

Domestic Hens Thrive as ECONourish Pioneer Superfood Revolution

CHICKEN KEEPERS WELCOME INNOVATIVE, ECO-FRIENDLY BSF LARVAE & HAPPIER, HEALTHIER HENS.

BEACONSFIELD, 25/10/2023 - ECONourish, a farm-to-consumer supplier of live Black Soldier Fly larvae (BSFL) for domestic poultry keepers, has announced remarkable early success. Since its June 2023 launch, ECONourish has gained swift popularity, with many enthusiasts, “henfluencers” and media personalities endorsing the brand. In exclusively 5-star reviews, many customers have shared touching stories of the larvae transforming the lives of their hens.

ECONourish boldly puts all its eggs in one basket. With a single-product e-commerce business model, it's the only business exclusively supplying BSFL to this niche market. Conviction in BSFL's health benefits for chickens drove this singular focus. Well-known in agricultural circles, the larvae provide substantial animal health and sustainability benefits, making strides toward feed conversion efficiency and net-zero targets.

Co-founder Paul Cartwright, an ex-agricultural economist, identified a deficit in domestic keepers' access to BSFL. He resolved to clear the fog around DEFRA regulations and illuminate the eco and health benefits of live BSFL, educating the market that live terrestrial invertebrate feeding is legal under DEFRA's rules.

Cartwright, alongside his wife and co-founder, Ann, drew on his Zambian chicken farm upbringing, love for chickens (the family has a small flock of bantam hens at their Buckinghamshire home) and passion for sustainable agriculture to form ECONourish. They aimed to share the sustainable superfood status of the potent disease-fighting, nutrient-rich larvae with domestic keepers - transferring cornerstones of agricultural R&D from large-scale farms to smallholdings and domestic poultry coops.

“Such monumental potential for poultry health merited a dedicated supply for the one million domestic fowl in the UK,” affirms Cartwright. “The Black Soldier Fly is nature's remarkable solution to



animal health and welfare and nurturing our planet. Our niche focus ensures that we harvest larvae during their pre-pupal stage for ideal poultry nutrition and bioconversion benefits—and deliver in optimal portions verified by poultry nutritionists.

Cartwright continues, “Feeding poultry this natural superfood fuels a circular economy—harmonious give-and-take with nature—curbing greenhouse gas emissions and reducing reliance on unsustainable protein. We're empowering domestic fowl owners to rear robust birds while reducing their carbon footprint. The positive feedback and transformative health enhancements observed fuel our pursuit of this potent, eco-friendly feed source.”

Backed by Innovate UK-funded research evidence from The University of Reading, ECONourish firmly positions BSFL as more than food. It's a holistic wellness package, offering enrichment and enhanced well-being with improved plumage, reduced stress, excellent gut health, disease resistance and superior nutrition.

ECONourish isn't simply pushing the domestic animal feed industry towards net-zero - they're pioneering a hen nutrition revolution and enlightening poultry keepers, turning them into eco-heroes one garden at a time.