



Building a Better World, One Sandwich at a Time

Applegate Farms adds eight products to its premium organic deli line

BRANCHBURG, NJ (Jan. 24, 2005) — With its launch of eight new organic meats and cheeses, Applegate Farms is the first U.S. company to offer a complete line of presliced organic deli products. Joining its line of popular presliced Organic Roast Beef, Organic Roasted Turkey and Organic Smoked Turkey are the new **Organic Chicken, Organic Smoked Chicken, Organic Ham, Organic Genoa Salami, Organic Turkey Bologna, Organic Cheddar, Organic Monterey Jack and Organic Muenster.**

“We are really excited about our growing family of organic deli products,” says Stephen McDonnell, co-founder and CEO of Applegate Farms. “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 we are fully committed to meeting the incredible demand for organic.”

Organic Meat Sales Growing at a Phenomenal Rate

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

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. “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.”

Applegate Farms also promotes an ironic health philosophy. “We encourage people to eat a healthy well-rounded diet with *less* meat,” McDonnell says, “but to buy only the highest quality meats. Our organic deli products are the perfect solution. You can’t match the outstanding taste you get from using organic ingredients and natural production methods. Plus, our farmers work in harmony with the environment by using sustainable agricultural practices.”

Like all Applegate Farms products, the organic deli line is made using the highest quality certified organic beef, pork and poultry raised and processed without antibiotics, growth hormones, nitrites or harmful chemical preservatives. To qualify for U.S. Department of Agriculture organic certification, Applegate products must meet or exceed stringent national organic standards at each phase of production, as well as pass Applegate’s own strict protocol for natural and organic practices.

Organic & Natural Meat & Cheese



The organic beef, ham and poultry are available in resealable, presliced 7-ounce packs, and the Genoa Salami and organic cheeses come presliced in resealable 4-ounce packages. The products are distributed nationwide in supermarkets and natural foods stores such as Whole Foods and Kings Soopers as well as online at www.applegatefarms.com. Suggested retail price: \$6.99.

1. Organic Trade Association *2004 Manufacturer Survey Overview* available at www.ota.com/pics/documents/2004SurveyOverview.pdf.

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 (908)725-5800 or visit www.applegatefarms.com.

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