

# WORLD RABBITRY

Breeders \* Equipment \* Educate



## Our Mission

"Our mission is to become the world's leading producer of organic rabbit meat, while revolutionizing the industry with our proprietary breeding system, and inspiring young, urban farmers with the knowledge, equipment, and supplies they need to succeed."

# Problem meets Opportunity

Rabbit meat is one of the healthiest meats on the planet and prior to World War II the United States was the largest consumer of rabbit meat in the world. Then, a well-orchestrated campaign by chicken and cattle farmers billed rabbits as the “Easter bunny” and they soon became domesticated pets, thereby decreasing their demand as a meat source. This was unfortunate since breeding rabbits is the fastest and easiest way to produce clean, white organic meat for an ever-demanding population, since **the same amount of feed and water required to grow a cow by 1 pound produces 6 pounds of rabbit meat!** According to the Secretary of Agriculture in San Juan, Puerto Rico imported 490 tons of rabbit meat from China between 2015 and 2016 to help feed the island’s population of 3.1 million. Production of rabbit meat is estimated to be 2.5 million tons annually worldwide, with the world’s largest producers currently being Italy, China and Spain. Since Hurricane Maria, Puerto-Rico’s poultry industry has been devastated, leaving over 2 million square feet of poultry buildings vacant, with equipment and labor also lying dormant. World Rabbitry saw an opportunity to retrofit these poultry houses and begin training former poultry farmers and young, beginner farmers on organic rabbit farming, while also equipping them with the resources they need.

Throughout the Caribbean there are many large manufacturing facilities that have been closed and abandoned. These facilities can be easily retrofitted, ventilated, and rapidly adapted to create disease-free environments that produce large amounts of organic rabbit meat, paving the way for huge employment and economic growth on the island without the pollution currently incurred by cattle farming.

## Opportunities and Solutions

Objective: Increase organic meat production for an ever-growing population.

We believe we can answer the following questions:

- How do we teach families to be self-sustained during hard economic times?
- How do we produce food fast?
- How can we produce a system, that is easily duplicatable to help families avoid hunger and eat healthy, organic food?



## MANY VACANT GOVERNMENT BUILDINGS



# World Rabbitry

Our Proto Type Facility First of its Kind The World



SOLAR JOBS ARE GROWING **12X FASTER** THAN THE OVERALL U.S. WORKFORCE



2015 NATIONAL SOLAR JOBS CENSUS



## VERMICOMPOST

outperforms any commercial fertilizer I know of...Microbial activity in worm castings is 10 to 20 times higher than in soil and organic matter that the worm ingests.\*

-Dr. Clive Edwards, Univ. of Ohio

The following prices includes delivery costs. Worms usually sell in 250g, 500g, 1kg and 2kg packages. Retailers will sell in larger packages, but they are usually special requested orders. In the US and Canada red wigglers usually go for an average of US \$50-55 with Dendras going up to \$60.

[www.wormfarmingsecrets.com](http://www.wormfarmingsecrets.com) > how-much-do-worms-n...



Fertile Organic Dirt



By product under Rabbitry cages are :

- Organic Fertilizer
- Red Worms
- Worm castings for potting vegetable growing

Training Center

Analysis of worm castings reveals they are richer in Plant nutrients than soil, about 2 times more calcium, 5 times more nitrogen, and 7 times more phosphorus and potassium

- K.P. Barley Ph.D.



## 10 Key Points to Rabbit meat

1. **Highest protein meat available.**
2. **3 ounces of rabbit provides 100% B12 needed by the body.**
3. **Easiest meat for body to digest.**
4. **Meat is almost cholesterol free.**
5. **Due to little body blood, religious groups may eat. (Hindu, Jewish)**
6. **1 female 10 lb rabbit can reproduce up to 300 lbs per year.**
7. **With the same water and feed used to produce 1 lb of beef, rabbit will produce 6 lbs of meat.**
8. **Rabbit only eats high protein organic pellets.**
9. **10 females can produce 3000lbs per year within 100 sq ft of space.**
10. **Easy training program to duplicate throughout the world, thus changing other people's lives.**

## Company history

William Matos, CEO of World Rabbitry, began his lifelong love for breeding rabbits when he was 13 years old in his parents' backyard. Upon learning of the demand for rabbit meat in Puerto Rico and throughout the world, Matos, an entrepreneur and real estate developer of 35 years, began researching the possibility of commercializing his childhood hobby. Then in 2017, Hurricane Maria hit the island and subsequently food shortages. Poultry farms were hit hard and many were left vacant. Matos saw the huge opportunity to convert the vacant poultry farms to the organic rabbit meat industry, which would require only minimal retraining for the farmers. Combining his business experience, construction knowledge, and bilingual training abilities, Matos committed to bring World Rabbitry to the untapped organic meat market to help rebuild Puerto Rico's agriculture industry. With the help of its master engineer, World Rabbitry then designed and completed its state-of-the-art Free Range <sup>TM</sup> Breeding and Growing System and Energy Food Farm <sup>TM</sup>, an invaluable asset promoting self-sustaining homes and communities.

World Rabbitry strives to operate the cleanest, most efficient, organic rabbit farms in the world. Our Free-Range <sup>TM</sup>, self-contained environments produce large, strong, healthy organic white meat fryers, disease free. Currently rabbit meat is one of the healthiest white meats available. This meat is becoming the fastest growing meat industry. Many restaurants offer this delicacy on their menu in attempts to become more European. The fact that rabbits hold very little blood, renders them consumable by many religions, such as Indian, Hindu, and Jewish cultures.



## Training Our Youth On Rabbit Farming



**Affordable full breeding system**

# RABBIT MEAT COMPOSITION

In comparison with the meat of other species, rabbit meat has a low cholesterol level (50 mg – 10 gm-1), fewer calories, lower fat content, and is richer in proteins than beef, pork, chicken or lamb (Table 1). Rabbit meat is also richer in certain vitamins and minerals, and is relatively rich in essential fatty acids. Rabbit meat is especially good for babies, elderly people and anyone with stomach disorders because it is easily digested. As shown in Table 2, rabbit fat contains less saturated fatty acids (stearic and oleic) than other species and higher proportions of the polyunsaturated linolenic and linoleic fatty acids. Unsaturated fatty acids have lower melting points than saturated fatty acids.

## HEALTHY MEAT

**Table 1: Nutritional value of rabbit, chicken, veal, beef and pork meats**

Animal	Protein (%)	Fat (%)	Moisture (%)	Cal./lb
<b>Rabbit</b>	20.8 – 25.5	10.2	67.9	795
<b>Chicken</b>	20.0 – 21.5	11.0	67.6	810
<b>Turkey</b>	20.1	20.2		1190
<b>Veal</b>	18.8 - 19.1	12.0 – 14.0	68.0	840
<b>Beef</b>	16.3 – 19.0	28.0	55.0	1440
<b>Pork</b>	11.9 – 13.3	45.0	42.0	2050
<b>Lamb</b>	15.7	27.7	55.8	1420

Source: Anon (1997) & Lane (1999) Table 2 Fatty acids profile of ruminant tallow, pig fat, poultry fat and rabbit fats Fatty acids Attributes C14:0 C16:0 C16:1 C18:0 C18:1 C18:2 C18:3 Tallow (ruminants) 4 27 2 24 42 2.5 - Fat (pigs) 1 27 3 12.5 45 8 0.5 Fat (poultry) 0.1 26 7 7 40 20 - Fat (rabbits) 3.1 29 6 6.1 28 17.9 6.5 Source: Adrian et al. (1981) cited by Lebas et al. (1997)







World Rabbitry is currently planning to build the largest organic rabbitry facility in the Caribbean. One of these facilities can produce over 52 tons of organic white meat per year at full operation.

From our years of breeding, we have learned that rabbits don't thrive in tight quarters. Facilities without natural lighting in tight cages have constant production issues. World Rabbitry breeding females are required to be housed in Cages 3-foot-wide 2.5 feet deep 1.5-foot-high allowing them adequate room to exercise, run, and stretch.

**Image below are current cage systems for breeding does.**



**Image: Our New Free-Range TM floor, 30 x 90 grow out sections within well vented buildings allow rabbits to roam free as they grow.**



**Image: World rabbitry Mobile Processing Facility: 58 ft long with capacity to process 600 rabbit an hour.**



**Image : Inside Mobile Processing Line**



Image: 22-ounce half cut rabbit at Publix supermarket in Florida \$17.99 =.83 per ounce



## Contact Us

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