



## **Applegate Farms Now Available at More Locations** *Company offers premium meats for conscientious carnivores*

*BRIDGEWATER, NJ (Mar. 4, 2005)* — Applegate Farms, a leading producer of all-natural and organic meats, is expanding distribution in the Southeast. The company's antibiotic-free and organic meats are now available locally at select Ingles Markets in addition to Whole Foods and Earth Fare.

“The demand for all-natural and organic meats is growing at an all-time rate,”<sup>1</sup> says Stephen McDonnell, co-founder and CEO of Applegate Farms, “and our company is enjoying increased demand for our products in the Southeast and across the country.”

### **First Choice for Conscientious Carnivores**

Founded in 1987, Applegate Farms first became known for their nitrite-free bacon and hot dogs. The company was the first in the United States to offer a natural alternative in the “ready-to-eat” meat category. Today Applegate Farms produces more than 80 natural meat products and 20 certified organic products — including bacon, deli meats and nitrite-free hot dogs — all made from antibiotic-free beef, pork, chicken and turkey without the use of artificial ingredients, coloring agents or chemical preservatives.

### **Convenience and Conscience All In One Package**

“We founded Applegate Farms on the principle that you can’t separate taste from health, or principles from production” McDonnell says. “I am proud of the role our company has played in the natural and organic meat business. We were the first to offer antibiotic and nitrite-free deli and meat products, and now we are working hard to meet the incredible demand for organic meats.”

Adds Applegate co-founder Chris Ely “We’ve earned the loyalty of our customers by paying incredible attention to quality and detail. This includes using only ingredients we would feed to our own children and treating our land and animals with respect.”

### **A Meat CEO Telling People to Eat Less of His Product?**

Applegate Farms promotes an ironic health philosophy. “We encourage people to eat a healthy well-rounded diet with *less* meat and more fruits, vegetables and whole grains,” McDonnell says. “When they do eat meat, we encourage people to buy only the highest-quality meats available. You just can’t match the outstanding taste you get from using natural and organic production methods. When it comes to meat, less is definitely more — but make sure that what you do eat is only the best.”

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1. According to the Organic Trade Association's *2004 Manufacturer Survey Overview* ([www.ota.com/pics/documents/2004SurveyOverview.pdf](http://www.ota.com/pics/documents/2004SurveyOverview.pdf)), organic food sales reached approximately \$10.4 billion in 2003, a 20.4 percent increase over 2002. While organic meat, poultry and fish sales represent only 1 percent of total organic food sales; the category experienced the strongest growth, with 2003 sales increasing almost 78 percent.

**Available Locally**

Applegate Farms products are available locally at select Ingles Supermarkets, Whole Foods and Earth Fare or online at [www.applegatefarms.com](http://www.applegatefarms.com).

**NOTE TO PRESS:** Interviews, product samples or product photos are available upon request.

**About Applegate Farms**

*Founded in 1987, Applegate Farms provides premium-quality, all-natural and organic meats to natural food stores, gourmet shops and supermarkets throughout the United States. The first in the country to offer a natural alternative in the "ready-to-eat" meat category, the company produces more than 80 natural meat products and 20 certified organic products — from turkey to Genoa salami — all made from antibiotic-free beef, pork, chicken and turkey without the use of artificial ingredients, coloring agents or chemical preservatives. Applegate Farms contracts exclusively with more than 200 small family farmers throughout the United States and Canada who follow the company's strict protocol for natural and organic practices, including the humane treatment of livestock. For more information, please contact Applegate Farms at 750 Rt.202 South, 3rd Floor, Bridgewater, N.J. 08807, call (908)725-5800 or visit [www.applegatefarms.com](http://www.applegatefarms.com).*

Organic & Natural Meat & Cheese