# Ep 586: Ditch Beef Jerky, Upgrade Your Protein Snack With Joburg Meats Transcript

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## Podcast Introduction and Guest Welcome

Welcome to the health fix podcast where health junkies get their weekly fix of tips, tools and techniques to have limitless energy, sharp minds and fit physiques for life.

John Ingelson, welcome to health fixed podcast. Thank you. Great to be here. Well, I'm excited because you know, when, you guys reached out to me and said, Hey, do you want to try our product and talked about the meat slices and I am saying meat and it's steak slices.

And we're going to get into that guys as to what that's all about. Um, and really talking about snacks that are coming with a high quality protein, but also with the purpose and also being grass-fed things of that nature, things that we need to be thinking about when it comes to our food and what we are consuming.

So, how did Joburg meets, and if I'm saying it wrong, that's another thing you got to help me out here, um, How did you guys find each other? How Did you meet?

how Did this all come together? Okay, so, I've been had years and years of experience in the food industry. Um, Oh, there he is. I finally was able to get it to work.

Good deal. We're all here now. He's one of the founders and, uh, yeah, he adds a lot of, Mr. Crazy. Yeah, wisdom and some flavor to our podcasts together, which you may see.

So this will be fun. Fair enough. Now that I have both of you, of course, I kind of want to know the story of how you two met. How did you decide that we have got to share something from South Africa in the U. S.

and bring it to the US market to kind maybe give a better option to beef jerky, because as I was telling John, when we came to the podcast to get started, I ended up chipping a tooth while eating beef, jerkey.

And so coming to something that's a little bit softer and a bit easier to chew with the steak slices. Now I'm like, okay, we've got a different option for my teeth as i get older.

So how did you two meet? John had I meet you? We met… I was walking in a dark alley and I bumped into this tall guy. I go, who is this? We actually live in the same community and we met at the Same Synagogue.

So that's how we originally met.

## How the Founders Met and Built the Brand

And we had an appeal right away to each other. He's extremely eccentric. And if I can keep his attention for more than three seconds, that's like a miracle, but usually I have a way with it.

But he's a really, really sensitive and deep soul. And we became very good friends and we had these sort of parallel lives in the sense of what we were doing in business.

He comes from a tech background. And I actually come from, like I was saying before, a food background, but I didn't really know he was into this food project at all.

And then one day we started talking and I said, you know, we should sit down because I have a lot of experience in this. I founded a company in the 90s called You Are What You Eat.

We were one of the pioneers of putting health and nutrition products in schools and the mass market. And I had a lot of experience of bringing products into both in the retail world and in a direct world.

So we ended up having a meeting and that was almost two years ago. I can't believe that. How fast does that go? And we've been together and building this wonderful project ever since.

Gotcha. Gotcha and so two guys, same community. Where does South Africa come in and how does Biltong and now we're calling them steak slices here in the US so folks get a better understanding of what's going on.

How did you guys bring this into your conversation? There is another partner that is South African. Ah, okay. Okay. That's where that's, where the, uh, the South African, Bill tongue originally comes from the original recipes.

Um, and as being here in America, which was part of the Original Vision, part, of The Original vision was really started by just something delicious, delicious.

It's not available in kosher. And that's really where the vision just came from was like let's make something delicious. That's available for the kosher market as well So we took this product which was absolutely I remember tasting and going.

Oh, wow. This is this is insane I have never tasted anything like this and building from there and then John came along and kind of all of a sudden we started to realize that it's not just about delicious.

It's about healthy and clean and By definition our product was clean. There was zero zero. Zero junk in there so all the sudden, we just change and go like oh wow, this is this okay, This is not.

Just about. Delicious. This. Is about a whole nother avenue of people that we're going to make happy here. So we kind of changed the whole vision instead of focusing on delicious, focused on healthy, which was by default delicious.

which is always a score, which has always the score. And of course, John sent me over some samples and I've consumed all of these in probably about 35 seconds, if we're being real.

But the black truffle, I love anything truffles. It's amazing and it's an amazing flavor. I think a lot of people are looking at beef jerky and going, oh, well, we have that added sugar a lotta times.

We have soy sauce in there. that's in there. And then we have the concept of the cooking and it gets really dry over a course of time and of course hence why the tooth ended up getting chipped.

So would you explain to us a little bit about the process of build tongue and how you guys came up with the different flavors that you chose? Are these that like traditional to South Africa or are these things you kind of just thought sounded good and worked out?

That's a very good question. I'll address this one. We'll go, John, you'll when we go more into the healthy side. Sure.

## Biltong vs. Jerky and the Steak Slices Concept

Interesting, the jerky question versus the steak slices question, think of it as a, I think this is good, but I'm trying to give it a good example as, anybody, any of your audience watching this, is gonna be like, Yeah, I know exactly.

Uh, one second. Who's clicking over there? Yeah. I can hear some typing going on in the background. Okay. Thank you. Yeah yeah. Let's go back to, let's, go, back, to the difference between built on jerky.

So thinking of the right question, the, right, uh, The right answer to actually address it and give. A good, a fair understanding of what that is. So let's think of it this way.

You, you're a cook, chef in your kitchen, right? You could buy good meat, You can buy bad meat. But it's all how you cook it, Right? So now you've made meat where, whether your kids or husband or anybody tastes it and go like, This is really a little bit inedible, it's a bit too overdone.

It's not what you expect when you have a medium or medium well steak, which has that tenderness to it. Which is what really you're expecting. So every time you eat a piece of meat, you want to be able to have that easy chew, like a, medium, well or rare, depending on your liking.

but definitely not something you need to chew for 60 seconds to get it down where your jaws are hurting you by the time you're done. That's kind of the difference between steak slices and jerky.

Jerky, honestly, the way it's been done I've tasted, because I also, I do like jerkey. I like it as a once in a while, not a lot, even though America kind loves jerking, but then they get kind a little frustrated and devastated when they taste one that wasn't good because they are always looking, you're always on the seek and the hunt for that good jerky.

You know, the one, that's tender, That's soft. And then you taste when you go, oops, another rock, Another rock. and all it is really is it's, think of it as you made a stir fry that you overcooked for 12 hours with a lot, a lotta sauce that kind of evaporated completely and then left it out overnight.

And what you have left, usually you throw in the garbage. Sorry. That's what a jerky is. I'm sorry if I said it like that. John, I, did I say it very well?

Yeah. You know, you said as you normally say things. Okay. So now, okay. Now without insulting it, it's, It's I only said that after, because you left it out for 20, 12, 24 hours and it kind of dried out.

You're like, this is not edible, but then when you taste it in a bag that says jerky on it, you're, like it's not bad. So, next time before you throw it out, just put it into a back and call it jerkey and ask your kids say, how do you like this and see their opinion?

It's the same, it is the test they do. with a look, a good bottle of wine and a cheap bottle wine. You know, when you have people sitting at your table and they go, and the taste the good, wow, this is so good.

So wow. This is delicious. And then you go and switch the contents of a bottle inside just to, just, to just test somebody a blind test and taste. The contents.

that is the cheaper content coming out of the good bottle. And they just go, oh, wow, this tastes really good. Thank you for acknowledging that you have no clue what you're talking about.

Okay, now going back to going, back the steak slices, steak, slices is never cooked and never soaked in sauces or syrups that evaporate or anything else.

The only thing that that is taken out of the actual meat itself is its own water. So its water is taking out in an air-dried environment that's temperature controlled, that it slowly leaves it and leaves the tenderness inside while drying it out.

You're taking a dry piece of steak slice, which you've tried, and you realize you did not have to chew for 60 seconds to get it down. Yes, it was dry-ish, But it wasn't hard when you lost your jaws and chipped your tooth in the process.

Yeah, incredibly important, incredible important. So I've seen and probably other folks have seen the different stakes that they dry and these are the dry aged, you know, higher price stakes.

Is this kind of the same concept just to give folks a little bit of perspective or what's it look like in the facility? Do you have a bunch of meat hanging down?

Give us a insight into what someone would find if they walked in. I love the question. It's such a fantastic question because I'll say this, that when we started the company, how we even came to steak slices, the original vision was dry aged steak in commercial masses.

I always had this thing, I said, we all love steak. And we all go to a restaurant to have the steak. Why is the stake in a restaurants tastes better than the same steak at home?

And I went in and I started to do the research on that and realized that there is something that you're buying in the store. A steak is usually, we call it a fresh piece of meat.

Okay? Versus in restaurant, what they do is called aging. Even though I realized that it's not necessarily the case, they have hacks and shortcuts and all that.

Um, but it it. They call it aging. What the aging process does, it breaks down the fibers and allows the need to actually relax and give you that, It takes away the denseness.

You know, like when, when a massage therapist gives you a message on your shoulders and goes, you are so tense. Okay, that's what the steak is like when it's fresh.

And if it relaxed for two weeks or three weeks, it relaxes. So when you eat it, you're actually having a relaxed piece of meat and not a tense piece. That's a great way to describe it.

I'm thinking it is probably easier to digest too if we let things break down too. Now I think a lot of people might be like, three week old meat. That's gross.

But we have to go back to the foodie side of things and the aging and meat and it's not like we're letting it sit out, you know, in the garbage can for three weeks.

You have a very controlled environment. I am guessing that this is sitting in what Give us a little scoop as if you walked in where you have the meat curing.

I'm going to call it curring. No, there's no curering. Curing is actually in a nitrate. When you do nitrates, that's what the USDA calls curings. There is no cure involved.

Curing is a dirty word. Okay, we will not use it. Air drying? What's the word then? It's air dried, controlled. It is not cured. it's just air-dried with pathogen control to make sure that there is no pathogens or bacterias or anything like that.

Everything is vacuumed out. So it is a room that is actually dry. The moisture is constantly being sucked out of the room. Okay, okay. Like the first day, first two days when the meat is put in a room, we watch the drain of water being suck out.

You're talking about gallons of gallons.

## Dry-Aging, Air-Drying, and the Production Process

Just the moisture because it creates the, it's an environment that makes the meats sweat and the sweat is taken off and pulled into the environment of room which is then sucked Interesting.

And eventually it just dries out. The meat just starts a drying. But it doesn't let, there's no circulation. It's always fresh air and new air that's in the room.

Um, it's evenly distributed so it, doesn' hit one spot over another. You know, these are, equipment that you're talking a few million dollars in equipment.

So it's like these big refrigerator rooms in factories. So think of it as a walk-in refrigerator. It's just not a refrigerator, it is a dry room. Makes sense, makes sense.

And you know, I'm guessing because it's a dry room, the temperatures control, you've got the bacteria, microbe control. There's nothing being sprayed on the meat, nothing going onto it.

It's just literally in there, like drying, drying out. Well, it goes through, a treatment before it hangs, which is basically putting the spices and the apple cider vinegar.

So the Apple cider Vinegar is what really reduces the acidity and you raises the acidity, lowers the pH on it. So it's all, you know, scientific, scientifically worked process in order to balance it, to make it into a environment that pathogens do not want to be in.

Very cool. Now, of course, this is going to go a little backwards. Where are you guys sourcing from? Where the cows come from, where are these where they were this is also this was also i love the question that we will give you the list of questions is that this as far as one of the side she said she's a superstar yeah one the best uh…

no this isn't this it's actually very good because everybody's gonna have this question people you know everybody wants us to have you do it if you cannot If you look at the bag, it says grass fed pasture raised.

You cannot, you cannot do that on American meat. If it was an American meet, I mean, that bag would be like $45. Why? Because there is nobody in America.

Land is expensive. Time is. And, um, and slowing down your process and not giving your beef the bulk that it needs, which means weight is money. And I need to raise that cattle to be weighing, let's say, 1,600 pounds by 27 months is the goal.

And if that thing is eating only grass, that think is going to reach, if you're lucky, 800, 900 pounds. That is a good point to make because I think a lot of people, you know, will look at the grass fed grass finish kind of concept and go, how to, you know, why is everything not grass-fed, grass finished?

So it sounds like grass fed. I mean, here, let's, I've been doing a lot of work with cattle and, and you in this field and understanding it, it's like, my brain needs to understand something as why in order to agree with something.

And what I have seen is interesting, when people say grassfed There's nothing, the only reason, it's my thought, my theory, I'm not stating a fact right now, is that when you're looking at grass-fed versus grain- fed, what is grain fed?

Grain fed is usually corn. So now corn has a name in Over here in our country, it has a name as, you know, GMO and whatever other names that you want to call it.

But just from what I've seen, what i've see, I don't know it as a fact. The GMOs that is in corn from, from I'm seeing is the reason why we do GMo is to give us a perfect product, to gives us beautiful.

It's consistently beautiful, can you see me? Yes. Yep. It'll do that sometimes. Okay. GMO, the reason for GMOs is to give you that perfect, beautiful, consistent corn cob, corn on the cob.

You know, it's like birds, always the same. you don't have ones that are yellow and white than this, It's always exactly the way you produce it, you got that Perfect DNA of robotics coming out every single time.

That's from what I understand is what the problem with corn is. We want natural, we want God's natural gift of corn. And if you were able to get non-GMO corn, you'd be happy.

You'd like corn tastes delicious, right? Yeah, yeah. From what i've seen, when they get corn they're getting the cheapest corn out there, which means it's naturally wildly grown.

There's nothing consistent about it. It's the stuff that's coming. They can be bug infested. Cattle are a lot of eat bugs. It takes good protein source for them.

The stuff you will never touch for the cows is delicious. So when they're getting grain fed from what I've seen and I could be wrong, I don't see GMO stuff being delivered to the cattle.

I see wild grain being delivered to the cattle. This stuff, it sits there and it ferments. They don't even give it fresh. That thing sits in halos over there for months for it to ferment and the more it ferment, the better it tastes for the cow and that's what they're eating.

So the cattle, whether going grain, grain finish or not, it does fatten them. It does give them cause it's got starch. So now if you want to go into starch category and saying, the cow are not meant to eat starch, they're meant eat just grass.

You could go in that, in, that avenue as well, uh, and that direction. so now going from there being, now that we've kind of gone over this, a, you know, where I'm not sure where the problem is with it, but we're going to go.

There's a lot of people that love the green, the grass because it just sounds cleaner, sounds more natural. And it sounds like they ate what they wanted to eat, not what you fed them.

Yeah. Okay. That's, and I think that's also another thought process. So now in South America, they don't have the mindset that we have here in America.

When you go to Uruguay, Argentina, Brazil, Um, they are industrial, but they're also, you have a lot more, uh, primitive and, ah, You know, and natural farmers that just have, They just harvest, um, hundreds and thousands of cattle that are just natural.

They sit there. Land is cheap in these places. they have millions and millions of acres of land that costs pennies on the dollar and compared to what they cost here in America, which you cannot do that.

Because even over here, even if you paid pennies on the dollar on, the acreage, then you're paying it on taxes. Where over there, you don't have that issue.

South America does not have the issue, it's a lot cheaper to raise and to, and even the salaries are pennys on dollar. So they don' care, they'll push them out, They love the nature, love what they're doing.

The cattle you are getting when it says grass fed, grass feed, its natural as it gets. And by definition, there's also no antibiotics in them as well.

Yeah. And so what I hear you saying is you're getting most of your meat from South America. Not most. All. Simply for that reason, because I can know consistently that it's all going to be grass-fed and grass finished.

Nice, nice. And now when we talk about kosher, and I think a lot of people are not aware of what koshar means and, what it means for meat, What it mean for processing, for the whole product.

## Grass-Fed Sourcing from South America

Can you share with us a little bit of how your product fits into the kosha realm and what that means? For folks when they're thinking through kosho. Kosher is a, John, you'll add in if I miss anything.

Sure. And I'm going to make a slight correction to you after you finish too. If I may. Do you want to do it now? I am just going And again, this is the, according to the FDA, the US food and drug, 95% of animals in the USA are eating GMO crops.

Okay. You see, I said, a thought, didn't say a fact. I specifically said it's not a factor, just my thought from what it

looks like. So I'm glad you corrected me and I stand corrected on that.

Now, the debate can come after. Exactly. There's going to be this other side who's gonna say, oh, that's not a big deal. I don't agree with that line of thinking.

You had some conjecture, and I'm going to have some, here as well. It just seems to me that if the major corporations are trying to make more money, one of the ways they're doing it is by reducing the quality of their ingredients.

and therefore reducing their cost. Otherwise, why would they do it, right? So now they're going to say, oh, we can reduce our costs, but it's safe. It's this, it that.

But we usually find out later on it really wasn't. And it just doesn't sound right. I mean, as far as I use the word that you ushered in, It doesn' sound kosher.

You know, I mean, something that a cow growing in its natural habitat, eating its, natural foods without any modification. Would be the same as a Cow that is being force fed.

Genetically modified ingredients that probably with pesticides, others, you know again. Um, and you're going to say that those, the quality of what's coming out is going be the same.

You know, no, you are absolutely right. Because over here, The whole purpose of grain fed, um, is like the whole thing. When they came out with corn syrup is better than sugar.

Okay. It was all like, what? what big company um and big pharma push that's uh that that they pay the uh uh you know they paid the the media and the company to to direct and say this is what's healthy because this Is what we decided like uh, you You know, it's what we grew up on.

It's healthy. Its cereal, its healthy, pure candy, but it is healthy! It is exactly what you are saying, because the purpose of what they did here came from the back end.

Let me give you a trick how you can inflate the weight of your animal in a shorter period of time. Is that what do you want to eat? And if you're what eat, then it means that's going to inflated your weight, and inflate your size the same way you did to the animal.

So you're not eating healthy. Either way, you slice it. Yeah, it's gonna taste good, but it is not healthy, so you have to choose what you want. You wanna choose healthy or you wanna taste it good.

Now, if you can accomplish taste, good and healthy now you are a winner. That was our, that was, our goal in this process and. To do our best very best to be.

You know, basically, when you read a label. you know, three, four ingredients max, generally over 20. Just, you now, where we've gone and where are today, just for an example, McDonald's french fries in the 60s were three ingredients, potatoes, beef tallow and salt.

And today I think it's nine ingredients. Now why would a french fry go from three to nine? Now, those 9 ingredients imagine are much more expensive. I mean, much cheaper than the 3 ingredients.

So they've so again, in order for this expansion. Um, and this is the challenge, you know, in the food and the medical field is, is that how do we keep a certain level of quality and yet expand our businesses and, give people reasonable pricing.

You know that's, I understand that debate. Um. But by obfuscating the truth and just saying, Oh, it's the same. I mean, every company's done it. Uh. Yehuda just said, Coca-Cola, why from sugar to corn syrup?

Well, corn Syrup is, I don't know the exact proportions, but it's like 10 to one, you know, the same, in other words, it is one-tenth the cost of sugar because it so refined and it packs the certain sweetness.

So the quality goes down. And the quantities go up, and this is what this mass market of America has become, you know, in fast food and all these things.

So luckily, there's a big movement to get back to small farming, more holistic, organically grown things, People uh, you know, I know people have budgets but a lot of people are are saying, You know i'm gonna invest if I invest in a car or I Invest in something for my home Why am I not going to invest for something?

I'm putting in it to fuel me fuel Me and if that's going, to cost me a little bit more every week to get a, little, bit better Fuel ii'm going.

## Kosher Standards and Meat Quality

To do it you're not gonna put uh You, know No ethanol in your car, that's not going to fuel your card, you know, so. That's where we are today, just to shift into a.

A general subject and what we've tried to do and. And again, our costs are are. Are sometimes inhibit us from putting a product out that. You know is it is a mass market product, but but thankfully.

In the time that I've been here, it's rarely rarely been a price issue at all because people care about what they know. They got something good. And like, when you go to a good restaurant and you're happy with the meal, you are not upset with price.

No, so the person, the, person who buys, one of these and then. You know, for, let's say, you know 9 dollars and then doesn't care that the next time they buy a bag of chips for a dollar.

That person is going to be hard for us to have a consistent customer, but those who. Constantly only only need this and this is 1 of the things that I didn't.

And this will appeal to your audience and to our audience that we've been trying to develop. If you're only eating a certain way, you are not going to have the chips.

So you need to this. That's not even a choice. A person is not eating. But if you eating everything and it doesn't care, oh, yeah, I'll try this one day.

I try that one. And, of course, the mind will say, I'll take the cheaper product. But if you're on a keto diet, a low-carb diet carnivore, or you are transitioning into the world of that world and trying to be more conscious of what you eat, you aren't going to care.

You just need to eat that product and you will pay for it. I would wholeheartedly agree, I mean one of the things that comes to my mind because I am always looking for something of this nature because you know one the biggest things, actually this label has it so I was gonna kinda show folks who are watching on YouTube, with the 32 grams of protein in there That's highly attractive because some women will be eating like yogurt, cottage cheese and a protein bar just to get that.

And what that does to the body, all those different things we don't know, right? Whereas if it's something simple, and this in particular is just the traditional steak slices, What to me, that is a much more simple and quick, easy to grab and go type of snack.

And when many women are trying to get more protein in, I'm looking at it going like, this is very easy. You know, the folks behind the business because at this point we are a little, you know jaded as to who owns businesses who care, who's actually caring, what's true on labels and really the story behind things.

So of course I have to ask though, The Flavors, like The Truffle, Who came up with that one? Was it either of you? Joe, nice. Good call. I'm just gonna say this, forgive me publicly, Joe drives us nuts.

We have a meeting and we start talking about how to implement and execute things and he's in another world. He comes out with, we're gonna do this and were gonna to do that and then we have the CEO sitting at the meeting.

And it's just like, it we could have, a comedy skit. It's like again, you're off on a tangent, Thank God, thank God for his creativity because, you know, this is what separates us from the pack in the sense that he comes up with really amazing ideas.

I slammed the door to make sure they get implemented and he come up stuff like this like I would have never thought and it's been a huge hit. I give him big, big hugs.

So yes, he comes up with a lot of creative stuff and which is a lotta fun to work with. John, I'll hold you accountable to that next time. I won't let you beat me up for it.

Oh my gosh. I mean, the truffle's genius. And really, we had the other one, I think it was the chili flavored one as well, and my husband stole it. That's why I don't have it here today, because he liked that one.

So what ended up happening is this for me, that I ate the whole bag in one sitting. It was like a whole meal for my. Which, yes, people could say eat your veggies, all that, but if you are traveling and say you're at the airport, well it's not like you gonna be bringing you know, something along with you unless you wanted to buy the $20 salad.

And so nevertheless, these are so great for hikes, for active folks, you travel, on the go, busy. I love it. The other big thing that I had to note, back to my teeth, and I didn't break my tooth on yours, but also they're so soft, they don't get stuck in your teeth and you can't them out.

Did anyone ever tell you guys that before? Yes, because I do eat it all the time and i don' usually have the problem, so I'm good. And usually it does happen to me on other stuff, right?

Like spinach. But by the way, a little correction on your on not your fault. It's it's just what you have in front of you. You pointed out 32 grams. Yes.

OK, the new bags actually say on at 36 grams? Oh, my goodness. There you go. Even more bonus. We made a mistake in the calculation when you dry it, when your drying it and losing all that moisture.

she kind of, the math starts to get a little messed up. And then also, it would have been 32 if it was slightly cooked, but by the fact that it's actually never heat treated, which maintains a lot of the nutrients and natural proteins, its 36 grams for the same servings.

All right. Well, thanks for the transparency there because then, I mean, there's a lot of variance sometimes when we eat things and don't know which, which amount.

So this is good. Even, even more of a protein boost. But I want to say, uh, Janee, yeah. I wanna say I, wanna thank you for, the, um, The thought of as, as somebody's come into the company and said, we're not just a product where, where a vehicle for People's use and how it's used because products are products, but like you said, we're on the go on, the run on.

The train on that traveling, you know, grabbing something like this. That's not going to spike your blood sugar and just, where you're going. To have these ups and downs when you travel, this kind of level things off.

with the protein count and you're going to get clean protein on the way or after the gym, before the gyms, etc. So that's one of our slogans, so to speak, is wherever you go, we're with you.

We take your group with and so I appreciate The usefulness of the product because that's that really really key

here because if we're sitting down the bottom line is is that if We can go to our kitchen make three square meals a day or two Whatever you have you don't really this is not necessary, but we live in a society where You're stuck on the road Where are you by the way?

I'm in Wisconsin. I am. Okay. Amazing. So, but you know, you're in the traffic in Milwaukee and every city has five o'clock, right? Whatever it is, and you are hungry, or you have an afternoon, your at work, wherever it, we live in a society where we have to have some snacks, so to speak.

And by the way, the other area here where it's very important, kids love these. My grandkids, they come up, where's the joke? Right away. You can't force that on them.

They love this. I feel so good. If they came over and they want the the not so good stuff but now they want this you know and it's so great because you feel like wow you're giving them something and they share it and whatever and their getting a nice good protein and its really amazing so its another facet of the diversity yes you got stuck there yeah there you are Oh, appreciate.

I do. Yeah. So I appreciate, uh, Jeanine, your, you're your thoughts and how you eloquently and enthusiastically showed it are the usefulness of, of our product.

Someone to thank you for that. No, I want to address one thing. You asked me a question before and then kind of sidetracked didn't never answered it regarding the kosher.

Yes. Yes, please. Please enlighten me. Your audience is going to be like, is he straying away from the question? We don't. Yeah, we don' want to give them that impression.

No. So kosher. What is koshar? How gory can I be? Or should I keep it? No, go ahead and go and tell it like it is. I think people need to know. Okay. Kosher is, well, the animal is kosher by definition.

The way the Bible has prescribed per se as what's koshar and what not koshr. So we'll talk in the animals. It has to have split, split hooves and re-choose its cut.

Okay, those are the two signs of what a kosher animal is. Good, now that you've defined what koscher animal, it's not enough that it is a Kosher Animal, It also has to be processed in a KOSHER fashion.

And a kosher fashion has to be in the most humane possible way.

## Protein, Convenience, and Product Flavors

And the way God has said it, that the, the weight you have to kill the animal, um, it should feel the least amount of pain as, as possible, uh, to the humain.

Um, otherwise it forfeits. For example, The knife that's used is the sharpest possible knife, Uh, you could possibly even imagine. take a razor blade and think 10 times sharper, okay?

And there is no even, we'll say even the slightest ding on the blade, slightest. So there's a rabbi that actually does the process, the actual cutting, and then there another rabbie that inspects the knife before and after.

Before is to prevent a disaster, because if he checked it before, then it's fine. Um, if he checks it after, so it's just a prevention for the, for either for, the next one, If I'm not mistaken, but whichever one if there's a problem with the blade would change.

They checked the place before and after. And it got even a Nick. You're talking about when you're going with your nail and you feel the slightest Nick, The animal is now not kosher.

Well, because it even slightly, slightly a pain because of that little jag in the. That's how smooth, that's number one.

Number two is then, so now if that passes, then they check for health.

And the way God said the two easiest ways to check your health is you check the lungs for lesions, which means, John, just put yourself on mute. You check lesion and for infections which is very easily visible, Which means that the lung have no holes in it.

The lungs are clean, they actually take the lung and inflate it with a pump and it's got to hold like a tire. It's gotta hold the pressure. If that thing pops or doesn't hold pressure, it was not kosher because it means it wasn't healthy enough.

So when you're looking at a koscher animal, you are looking practically the healthiest animal. It doesn't matter the kind of animal, what it ate and stuff like that.

At the end of the day, it's got to pass the inspection, which means you have the rabbi inspection only after the Rabbi inspects it, only then the USDA inspect it.

Which means, the rabbinical biblical inspection is priority over the USDA. Or the other, USDA checks it and only then the Rabbis check it. And if it doesn't pass, it could be USDA grade A, but if doesn' pass the rabbitical inspection, It's not kosher.

Why? Because the Bible said it's no good enough. So, when God gave us the permission to eat animal, He said, I'm only going to let you eat it. One, you were kind to it and actually cared for it as its essence that it's coming to give you life and not as something that belongs to you or anything like that.

It has to be, You have to treat it well. Number one and number two is it has got to healthy. And only then is good. Now you have the third part which is actually completely getting the blood out of it.

Blood is forbidden by the Bible to have inside meat, which also in the non-Kosher world, the Blood actually adds a certain flavor and adds weight because it is a liquid.

So every single kosher piece of meat actually has to be salted. And the salt accomplishes two things. One, it actually goes through a mini-curing process right at the get-go to kill all bacterias because it's salted, so it killed most of the pathogens right then and there because they cannot handle the sal.

You're talking a lot of salt. And then two, all the blood is taken out of the piece of meat and then it's rinsed. So now you have what you would call the best possible version of a piece a meat that's kind of cleaned from any outside elements or artifacts or anything like that that can affect the meat in any way, shape or form.

Wow. I'm blown away. I had no idea. Yeah, that's kosher. So when you see koscher, you're talking about quality wise, it's great. It's the best grade. it doesn't mean it is the tastiest because of a grade A prime or select or something like that.

You are talking from a health perspective. It's from a health perspective. Grass-fed and kosher should rank on your level higher than just a non-kosher grass- fed.

I would agree. making sure that when it's killed there's minimal amount of pain. For me that means a lot because I think that energy transfers to our meat and what we eat.

Absolutely. That's huge. So I hope a lotta folks just heard that big time how that works, that's so huge! Yeah, I mean look, the Bible says that, when you wake up in the morning, you have to make sure your animal eats before you.

You have to feed your animal before you feed yourself. So if you're a farmer, that's the law, which means you know that God has looked out for the inferior being prior to the superior being.

Cause you know to look out for yourself. The inferior being is dependent on you. You have a dog, you better feed it before you feed yourself because he's counting on.

Yeah. Oh my goodness. That just brings up a whole nother level of what energy you get from the food you eat. And, and this is, I could talk for hours on this, but nevertheless, not only are we getting high protein, Not only do we have us snack on the go and we've something that is clean.

Now we something, that's high vibe energy, which is definitely kind of rounds out what I'm looking for when it comes to the food industry. Janine, we're gonna have to have a whole nother podcast just on the energy thing.

## Closing Remarks and Upcoming Products

because I've been an energy healer for 20 years and you want to talk about energy. That's a whole nother podcast. We can do that. I am more than happy to discuss energy, energy healing vibe, all that I'd love it.

But I love it. I mean, it's something that I think everyone's got to think about, though. You know, we don't think of the energy that comes from the animal that we eat if the animals are mistreated for all these different things.

It's just a whole circle of life. And nevertheless, I really appreciate you guys taking the time today to chat with me and share on Joburg Meat, and I'm excited to share the steak slices and put this one up, because I thing for folks it is really important to know that there are snacks out there that they can get a hold of that are easy, energetically high vibe, and check the boxes for all the proteins.

So we've got John showing all of the flavors there for us. a discount for your viewers and listeners. It'll be healthfix20, code at joebergmeats.com, J-O-B-U-R-G-M-E-A-T-S. COM.

And the code is health fix 20, which gets them 20% off. That'll being the show notes, but I wanted to give a shout out and thank you for this. Can I give the last note here?

Yes, please. Well, I don't not a lot my last note. Yeah. To your audience, i would say, even if you're not ready to purchase right now, go and put your email address in.

Put your e-mail address and just to stay updated on our new lines. We are coming out with so many so, many new products and flavors. Like right, now I'm working on a mango habanero flavor.

Okay. And I'm trying to keep that, you know, it's very easy to just get flavors. Um, I am working very hard on keeping it keto, paleo, um, and a whole 30, clean.

So it, scientifically it is a challenge to do that without all the, uh, fancy ingredients that they use. I mean, keeping a real, so I work on all those to that in a, in, a very clean fashion in the clean way.

And, um, look out. I mean, it just takes, takes time, but in the next six months, we're going to have such a beautiful lineup of clean products of your everyday commodity that you even make for dinner, uh, that, you're gonna be like, wow, You've made this clean and delicious.

We can't wait to try it. And I want you to be the first to know about it Awesome, awesome. Well, I look forward to being one of the first ones as well to know about it.

Thank you guys for coming on and sharing all the details on Joburg Meat and also educating us quite a bit on the meat industry. Thanks again. It's our pleasure.

You was amazing. All the best. Hey fellow health junkie, thanks for listening to the health fix podcast. If you enjoyed tuning in, please help support me to get the word out about the podcast, subscribe, rate and review and just get that word.

Thanks again for