

The Original Superfood:

Why
Organ Meats
Belong
Back on
the Plate





Pancreas

Liver

ORGAN MEATS (Offal)



Spleen

Kidney

Heart

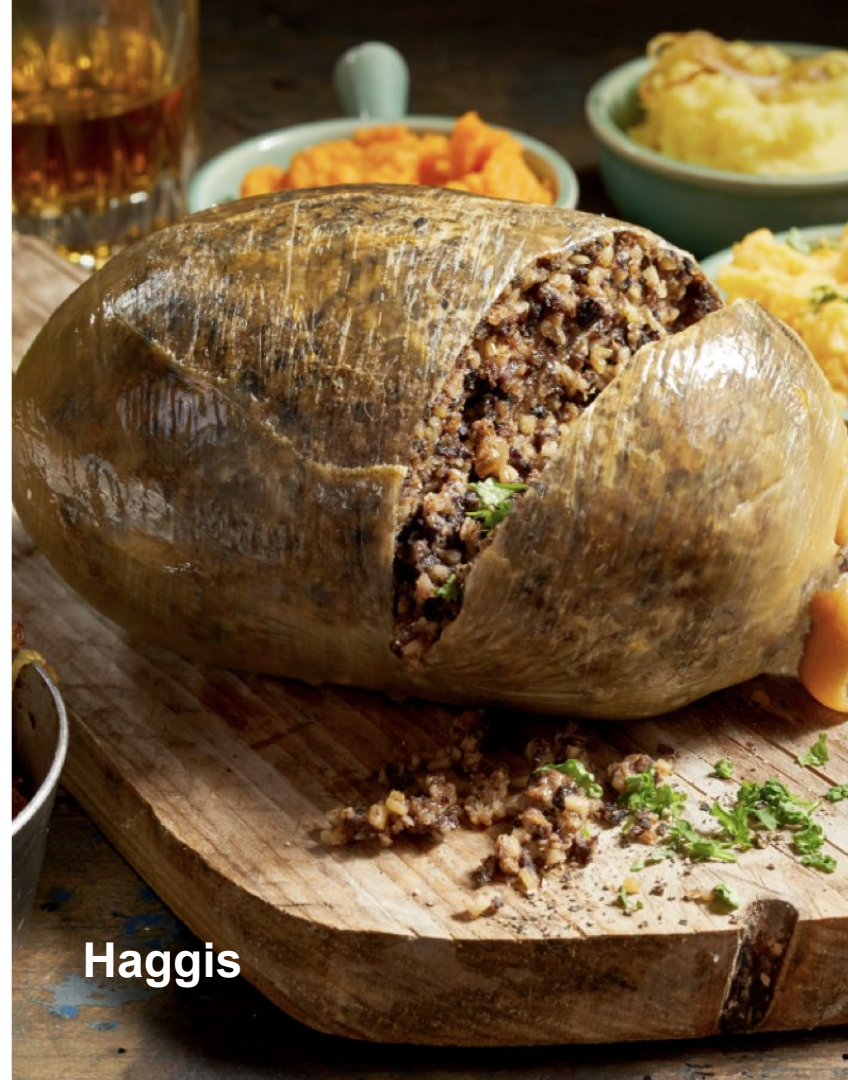
Sweetbreads



Menudo



Blood Sausage



Haggis



Paté



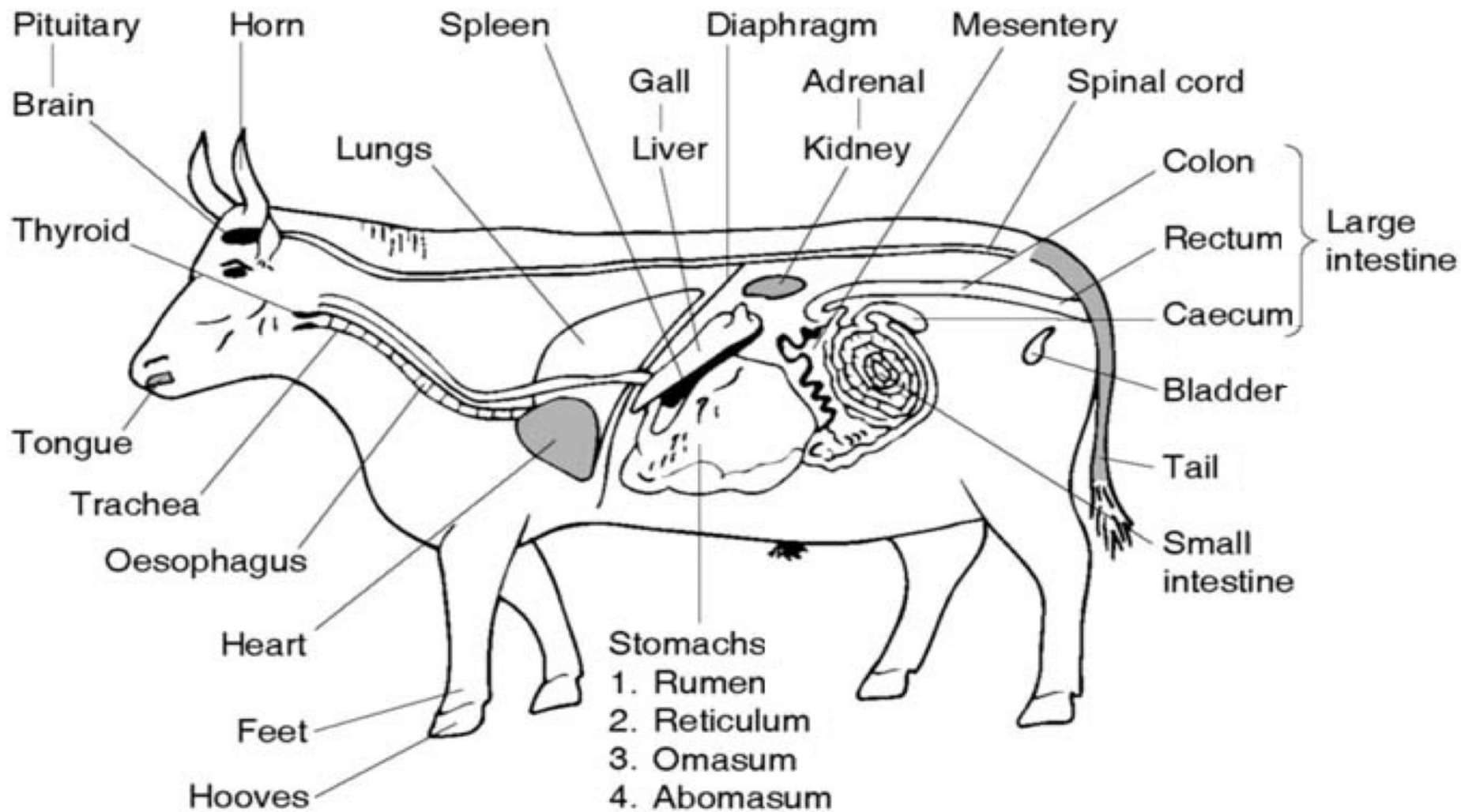
Chitlin

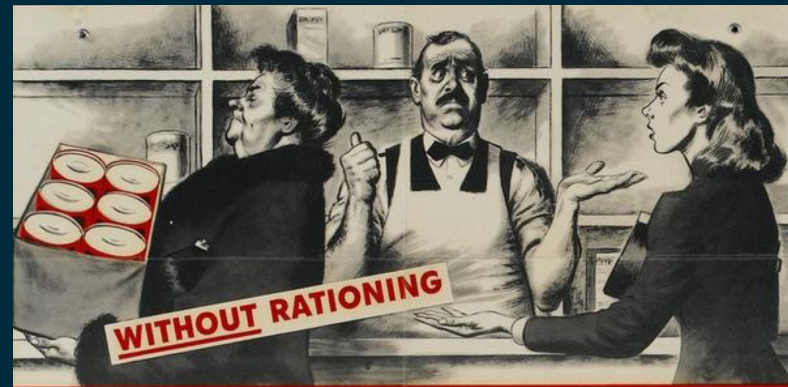


Steak & Kidney Pie



Liver and onions





Rationing means
a fair share for all of us



OFFAL HISTORY

- ↑ 1800s - no refrigeration, no waste
- 1943- WW2 & Meat rationing
- 1865 - Chicago Stockyards established as leading livestock market - freight constraints
- ↓ 1945-2000 -economic prosperity, rise of convenient muscle-cut foods & cultural shift of organs as low-class food.







Present Day



Brooklyn, New York 1960s

**92% of the US
population is deficient
in at least one or more
vitamin or mineral**

Changes in food composition for 43 garden crops from 1950 to 1999

Vitamin C	Vitamin B2	Protein	Iron	Calcium	Phosphorus
					
15%	38%	6%	15%	16%	9%

Davis, D. R., Epp, M. D., & Riordan, H. D. (2004). Changes in USDA food composition data for 43 garden crops, 1950 to 1999. *Journal of the American College of Nutrition*, 23(6), 669-682

Figure 1. Change in vitamins and minerals from 1950 to 1999. From: Davis, D. R., Epp, M. D., & Riordan, H. D. (2004). **Changes in USDA food composition data for 43 garden crops, 1950 to 1999.** *Journal of the American College of Nutrition*, 23(6), 669-682.

SUGAR

EMFs

BLUE LIGHT

ANXIETIES

POLLUTION

MODERN STRESSORS



PROCESSED FOODS

TECHNOLOGY

POOR QUALITY OF SLEEP

SITTING FOR LONG PERIODS

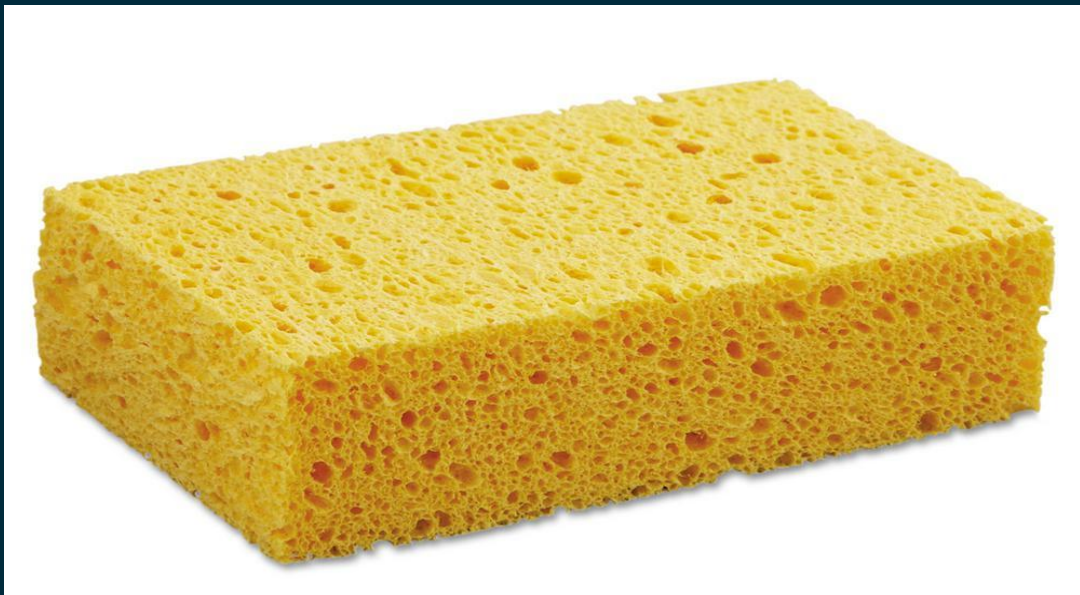
MONEY

Which Food Has 1000x More Critical Nutrients?

(100g)	Blueberries	Kale	Beef	Beef Liver
Calcium	6.0 mg	72 mg	11 mg	11 mg
Phosphorus	12 mg	28 mg	140 mg	476 mg
Potassium	77 mg	228 mg	370 mg	380 mg
Iron	0.3 mg	0.9 mg	3.3 mg	8.8 mg
Zinc	0.2 mg	0.2 mg	4.4 mg	4.0 mg
Vitamin A	None	None	40 IU	53,400 IU
Vitamin D	None	None	Trace	19 IU
Vitamin E	0.6 mg	0.9 mg	1.7 mg	.63 mg
Vitamin C	9.7 mg	41 mg	None	27 mg
Niacin	0.4 mg	0.5 mg	4.0 mg	17 mg
Vitamin B6	0.1 mg	0.1 mg	.07 mg	.73 mg
Vitamin B12	None	None	1.8 mcg	111 mg
Folate	6 mcg	13 mcg	4.0 mcg	145 mcg



Hurdles: Taste, Cooking, Sourcing



ORGANS DON'T STORE TOXINS*

**TOXINS ARE STORED IN THE FAT AND/OR
ELIMINATED THROUGH DETOXIFICATION PATHWAYS**

BEEF HEART

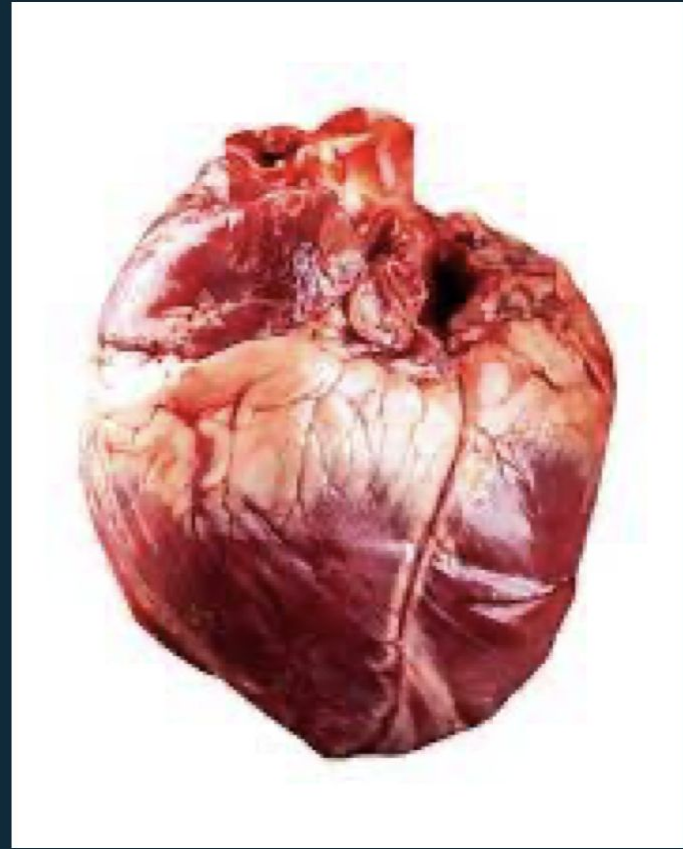
Rich Source of CoQ10 (Coenzyme Q10)

High in Bioavailable B Vitamins

Excellent Source of Iron, Zinc, and Selenium

High-Quality Protein with Collagen Support

Nutrient Synergy for Cardiovascular Support



BEEF LIVER

Packed with Bioavailable
Vitamin A (Retinol)

Exceptional Source of Vitamin
B12 and Folate

Rich in Iron and Copper for
Oxygen & Energy

Excellent Source of Choline and
CoQ10

Dense in Trace Minerals and
Antioxidants



BEEF KIDNEY

Rich in Vitamin B12 and Riboflavin
(B2)

Excellent Source of Selenium

Supports Detoxification and Adrenal
Health

Provides Iron, Zinc, and Copper in
Perfect Balance

Contains Anti-Inflammatory
Omega-3 Fatty Acids



BEEF SPLEEN

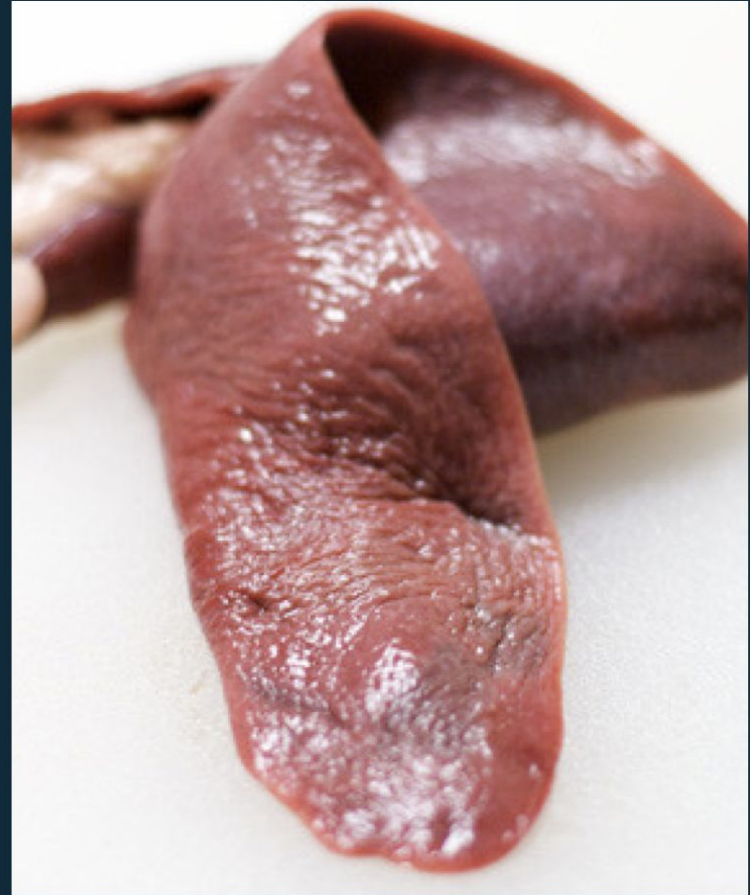
Nature's Best Source of
Bioavailable Iron

Rich in Immune-Boosting Peptides
and Minerals

Supports Healthy Blood and Lymph
Function

High in Protein and Essential
Amino Acids

Dense in Vitamin B12 and Trace
Minerals



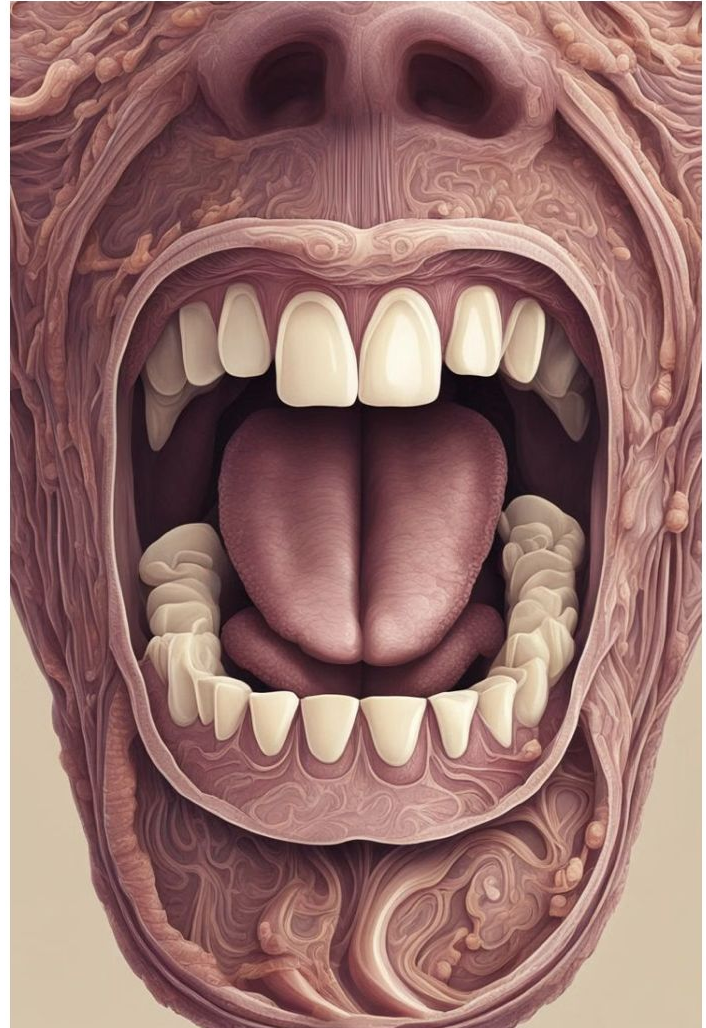
Everyday Ancestral: The Modern Stone Age Food Pyramid



As modern food trends increasingly embrace primal instincts, we're seeing a resurgence of ancestral flavors, nutrient-dense superfoods, and mindful eating practices. This shift allows us to tap into our evolutionary hardwiring and rediscover the deep satisfaction and nourishment that comes from honoring our primal senses.

LINGUAL NEURAL RESPONSE

Taste communicates
to our brain through
neural signaling what
it is our body wants
and needs.





\$200+ BILLION DOLLAR INDUSTRY

THE ROLE OF TASTE

SWEET



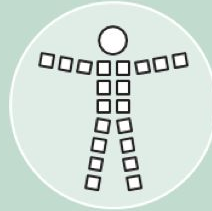
To ensure adequate intake of carbohydrates for energy in the body.

SOUR



To prevent intake of toxic substances into the body. Also helps detect ripeness.

SALTY



To ensure adequate intake of salt to regulate the amount of water in the body.

BITTER

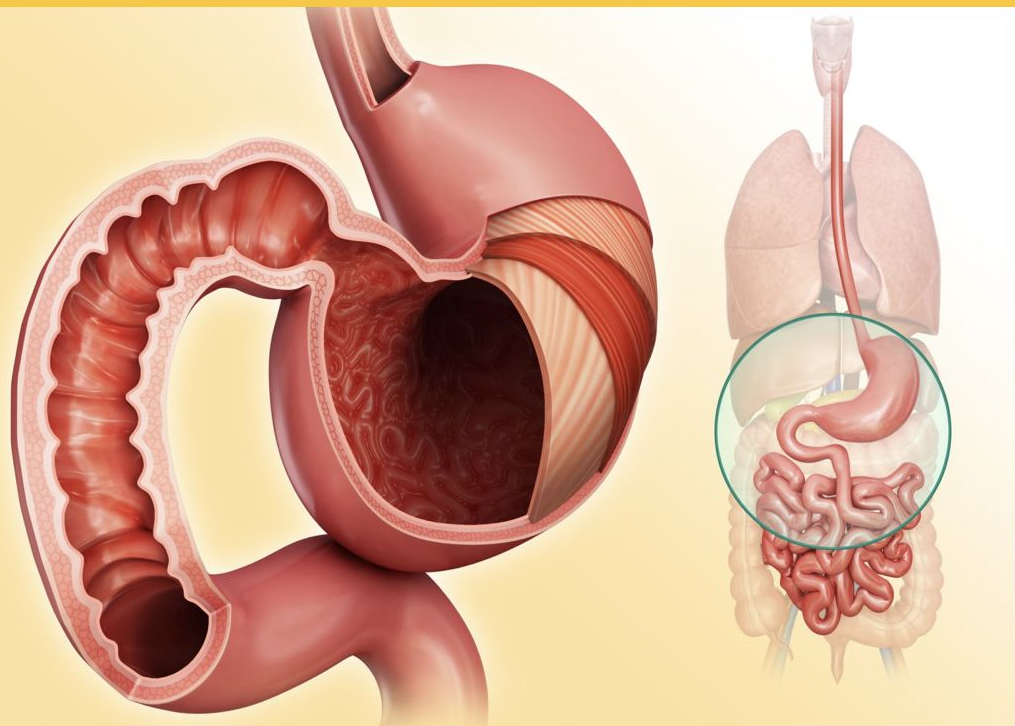


To prevent intake of poisonous substances into the body.

UMAMI



To ensure adequate intake of proteins for proper growth and maintenance of the body.



BIO-AVAILABLE NUTRIENTS FOR:

Cellular repair
Reducing inflammation
Supporting detoxification
Skin health
Vision
Immune response
Tissue Repair
Hormone balance
metabolic health



ONLINE SEARCH



FARMERS MARKETS



GROCERY MARKETS



LOCAL COW SHARE

PLUCK SUPERFOOD SEASONING

Easy Peasy without the
Queasy

Versatile





5 FREEZE-DRIED POWDERED BEEF ORGANS

- LIVER
- HEART
- KIDNEY
- SPLEEN
- PANCREAS

100% GRASS-FED
NON-GMO
NO ADDED
HORMONES



ANCESTRAL BLENDS

Check freezer aisle

Usually contain heart
and liver



GRATED FROZEN BEEF LIVER

- Keep frozen. Grate to use.
- Start with 1 Tablespoon added to a pound of ground meat.
- maximum ratio - 20-25%.
- Pre-ground meat with organs: Force of Nature brand Ancestral Blend.
- little to no overwhelm.
- no taste or texture change.



LIVER SHOTS

PROS

- Maximum nutrition
- No taste (if swallowed whole)
- Cheaper than capsules or supplements

CONS

- Requires handling of organs
- Challenging for kids



MILD TASTING ORGANS

- **Chicken heart:** small, cooks fast and mild taste.
- **Beef tongue:** closest to muscle meat. Great taste. Consistency like pulled meat.
- **Beef or sheep heart:** close to muscle meat. Slight taste but still mild.
- **Beef or sheep brain:** Hard to find, but it is mild with a consistency like custard.



PÂTÉ

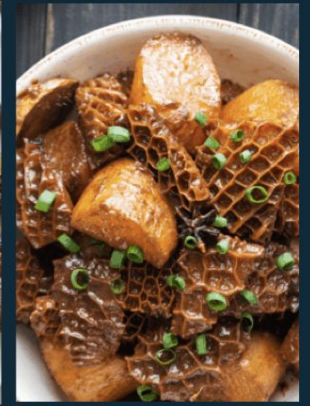
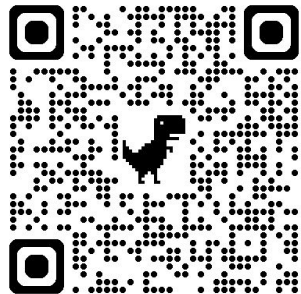
- texture similar to a spread or dip.
- Use multiple organs.
- Doesn't look like an animal organ.
- High in fat which makes it filling.



ORGANS TAKE CENTERSTAGE

- Liver and onions
- Sweetbreads
- Tripe
- Chicken feet
- Brain
- Kidney
- Heart
- Intestines

RECIPES



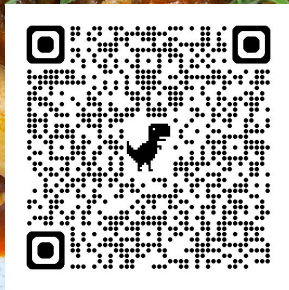
100+ Ways to Eat More Organ Meats

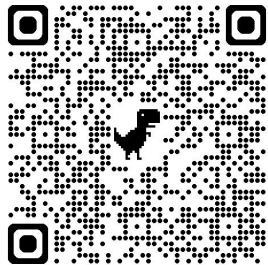




Chicken Gizzards

HOW TO PREPARE: Use a sharp knife to slice off any tough, silver, or yellowish connective tissue. The yellow lining can be bitter and should be discarded. Soak to tenderize before cooking (unless slow cooking)





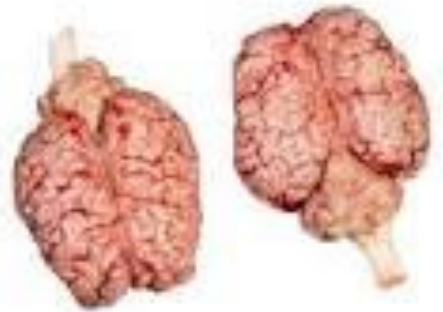
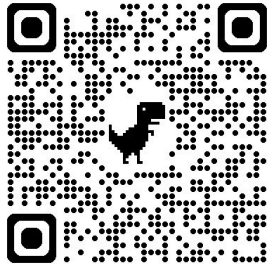
Chicken Feet

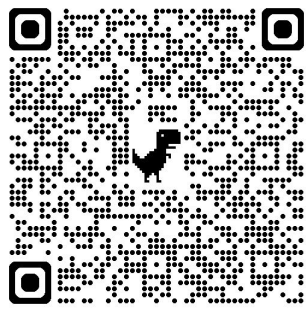
HOW TO PREPARE: trim nails from chicken feet. Trim any dark spots and peel any skin, if applicable. Parboil for 5 minutes and drain, discarding water. The saute or cook to desire texture.



Beef Brain

HOW TO PREPARE: rinse, soak, peel off membrane layer, poach, and cook.





Beef Sweetbreads & Tripe

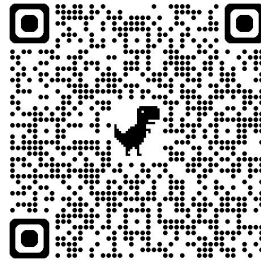
HOW TO PREPARE: Most tripe is bleached. To further sanitize and remove any lingering odor from bleached tripe, some cooks soak it in a diluted hydrogen peroxide solution for about an hour, then rinse again. Boil the tripe in salted water for 15–30 minutes, then drain and rinse. This helps to soften the tripe and removes more impurities. Tripe must be cooked for a long time to become tender, not rubbery. Sweetbreads - soak, blanch and press





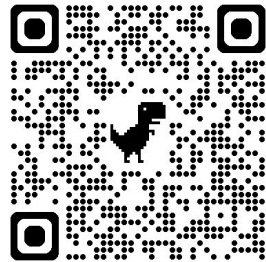
Beef Tongue

HOW TO PREPARE: slow-cook it until it is tender, which can be done by simmering, braising, or using a pressure cooker



Beef Heart

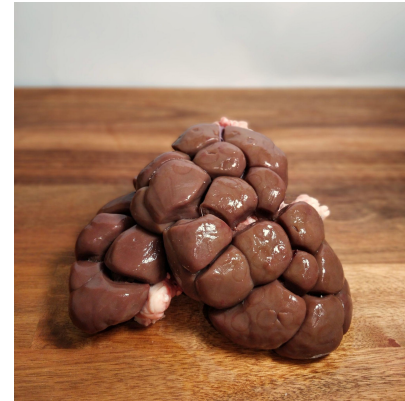
HOW TO PREPARE: Trim ventricles or any fibrous tissue and remove any excess blood. No need to soak. Okay to leave any fat.



Beef Kidney



HOW TO PREPARE: First, remove the excess fat or thin filament layer. Then, soak in cold water – one tablespoon lemon juice or vinegar and two teaspoons salt to two cups of water. Cook. Best cooked quickly (tender and still pink in the middle) or slow and low.





**BY EMBRACING ORGAN MEATS,
WE NOURISH OURSELVES AND OUR KIDS AS MOTHER NATURE INTENDED**



PLUCK

SUPERFOOD SEASONING



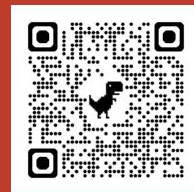
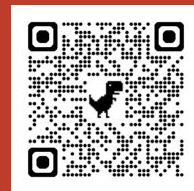
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FREE RECIPE BOOKLET!

Nourishing School Lunches
21 Days of Real Food for Kids



LET'S KEEP IN TOUCH



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NUTRITION IN A PINCH



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