

# AMASAI



## Addiction

**WHAT DO THEY HAVE IN COMMON?  
THEY ALL CRAVE AMASAI.**

One woman has searched high and low for an alternative to it—to no avail. Another carefully measures it out, trying to stretch it for as long as possible, but failing miserably at the task. Yet another keeps trying to find new uses for it, working to get it into her family's diet as much as possible.

### LOVE AT FIRST SIP

Barbara Havarti (whose name has been changed to protect the innocent) first tried Amasai, a cultured dairy product, at the Beyond Organic Founder's Conference in June. At the initial reception and every day thereafter, Amasai was made available at serving stations around the room. There was almost always a line—even as notable attendees were on stage speaking. Clearly a hit, Amasai inspired Ms. Havarti to seek an alternative until the product was made available in November.



“From the first sip, I knew this was something I wanted to share with my family—especially my children.” Barbara’s problem was that Amasai would not be made available for four months. Inspired to have her family eat healthy in the interim, she went on a vain search for a temporary replacement.

“I tried kefir, drinkable yogurts and raw milk. Many of them were good, and most of them were healthy, but none of them were Amasai. Three months later, I was still remembering my first taste. I’ve tried to describe it to people, but it’s hard because there is literally nothing else like it.”

Samantha Gruyere (also an alias) was one of the lucky few allowed to test Amasai, receiving five or six bottles a month before the full product launch in November. While rationing seemed like a reasonable and logical path, it proved to be impossible for Samantha.

“I would start off with the best intentions,” Samantha recalls. “I would tell myself that I would drink only





eight ounces, every other day. By day four, half my supply was gone. My body craved it. I would wake up in the morning, and it was the first thing I thought about, which sounds *ridiculous* when I say it out loud, but it's absolutely true."

Angelina Fontina (Do you see a theme?) provides an even more interesting study in addiction. A good friend of Beyond Organic Founder Jordan Rubin, Lady Fontina was asked to use Amasai in different recipes.

"At first, I was asked to find different ways to get Amasai into the diet of my children," said the mother of three. "I made smoothies, sauces, marinades and even popsicles. I realized after a few weeks that it had turned into an obsession. I felt like I had to include Amasai, in some form, in every meal—not because I was supposed to but because I wanted to."

### UNIQUELY ADDICTIVE

In his discussions with people who have tried Amasai, Jordan Rubin has heard the word "crave" uttered most frequently. It doesn't surprise him.

"I believe that our bodies are genetically programmed to crave food that is healthiest for it. Unfortunately, we don't listen to those cravings very well due to our over-exposure to chemical-laden non foods. Our bodies crave good fat, but we answer that craving by consuming unhealthy fats. We crave healthy protein, but there are so few truly healthy choices available to us. We crave natural vitamins and minerals and settle for synthetic nutrients. We crave the good stuff, but we settle for less."

Jordan believes that the popularity of Amasai is linked to several factors, all of which stem from how the cows that produce the milk are raised and the way in which the Amasai is produced.

### FULL FAT VS. SKIMMED FAT

We believe that healthy dairy fat from GreenFed cows is a vital component of a healthy diet, so we never skim the fat off our milk. This contrasts with conventional milk where even "whole" milk can have a percentage of its fat skimmed off.

Furthermore, consider this: Skim milk sells for the exact same price as whole milk, yet the producers of skim milk use that fat in other products that you'll likely crave such as ice cream and butter. When you buy skim milk, you're paying full price for less nutrition, and then you're paying for it again when you buy the products created from that skimmed fat. Talk about getting a raw deal! (Sorry. . . I couldn't resist.)



“It starts with the pastures. We have spent years getting our pastures ready, from planting to irrigation to growing diverse forage. Because our cows are allowed to feed only the grasses, herbs, legumes and forbs, we take great care in maintaining them—naturally. We never use pesticides, herbicides or fungicides—no chemical spraying of any kind—on our land,” notes Jordan.

Those pastures are the *only* source of food for the cows, which is good since cows are meant to eat living greens—and never grains. As Jordan points out, this diet, leads to a significantly better nutritional profile.

“If we accept the fact that we crave healthy fats and natural vitamins and minerals, it’s easy to see why Amasai is so popular,” says Jordan. “Because of the GreenFed diet our cows consume, they produce milk that contains a good ratio of omega-6 to omega-3 fats, CLA and natural, fat- and water-soluble vitamins and minerals. Your body wants these nutrients and compounds, and it will quickly figure out that Amasai is one of the healthiest ways to get them.”

Jordan is also quick to highlight another area in which Amasai is unique. It is also one of the more controversial issues facing milk producers.

“We *never* skim the fat off our milk. I believe that if God wanted us to drink skim milk, He would have put a cream separator in the udder of a cow. Pundits who decry fat are both absolutely correct and 100 percent wrong. We do need to cut down on the bad fats in our diet. But to cut out the good fats at the same time is preposterous. Your body *requires them to function!* Our milk contains good fats—some of the healthiest fats on the planet—and skimming off fat from healthy, GreenFed milk is a decidedly unhealthy practice.”

Finally, Jordan believes that there is one other “craveability” factor that often goes overlooked. Everything about Amasai, from the cows that produce the milk to the way it is cultured, is designed to increase the digestibility of the product.



## NATURALLY HEALTHY COWS

Conventionally raised cattle can be difficult to keep healthy. Close captivity and unnatural diets can lead to a host of health issues, requiring the use of antibiotics and other medications. Additionally, in order to stimulate increased milk production, conventionally raised dairy cattle are often given growth hormones.

Beyond Organic cows are raised naturally and treated holistically. They are not given antibiotics or growth hormones. Because they spend the vast majority of their lives in the pasture consuming their natural diet of greens, they are naturally healthier. It’s also a significantly more humane way to raise cattle.

It does come at a cost, however. Our cattle are able to produce “only” 20 to 30 pounds of milk per day, compared to grain-consuming conventionally and organically raised cattle that produce 50 to 100 pounds per day. It is a tradeoff we are more than happy to make.

**“Just as important, Amasai is a cultured dairy beverage. Culturing with probiotics naturally enhances the digestibility of dairy.”**

“We could create the most nutrient dense product in the world, but if your body couldn’t digest it, there’s no benefit. Simply put, you are not what you eat; you’re what you digest,” says Jordan. “Our cows were selectively bred for specific genetic traits that may lead to greater tolerability of the dairy and increased nutritive value. Just as important, Amasai is a *cultured* dairy beverage. Culturing with probiotics naturally enhances the digestibility of dairy. Our milk is nutrient dense and culturing it into Amasai allows your body to better enjoy the benefits of those nutrients.”

When Jordan set out to produce Amasai, he did so with one goal in mind: he wanted to make the healthiest cultured dairy beverage possible. The fact that people enjoy Amasai so much (maybe to the point of being addicts) is an added benefit. ↪