twofold. First, the calf inherits the mother's health so the unhealthy aspects of the mother are passed on to the calf. Second, a sickly, frail calf will not grow into a strong, healthy and vibrant cow. **Vibrant food can only come from a vibrant cow.**

What is Nature's Blueprint Cow?

Natures Blueprint Cow is the most economic functional design of a cow, created over time by nature through its unrelenting selection law – Survival of the Fittest, also termed Natural Selection. In nature, only the strongest and healthiest survive and thrive. Over decades we have seen good Master Cattle Breeders working in sync with Nature, carefully combining artificial (man-made) selection with natural selection with the results benefiting the cow, the farmer and the consumer. Nature's Blueprint Cow is not breed specific.

The result is a cow with balanced functional traits, a cow that is healthy and can survive and thrive in its environment, in the most natural way possible, with low input natural farming methods. These Master Breeders observed which animals performed best in their environments, meaning they were healthy and fit, which functioned efficiently in converting available resources into highly nutritious consumer products.

These (naturally) correctly designed cows afforded a win/win situation for both the farmer and the consumer. Namely, they were efficient (cost effective) in production and what they produced (meat or milk) was nutrient dense. So the farmer could supply the consumer with cost effective, healthy and nutritious products.

What differentiates a Nature's Blueprint Cow from GABBY? Nature's Blueprint Cows are moderate in height; have wide, deep, angular bodies; a strong top line; a moderate sized well supported udder; good feet and leg structure; and a sleek coat. GABBY is tall, narrow with poor physical structure and poor coats. NBPC are very fit, strong and thrifty, GABBY are unfit, frail and unthrifty.

Here's the important part for consumers (and farmers too). Nature's Blueprint Cow's correct exterior body conformation creates a muscle composition and glandular system which are superior in function, hence a naturally more thrifty and healthy animal. This means the Nature's Blueprint Cow is better at digesting its food and extracting nutrients, so it can function and be productive and reproductive on lower energy food (grass/forage versus grain). Research conducted confirms that the rumen in a Nature's Blueprint Cow is much greater in size than in GABBY. This facilitates the natural, slow processing and maximum nutrient extraction from grass which the tall and narrow GABBY, with a much smaller rumen, cannot do.

Nature's Blueprint Cows are low input, low maintenance, low cost, productive Cows.

The cost of 'progress' and the price you pay for it

The Beef and Dairy Cattle Industries have suffered from what has happened many times in history, humans trying to alter the course of Nature, thinking they will create something better. All 'sold' to us under the name of progress. And generally, these actions are fuelled by the desire to make money, with little regard to the results of their actions.

We're living with these results today, as 'modern farming' involves artificially forcing our soils to grow higher volumes grasses/forage or crops by applying chemical fertilizers and spraying poisonous herbicides that has damaged the structure and mineral content of our soils and negatively impacted the nutrient density (food value) of the plants it now produces.

While we're aware of the issues around farming, very little information has been shared about the damage which has been done to the design of our beloved Bovine (cow) species over the last five decades. Nearly everyone is familiar with the term GMOs (genetically modified organisms) in plants, I'd like to suggest the term HMO (humanly modified organisms) for the changes which have occurred to the design of our beef and cows which I term GABBY.

So how did we get here?

Over decades of careful observation, Master Cattle Breeders made steady genetic progress in the economic results. This is the basis of artificial selection working successfully with natural selection. These Master Breeders were artists and improving cows was their passion and lifetime ambition. They knew that the perfect cow or perfect bull do not exist, but they worked steadily towards developing those that were functionally efficient and healthy. The great cattle breeders had an instinctive ability to be able to evaluate how individual strains would respond (adaptability) to different nutritional environments ***before*** the cattle actually were introduced to these environments (there are big differences in the nutritional environments of different farms/different areas).

The Master Breeders who have consistently bred superior Cattle (functionally efficient and adaptable) are those who combined artificial and natural selection ***without ever*** compromising fitness.

Then something happened, in the name of progress, there was a demand for increased production and the need to produce more per cow at a younger age. The Master Cattle Breeder was replaced with experts, such as industry bodies, geneticists, breed societies, artificial breeding companies, promoters and consultants.

And this is the result:

- Fitness was ignored as the number one selection criteria
- Great promoters mistakenly considered to be great breeders (promoters are interested in making money; breeders are interested in breeding cows)
- Artificial Breeding Companies (ABCs), Breed Societies and industry bodies gaining enormous power and decision making
- Computer generated breeding values becoming the paramount selection tool
- Promotable for the seller becoming more important than profitable for the end user, the farmer
- Ignoring all sound breeding principles when applying selection principles and tools
- Selecting against longevity and inviting frailty
- High input farming considered to the only way to farm
- Farmer's margins reduced due to the very high cost of farming frail cows
- Farmers lifestyle dramatically diminished and their sustainability threatened
- The use of chemical fertilizers, poisonous sprays, GMO seeds, and antibiotics at an all time high
- Supplying the consumer with products with reduced nutritional value produced in very unnatural/unhealthy ways
- Genetic defects
- Dramatic decline in human health

What also must be understood is that nothing happens in isolation. For example, when you select for a trait to be present at higher levels than naturally occurs, then other traits will be affected. Higher production = lower fertility. This is a breeding principle that has either been misunderstood or simply ignored by those responsible for the modern unbalanced HMO cows.

Here is something to consider: when a cow reaches the age of 4 and has been relatively trouble free, then and only then does she become a very profitable cow for the Farmer. GABBY struggles to get there. Nature's Blueprint Cow blossoms at 4 years old.

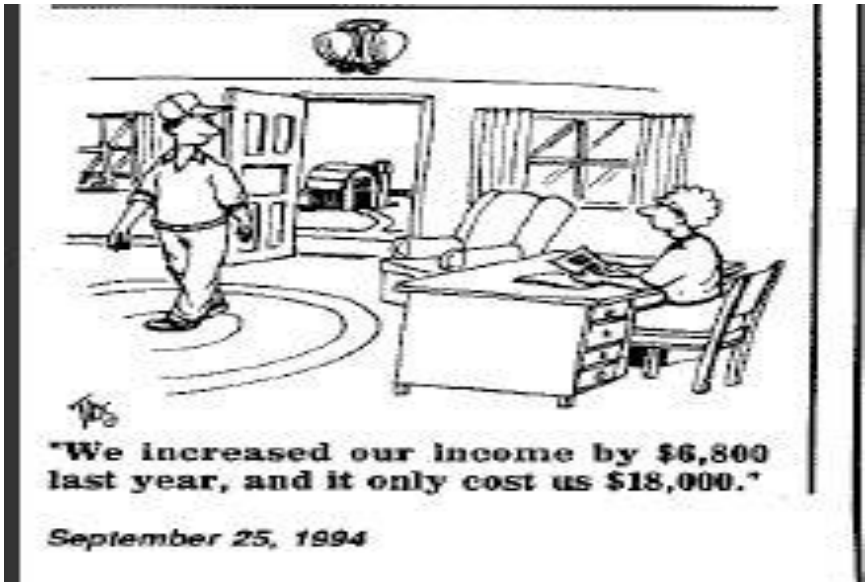
But Nature's Blueprint Cow did not produce enough to fit into this new plan (progress) of production at any cost. Why? Because Nature's Cow had been carefully selected and evolved to be functionally efficient - having low requirements of supplementary feed and health care. They do not and cannot have a high propensity for early production. They have **acceptable** levels of production, which also means sustainable levels of production, not the levels of high production that 'progress' was looking for.

For these 'progressive' operators, the cow (GABBY) which ***does produce*** along their required lines ***does not function well*** in a natural environment. Taller, longer, narrower strains of cattle were identified as higher producers therefore erroneously identified as having superior genetics. These animals are good responders to artificial, high input feeding, such as feed lot environments where they will produce large volumes of low nutrient dense food. And the consumer loses.

So the focus shifted from functional cows to high production cows. And the frailer they became the more feed they were fed, and the more antibiotics they were given, and the more caesareans were performed at birth.

And the farmers' costs keep rising.

More equals less in this sad financial story for the farmer.



A Case Study: The Holstein Cow

Until five years ago, the Holstein cow was commercial dairy farmers' favoured cow breed worldwide. This breed was 'sold' to them as being the solution to more production (each cow could produce more milk) which was mistakenly assumed to mean more profit for the farmer.

As the experts designed, redesigned, and promoted this black and white cow to be better and better, ignoring natural selection and heavily relying on computer generated breeding values as being a superior selection tool, nature 'decided' enough was enough and took over.

With continual artificial selection and total disregard or respect for survival of the fittest, what has evolved is a strain of cow which is extremely hard to get pregnant and has a high percentage of difficult births, both indicators that the natural selection process is trying to cull them from Nature's herd. Note: Master Breeders do not tolerate infertility and calving difficulties because in Nature these traits naturally wipe the bad cattle strain out.

And now, infertility and calving difficulties, leading to paralysed and crippled cows and dead calves, are both accepted as the norm in the Holstein breed, instead of being viewed as a reason to stop promoting and evolving this breed. These are two of the biggest problems in the Holstein breed Worldwide. Why? Because these experts have not selected against these problems they have actually selected for them. For the farmer this makes no sense or dollars. And for the Consumers large volumes of white water (low nutrient value milk) is the end product.

And all the experts behind this system and the genetics which go with it are ALL paid for by the Farmer and the Consumer.

The Alternative: The cow nature designed – through natural selection – functions well in all environments. These strains produce good quality (nutrient dense) milk and meat and are very efficient for their owners.

There is a win-win here. The consumer receives a cost effective, superior product and the farmer makes a profit and can stay in business.

The cost to Consumer Health - You eat what your food eats

This is the part that you, as the consumer, should be highly concerned about. GABBY produces beef that has an incorrect ratio of Omega 3 and 6 fats, considered very bad for human health, produced by beef feedlots feeding their cows grain (maybe GMO), hormones and antibiotics. Testing reveals lot fed beef is ***alarmingly out of balance*** in Omega 3 and 6 ratios, according to the requirements of the human body.

And dairy farmers are also feeding their cows copious quantities of grain, (often) keeping them confined and using the latest antibiotics, which is seen as progressive, all in the quest to produce large volumes of milk that is very low in butterfat and protein (white water). How healthy is this milk for the consumer when it is unbalanced in the Omega 3 and 6 ratios, low in essential foods (fat and protein) and devoid of CLA?

So what about grass, the naturally occurring product, which, when processed by the correctly designed cow produces very nutritious milk and meat? Why don't they eat grass if it is the vehicle for the most nutritious consumer products?

The problem is that GABBY cannot produce on grass alone. Yes, that is correct. Remove the grain (maybe GMO) and stop the antibiotic intravenous drip and while they do not die, they just cannot function.

Add to the above the fact that the majority of farmers cannot make money out of these GABBY, let alone survive the lifestyle which accompanies the 'high production treadmill' of frail cows which require large amounts of care and feed supplements, and you have a lose-lose situation. Dairy and beef farmers cannot make money, unless their products are priced at higher levels than consumers are willing to pay(considering the low nutritional and health value of these products), and consumers are being supplied products with low nutrient density which have been produced using copious quantities of chemical fertilizers, poisonous sprays, grain(maybe GMO), antibiotics, and hormones.

Comparison of Economic Functionality

Nature's Blueprint Cow	GABBY
Producing acceptable levels of nutritious products	Producing high levels of low nutrition value product
Providing consumers with cost effective; naturally produced; high nutrient dense; healthy food	Providing consumers with unnaturally produced; low nutrient dense; unhealthy food
Ideal for sustainable and profitable farming	Antagonistic to sustainable and profitable farming
Affording farmers a good lifestyle	Antagonistic to farmers having a good lifestyle
Working for farmer's profitability	Working against farmer's profitability
Keeping farmers sustainable	Making farmers unsustainable
Very efficient at feed conversion (low input)	Very inefficient in feed conversion(high input)
Maintain a healthy body weight in a natural environment	Lose body weight very easily in all environments
Low maintenance requirements	High maintenance requirements
Able to function and produce well in grass/forage (Natural) based environment	Unable to function and produce well in grass/forage(natural) based environment
Superior endocrine and immune systems	Inferior endocrine and immune systems
Very rarely require health treatment	Continually require health treatment
Very adaptable to nutritional and environmental changes	Very sensitive to environmental and environmental changes
Predictable with high pre potency	Unpredictable with low pre potency
Good longevity	Poor longevity
Good survivability	Poor survivability
Rarely require feed supplementation	Constantly require feed supplementation
Very fertile	Very poor fertility
Able to birth easily	Many deaths and damaged cows at birthing
High percentage still in herd at 4 y.o.	Low percentage in herd at 4 y.o.
Balanced in traits	Unbalanced in traits
Low cost of production	High cost of production
Organic and in sync with nature	Inorganic and out of sync with nature
Designed by nature for function	Designed by experts against nature

The Solution

Because of correct conformation, body shape and phenotype Nature's Blueprint Cow has the ability to efficiently merchandise naturally produced lower energy food (forage versus grain) and still produce a nutritious product.

Farmers' survival depends on their sustainability and level of efficiency of production. They cannot charge more and more for what they produce, they have to be efficient at what they produce. The most important organism on their farm is their cow. The Nature's Blueprint Cows design is the key to supplying naturally produced, nutrient dense, cost effective products whilst being sustainable and profitable. They must have a cow which is designed to be sustainable and work in sync with Nature.

Discerning consumers are demanding cost effective, healthier, nutrient dense and naturally produced food. Farmers' sustainability is of great importance to the Consumer, for where else will they source their food in years to come? In Australia all bovine production systems are under financial threat. If we allow small farmers (versus corporate farms) to fail, where will our food come from? Some believe, in Australia, that food requirements can be met by imports from countries like China, a country which still allows the use of poisonous sprays which were banned in Australia several decades ago.

Farmers cannot stop rising commodity prices. They can reduce their usage and reliance on them by ensuring their cows are the most efficient convertors of available resources into healthy, nutrient dense foods. The only vehicle which can cost effectively and sustainably serve the farmer and the consumer is Nature's Blueprint Cow. We must return to this naturally, time tested design, the design which nature intended.

And finally

An Artificial Breeding Company with Worldwide presence has this picture on their website. This is very symbolic of the design of GABBY.

'A bloody mess' is what I think.

Trusting you found this Report interesting and thought provoking.

Should you have any questions please email to

contact@naturesblueprintcow.com

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John O'Brien