



100% ORGANIC
FULL SPECTRUM CBD



STRONG AS A BULL TO RELIEVE AND RELAX



Bull Strength CBD – Business Plan

Bull Strength CBD is a premier organic CBD brand developed in collaboration with Fighter to Farmer™, Agrinomico, Iridium Sports Agency, and Hemp Valley Farms. Designed to serve the rodeo and MMA communities, our 100% organic, full-spectrum CBD products deliver strength, resilience, and recovery—strong as a bull! Built for professional bull riders, MMA champions, elite athletes, and hardworking individuals, Bull Strength CBD provides top-tier wellness solutions that enhance performance, accelerate recovery, and promote overall well-being—ensuring competitors stay at their peak, both in and out of the arena.

Headquartered in Midland, TX, Bull Strength CBD is strategically positioned in the heart of Texas rodeo country—offering direct access to organic hemp farms and key athletic communities. The brand will further establish itself through The Bull Strength Ranch & Healing Sanctuary, a dedicated space merging warrior culture with regenerative land-based healing practices.

As a core component of the Fighter to Farmer™ initiative, Bull Strength CBD forges a vital connection between combat sports and sustainable agriculture. This synergy between high-performance recovery, holistic wellness, and regenerative farming sets the foundation for long-term impact.

With a powerful combination of media exposure, strategic partnerships, and a dynamic sales network, Bull Strength CBD is poised to dominate the industry—championing strength, sustainability, and self-sufficiency for today's modern warrior.

Company Overview

Bull Strength™ is a premium brand committed to delivering 100% organic, hand-pressed, full-spectrum CBD. Designed for high-performance athletes and individuals seeking natural relief, our products are trusted by professional bull riders, MMA fighters, and everyday warriors who demand the highest quality for recovery, performance, and overall well-being.

As the first and only Texas-based provider of high-grade, pure, organic CBD for both humans and pets, Bull Strength™ goes beyond conventional CBD products to redefine wellness and sustainability. Our approach integrates Texas-grown hemp-derived fiber for large animal bedding and Texas-grown kenaf, processed into innovative solutions for oil and gas absorbents, soil remediation, renewable energy, and erosion control.

This expanded offering allows us to engage directly with Texas ranchers at rodeos and industry events, positioning Bull Strength™ as more than just a CBD brand—it becomes a full-spectrum provider of sustainable, land-enhancing solutions. By introducing these products to ranchers who also own oil and gas wells, we open discussions on the broader applications of hemp and kenaf, from improving animal care with superior bedding to advancing environmental restoration and energy efficiency.

Through strategic marketing and direct engagement at rodeos, we are setting new standards in holistic healing and sustainable agriculture while forging valuable partnerships with key stakeholders in Texas's ranching, energy, and regenerative farming industries. This unique positioning expands Bull Strength™'s reach, bridging the worlds of modern agriculture, industrial sustainability, and performance recovery like no other brand in the market. More than just a brand, Bull Strength™ is the core of a global-reaching sustainable agriculture research and manufacturing group, specializing in hemp, kenaf, CBD, and Empress Trees. Our mission is to unite high-performance recovery with regenerative farming, pioneering solutions that support both human resilience and environmental sustainability.

The Bull Strength Healing Center & Ranch: A New Era for Warriors, Farmers, and Seekers

Located in Midland, TX, The Bull Strength Healing Center & Ranch will serve as the flagship training and innovation hub for the Fighter to Farmer™ initiative, redefining sustainability and creating post-career opportunities for elite athletes from high-impact sports like MMA and Professional Bull Riding (PBR). This initiative will help these athletes transition into sustainable agriculture and holistic land stewardship.



A Multi-Dimensional Experience for Modern Warriors

This premier sanctuary offers an immersive, transformative experience, integrating combat training, Western cowboy culture, regenerative farming, and holistic wellness into a powerful path for warriors seeking longevity, purpose, and resilience beyond competition.

From Battlefield to Bounty: Training a New Generation of Warrior-Farmers

Through an experience-based curriculum, participants will develop hands-on expertise in:

- **Regenerative Farming & Agroforestry** – Mastering permaculture, soil health, water conservation, and livestock integration for sustainable land management.
- **Performance Recovery & Strength Training** – Utilizing cutting-edge cryotherapy, infrared saunas, breathwork, and functional fitness to sustain peak physical and mental resilience.
- **Holistic Healing & Brotherhood Bonding** – Cultivating yoga, meditation, and mind-body wellness practices while fostering deep connections beyond competition.
- **Bull Riding & Western Training** – Honoring the grit and discipline of cowboy culture, offering a professional training ground for both elite and aspiring bull riders.

Amplifying the Movement: Warrior-Farmers & Global Sustainability

More than just a training center, The Bull Strength Healing Center will also function as a media production hub, documenting the journeys of former fighters transitioning from combat to cultivation—showcasing resilience, adaptability, and sustainability. By aligning Fighter to Farmer™ with combat sports and extreme athletics, we will amplify brand awareness and attract widespread industry interest. Through strategic partnerships, including potential collaborations with the UFC, PBR, agricultural pioneers, and holistic health experts, this initiative will set a new standard for sustainable career transitions, equipping athletes with skills to heal the land, feed communities, and build self-sufficient futures—all while staying true to their warrior spirit.

Beyond a Facility—A Revolution in Strength, Sustainability, and Self-Mastery

The Bull Strength Ranch & Healing Sanctuary is more than just a sanctuary; it is a revolution—an unparalleled destination where warriors train, heal, and thrive beyond competition. By merging physical, mental, and agricultural training, we will create a scalable, transformative model, ensuring that former fighters and extreme athletes forge legacies of resilience, sustainability, and strength.

Business Objectives

1. Establish **Bull Strength CBD** as the premier CBD brand for the Texas rodeo and MMA communities.
2. Develop a sustainable revenue model through direct product sales, pop-up retail at rodeos, and a multimedia-driven marketing strategy.
3. Integrate **Fighter to Farmer™** into operations, training participants in agricultural work, bull riding, and permaculture to keep production costs low.
4. Develop **The Bull Strength Ranch & Healing Sanctuary** as a premier healing, permaculture, and wellness training facility in Texas.
5. Expand into retail partnerships, Texas rodeo sponsorships, and digital sales channels—Establishing partnerships with gyms, Western wear stores, and high-performance training centers.



GRAB PAIN BY THE HORNS!

Take control of your pain and inflammation with our 100% organic extra strength CBD balm “*BULL RUB*” made for hard working people who can't let pain hold them back.



Fast acting localized pain relief. Aids chronic pain, soreness, joint pain, reduces inflammation, joint swelling, and improves mobility for those dealing with arthritis.

Topical CBD can soothe skin issues like itchiness and burning by activating the CBD receptors.

3000mg CBD Relief Balm

CBD has been scientifically proven to possess analgesic properties, making it an effective solution for alleviating pain and discomfort.

All natural and organic Ingredients:

Organic coconut oil, organic sesame oil, organic beeswax, Organic Full Spectrum CBD Oil, Organic Hemp Seed Oil, 100% pure vitamin E, organic Geranium Rose, Lavender, and Bergamot 100% pure therapeutic grade essential oils, peppermint, cayenne pepper oil.



- **All-Natural Ingredients:** We believe in the power of nature, which is why Bull Rub is made with carefully selected natural ingredients that are gentle on your skin and free from harsh chemicals.
- **Easy Application:** Our CBD topical rub is designed for easy application, allowing you to target specific areas of discomfort with precision and convenience.

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Benefits of CBD Balm:

- **Natural Pain Relief:**
- **Anti-Inflammatory Properties:** CBD helps reduce inflammation in the body, promoting faster recovery from injuries and reducing swelling.
- **Relaxation and Stress Relief:** CBD has calming effects on the mind and body, helping you relax and unwind after a demanding day in the rodeo arena.
- **Supporting Overall Wellness:** CBD has been linked to various health benefits, including improved sleep, enhanced mood, and a strengthened immune system.

Commitment to Quality:

- **We ensure quality control on both cultivation and processing by sourcing exclusively from a single local farm.**
- **Third-Party Lab Testing:** We prioritize transparency and quality assurance. All our products undergo rigorous testing by independent laboratories to ensure purity, potency, and safety.





THE PHILOSOPHY OF BULL STRENGTH CBD™

STRENGTH WITH PURPOSE, POWER WITH WISDOM

Strength without wisdom leads to destruction. Power without direction turns to chaos!

Strength is not just force—it is mastery. Power is not just might—it is wisdom!

Bull Strength CBD™ is not just a product, It is a way of being. A philosophy of balance, endurance, and rightful action!!

The bull has long stood as a symbol of **raw energy, endurance, and divine service**. In the sacred traditions of the **Hindu, Jewish, Christian, Islamic, and Zen teachings**, the bull represents not just brute force, but the **balance between strength and surrender, action and patience, might and mindfulness**.

NANDI: THE SACRED PATH OF STRENGTH AND DEVOTION

In Hindu tradition, Nandi, the great bull, is not a beast of burden, but a being of supreme focus and **dharma (righteous action)**. He does not wander wildly—he stands **grounded, patient, unwavering in his purpose**. Just as **Shiva, the great healer and yogi, is stillness itself**, Nandi embodies the discipline of waiting, the power of restraint, and the sacred responsibility of service.

- **Endurance & Resilience** – The bull is the lifeblood of the farmer, plowing the earth with persistence. Healing is the same—it is not instant, but cultivated with patience. *“Let endurance have its perfect work, that you may be perfect and complete, lacking nothing.” (James 1:4)*
- **Discipline & Focus** – The wild bull fights blindly, but Nandi moves only with purpose. *“A person who has no control over their spirit is like a city with broken walls.” (Proverbs 25:28)*
- **Devotion & Alignment** – True strength comes not from resisting nature, but from aligning with it. *“Indeed, my prayer, my sacrifice, my living, and my dying are for Allah, Lord of the Worlds.” (Qur’an 6:162)*

Bull Strength CBD™ follows these same principles. We do not rush the process. We do not take shortcuts. We cultivate our 100% ORGANIC CBD with the same patience, reverence, and dedication that defines true strength.

THE BULL: A SACRED SYMBOL OF HEALING, PEACE, AND TRANSFORMATION

The bull has been revered for centuries, not just as a symbol of power but of **divine healing and renewal**.



- **In Judaism**, the ox is a **sacred offering**, symbolizing the **transformation of raw energy into divine blessing**.
- **In Christianity**, Christ is depicted as the **sacrificial bull**, offering himself not in destruction, but in **redemptive healing**.
- **In Islam**, the bull represents **divine justice and provision**, as it is said to be one of the creatures that hold up the earth.
- **In Zen**, the bull is the mind in search of peace—**wild at first, but tamed through discipline and surrender**.

The ancients understood what we often forget today: **True strength is not found in war but in healing, in patience, in knowing when to fight and when to yield.**

"And He shall judge between the nations and shall decide disputes for many peoples; and they shall beat their swords into plowshares, and their spears into pruning hooks. Nation shall not lift up sword against nation, neither shall they learn war anymore." – Isaiah 2:4

This is why we grow our **CBD organically**, without artificial chemicals or interference. Nature already provides all the strength, healing, and relaxation we need—our job is to respect it.

STRENGTH IS NOT JUST FORCE—IT IS BALANCE - The world glorifies aggression, but **true power lies in restraint. The mightiest warrior is the one who controls himself.**

- **The Fighter** learns that victory is not in brute strength, but in clarity of mind. *"The strong is not the one who overcomes others by force, but the one who controls himself in anger."* (Hadith, Bukhari & Muslim)
- **The Farmer** learns that healing the land, like healing the body, takes time. *"A farmer does not plant seeds in the morning and expect a tree by nightfall."* (Zen Proverb)
- **The Bull** learns that **power is not in reckless movement, but in knowing when to charge and when to stand still.** *"Indeed, Allah is with those who patiently persevere."* (Qur'an 2:153)

Bull Strength CBD™ is for those who understand that healing is a process, that resilience is cultivated, and that true strength comes from alignment with nature's rhythm.

WHY THE BULL? WHY STRENGTH?

The bull has served **for thousands of years**—it has tilled the soil, carried the weight of civilizations, and stood as a **pillar of endurance**. Yet, it is **not a slave—it is a servant of a higher purpose.**



- Nandi carries Shiva—not as a burden, but as devotion.
- The Torah speaks of the ox as a symbol of labor, provision, and abundance.
- Jesus said, “Whoever wants to be great among you must be your servant.” (*Mark 10:43*)
- The Quran reminds us: “And We made the earth spread wide, and set upon it firm mountains and produced therein every kind of balanced growth.” (*Qur’an 50:7*) The bull works in harmony with this creation.

Bull Strength CBD™ honors these same values:

- ✓ 100% Organic – No artificial chemicals, no pesticides, no shortcuts.
- ✓ Pure, full-spectrum plant power – The way nature intended.
- ✓ Healing, Strength, and Balance – From soil to soul.

Just as the **bull** has nourished civilizations, our CBD nourishes the body, relieving stress, easing pain, and restoring balance.

THE FINAL CONTEMPLATION: MASTERING YOUR INNER STRENGTH

Every person faces a choice: **Will you let your energy scatter wildly, or will you master it?**

- **The warrior** who fights without **ego** becomes victorious.
- **The farmer** who cultivates without **impatience** reaps the purest harvest.
- **The bull** who moves without **recklessness** carries the highest power.

"When the mind is still, the way is clear." (Zen Proverb)

Like **Nandi**, the **disciplined bull**, we stand firm.

Like **the faithful servant**, we walk with patience.

Like **the wise master**, we move only in harmony with the highest truth.

This is **Bull Strength CBD™**.

Strength with Purpose. Healing with Integrity.





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FULL SPECTRUM CBD



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GRAB PAIN BY THE HORNS !!!