



| O3

OMEGA-3 DHA & EPA POULTRY

BRINGING THE BEST OF THE LAND & SEA TO YOUR PLATE





A DIVISION OF L2 PARTNERS



INTRO TO O₃ FROM ONE OF OUR FARMS



OMEGA-3 DHA & EPA POULTRY



O₃ has forged a **PARTNERSHIP** with **EXCLUSIVE RIGHTS** to sell **GRAND VALLEY FORTIFIERS (GVF)** enrichment feed, as well as create a full **FEED TO PLATE PROGRAM** in line with the highest standards in the industry. This ensures this unique and U.S. Patent Pending Secure Program is the **ONLY OMEGA-3 DHA & EPA ENRICHMENT FEED IN THE U.S.**



FEED

GVF, Canada's most innovative livestock nutrition company, specializing in the formulation of leading-edge vitamin & mineral premixes for **SWINE, DAIRY, BEEF & POULTRY**. The process ensures that clients always buy birds that:

- ✓ **WELL-CARED FOR**
- ✓ **NUTRITIONALLY BENEFICIAL**
- ✓ **CONTRIBUTE TO SUSTAINABLE FAMILY FARMS**
- ✓ **NO ANTIBIOTICS EVER (NAE) USED IN RAISING BIRDS**

POULTRY

The poultry enrichment birds are raised on a patent pending, human grade marine-based omega 3 diet. This process enriches the poultry with **OMEGA-3 DHA & EPA FATTY ACIDS**, which help:

- ✓ **SUPPORT THE NORMAL PHYSICAL DEVELOPMENT & GROWTH OF THE BRAIN, EYES & NERVES**
- ✓ **MAINTAIN A HEALTHY HEART**
- ✓ **FOSTERS MENTAL WELL-BEING**
- ✓ **REDUCE INFLAMMATION, JOINT PAIN & IMPROVED DIGESTION**

PLATE

O₃ Omega-3 Poultry is higher in antioxidants, has half the drip loss and beats conventional chicken in redness. Truly setting our product aside from the competition.

- ✓ **OMEGA-3 DHA & EPA NUTRITION IS PASSED ONTO HUMANS**
- ✓ **TEXTURE OF THE MEAT IS TENDER DUE TO NUTRITION & HUMANE TREATMENT**
- ✓ **INNOVATIVE POULTRY IS A GAME CHANGER IN DIVERSIFYING YOUR BUSINESS**

WHY IS OMEGA-3 DHA & EPA THE BEST?



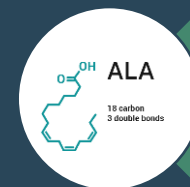
Not all **OMEGA-3** fatty acids have **HEALTH BENEFITS**, only marine-based Omega 3s with **DHA & EPA**, improve health!



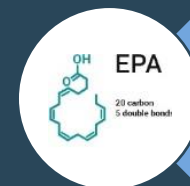
Plant-based omega 3s (ALA) must be converted into **DHA & EPA** before our body can use them beneficially, resulting in **ZERO HEALTH BENEFITS FOR THE ALA OMEGA-3s.**

HOW HUMANS BENEFIT FROM THE TYPE OF OMEGA-3'S IS WHAT SETS US APART FROM ANY COMPETITION!

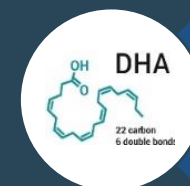
TYPES OF OMEGA-3 NUTRITION



THE MOST COMMON OMEGA-3, IS TYPICALLY FOUND IN PLANTS
(e.g. flax / chia seed)
(alpha-linolenic acid)



SPECIFICALLY REDUCES INFLAMMATION, SUPPORTING HEART & IMMUNE SYSTEM
(eicosapentaenoic acid)



IS VITAL FOR VISION, CENTRAL NERVOUS SYSTEM & COGNITIVE FUNCTIONING
(docosahexaenoic acid)

OMEGA-3 DHA & EPA BENEFITS



Results show, **OMEGA-3S ACCOUNT** for over 5% of total fat. To be **NUTRITIONALLY BENEFICIAL**, DHA & EPA combined should be 5% of total **OMEGA-3S**. Omega-3 birds **EXCEED** the requirement, **TOTALING** 10.8% OR 46MG.

NUTRITION FACTS TABLE & FATTY ACID PROFILE

CONDUCTED BY EUROFINS FOOD CHEMISTRY TESTING US, INC.

	OMEGA 3 (MG)	% FAT AS O- 3	DHA & EPA (MG)	% DHA & EPA AS O-3
WING	476	5.2	50	10.5
BREAST	283	5.2	33	11.7
LEG	520	5.1	53	10.2
AVERAGE	426	5.2	46	10.8

Mg/100g, frozen chicken with skin, uncooked. Birds will not be further processed – analysis provides breakdown of Omega-3 composition per cut.

***FULL REPORT AVAILABLE IN APPENDIXES**

Nutrition Facts

About 12 servings per container
Serving size 4 oz (113g) edible portion

Amount per serving
Calories 170
% Daily Value*

Total Fat 9g	12%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 130mg	43%
Sodium 90mg	4%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 20g	
Vitamin D 0.4mcg	2%
Calcium 10mg	0%
Iron 1.1mg	6%
Potassium 310mg	6%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



FEED TO PLATE PROGRAM



Due to the **EXCLUSIVE PARTNERSHIP WITH GRAND VALLEY FORTIFIERS (GVF)** for this innovative feed, **OUR PROGRAM IS DESIGNED** to support our clients **EVERY STEP FROM FEED TO PLATE!**



FEED

GVF PUTS BOOTS ON THE GROUND TO SUPPORT FEED PROGRAMS.



FARMS

GVF & O₃ WORK WITH EVERY FARM TO CONVERT & MARKET THEIR NEW PROGRAM.



QUALITY

TRUE FOODS AUDITS QUALITY OF FEED & ENSURE HUMANE TREATMENT.



SERVICES

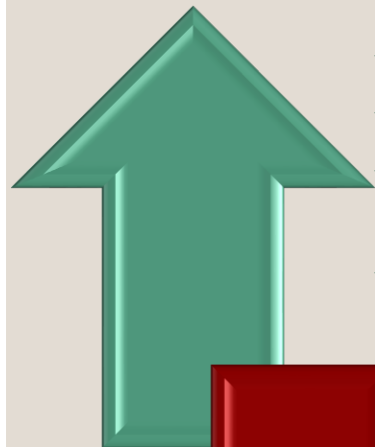
O₃ TEAM OFFERS SERVICES TO MARKET & SELL TO ENSURE SUCCESS!



OMEGA-3 POULTRY MARKET



WHY ARE WE ON TOP OF THE OMEGA-3 POULTRY MARKET?



- ✓ HEALTH BENEFITS FOR HUMANS
- ✓ 3RD PARTY TO ENSURE HUMANELY RAISED
- ✓ OPTION TO NOT ONLY BE OMEGA-3, BUT CERTIFIED U.S. ORGANIC
- ✓ PATENT PENDING EXCLUSIVE FOR A NEW PREMIUM POULTRY OPTION



- ✓ OMEGA-3 FLAX SEED DOES NOT PASS THE OMEGA-3 BENEFITS TO HUMANS
- ✓ EDUCATION IS LACKING WITH FLAX SEED OMEGA-3'S FOR CONSUMERS
- ✓ SMOKE & MIRRORS MARKETING

OMEGA-3 MARKET PRICING COMPARISON

\$ / LB
COMPARISON

COMMODITY poultry sets the foundation for all benefits to be the same (and better) in value-added chicken products.

100%

NO ANTIBIOTICS EVER (NAE)/RAISED WITHOUT ANTIBIOTICS (RWA) helps reduce antimicrobial resistance (AMR) in both animals and humans—a rising concern in the livestock industry

129%

OMEGA-3 POULTRY, building upon the benefits of NAE/RWA, has PROVEN nutritional benefits—"supports the normal physical development of the brain, eyes and nerves"

157%

Research on ORGANIC POULTRY is inconclusive on ANY health benefits, other than indirect benefits from zero pesticide residue and natural Omega 3 enrichment from being pasture-reared—but comes at MORE THAN DOUBLE the cost!

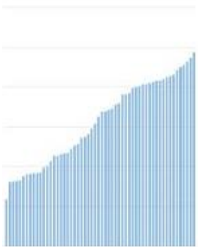
262%

WHO WILL BUY YOUR NEW PRODUCT?



The target demographic is the **CONSCIENCE SHOPPER, CHEF, FARMER, FEED MILL OPERATOR & PROTEIN PRODUCER.**

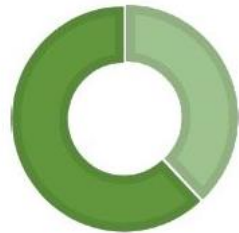
The timing is perfect to bring a **NEW HIGH-END PROTEIN** to **DIVERSIFY OUR CLIENT'S BUSINESS DURING THESE CHANGING TIMES.**



392%

GROWTH IN
Per capita poultry
consumption since 1960,
an estimated 97.1lbs per
American in 2020.

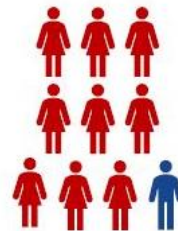
(National Chicken Council, 2019)



38%

OF NORTH AMERICANS
prefer healthier, clean
meat AND are willing to
pay more for it.

(Nielsen, 2017)



89%

OF WOMEN
responsible for
daily shopping &
food preparation

(Nielsen, 2019)

Who is going to buy **OMEGA 3 ENRICHED POULTRY**?

EVERYONE.

Women, the main shoppers & preparers, cause a domino effect – ensuring their **CHILDREN & SPOUSES** eat nutritiously. Coupled with a significant proportion of **MILLENNIALS & SENIORS**, who are willing to buy **HEALTHY PRODUCTS**, even at an extra cost, mean this isn't an exclusive product. It's a **CROWD PLEASER**. Providing **OMEGA 3 POULTRY** isn't just good for **CONSUMERS** – it's good for **BUSINESS**.

NATIONAL TASTING TESTIMONIALS



"Cooked over natural wood with simple salt pepper and herbs from my garden. These are amazing!!!! The texture, flavor and quality is easy to see. This is what chicken is supposed to be. Even cooked the heart and liver with some onion. Delicious"

**MATT SOMMERS | COMPASS GROUP USA
DIVISION CHEF**



"Raising organic birds on our farm, our team was anxious to try a bird that is omega-3 and organic. Although we love our organic birds, the omega-3 really tasted fantastic! Look forward to our partnership with O3!"

**LEVI POWERS | OWNER
ALDEN HILLS ORGANIC FARMS**

"Always looking for a way to add nutrition to our recipes and this blew us away! The texture, drip and redness were above par with the bird taking on flavor very well. Look forward to using the birds in the future!"

**BRITTANY TARR | FOOD SCIENTIST
NEWLYWED FOODS**



"I invited my family over and grilled the butterflied chickens on my grill. The birds were juicy and really took on the marinade flavor. Family loved them! "

**TOM VERGIS | VP SALES
U.S. FOODS**



"We cooked 5 birds with our R&D Team at Bobak's and they loved them! This chicken tastes like no other we have tried, can't wait to use it with our client's sausage recipes!"

**DUANE DUDEK
PRIVATE LABEL/CO-PACK MANAGER
BOBAK'S SAUSAGE COMPANY**



"The meat was tasty and tender with less drip loss on the grill. We took the carcass left and made soup that had amazing flavor!"

**CHICO KURZAWSKI
EXECUTIVE VICE PRESIDENT
AMYLU FOODS**

HOW DO WE HELP YOUR SALES TEAM?



CUSTOM
MARKETING

SOCIAL
MEDIA
CAMPAIGNS

BUSINESS
DEVELOPMENT
TEAM



OMEGA-3
EDUCATION

SALES TEAM
TRAINING





A DIVISION OF L2 PARTNERS

**LEARN MORE ABOUT THE BENEFITS OF
WORKING WITH O₃ PROTEIN GROUP!**

- I. National O₃ Focus Group Tasting Results
- II. National O₃ Tasting - Third Party Audit
- III. USDA Poultry Outlook Report – October 2020
- IV. USDA Poultry Export Report - 2020
- V. NRDC - RWA Poultry Case Study
- VI. National Provisioner – State of Poultry 2020

FOR FURTHER
DISCUSSION, PLEASE
CONTACT OUR TEAM:

LEN ACERET
OWNER & MANAGING
PARTNER

3450 N Lake Shore Drive;
Suite 2501
Chicago, IL 60657

312-925-8282
lenaceret@gmail.com

