

Steph G (host):

Welcome to Harder to Kill Radio, a top-rated health and fitness podcast. I'm Steph Gaudreau, your host. This show is all about finding out what it takes to build unbreakable humans and passing that knowledge onto you, so you can unleash your inner badass and change the world. We have another amazing guest on the show this week. So let's do this.

Well, hello there, and welcome to episode 80 of Harder to Kill Radio. I am so pleased that you're here, and I'm really excited to introduce you to this week's guest. Now, she is one-half of a very dynamic duo who also happens to be personal friends of mine, and she's just so great. I can't wait for you to meet her. We're going to be talking a little bit about business, a little bit about broth, and a little bit about life. She's got lots of interesting insight to share and some really key lessons all about persistence and being teachable. Remember when you're listening in your podcast app to hit subscribe. It's really important, it helps the show rise up the ranks of all of the podcast apps and makes it more visible to other people, so that they can listen to amazing guests like Miss Catherine Harvey and all of the other wonderful guests of Harder to Kill Radio. Okay, without further ado, let's jump into the show.

Thanks so much for hopping on this episode of Harder to Kill Radio with me today. I have somebody that I just admire and someone who inspires me, she and her husband, he's not on the show today, Skype with three people is really hard, so she's on the show with me today. But truly, this woman and her husband are real-life friends of mine. I watched them grow their business and impact people's health all across the country and just be so dang awesome. Welcome to the show, Katherine Harvey of Bare Bones Broth.

Katherine H:

Thank you, thank you for having me.

Steph G (host):

Yeah, you're welcome. It's so interesting, I feel like ... I sort of gave you a little intro there, but you and Ryan, who's your husband, have this really amazing story of how you came to do what you're doing. We're going to talk about all that, but it's not often in the entrepreneurial sort of health and wellness space, a lot of people I just know from the internet, we've like found each other online, started following through social media, but the two of you are people I've met in real life and had a chance to just come to see this journey that you've been on. It's so great to be able to not only just count you as part of my extended work circle, but people that I'm rooting for every single day. Like I said, you endlessly inspire me with all the things that you've accomplished in really such a short period of time.

I know it probably doesn't seem like short to you, but this company that you have now and just all the challenges, the hurdles that you've overcome to get it to where it is today and will continue to go into the future. So I just wanted to give you some kudos for that, because I think so many times, we will get entrepreneurial sort of business stuff, it's like, oh, another setback, another challenge, but I think you guys have done such a fantastic job of just keeping it going.

Katherine H: Oh, thank you. The kudos has to go both ways. One of our favorite things to do is talk to other entrepreneurs and just surround ourselves with people like you. So we're really thankful for that in-person friendship too.

Steph G (host): Yeah. As I mentioned, you both have a company called Bare Bones Broth, which is a bone broth company, and absolutely delicious and amazing, and it's something that I love and I use. I would love to know, though, there's a lot of backstory here, right?

Katherine H: [crosstalk 00:04:30], yeah.

Steph G (host): You didn't just wake up one day and go, "We're going to start a bone broth company." So give us a sense of maybe some of your own health challenges. I know that you've written about this and how real food has played into it. It's really the genesis of this company that you have now.

Katherine H: Sure. Really, the genesis of Bare Bones is Ryan's story. I'll do my best to tell his side of it. For me the reason that I got involved and I'm so passionate about it is, it goes back to when I was a journalist, I was living in Hawaii, and I was ... Well, actually it goes back further than that. I was in college when I was diagnosed with arthritis in my feet. I was a runner and a dancer at the time, and when I was diagnosed with this, I knew I would never take another step without excruciating pain. There was really nothing the doctors could do for me. They were giving me cortisone injections, and they gave me Celebrex, but none of it was really helping with the pain.

Fast forward seven years, and I was living in Hawaii, and for whatever reason I decided to go vegetarian for the first time in my life. Then I met Ryan while I was working there, and he introduced me to this lifestyle called paleo and he recommended The Primal Blueprint to me. I picked it up and I read it, and I decided to give paleo a shot for a month. In that month my pain from my arthritis after seven years completely disappeared.

Steph G (host): Wow.

Katherine H: So I became a true believer in nutrition as a tool to heal. If you don't follow proper nutrition for your body, it can also be really toxic. I just came to respect food and the role that it plays in your health and in your mindset, even. That's where my journey with real food truly began. I think that was about 2011 that I discovered that. Then Ryan and I dated a while, I moved to San Diego. I was still working in journalism, and Ryan was working as a chef when he came up with Bare Bones. His story begins when he was 18 and his father died suddenly, his father was 39 at the time, of a heart attack. That's where Ryan realized his dad really ate poorly, he smoked, he wasn't very active, so that's where Ryan realized that he needed to take good care of his health if he wanted to have a long and fulfilled life.

So when he was a chef, he realized that a lot of people in the food industry, they're all about the flavors of food and where food comes from, but they don't really ever talk about the nutritional aspect of food. For Ryan, working in restaurants really wasn't ... it didn't align with his values of health nutrition and wellness. He was trying to find a way to marry those two passions of his. One of the first ingredients that you learn to make in culinary school and one of the basis of all cooking in a restaurant is stock.

Ryan realized, consumers, people like you and me, we don't have a way to walk into a grocery store and have access to the type of high quality stock that a chef makes, so he just started to make it. One of our best friends happened to work at an e-commerce software company, and he helped us build our first website. Ryan just threw a website out there and started selling primarily to friends, initially, and it just grew from there. Eventually he went full-time, and then the business grew, and I became full-time.

Steph G (host): Yeah. How long sort of between ... does he remember, do you have it written down, the day I made my first broth. Or how long has it been since that seed was planted and until today, like how many years are we talking about has elapsed?

Katherine H: Man ... Ryan at the time ... I know it's been four years since we launched Bare Bones. From the time Ryan had the idea to the time he launched was pretty quick. I want to say he first had the idea to start selling bone broth in July or August of like 2013. He launched the website in November or December of that year. So it happened really quickly, in terms of when you think about a business timeline, I think it's pretty quick.

Steph G (host): Yeah, for sure. Even so, four years is, I mean, I think that's the amount of time it takes somebody to finish a bachelor's degree. I picture myself right now like, would I go back and get a bachelor's degree in something? That four years is a big commitment, right? I think it's easy for people to see your products and see your website and see the current evolution that it's in and the current state and think, "Oh, they came out of nowhere." And yet, there's always sort of this longer backstory that plays into it. So I think that's really, really interesting. You're saying you have training and your career was a journalist before. How did that play into what your role in the business or supporting this company. I mean, are were you one of these investigative reporters, loves to dig around and find all the facts and stuff like that? How did that sort of dovetail with what you do now?

Katherine H: Oh man, that's that's a great question actually, because before I answer it, I've got to tell you, I grew up in an entrepreneurial family. My dad was an entrepreneur, my older brother was an entrepreneur to the point that he almost didn't graduate high school because he was so busy running his own business. Growing up in that environment, I don't know why, but I just decided then, I was like, I want nothing to do with owning my own business. It's so stressful and so risky. So I just decided at an early age, I never wanted to own

my own business. I wanted the safety in security or perceived safety and security of a regular job. My degree is in English and I ended up in journalism through a series of just almost mercenary decisions. Not that journalists make a lot of money, but in college I was offered to have tuition scholarship to work at the paper, and that's just where I got my first job out of college. I really enjoyed that career, and I did work as an investigative reporter for a while.

Then my last job was at the San Diego Union Tribune as a business reporter. That was something I never foresaw doing, covering business, because business really didn't interest me for whatever reason. I was much more interested in the holding government accountable aspect of journalism, but I was offered this opportunity and I started covering small business and startups in San Diego, and I just became fascinated with these people who owned and run businesses. My job became studying them and finding out what made them tick and what made their businesses successful. For the ones that failed, it was how did they fail and why. I really got into that. When Bare Bones started, Ryan was doing everything.

I was still working full-time, and he really needed some support on the marketing side and writing copy and things like that, and because I have an English degree, I was able to kind of help a little bit on that. I observed what other businesses did for marketing, so I was able to help with marketing. That was kind of how I first got involved with Bare Bones, and then at the same time almost simultaneously with our launch, bone broth just exploded on the national scene. The New York Times was writing about it, the Washington Post was writing about it, and Bare Bones was one of the first and only bone broth companies available shipping nationwide.

So these literary agents reached out, and they wanted us to write the bone broth cookbook. The authoritative first cookbook that tells what bone broth is and how to make it and how to use it. They found us, and they thought that we were a perfect pair to write the book, because Ryan's the chef and I'm the journalist. We had the skill set to just write a book. With the book advance that we got from HarperCollins to write that book, I was able to quit my job and go full-time with the company, and we were able to publish the book. That was really how I got roped in, little by little, into working for the business. Then somehow I became responsible for the finances and the fundraising side of the business.

Steph G (host):

Going back to something you mentioned earlier and talking about your covering business for the UT ... For anybody listening right now, we all live in San Diego, which is really cool, so I'm saying, UT, that's our local paper. But I remember when you're still working there. These things that you sort of ... Covering all these entrepreneurs in these startups, I mean, are there any sort of themes that emerged for you and things that really stuck in your head about, this is what it takes to be successful in the world of starting your own business? I mean, are there things that rise to the top, big overarching themes that stick out to you that you learned from covering all these different companies and people?

Katherine H: Yeah, the two that really stuck out to me at the time were being teachable, being willing and humble enough to learn from others around you, just constantly reading, listening to podcasts, listening to audiobooks. So that was like the first theme, it's just being really, really teachable and mentorable. Then the second theme was persistence. It does not matter what business you're in, you're going to run into all kinds of hardships and hurdles, and just having having the persistence to overcome those, no matter how hard it gets and believe in yourself to find a solution for whatever challenge you're facing, I think those are the two biggest things that create a successful businessperson.

Steph G (host): That's awesome. I love that. Because I think sometimes people assume it's like, you have the most money or you're the most famous. These other things, I guess, can certainly go along with that, but when I sort of look at this success that you all have had, you're not looking out ... [inaudible 00:16:21] offense, you're not famous people, right? You're not like, we're the Kardashians and we're going to have a bone broth company. You're two sort of normal people who are great down-to-earth folks, and you had this idea, and you believed in it, and you saw it through. So I think that's it's great that you mentioned those two things. I'm sort of nodding over here you can't see me, but I'm like, yes, that's so important. Do you often find people that sort of come to you with business questions and they're asking you about things that you really know aren't the biggest dial movers at the beginning at least. They're like, "Oh, how can I get the fanciest website or something?" Do people come to you with those questions and how do you handle that?

Katherine H: Yeah. It's really funny, once you put out there what you're doing with your business and once you see even a minimal amount of success, it's funny how people just become drawn to you and they come to you with their questions. It's very flattering and humbling at the same time, because when you're advising people about their businesses you know that you're kind of to some extent holding their future in your hands. A lot of running a business is trial and error and just learning for yourself, so it's tough, it's tough to give good answers to those questions. But yeah, a lot of people ... The questions that they ask, when they're thinking about starting a business are often ... It's like they're missing a point a little bit.

One of the things ... I forgot to mention a really important role model for Ryan and for me when we started Bare Bones was Pete Servold at Pete's Paleo. Ryan was working with Pete, helping in the kitchens at Pete's Paleo, and Pete told Ryan, and this has been some of the most profound advice that we pass on to everyone we possibly can, is don't get hung up on the details and the how and the why and all the technicalities of how your business will work, just get started, because that's the hardest thing is just getting started. And there's no way you can think through all of the possible issues that you're going to run into and things that you're going to need to know and work out until you've started.

Steph G (host): For sure.

Katherine H: So that's the advice that we always try to pass on. No matter what the question is that somebody comes to us with, it's just, get started and then work through it.

Steph G (host): Absolutely. I would totally echo that as well. I see these questions, because I know a lot of people who listen to the show, they're aspiring to have their own online business or they have an idea for a product and they just keep talking themselves out of it, right? They talking themselves out of starting, because they don't have all the answers at the beginning. That's one of the reasons why I love to bring entrepreneurs on the show. I feel like mostly everybody who I interview is entrepreneurial in some way. I think that's so key, it's like, you can never first see the challenges that are going to come up down the road it and not to mention how the answer for them now, just do the work and let things unfold as they will.

Katherine H: Oh, absolutely.

Steph G (host): Let's talk about broth for a minute.

Katherine H: Oh yeah.

Steph G (host): It's really interesting, because broth is a funny thing. Jewish grandmothers have ... My grandmother, like, "Guys, get some chicken soup down, yeah, you'll be fine right." We've had this obviously this sort of generational wisdom that has gotten passed down. However then there are things like ... I don't know, you've probably seen this on Twitter, there's some kind of bot that when you write bone broth or you hashtag it, it's like, that's soup stock or something.

Katherine H: Yeah, that's the stock [inaudible 00:20:16].

Steph G (host): Or I think it was you guys, on April Fool's Day maybe you had a post about hot ham water, right? That always just stuck out to me as really funny. It's interesting, we have this duality between the grandmotherly the advice and the fact that bone broth is a traditional food, yet people think it's kind of like, whatever, it's just broth. So can you give us sort of a breakdown about bone broth as a traditional food and why should we drink it or consume it? What's the wisdom that our our grandmothers had that we're just missing over?

Katherine H: That is a great question. As many times as I've been asked this, I've never found a way to answer it succinctly, so I'll do my best.

Steph G (host): That's okay, be unsuccinct, that's okay.

Katherine H: The big thing to recognize is that bone broth, the way that Bare Bones is making it and a lot of other businesses are making it now really is, it is just stock. It is stock made the way that your grandmother made it, stock the way that our ancestors made it, and it's just renamed, and the reason for that is stock made

the way that our ancestors made it is really nutritious. It uses every part of the animal, it's literally taking these parts of life, these bones from animals that were hunted and killed and used for nourishment and taking every part of that animal and extracting every ounce of life and nutrition from it and simmering those bones, and you're getting all of these amino acids and minerals. You were talking about collagen, which is great for digestive health, hair, skin, nails, joints, it's anti-inflammatory. That's the way that it was made for centuries.

Then when the Industrial Revolution came along and food became ... especially foods like stock and broth became commodities, they sort of diluted what stock was before and they turned it into this commodity that's just a mass-market processed food that has no resemblance to stock of our ancestors and our grandparents. It's full of sodium and it's loaded with MSG and it just has no nutritive quality whatsoever. So when Ryan and I started Bare Bones what we wanted to do was reappropriate the qualities of stock, but to differentiate ourselves from that mass-market processed food, we had to give it a new name, kind of rebrand stock as bone broth, and somehow that name stuck. I believe that Bare Bones was the first company to use that term, broth, and then chef Marco Canora in New York opened a bone broth window. So somehow other chefs and other people in the culinary world recognized the difference between stock made properly, which is bone broth, and stock made the way that Swanson and Campbell's and Progresso have been making it. That's really the difference is bone broth is stock, but it's stock made the way that it should be.

Steph G (host): That's really interesting. Can you give us sort of, what's your basic ingredient list, because I know people listening to this are like, "Okay, so then what's in it?"

Katherine H: It's really simple and that's the great thing. It's all real food ingredients. What's in Bare Bones broths are, we start with animal bones, we use the ones that have the most collagen in them, so for the chicken broth it's chicken feet and chicken frames, and then we use onion, we use rosemary extract and carrots. Actually, I don't know if we still use carrots, our ingredient list has changed over time. Then we used pepper for a while, but a lot of our consumers had problems with pepper because of digestive issues, so we don't use black pepper anymore. That's pretty much what's in Bare Bones Broth. I mean, there's not a lot else.

Steph G (host): Right. It's just like, these are things if ... Like I said, if your grandmother's going to throw a pot of chicken soup on the stove or make some stock, that's what she would be putting in it. I think you made such a good distinction between the two. I mean, ready-made broth has been available for ... You walk into any grocery store and you can find sort of the traditional ones on the shelf or in the tetrapack. I don't know, to me that stuff always tastes funny. I mean, I've made mine on my own, I've had yours and some of the other companies that are making it, and I'm like, there's just no comparison, right? I mean, how do you get people to just try it, because I think that's the biggest thing, people are like, "Oh, I could get this in the store, I can get it on sale for, what, a dollar," whatever it is that comes in the Swanson can or whatever it is. What's your sort of, I guess, elevator pitch to people to get them to just try it?

Katherine H: Just try it. Honestly, the thing that works the best is telling people that it's a low-sodium, clean-tasting broth, because a lot of people have that sense too, when they taste conventionally made broths that it just doesn't taste fresh or clean. So telling them that we have an alternative that does taste fresh and clean and isn't loaded with salt, it seems like a really compelling value proposition. It's, to us, an oversimplification of what we're doing, but to other people it really speaks to them and resonates with what they want, apparently.

Steph G (host): Yeah. Well, that makes sense. I mean, the flavor is something that you're going to sense immediately, versus you gave us sort of the rundown of all the things it's great for, of all the ways it has nutritive value, excuse me, all the things that we know are like, what it's really great for, but I mean ... Maybe you will feel an effect after a while and you include that in your diet and you start to notice things, but the immediate thing that you're going to notice is the smell, the appearance, the flavor. Maybe that's what is so compelling to people, just the taste.

Katherine H: Yeah. You know what, it's so interesting too, because of course Ryan's a chef. So when we started Bare Bones, the idea was that we were going to provide other people with an ingredient, a chef quality ingredient that they can use in cooking. When we went to rebrand a couple of years ago, we surveyed our consumers and asked them how they were using Bare Bones, and 96% said they were drinking it, which is like, I don't think anyone's drinking Swanson from the grocery store. So there's something about the flavor and the taste that is ... It differentiates itself from the it conventionally made stuff and it makes people want to actually drink it, which is really cool.

Steph G (host): What are some of the more unusual ways that you've heard of people using your broth? You said you guys are sort of surprised people are just drinking it straight up, but what are some of the more interesting preparations or inclusions that ... Because I know people are often like, "Well, how do I use this in cooking?"

Katherine H: Yeah. That's a great question. Some of the ways that are a little bit unusual are, they include it in sweet things, they'll put it in smoothies or in like a latte with other juices. It's almost like they're trying to mask the flavor, they want the nutritive qualities, but they don't want to taste it, so that's been really interesting. Then some of the other unusual ways are people will glaze their vegetables with it, which I guess that's that's one of the things that we recommended, but a lot of people are seeming to adopt it. Yeah. I mean, there are countless ways. We call it the ultimate kitchen staple, because you really can use it in anything, wherever you would use water, we say never use water again. Simmer your rice or your quinoa in it, glaze your vegetables with it, make your soups with it. It really is a super versatile ingredient, it just adds flavor and nutrients to whatever you're making.

Steph G (host): That's sort of like the Swiss Army knife, I feel like, of the pantry or the fridge.

Katherine H: Oh, that's great, yeah. Totally.

Steph G (host): We don't have a microwave. We have a tiny kitchen. I mean, you've seen our houses, it's miniature. So a small kitchen, we just don't have a microwave, and so people are always like, "How do you reheat your food?" Microwaves have just become so ubiquitous in maybe not cooking, yeah, I think microwave cooking is kind of seen ... it's run its day in like the 80s, but reheating for sure. People are always really like, "How do you reheat your food?" For us, we use broth as a way to create steam to reheat the food. If it's something that has to be super dry then maybe just a dry pan, but almost always, it's like there was some broth in there, and that's what we used to reheat it. Yeah.

Katherine H: That's great, I love.

Steph G (host): It's incredibly versatile. I'm curious, so you guys are obviously in this sort of real food industry with a physical product and that's definitely different from someone who has a company that offers digital products or different types of coaching services. So I'm kind of interested, when you look out into the world of real food, where do you see things going? That's a giant question, but where do you see things going? What are some of the trends that you think might be up-and-coming? Where do you see broth going as part of that industry? I know there are a lot of companies now that have powders and stuff like that, and I'm just kind of curious what your take is on where you guys stand in all that?

Katherine H: Yeah. Well, there's never been a better time to be in food, I think. If you if you love and appreciate nutrition and real food, I mean, what a time to be alive, because they you're seeing countless young companies like Bare Bones and like the New Primal, which makes a really clean jerky from humanely raised animals, you're just seeing them surge up and take market share from these legacy companies that have been making, for lack of a better term, crap and feed us crap for like decades. There is this mass movement towards real food and that takes 1000 different forms. It just depends on the food that you're talking about.

For broth, I think bone broth really is the future of broth and stock. It is the clean real food alternative to the slurry of sodium preservatives and MSG that we've been consuming for the last 60 years. For jerky, it's like clean sugar free or low sugar humanely raised organic alternatives to the hyper-processed ... I don't even know if there was real food in a jerky that has been made for the last 60 years. Young companies are starting to use the technology that has existed for ages, for a long time and use it for good. A lot of the technology was invented to improve margins for these larger companies, so it was almost abused, and now these younger companies are taking that technology and finding ways to make this real food and make it shelf stable or make it really accessible and affordable without adding sawdust or whatever it is that other companies have been doing for ages. So I think there's a lot of great stuff happening in the natural foods industry.

Where it's going ... You're seeing a lot around gut health this year. Well, I think it's been going on for a couple of years, but a lot around gut health, digestive health and how that affects your overall health and mental health. So probiotics are huge, like kombucha, that's grown from this really niche, tiny ... I don't know, tiny little industry and subcategory into a one billion dollar category. I mean, there are probably hundreds now brands of kombucha. It all started with this one guy, the GT's Kombucha, and he created a brand new category. I think you're going to see that with bone broth. I really do believe that you're going to see that, and you're going to see it in other categories too. Companies are taking over, these young companies are taking over the grocery store. They're cleaning up aisle after aisle and category after category and giving consumers cleaner, more nutrient-dense options. It's just really exciting to see.

Steph G (host):

Yeah, that's fantastic. Some of these companies that you're mentioning I'm familiar with and they're all awesome people. One of the things you mentioned is sort of this idea of using ... I know for a lot of people who are maybe getting into the real food lifestyle, they're just like, "Whoa, okay. Let me just figure out how to navigate this." But there is sort of another subset of people who are like, I've been doing this for five plus years, I kind of know how to eat on a daily basis, I know what kind of works for my body, I'm past that point and I'm ready to cast my eye towards something more like sustainability or the quality of the animals that I'm consuming. It's not necessarily an entry point for everybody, but it seems like that's where people sort of naturally drift. Can you sort of talk about the impact of the animal quality on your broth and why you guys choose to use stuff that's high quality versus something you could just get sort of from a regular mass-produced grocery store?

Katherine H:

Oh my gosh, yes, yes. This is one of Ryan's favorite things to talk about. I wish you were here. It all starts with the best ingredients in anything that you're making, really. The best ingredients yield the best flavor and the best nutrients. For us, we've always gone out of our way to source the highest-quality bones, and that means organic for our poultry and humanely raised, and for the beef, it's grass-fed. The reason we use grass-fed is because the omega-3 to omega-6 ratio was a lot better for humans, for the cows and for humans. If we were taking the bones from unhealthy poorly raised animals, we would be passing on the disease and the inflammation from those poorly raised animals to ourselves, which is the opposite of what you want to be doing with food. So that's why it's so important for us to source these types of animals.

But another reason, too, is we're very passionate about creating a sustainable food system. One of the principles behind bone broth, one of the reasons bone broth exists and our ancestors started making it was they were trying to make the most of the resources that they had. They went to all of this trouble to hunt and kill and consume an animal, so they wanted to make the most of all of the resources that animal provided, including the bones. So they would simmer the bones and get all the nutrients from those and really stretch the value that they were getting from it. For decades, we've been throwing away animal bones. It's just an embarrassment of riches. Bone broth really is founded in sustainability

and stretching our resources. We're really passionate about making use of every part of the animal and getting maximum nutritive benefit from it and supporting farmers who are incorporating sustainable farming practices to preserve our land and to make it possible for us to eat this well in the future for generations to come. It really is rooted in sustainability for us as well.

Steph G (host):

I think that's awesome. What you're doing is ... A lot of the other companies, some of them that you mentioned, and just how the industry is growing and changing, are making more of a concerted effort to improve the food system, look at sustainability and find ways to support those who are ... all across agriculture, plants, animals, et cetera, look for these ways to make that better. I think it's really interesting, because sometimes people are like, well, I'm just going to opt out. I'm going to opt out of the conversation. I'm going to not participate in that, because it's not done the right way. I think what I really love, what you guys are doing and tons of other companies, I mean, anything from skincare to whatever, are like, no, we'll help to provide a better way. I think that's really important. I think the fact that that's sort of an undercurrent in what you guys do really says a lot, because you're making such a positive change and such a positive difference by supporting people who are in this case raising animals in a humane sustainable way.

Katherine H:

Yeah. There's like a brotherhood, almost, of these these companies and these people who are trying to create a more sustainable future. It's awesome and. I know for some it's kind of a luxury to be able to support these practices, but the endgame for us and I think for a lot of people is to make them more affordable. The more we can adopt them on mass and support them on mass, the more affordable and attainable these products and these practices will become for the average consumer.

Steph G (host):

Absolutely. Jumping back to a bit toward the beginning of the conversation, you mentioned how you sort of were slowly sucked into working for the business, and then there you are, quitting your journalism job. I'm curious to know, this is sort of like a business entrepreneurial perspective, but what is it like working with your significant other?

Katherine H:

I get asked this a lot. I don't know what the right answer is, because I don't have any other context. I've never not worked with my significant other. I will say, it's hard. It's very difficult. The hardest part is creating healthy boundaries. Are we working right now or are we like just married right now? Are we talking about business? I'm the financial decision maker and I make the final call on this decision, or are we just talking about your feelings and how this is affecting you personally? That's really tough, and I think for a long time we blurred those lines way too much. There was no distinction between when we were at work and when we were at home and just married.

So we've had to be really intentional about creating space, physical space and time space, like, okay, these hours and in this location, we're working. The way that we interact has to be a little bit different and for lack of a better term more

professional with each other. Then when we're at home in the evening making dinner and talking about a mistake that we made at work or whatever, you really have to continue to treat your spouse in those private personal moments the way that you would as if you had different jobs, with this love and support and just listening heart that you would if you didn't work together. I just for a long time would ... I don't know, I would just jump into boss mode, there's like, I'm the CEO or whatever, and try to have a CEO answer to whatever Ryan was struggling with, and it wasn't what he needed in those personal moments. So that's been challenging.

Steph G (host): Gosh, that's such a great ... Not that I was hoping that you give a certain answer, but I really love that answer, because I know so many people in this entrepreneurial space, whether they have a website or physical products that they're selling or whatever it is, in a lot of cases it's not a solo operation. It's not just them. Maybe their spouse is playing a supporting role. I've talked a lot about how Z helps me with website stuff and actually built my website. The other day we had a conversation about like, "So, Stupid Easy Paleo version three, let's talk about that."

I think it's increasingly common to find other entrepreneurs who have supportive family or maybe a very close relative, friend, whatever but have a working relationship with someone for whom they've had a close personal relationship that didn't involve work. Yeah, I really think it's an important conversation to have, and I'm glad that you brought that perspective, because I think a lot of people struggle with exactly what you talked about, sort of, are we working now? How is this happening? We happen to work from home, too, which makes it even more interesting, because it's hard to find a different physical space, but that's a really great perspective. I'm sure it will be helpful for people to at least think about their own sort of navigation of that. What are some of the biggest challenges that you've had to overcome with Bare Bones as it's grown?

Katherine H: Oh, where do I begin with that. When we were first starting out, it's how to set pricing and how to begin with marketing when you don't really have any income. Then as we grew, it was how do we scale, how do we produce enough without really affecting the cost of producing it. Then it was, well, okay, we've outgrown our commercial kitchen here, so where do we go to grow more and how do we afford a bigger commercial kitchen? When you're making a leap from like \$800 a month to \$5,000 a month, how do you navigate that transition? Just every step of the way. I read this great article yesterday by another food entrepreneur. She was interviewed in article. One of the things that she said just really resonated with me and that was that this business is just a series of problems to solve. I was like, oh my god, that's exactly how it feels. It's just, every day it's a new challenge and a new problem to solve.

One of my good friends, Melissa Webb, she's one of the partners at the New Primal, which I've mentioned a couple of times before, but she says, "You just have to embrace the suck." It sucks. Running a business is really fun and

exhilarating and there are incredible moments, but then there there are a lot of moments that really do just suck, and you feel like you don't know what you're doing or you don't know what the next step to take is or this is a problem that's really tough to solve and I don't know how to solve it, you just have to embrace that suck. This is the job. This is the job is to overcome these challenges.

One of the latest challenges for us has been how to ... A lot of the feedback that we've gotten on the product over the years is it's too expensive and it's really inconvenient, because it's frozen. Our shipping schedule, even, is inconvenient for people, because we can't ship over the weekends, and so we only ship certain days. Somebody might place an order on Wednesday and not receive their product until the following Thursday or Friday, because of our shipping schedule. We were like, how do you overcome that challenge for people while maintaining your integrity, the integrity of your product, your integrity of the company. It's overcoming those types of challenges that's just a constant battle.

I know it's a total cliché, but the devil really is in the details. When you get to a certain size and you've experienced a certain amount of success, the thing that's going to get you to the next level isn't going to be a big PR hit or going on Shark Tank or getting a big purchase order from Whole Foods or anything, it's really going to be like that tiny little detail that you figure out for making your product or service just a little bit better for your consumers. Those things are the trickiest, hardest challenges to solve.

Steph G (host): That's really interesting to get your perspective on that. When you consider like those big exciting wins and stuff versus the little tiny details, at what point do you stop iterating, I guess, if that's ... [inaudible 00:47:40] Because you could endlessly-

Katherine H: Never.

Steph G (host): Well, but you could endlessly tweak things to, I would say, a detriment, right? Or just spend a lot ... I mean, anybody who's ever written a book or made a big project of any sort is like, I could keep working on this forever and ever. At what point do you just say, ship it? Then we'll go back and make tweaks here and there.

Katherine H: Yeah. That's a conversation we have a lot. I tend to be on the much more, like, let's just get it out the door side of things when we're initially launching something, because what we've found over the years is it doesn't matter how hard we try to anticipate every need and just every need, we will miss something. We will miss a detail. We need our consumers to evaluate and give us feedback so that we can make something better. So it's tough.

My philosophy is get it out the door and don't let perfect become the enemy of good enough. Let good enough get out the door and then let your consumers tell you how to perfect it, and then iterate from there. For us it's always been

consumer driven. What is the consumer telling us? What do they want? Even with this latest round of packaging, which we've just launched, we've taken our product from frozen to shelf stable, which was an incredible challenge, a mountain of a task for us to do that without compromising the product.

While making that change we surveyed the consumers and asked them what else would they like to see in the new packaging. One of the things that they said was, "Well, it's really hard to unscrew the cap." We make this tiny little change, we go from just the standard tiny cap that's on the spout of the pouch and get the choke proof caps that are on baby food and put that on there to make it just easier to open. It's a tiny change, something I never would have thought of, but the consumers asked for it. So you just have to always listen to them.

Steph G (host): That's fantastic. Can you give us any insight into maybe what's coming in the future. I know you probably can't say details, but are there any things that you would like to see the company tackle or any directions that you want to move in, that you can talk about?

Katherine H: Absolutely. I'm not sure how much I can share right now, but it's important to know that Bare Bones is going from the freezer to the center of the store, we're going into the soup aisle.

Steph G (host): That's awesome.

Katherine H: Anyone who's walked that aisle can tell and see immediately that innovation hasn't happened in that aisle in a long time. Nothing exciting is happening, nobody is doing sustainability, nobody's doing humanely raised, you're starting to see organic, but beyond that, nothing. No packaging innovation, no ingredient innovation, it's just very stale. Bare Bones really wants to infuse new life into that aisle. I know that's really big.

Steph G (host): No, I get it. I get it. I'm excited. I'm like, oh, all right. My interest is definitely piqued here.

Katherine H: Yeah, we want to definitely ... Bone broth is our core and it all starts with the best ingredients, but we do eventually want to move beyond bone broth.

Steph G (host): Fantastic. Well, I can't wait to see where you take it, because I think you've just done such a fantastic job and continue to just move ahead and get things done, so it's really cool to see that.

Katherine H: Thank you.

Steph G (host): All right.

Katherine H: We couldn't have done it without partners like you.

Steph G (host): It's interesting, because people ask me all the time, I get so many emails from different companies and brands and some that I've heard of and some that I haven't, all these like, "My thing I'm trying to get off the ground," and it's hard. It's hard to promote everything, because then as somebody who's ... I hate the word influencer. I'm just a person who shares things that I like. Again, I'm not a Kardashian, so I'm not an influencer on that level. But for me it's important that I really do try ...

The product and the people behind it, I think that's the other really important thing. I love to see and get to know the people behind the products and what they stand for and what drives them and what motivates them and what their mission is. I think that is really the feature of relationships between ... You know if you're a blogger and you want to partner with a company, it's like, get to know them on a more deeper level and see if there's resonance there. That's why I'll always be a supporter of what you do, because I think just underneath it all, you guys are very pure of heart and I think that's hard to come by sometimes in this industry.

Katherine H: Thank you. Man, that just warmed my heart, thank you so much.

Steph G (host): All right. Well, it's time for rapid-fire questions.

Katherine H: All right, I'm ready.

Steph G (host): Let's see how this goes. Okay, we'll start off with an easy one. What is your favorite Bare Bones Broth flavor?

Katherine H: Turkey.

Steph G (host): By the way, this episode should be coming out somewhere around the holidays, a little bit before. So go get your turkey broth. I know that you fly a lot, so I'm interested if you could go anywhere in the world with your frequent flyer miles, where would you go?

Katherine H: Oh man, that's a hard one. I've got to say Italy, it's been on my list for a long time, so definitely Italy.

Steph G (host): Get it done.

Katherine H: Yeah.

Steph G (host): A favorite book that you've read either recently or just favorite book of yours from whenever.

Katherine H: I hate to be a cliché, but I'm reading a lot of books by food entrepreneurs, and the one I've read most recently that just really resonated with me, I laughed and I cried and I felt every emotion from this book is Do the KIND Thing by the KIND

Bar founder. I don't know, if you want to know what it's really like to run a food business, you've got to read *Do the KIND Thing* by Daniel Lubetzky.

Steph G (host): All right, we'll link that up in the show notes. Your favorite thing about San Diego?

Katherine H: My friends. Everyone I love is here, almost everyone I love is here. It attracts the best people in the world. We're so happy to be here.

Steph G (host): I think it's pretty cool too. We'll just censor that. If you could give your teenage self a piece of advice, if you could rewind and go back in a time machine-

Katherine H: Oh my gosh.

Steph G (host): She might not listen to you, but what would you tell her?

Katherine H: Take a financial management class. Take just any business class, you'll thank yourself later.

Steph G (host): Yeah, awesome. Then the last question is, in your opinion what is the most important ingredient in building unbreakable humans?

Katherine H: Resilience. Just the ability to roll with the punches and recover from getting knocked down, just get back up again, every time. Resilience, really, that is the definition of being unbreakable, it's being flexible enough so that when you're pushed and when you're bent, you don't break.

Steph G (host): That's fantastic. All right, tell us where we can find you guys online and maybe some store options for finding Bare Bones in the world.

Katherine H: Yeah. You can find Bare Bones at [BareBonesBroth.com](http://BareBonesBroth.com). We have tons of recipes and other resources for helping you to kind of initiate you into bone broth. Then our Instagram is my favorite place with brand presence. [Instagram/BareBonesBroth](https://www.instagram.com/BareBonesBroth). Then in stores, we're primarily in the Northeast and in the Pacific Northwest right now. We're in Fairway Markets and Wegmans on the East Coast, and in PCC Natural Markets and New Seasons in the Pacific Northwest.

Steph G (host): Fabulous. Well, we will link up all of that good stuff and your site and where people can find you. This has just been so fun to catch up with you and hear more about what makes you guys tick. I'm sorry Ryan couldn't be on, but you represented him well. He's such a dear person as well. Katherine Harvey-

Katherine H: Thank you.

Steph G (host): Bare Bones Broth. Thank you so much for being on this episode of *Harder to Kill Radio*.

Katherine H: Thank you, Steph. This was fun.

Steph G (host): Thanks.

Okay, that is a wrap on episode 80 with the very wonderful Katherine Harvey of Bare Bones Broth. Connecting with friends of mine in real life on this podcast is an extra special treat. I hope that you take some of her life lessons and broth wisdom to heart, because it's some really good stuff. Remember, you can find links to everything that we talked about in the show notes for this episode, including a full transcript. To grab that, go to [StupidEasyPaleo.com](http://StupidEasyPaleo.com). There you'll find the episode and the show notes and all the links. If you have a moment, I'd be so grateful if you tell a friend or a loved one about this show. Your personal recommendation goes so far in helping to spread the good word about Harder to Kill Radio.

Okay. Next week I'm back with another super cool guest and I cannot wait to connect with you again next Tuesday. Until then, stay healthy, happy, and you know the rest, harder to kill.