

50 Chickens and a Dream: A History of Primal Pastures



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If you've ever considered making a dream a reality, you aren't alone. For some, the dream might be turning a hobby into a full-time job. For others, living the dream is starting a farm in their backyard in the wide-open country. If your dream is the latter, you definitely aren't alone.



Just ask Rob McDaniel of Primal Pastures. Formerly a full-time Physician Assistant, Farmer Rob, as he's now known, wanted to combine his medical expertise with his love of nutrition and health by raising animals more healthily and sustainably. Farmer Rob's solution to this dream? Starting his very own farm: Primal Pastures.

The Inception of Primal Pastures

The idea for Primal Pastures began over an Easter dinner when soon-to-be Farmer Rob joked about starting a sustainable farming operation in the backyard. As his father, brothers, and other family members laughed and chuckled at this joke, Farmer Rob secretly went into another room in their house to order 50 chicks.

With that, his 'joke' of owning and operating a farm filled with healthy and environmentally conscious farm animals became the start of a bigger dream: to someday provide as many

people as possible with the most nutritious, highest-quality chicken, lamb, pork, and [grass fed beef online](#), shipped to their door.

The Primal Pastures Mission

Farmer Rob's mission didn't end with raising healthy [corn and soy free chicken](#) with those 50 chicks, though. Instead, his goal for Primal Pastures was, and still is, to consistently produce and provide the most nutritious, ethically sourced chicken, beef, lamb, and pork products to people across the United States.

While accomplishing this goal, Primal Pastures also had to offer its farm animals a healthy, natural diet with an upbringing filled with wide open spaces as nature intended. Farmer Rob continues to make these facets of regenerative and ethical farming a reality for all the chickens, hogs, sheep, and cows living on his farm today.

Where Primal Pastures Is Today

Since its humble beginnings in 2012, Primal Pastures has grown from a small-and-humble backyard [soy free chicken](#) farm to a significantly more extensive operation that includes chicken and cattle, hogs, lamb, seafood, and even honey bees. To this day, Primal Pastures' farm animals are raised on farms using sustainable, regenerative farming techniques. Today, Farmer Rob's mission is the same as his initial one: to change the future of food through sustainable, healthy farming practices for as many people and families as possible.

Learn more about Primal Pastures' healthy, pasture-raised proteins at <https://primalpastures.com/>

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