



Applegate Farms Launches Organic Beef Burgers *New product offers purity and peace of mind for summer grilling*

BRIDGEWATER, NJ (Mar. 3, 2005) — Applegate Farms, leading producer of organic and all-natural meats, today announced the launch of Organic Beef Burgers, just in time for the summer grilling season.

“There is an ever-increasing demand for organic meats,¹ and we are doing everything we can to meet it,” says Stephen McDonnell, co-founder and CEO of Applegate Farms.

The Anti-Fast Food

“Our new burgers are definitely the anti-fast food,” McDonnell explains. “They’re easy to prepare, but that’s the only thing fast about them. We make our burgers with 100 percent certified organic grass-fed beef, raised humanely with strict adherence to national organic standards that include feeding our animals only 100 percent certified organic grass or grains with absolutely NO animal byproducts. We can also trace our products from the farm to the table. That extra level of detail gives people a great-tasting burger and real peace of mind.”

Products for Conscientious Carnivores

Applegate Farms was founded on the belief that you can’t separate taste from health, or principles from production. Like all Applegate Farms products, the organic burgers are raised and processed without antibiotics, growth hormones or harmful chemical preservatives.

Applegate Farms’ new **Organic Beef Burgers** are 85 percent lean with 195 calories, 21 grams protein and 12 grams fat (5 grams saturated) per quarter-pound burger. They are packed four to a box (net weight 16 ounces) and are sold frozen. Suggested retail price is \$6.99 per box. Applegate Farms Organic Beef Burgers are available nationwide at leading supermarkets, natural food stores and online at www.applegatefarms.com.

1. According to the Organic Trade Association’s *2004 Manufacturer Survey Overview* (see 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.

Please note: Applegate Farms will be introducing Organic Beef Burgers at **Natural Products Expo West, Booth No. 4251** (March 17-20, 2005).

Interviews, product samples and product photos are available upon request.

Organic & Natural Meat & Cheese

**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, NJ 08807, call (908) 725-5800 or visit www.applegatefarms.com.

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