



Nature is a closed cycle in which everything is born, grows, dies and is endlessly transformed.

Man is part of this cycle: he is one of the elements.

In nature, every organism provides its own nourishment, participating in the constant cycle in which everything, from beginning to end, is a resource.

Mankind has no other way of finding food than cultivating, fishing, hunting and breeding.

There are many factors that influence our choices: conventions, culture, sensibilities, traditions, religions, beliefs... and each one sustains his own.

Today we have forgotten the basics of how we secured our food because we have gradually moved from peasant life to living in big cities.

And as the civilisation developed, some people have taken this peasant spirit upon themselves, preserved it and perfected it, making its fruits available to millions of people who cannot dedicate themselves to farming anymore.

Today, professional farmers are concerned about the welfare of what they raise, knowing that their health will also contribute to that of the entire life cycle of which we are also a part.

Someone had to do it. Today those who breed, those who cultivate, those who produce, those who process... make life easier for all of us.

If eating is necessary to live, the decision on 'what to eat' is always a personal choice, but one that has no power to make him better or worse than those who make other choices.

Life is everywhere, in all shapes and sizes, animal, vegetable and mineral, and each of us can use his or her critical spirit to investigate every option and take the path that he or she thinks is right.

