

Initial Master Plan

TAO Energy Foundation Master Plan

Natural Canadian Beef Value Chain Initiative

Wholistic, Conscious, and Regenerative Natural Beef Project

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1. Introduction

In a world where both Capitalism and Communism, and the combination of both playing out in many corporate nations, focus on exploitation and manipulation,

and while respecting all spiritual practices that assist individuals on their own path to enlightenment, our TAO Energy foundation master plan will include the three elemental aspects of Buddhist Economics.

Not just sustainable, but regenerative land and animal stewardship and management practices.

From the land, grass, legumes, and cereal crop gardens to the beautiful creatures who add pure clean water and their natural bodies to food we produce, harvest and distribute, will offer the finest natural beef in the world, in a harmonic food web.

Naturally designed with ultimate health for the land, the animals and the human consumers, consciously in mind...

2. Organizational Philosophy and Core Values

Working with us will involve the concept of fore giving of wages as we turn the tables on western based economic principles of employees giving work prior to payment.

With details to be revealed as the board considers this unique payment structure.

The non profit structure of TAO Energy foundation will allow for employee and board wages that reflect energy and time spent by individuals in a manner that is logical, without the nonsensical nature of corporate structured hierarchal excess...

The life story of our major investor Raveeroj Rithchoteanan embedded the idea of a non profit organization in the TAO Energy foundation founders mind about 7 years ago when we met and learned his story.

The initial projects we will establish, as spelled out in this master plan are focused on healthy nutritious food production and distribution, with funds remaining above and beyond all operating expenses and wages being considered as donations of our healthy products.

In fact, the fact that Raveeroj spent his early life living in a Buddhist monastery, started the idea that donations of food will be made with, and through trusted spiritual organizations, linked to orphanages in areas of our world where our children of God need our assistance.

Please read over the following principles of Buddhist Economics, that align with Indigenous and even aspects of Hindu and the true Jesus Christ, Christian faith.

This rather unusual master plan and executive summary, will expand and develop in time, with these principles in mind.

3. Principles of Buddhist / Indigenous Economics

As outlined in Buddhist / Indigenous economics—a framework derived from Buddhist teachings and practices—there are three fundamental aspects often highlighted, especially in the interpretation given by economist E.F. Schumacher and other Buddhist scholars. These aspects emphasize a divergence from Western materialist thinking and encourage alignment with spiritual and ecological values:

3.1 Right Livelihood (Samma Ajiva)

One's means of earning a living should not cause harm to others, oneself, or the environment. In the economic sense, this implies choosing vocations and engaging in economic activity that promote well-being, integrity, and sustainability.

3.2 Simplicity and Non-Consumerism

Instead of maximizing consumption, it focuses on meeting genuine needs with contentment and moderation. The aim is not poverty, but “enough-ness”—living simply so that others may simply live.

3.3 Interdependence and Compassion

Economics, from a Buddhist lens, must reflect the interconnectedness of all beings. Decisions are made in recognition of their impact on society and the planet.

These aspects together aim to create a system rooted in inner wealth and mindful stewardship rather than external accumulation and exploitation.

4. Executive Summary: Natural Canadian Beef Value Chain Initiative

Business Overview:

The company will focus on producing high-quality natural beef, with an emphasis on ethical practices, regenerative agriculture, and conscious harvest methods. Our mission is to provide healthy, flavorful beef to consumers who value sustainability, animal welfare, and transparency in food production.

Market Opportunity:

As the demand for ethically raised and sustainable meat increases, our business aims to serve conscious consumers seeking healthy, natural beef without reliance on chemical additives or growth hormones. We aim to carve out a niche in the premium beef market, emphasizing the humane treatment of animals, natural health practices, and regenerative farming techniques.

Key Differentiators:

- Focus on small-framed, smaller statured cattle that produce high-quality premium cuts.
 - Emphasis on regenerative agriculture for soil health and forage quality, ensuring sustainable beef production.
 - Natural health practices, rejecting antibiotics, chemical additives and germ theory vaccines, in favor of terrain theory principles, and health.
 - Conscious harvest, offering a more humane and ethical method of slaughtering cattle, aligning with kosher and halal practices.
 - Independent certifications that align with our mission and values, ensuring our beef stands apart from conventional offerings.
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5. Vision and Mission Statements**Vision Statement:**

Our vision is to redefine beef production by prioritizing natural, humane, and sustainable practices, offering the highest quality natural meat while contributing to the regeneration of the environment and the well-being of all biological life.

Mission Statement:

To provide premium natural beef products that are ethically raised, naturally nourished, and naturally harvested with the utmost respect for animal life, ensuring the health of our consumers, the land, and future generations.

6. Product Offering

- **Premium Beef Cuts:** Ribeye, striploin, tenderloin, and other high-quality cuts produced from smaller-framed cattle, finished with a balanced forage and grain diet (60-70% forage, with a preference for barley in our Canadian Pilot Project).
- **Grass-Finished Beef:** Beef raised exclusively on pasture without any grain supplementation, catering to customers preferring a leaner product.
- **Ethically Harvested Beef:** Beef processed using the conscious harvest method, ensuring a quick, humane, and ethical process.

- **Custom Cuts and Direct Sales including a retail aspect: Offering custom cuts to customers and direct-to-consumer sales, ensuring transparency and trust in the production process.**
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7. Market Research and Target Markets

Industry Overview:

The global beef market is steadily shifting toward more sustainable and ethically produced products. Consumers are increasingly demanding transparency about where their food comes from, how it's produced, and its impact on the environment.

Target Market:

- **Conscious consumers who prioritize ethical farming and humane treatment of animals.**
 - **Health-conscious individuals looking for natural, hormone-free, antibiotic-free, and vaccine-free beef.**
 - **Premium beef buyers who value quality cuts, flavor, and sustainability in their meat choices.**
 - **Farm-to-table and direct-to-consumer markets that value transparency and quality over conventional mass-market products.**
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8. Operational Plan

8.1 Cattle Selection and Breeding:

- **Focus on smaller-framed cattle breeds for producing high-quality, premium cuts. Cattle with thick hair and hide, which promotes intramuscular healthy trans fats, the precursor to Conjugated Linoleic Acid, contained in "marbling" fat, without excess body cover fat.**
- **Breeding for genetic traits that promote natural health and reduce the need for chemical inputs.**

8.2 Regenerative Agriculture Practices:

- **Utilize rotational grazing to regenerate pastures and improve soil health, ensuring a sustainable cycle of production.**
- **Plant diversity will be encouraged to support the nutritional needs of the cattle, ensuring high-quality forage without the need for synthetic fertilizers or pesticides.**

8.3 Health and Wellness Practices:

- **Avoid the use of all antibiotics, germ therapy vaccines, and chemical hormone injection and ingestion.**

- Prioritize natural remedies and nutrition from high-quality forage, clean water, and minimal intervention.
- Implement the principles of terrain theory for overall health, rather than relying on mistaken germ theory medicine.

8.4 Humane Harvesting and Processing:

- Employ the conscious, instant death, harvest method to ensure humane and ethical animal death practices, including Kosher and Halal procedures and processes.
 - Focus on efficient, low-stress processing to maintain meat quality while adhering to high ethical standards.
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9. Marketing Strategy

Brand Positioning:

Our brand will be positioned as a premium, ethical beef producer, focusing on the humane treatment of animals, high-quality products, and sustainable farming practices. Our message will emphasize transparency, ethical harvest, and a commitment to regenerative agriculture.

Certifications and Mission-Based Marketing:

While conventional certifications may be useful, our focus will be on establishing independent certifications that align with our values, including humane treatment, regenerative farming and ranching, and natural health practices.

Sales Channels:

- Direct-to-consumer farmers' markets, subscription services, and online sales.
 - Partnerships with high-end restaurants and health-conscious grocery stores that align with our values.
 - Custom beef boxes for local online orders and delivery to create a community connection and transparency with consumers.
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10. Financial Plan

Revenue Streams:

- Sales of premium beef cuts.
- Direct-to-consumer subscriptions.
- Specialty products (e.g., custom cuts, grass-finished beef, and other specialized offerings).

Cost Considerations:

- Breeding stock and cattle acquisition costs.

- Land management and regenerative agriculture practices.
 - Labor for field management, animal care, and harvest.
 - Packaging, marketing, and distribution costs, and an exemplary retail arm.
 - Community living options for those who work “with” and not work “for” our organization.
 - A large remote ranch complete with lodging for people in the organization and patrons, to rest and retreat in healthy space that includes alternative health and spiritual guidance, facilities, and practitioners.
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11. Conclusion and Spiritual Commitment

This business plan outlines a clear path for creating a premium, ethical, and sustainable beef production operation. By focusing on natural health practices, regenerative agriculture, and conscious harvest, we will not only provide high-quality beef but also help lead the way toward a more harmonious and ethical future for the beef industry.