

EPISODE 169**[INTRODUCTION]**

[0:00:13.8] AV: Of the many paleo snacks available in the market right now, the New Primal stands out as a really quality option. This company makes grass fed, grass finished beef jerkies as well as marinades, meat sticks and even cute, perfectly proportioned snack mates for the kiddie's lunch boxes. This company has helped change the public's perception of jerky from an aggressive salted and sugared trucker treat that you pick up at the gas station to a healthful, nourishing snack that really anyone can enjoy.

Today, I'm chatting with their founder, Jason Burke who started making his own Jerky because he needed a healthy option and it went well and the rest is history and now he's offering that healthy option to all of us, more than 6,000 locations around the US as well as online. In the interview, we talk about his product, the growing pains of running a company as well as having a life and a lot more.

But before we get started, Just a reminder that if you leave a review of the podcast for us on iTunes, you can enter to win a free paleo cookbook. It's easy and it's a win/win for both of us since the reviews help us get the word out to more people and you get some free paleo swag. Find out more on our Instagram page @paleomagazine and we truly appreciate your support.

Now, on to the show.

[INTERVIEW]

[0:01:54.8] AV: All right Jason, welcome to the podcast. Thanks for being here.

[0:01:57.7] DR: Thanks for having me.

[0:01:58.9] AV: Awesome, so we're here to talk about your company, The New Primal and you have a story that I think many people can relate to, you know, the idea of wanting to make a

change and be healthier and the more you learn, you kind of take things into your own hands but I think you take it a step further because not all of us you know, start our own company.

Can you tell us a bit about your background and how you came to be where you are now?

[0:02:21.1] DR: Sure, yeah, happy to give you that part of the story. Back in 2008/2009, right in there, I started working out of a cross fit gym and that was sort of a local garage gym, someone had setup a garage on the side of their house and made it a gym.

All the neighbors hated that of course but it was during that time that I learned about this whole concept called paleo. It was very niche, even more so I mean obviously, I think some folks might still consider it niched today but very niched then, quite underground. But it made sense to me and it worked for me.

I was selling software, I worked at a company here in Charleston South Carolina where we're headquartered and where I live and I was really looking for a good desk snack and I could wake up and make eggs for breakfast or I could take a nice salad for lunch and I could prepare a good dinner but it was all the snacking moments that seem to give me the biggest struggle in staying on track.

To be candid, almonds got old pretty quickly. You know, jerky made sense, I was reading a few blogs from a few thought leaders back then and everyone recommended, everyone had their top 10 list of snacks and things that you should have.

At the time, I was looking to go on sort of a complete sugar elimination period, I was pretty strict with that and there wasn't any jerky that didn't have any added sugar. Just couldn't find it, it didn't exist.

I Googled how to make beef jerky and watched some YouTube videos and tried to figure out how to make it on my own and that's what I did, I started making jerky at home, I put it in a little Ziploc bag, I'd go to work with it and start munching on it at my desk and it worked great.

Except for the fact that all of my friends around me would also sort of dip into that Ziploc bag and because their snacks as well. You know, basically I said, I requested that everyone start – throw some money in the jar, if you want me to make you some jerky, I'll make some for you too but the stuff's really expensive to make and you know, throw some money in and I'll make you some.

I had this little \$40 tabletop dehydrator that was about the size of a microwave in my kitchen and as I started making jerky for other folks, it went to six of those little dehydrators and I would take it to the gym and I would take it to work and you know, there were just folks in different aspects of my life that would request that I make them some.

I can't say that it was the best tasting jerky I'd ever had by any means, it was just really clean. One night, my wife comes in from a girl's night out and essentially lets me know that I can't make jerky in our kitchen anymore.

Apparently, all of her girlfriends kept commenting on how she smelled like she had just come from a barbeque.

[0:05:12.6] AV: Right.

[0:05:14.6] DR: We realized that...

[0:05:15.6] AV: But people like that.

[0:05:16.8] DR: Yeah, I thought it was great, I mean, that was excellent but apparently she didn't so you know, it was at that moment we thought well, are we on to something here? I essentially started going down a path of learning all of the regulatory aspects of how to make a food product and learning about USDA and I rented a little 200 square foot shared kitchen catering space and I didn't quit my job or anything.

I started working out of that space as sort of a part time job. Packaging jerky you know in the afternoons and shipping things out on the weekends and I put up a little website, it was a really bad website but people showed up and started buying it.

I did that for about 18 to 20 months, almost two years, it was kind of my side project and in fact, I remember speaking with Cain Credicott from Paleo Magazine early on, I hadn't left my day job yet and he had gotten a hold of me and said "Hey, we're starting a magazine you know? Do you want to advertise in it?"

We were in fact on the back cover of issue one of the magazine. That was about a month or two before I finally pulled the strings and quit the job and went full time.

[0:06:28.8] AV: So you're a real paleo OG then, you were really there from the beginning, that's pretty awesome.

[0:06:33.4] DR: You know, we like to think that. Yeah, really early on, that was kind of how this all began and then you know, October of 2012, I left the corporate job and you know, cashed in all my chips on this jerky thing and it's really hit the streets of Charleston with a backpack full of jerky going to every mom and pop shop that would let me in the door and would sell our product in their little cafes and their little food stores.

That was really sort of the genesis of all of this.

[0:07:07.4] AV: Okay, you eluded to this, when you started making your jerky, good healthy options for this stuff didn't really exist but it seems like this is becoming sort of a popular new market segment right? For the paleo cross fit health conscious world which is great for us as consumers but how do you kind of continue to differentiate and set yourself apart from all this new jerky companies that are coming out?

[0:07:32.3] DR: Well it's really hard, I mean, you know, just put that out upfront that there are folks that are making really clean offerings and like you said, great for the consumer and I think a rising tide raises all ships so I applaud all the folks who are in it authentically and who are contributing to the increased demand and better farming practices.

We have friends in the business that are doing really well. Look, for us, I'm really glad we started when we did, almost you know, in retail, almost five years ago because I would be really

intimidated to try and launch into the category if you were to put me in it today from the ground up, I'd be very intimidated by the number of brands that are in it.

One, we got an early start so we have a decent presence on shelf space nationally but you know, number one, we stay true to our core values on the animal welfare practices and the clean ingredient panels and so our core products, we like to think are among the cleanest that you'll get.

Paleo or not, we're among the cleanest that you'll get and we don't skimp on animal welfare practices at all. We like to think that that resonates with our core consumer. That said, we identified an opportunity about a year ago, a year and a half ago to start getting a little more creative with flavor profiles particularly with single serve meat sticks.

When we started with traditional jerky products, again, there really wasn't a true clean item that you could find anywhere. And then about a year and a half ago, we said, you know, honestly, no one's really doing anything on meat sticks, there are a couple, I shouldn't say no one, there are a couple but there aren't really any interesting flavor profiles, you get this sort of original or classic flavor which is fine but you know, we have some ideas.

Last year we launched seven meat sticks and four of them have very interesting flavor profile, it's like a cilantro lime turkey meat stick or a maple bacon pork stick or a habanero pineapple pork stick. Some of those are really clean but also delicious and then we found some white space and kid snacking when we did that.

We were getting a lot of feedback from parents asking if we would make those meat sticks in smaller serving sizes or if there were something that would fit in a lunch box. The light bulb started to go off in that moment thinking well, could we create this snack that all of these parents enjoy and their kids are eating half of, or they're trying to fit in a kid's lunch box, could we do something to recreate this in a smaller format.

We launched a new lunchbox item that we call Snack Mates about six months ago and so that's one way. There's nothing like it in the lunch box aisle and there really are limited. You know, kid's protein snacks are extremely limited in the market place.

I have a two year old daughter and a seven month old daughter and you know, as a fairly new dad, I go in that little lunchbox aisle in the grocery store and I start to look at what's available and everything is sort of fruit based or carbohydrate based or you know, some kind of cracker.

But there aren't really any protein options and kids need protein too. You know, we found some white space there and then probably the – I don't want to say the luckiest we've gotten but maybe the easiest thing we've done so far is we have a – our jerky recipe is really clean and its base is coconut amino which is really popular among the paleo community as a soy sauce replacement.

Our jerky recipe contains coconut amino, apple cider vinegar, a little bit of pineapple juice, lemon juice and some spices. You know, believe it or not, that actually makes for a really great, just overall basic marinade that you could use on any product that you're making in your own kitchen.

We were doing some testing with our marinade to make it in advance, pre-mix it and have it ready to go so that we could be more efficient with making the jerky products. We got a couple of gallons of it here in our office to just sort of you know, do some RND testing with and a couple of us took it home and cooked with it and believe it or not, it makes a really great marinade.

We have three items that we're launching nationally with whole foods in May that will be no sugar added, top eight allergen friendly, paleo certified, Whole 30 Meat Marinades essentially. They don't have to just – you know, they work on veggies, they work as a finishing sauce, they work as a cooking sauce but it was something we were already making for our jerky products that we were able to sort of you know, put in a bottle and allow the consumer to have access there.

You know, kind of transitioning into the condiment section and offering healthier options there and that's a really stale aisle in the grocery store if we buy and large that aisle is full of just really terrible products quite honestly. You know, having an opportunity to dip our toe in the water there. Beyond jerky, you know, going into the lunch box aisle and then now into the condiment

section is definitely a way we add value to our consumers, to our retail partners that carry our items.

Certainly allows us to diversify a bit as the core jerky category becomes more and more crowded.

[0:13:04.5] AV: Yeah, it sounds like you're doing a lot to differentiate. That was a good answer for that.

[0:13:09.8] DR: Long answer to a short question, my apologies.

[0:13:12.3] AV: No, that's great, that's what we want. I want to talk a bit more about the kid specific products because I guess that really shows how much influence maybe paleo is having on sort of the larger food industry that this is something that's now a viable option because as you said, it's true, I mean, there's no protein options for kids which is so ridiculous.

But the idea that a healthy jerky would be an option for kids is something that maybe was unheard of, you know, even a few years ago. Can you talk about those a bit more, are the flavors different or they're just kind of smaller packaging?

[0:13:46.2] DR: Yeah, totally. The first two items that we launched, they mirror our classic beef and classic turkey meat sticks in that the recipes are almost identical, the one thing we have done is we've dialed back the spices and the pepper a bit.

You know, we want to make sure that the little tiny taste buds don't have any sort of reactions to black pepper and things like that. We've dialed back the spices a bit but again, the recipes are very similar just with a little bit of a mild flavor profile and then the serving sizes are cut in half. They're half ounce sticks.

Those are the first two and that was really an opportunity for us to truly test the market and determine okay, we got a lot of heat, we've received a lot of emails but will people buy it? We're finding that they do and we're finding that every single month, people buy more and more of it as the word continues to spread.

From there, we had about six other items in the pipeline that we did not launch right away, we wanted to make sure again, we tested this two and then we have about six others in the pipeline which will be a little more unique flavor profile like we have a chicken and maple stick that will be next in the little mini meat sticks.

Then we have some little bites that have some fruit included in it so you get a little bit of fiber in there with the fruit and a little bit of sweetness and the things that kid's taste buds tend to follow.

Really, the first two items are very similar to our adult classic beef and turkey sticks. Just with a little milder flavor. What comes out next will be completely different.

[0:15:20.5] AV: Cool, okay. Speaking of entering new market segments. I've always been a little bit on the meathead side personally because I've been like into bodybuilding, I've always eaten a lot of meat like paleo was not a tough transition for me at all.

I've always kind of been into beef jerky even before there were really healthy options and I know that paleo people are you know, a different audience because they may be a bit more open to this kind of product but I know a lot of women who don't consider beef jerky a snack option at all.

Much less a healthy one. Still, I think perhaps that might be because it's always been marketed as something that you get at a gas station, it's marketed as something that truckers or dudes eat.

Have you had to overcome this at all or has that not been an issue?

[0:16:04.4] DR: Your point is valid and yes, to some extent, we have had to overcome that a bit. I think in the more mass market, obviously as we're preaching to our choir and our paleo followers, those folks tend to not have any challenges with it.

One of the things that we've done and we've always done it since very early on is we've always created our product from a branding perspective or from a packaging perspective to appeal to a more feminine audience.

We were very purposeful in doing that because we wanted to make sure that it looked completely different than anything else that you had ever seen on the store shelf when it comes to jerky because as you just said, you know, for years and years, this is very much sort of a male truck driver product right? We wanted to make sure that when a person walked by this in the grocery store or in their local café or wherever it might be that it immediately stood out as something that was different, that would get them to sort of take that bag off the shelf.

Look at it differently, it feels different, it looks different. The ingredients are different. We certainly had to overcome that a bit. Now that said, our audience, well some of the studies that we do on our audience. We have a really large female demographic that buys our product.

You know, and right in that 25 to 34 young mom phase, a sort of where we see a lot of our customers come from which is fantastic, that means that the market is opening up far beyond just paleo or just men who tend to consume this types of items.

You know our latest product that is my personal favorite jerky item that we've made is a new chicken jerky. We've made it AIP friendly so we use a little bit of date syrup in the recipe, we don't use honey, use a little bit of date syrup in the recipe and it's a date and rosemary chicken jerky and the packaging is actually lavender, we took a big risk on the packaging because it's lavender, a really pretty package if you will.

For my personal preference, I think it's the best flavor profile we've created yet but you know, if you looked at that product on the shelf, it is a really feminine looking product if I can make that statement.

[0:18:25.2] AV: Yeah, I mean that's interesting. I guess you could argue young moms need a quick, easy snack more than anyone so that makes a lot of sense and I've definitely noticed your packaging is very different but I do think the lavender was standing, it's still not necessarily overtly feminine because of course you can run the risk of kind of going too far.

I don't know if you saw, this was viral like a while ago but it was something about like a BIC women's branded pen or something and it was branded as a pen for women because it was like smaller for our hands and pink or something and then of course like there's the other side that I think is just as laughable where it's like skin care, face lotion that's branded for men and it's the exact same product put in a blue bottle so that you guys don't feel as emasculated buying skin care or something.

It's like, you can go too far and make it ridiculous but I totally appreciate that the packaging is something that is inclusive and not that classic sort of meathead kind of style.

[0:19:24.5] DR: Everything – just to go back to your point, you know, I'll use my wife as an example who you know, God bless her, she has a two year old and a seven month old at home and so caring for their needs is her first priority every single day of the week and so eating on the go or being able to access something very quickly for her is really important.

She doesn't have time to stop and just prepare herself a big meal unless she's making something for everyone or for all of the kids. So being able to grab in her purse while she's on the go and grab something that's quick protein that will hold her over is really important.

Back to that point, yeah, the young moms certainly need it as much as anyone but then you know, let me clarify. When we launched our jerky product, everything in the market place was this like really red, glossy, not inclusive right? We'll call it nonexclusive, it was very clear who that product was made for and..

[0:20:27.9] AV: Aggressive looking even.

[0:20:28.8] DR: Yeah, very aggressive looking item and so for us, it wasn't – again, I think you can go too far and sort of you know, not really respect the intelligence of the consumer by trying to be overtly something else.

I just think the idea of being inclusive as you mentioned and we branded the items so that it looked very different from the beginning and it wasn't this overtly aggressive red, glossy, weird package that everything else was on the shelf.

[0:20:54.9] AV: Yeah, I can definitely see that.

[0:20:56.2] DR: Was something we focused on.

[0:20:58.2] AV: Yeah, what's the most popular product right now or does that change?

[0:21:01.5] DR: Well, it hasn't changed since day one for us, our best selling products since day one is our classic grass fed beef jerky product. It is our number one so the two ounce bag of original or classic grass-fed beef jerky, it's like vanilla ice cream, it's the number one seller every year.

It's basically that and it's just a real simple, clean jerky product. That said, our meat sticks are gaining ground aggressively on all of our core jerky items. Again, our classic beef meat stick is our number one selling stick, the fastest growing behind it though are the cilantro lime turkey and then the maple bacon. Those two items are really picking up steam for us and the consumer seems to really like it.

[0:21:48.9] AV: Got it. You spoke earlier about farming practices and I believe your products are grass fed and grass finished right? the beef?

[0:21:57.3] DR: Always have been, absolutely.

[0:21:59.3] AV: How did you – can you talk about how you found and developed a relationship with your suppliers? I am also interested when you first started making your jerky with your at home dehydrator, where were you sourcing the beef then?

[0:22:11.6] JB: Yeah, so when I was making it at home though I was sourcing it from a local farm. I was a member of a local CSA and one of the partnerships that they had was with a local farm that's here just outside of Charleston area that was raising grass fed cow. You could go

and get a grass fed steak in Whole Foods at 2009. It just didn't exist and if it did, it was very regional at least, it wasn't at my region and so, I was sourcing it from a local guy.

It was very expensive. We were buying expensive London broil grass fed cuts from a local farm to make this jerky out of our home. Once I started selling it over the internet and business started to grow, we outgrew that local farm supply relatively quickly and so we found some other regional farmers that were a little further away and we started shipping beef that was being refrigerated. That was very expensive and we started to learn about that.

But once it hit a tipping point of I'm going to leave my day job, we're going to do this full time and we're really going to commit ourselves to this journey, I had to go look for where there was the most green grass and that cows were grazing year round and where the farming practices were just slightly ahead of those here at the southeast at the time and initially, we were getting all of our grass fed beef, we created a relationship with a big co op in the pacific northwest.

And so there were farms across Oregon and Washington State where we were getting all our grass fed beef from and we did that for almost two years. It was exclusively from there and then I don't know if you remember this and it may not have affected you guys as much from a consumer perspective but right about 2014, I'd say mid 2014 there was a tipping point on the demand from grass fed beef and the supply and we saw pricing increase on our side by about \$2 a pound locally or domestically.

We were in trouble and we were also going through the non-GMO verification at the time and we were having a really, really hard time getting grass fed beef verified through the non-GMO project and there's a whole story behind that we can go into if you like but the longest short is we said, "Where can we go and get grass fed beef, hormone free, antibiotic free?" these cows are grass fed finished. They lived happy lives, where are the farming practices best in the world?

And where can we actually get through this non-GMO verification process on a grass fed product? So we started looking internationally and seeing what our options were overseas and that's where we found a really, really great source in New Zealand and Australia where they

have much stricter rules against the use of genetically engineered seeds in their agriculture process and so there was no risk of contamination on the GMO side for the grass fed cows.

We also found that they don't have any natural predators over in New Zealand and so they truly stay outside all the time. The climate is perfect and so we developed a relationship with some farms over there and because they have more cows than people, they have to export meat and I could keep my pricing somewhat level and not have to raise prices at the retail level to make up for almost two dollars a pound increase that we're getting domestically.

And quite honestly, that is just a result of a lot of people realizing that grass fed beef is better for you and a lot of people are beginning to buy it so demand increasing, Whole Foods began to buy up a lot of that supply and so prices across the board increased and again, we didn't want to pass any increase along to the consumer and we also wanted to make sure that we could stay in business. Look, we could make the best beef jerky in the world but if it's \$12 a bag no one is going to buy it.

So we had to make sure that there was a fine line there so we actually went overseas and began sourcing there and said, "We'll come back to the US and domestically win where there is a supply chain that can support it" and there's a couple, we are a few years behind what they were doing over there and so now we have a little bit of a mix. We source half of our supply here domestically and the other half still comes from the Australia, Tasmanian, New Zealand area.

Just simply because they have plenty of supply, they have great price points, they really are some of the best in the world when it comes to agricultural practices. So they certainly can be a beacon to the rest of the world when it comes to how to raise animals.

[0:27:03.6] AV: Right, wow. I did not know that. That's pretty incredible to think that you can go to New Zealand and get better quality perhaps cheaper meat because of this. You are saying there is a mix now that you've got domestic and then the beef from overseas, do you think that the local market is starting to make steps in the right direction or not?

[0:27:27.9] JB: Certainly, they are making steps in the right direction for years. It just hasn't been enough for us and so we were much closer today than we were two or three years ago. A grass fed cow takes twice as long to raise as a grain fed or a corn fed cow does. It's like a human, if you feed me candy all day long I'm going to get fat much quicker than if you feed me lettuce all day long and so the grain fed cows they grow twice as fast.

A lot of farms have had to convert their practices in order to keep up or the farms that started with these rotational grazing models or these grass fed and grass finished models, they've had to expand just to keep up with the demand. So I credit that, I really do credit that demand to the paleo community. I think we were the folks who's on the forefront of increasing that demand and so we've really made a significant impact in agricultural practices domestically and internationally.

Which I think the net benefit, benefits everyone from a public health perspective to an environmental perspective. So kudos to the paleo community for driving that growth. Again, I credit the community for that growth almost 100%.

[0:28:47.1] AV: Right. What about sourcing like your other animals chicken, turkey, were there any challenges with that?

[0:28:52.8] JB: Way less of a challenge and to be candid like poultry, poultry grows faster than beef does so yeah, they are a larger poultry operations here. Fortunately for us, we have a couple of sources of poultry. One in the Midwest and one on the west coast and there are farms that we spent time at. We've met the farmers, we walked around, we've really been able to spend a lot of time with these guys on the poultry side for several years now and they really are best in class.

It's one area that will never compromise and I promise you, every meat broker in the world has come to us in the past few years to "help us" with our sourcing and we're just not going to compromise on the animal welfare side of what we do in any way, shape or form. These animals, I hate to say it but they literally have one bad day. They live happier lives than some humans do.

[0:29:48.4] AV: Yeah, that's better than a lot of us can say, one bad day.

[0:29:52.0] JB: They literally have one bad day.

[0:29:53.4] AV: Yeah, that's good okay and I mean the consumers thank you. The people who are really paying attention and are educated and I think in a similar vein, I think educated consumers like to know the people behind the company and the face behind the company. I think that makes a difference. So that's why I like to ask nosy questions about how you personally practice healthy lifestyle because I know a lot of people, once you start your own business, that makes things a lot tougher personally.

You have mentioned you have a young family. You have two babies, so what are you doing and what is your family doing to stay healthy and try to find a balance? Are you still into cross fit? Are you super strict paleo still?

[0:30:35.3] JB: Yeah, to be candid, the first two years of this journey full time without kids that was much easier to do. There are no kids, obviously we are running a business and that consumes a large portion of our time but it was much easier to do. In the past couple of years, the business has grown exponentially. As you've mentioned, we've added two little babies to the picture here in our world. Our office has grown, we have more people in our team.

Any challenges that we run across are just bigger challenges because we're a bigger brand now and when I say that, we are still small but we're a bigger company now than we were a couple of years ago and so I will say adding the two kids to the picture in the past two years has made that increasingly challenging. With that said, I don't work out at a formal cross fit gym but our sales director just moved two blocks behind me and he built out a little OG cross fit gym in his garage. So we have a few days a week that we work out together there in his gym. I bought –

[0:31:38.7] AV: Do the neighbors still hate it?

[0:31:40.1] JB: Oh they're fine. It's just two of us. Our music is not too loud, we're okay. You know early on when there were 20 people in a drive way in a highly suburban community in Charleston they were not loving that but this is fine. This is just two guys in a garage playing

some rock music. That is not too loud but also, I bought a house last year that's about just over a mile away from our office. So I bike to work most days, in and out which helps me incorporate a little bit of fitness into just getting to work and back every day.

I've had to really be intentional on my morning time to get that personal time in whether that's a quick workout in the morning, whether that's reading, just working on myself, so I have to get up before everybody in order to get that first hour or two in to continue to work on myself. From a diet perspective we've never completely fallen off track in any way, shape or form. I like to think that we go 80-20 on our general dietary guidelines.

Meaning that if we take our two year old to a birthday party, I am not going to be the guy that doesn't eat the birthday cake. I'm fortunate enough that I don't have any food allergies or really don't have the sensitivities. I just know that when I eat cake, I get fat.

[0:32:53.8] AV: It's my exact problem too. It's so funny. It's funny because I tell people and I know it's hashtag not really a problem but I think sometimes not having any sensitivity can even make it harder because I can eat any of these stuff if I want to. This won't make me sick. It might make me feel guilty and it might make me chubby but it's not going to do anything, you know? When you have a stomach like a steel trap, it almost makes it tougher.

[0:33:18.8] JB: It makes it worse because you know you are not going to hurt you later on. Again, maybe you don't feel as much confident at the beach I'm not sure. So all in moderation there. Again I am not going to be the guy that passes a birthday cake at the birthday party but generally speaking I do not keep cake or pastries in my house because I don't need the temptation right? I've never been a bread guy. Bread can be delicious and our office is three doors down from a bakery now.

Which tempts us every morning but I've never been a guy that has a hard time saying no to bread. I have a hard time saying no to the sweets after dinner so I just don't keep it in the house but generally speaking, we go 80-20 on our paleo lifestyle and we'll go through phases of sort of strict resets and making sure that we keep ourselves on track on that side. We certainly — I mean look, one of the things we — not our whole office operates that way.

Most of us with the exception of one or two really dogmatic folks when it comes to their diet, most of us are really clean eaters again with allowing those exceptions into our lives here and there but that's one way that we continue to separate ourselves and can speak to an authentic message because you mentioned it earlier in the call that the categories become more and more crowded and they are more and more offerings available and I would say some of those offerings are really authentic.

And there are some great brands doing really, really great brands doing really, really great things and then on the other side of the coin, there are people that are just trying to quickly benefit from the growth of the category. You know venture capital companies are throwing money into the category and making it "natural product" that pays no attention to animal welfare that pays no attention to how much sugar is in that product and sometimes more sugar than protein per ounce.

Which in a jerky product I can't figure out how they do but you know, they are just trying to put a product that they can call "natural" on the shelf in a place where consumers who care shop and really just creating some noise in the category and so I appreciate the consumer who does take the time to educate themselves and read the bag and really learn about the companies that they are buying from because there are several out there in this meat snack category.

In particular that maybe aren't as authentic as they could be or aren't necessarily contributing to a cause other than trying to make a quick buck and then there are those of us who have put everything on the line, cashed in retirement savings and gone into debt and all of these things that just simply for the mission and so again, I applaud those companies that are doing that in this category and again, there are those that aren't but one of the ways that we stay is we can't speak an authentic message if we're all in here eating cookies and donuts all the time so we certainly don't do that.

[0:36:10.5] AV: I like obviously the idea of balance. I don't have my own company nor do I have children so I probably can't speak to any of this as intelligently as you can but I think it's about finding what works for you personally but also when you make certain healthy aspects of your lifestyle no longer a choice really then you always have time for it. When you have to make the

decision every day, should I eat healthy or should I eat junk or should I go to the gym or should I not, of course it is going to make a tougher and more likely for you to make that decisions.

But when being healthy and moving and spending time with your family and having time for yourself, when you make that an everyday part of your life, then that's it. You don't have to ask the question every day and it makes it easier. So I think that makes a lot of sense.

[0:36:56.7] JB: Absolutely.

[0:36:57.7] AV: Yeah, okay so we're almost at the end here Jason but remind us, you've got a bunch of new products, you've got the chicken jerky you mentioned, you've got marinades launching at Whole Foods in May you said?

[0:37:07.3] JB: That's right, May 11th I believe is the roll out on the marinades.

[0:37:11.1] AV: Okay, is there anything else exciting and new that we should be watching out for, the new flavors?

[0:37:16.3] JB: Well for now I think that's it. We're really focus on we have some other condiments in the works now that we'll have a position in the condiment aisle we'll expand on that a little bit but we're focused on the lunch box and continuing to make parent's lives a little bit easier by giving them clean, healthy snack option for their kids that they could take with them on the go or pack with them on a lunch box or to soccer or whatever it might be.

We'll continue to innovate on the jerky side but again four of our flavors on the meat sticks are brand new. The chicken jerky is brand new. For three years we have three products and really last year was a big year product development for us. So in the last six months, we've grown our product set from five or six items to 16. So really everything we have is new. So while we continue to innovate, we're going to take a deep breath and really focus on what we have in the market place right now.

[0:38:11.4] AV: Awesome and where can we – because we're in such a digital world these days, where can we follow you online and on social media?

[0:38:18.2] JB: Yeah, so it's The New Primal. So @thenewprimal on Facebook, Instagram, that's where we spend most of our time. We don't spend a ton of time on Twitter. Most of the folks there, if they're on there, they send us a complaint about something which we're fine with. We are always working to get better but we don't spend a ton of time there but The New Primal on Instagram and Facebook.

[0:38:37.6] AV: Instagram is the new happy place anyway. Twitter is more like, yeah complaints and political statements generally on Twitter.

[0:38:44.3] JB: Yeah, exactly.

[0:38:45.9] AV: Yeah, well Jason thank you very much for taking the time today to tell us about your company and your story. I've enjoyed your products for a long time now and it's great to know even more about the people behind the scenes and it's lunch time where I am at least. So this whole conversation has been making me very hungry so I've got to go take care of that but I appreciate you being here. Thank you very much.

[0:39:05.2] JB: Perfect. Thank you Ashleigh.

[0:39:06.4] AV: All right, take care.

[0:39:07.3] JB: All right.

[END OF INTERVIEW]

[0:39:08.0] AV: All right, thanks for listening everybody. Next week, we're talking to Craig Pickering, a former Olympic sprinter and head of sport science at DNA Fit which is an online company that analyzes DNA samples to assist in optimizing your training, diet and lifestyle factors for weight loss, athletic performance and general health. Basically, you send these folks a spit sample and they provide you with a comprehensive online results platform including your response to power and endurance exercise.

Your macro and micronutrient needs, your recovery ability and a lot more and it helps provide you insight into the best ways to train and eat for your personal genetics. I was able to do this testing and I've got some pretty interesting results which Craig goes through with me in our interview and I think that could help, perhaps help you folks decide if it's something that you want to try too. So don't miss it, make sure you're subscribed to Paleo Magazine Radio on iTunes or Stitcher.

And if you haven't picked up your June-July issue of Paleo Magazine yet, what are you waiting for? It's one of the best issues of the year. It features our best of Paleo Annual Awards so it's full of all the best food, supplements, gear, websites, books, recipes and more to get you healthy and living that #paleolife. So if you want to subscribe and get it delivered straight to your door, go to paleomagonline.com. It's worth it, I promise.

All right, thanks folks. Until next week.

[OUTRO]

[0:40:30.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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