



No Mystery, Just Meat

Applegate Farms' new Joy Stick packs a healthy dose of protein for people living on the edge (or close to it)

BRANCHBURG, NJ (Oct. 17, 2003) – Dried sausage and beef jerky products have a long but checkered history as a tasty, convenient snack. While these products do score big on convenience, their reputation for being overprocessed, chemically laden concoctions of who-knows-what has spawned more jokes than the California recall.

With the introduction of the Joy Stick, Applegate Farms -- producer of premium quality natural and organic meats -- seeks to offer consumers a healthy alternative that keeps the comedy spotlight where it belongs: on the political landscape.

"Traditionally, the ingredient listings on meat snacks more closely resemble the chemical components of plutonium sulfide than a dry cured meat product," says Stephen McDonnell, president and CEO of Applegate Farms. "With the Joy Stick, we've set out to create a fun, protein-packed snack that won't make you glow in the dark."

The Joy Stick, a high-protein, carbohydrate-free meat snack made from select cuts of antibiotic free pork, is free of nitrates, nitrites and chemical preservatives, and contains no MSG -- an ingredient commonly used to enhance flavor in dried sausages. As a shelf-stable meat, Joy Stick is an ideal food to carry when a boost of energy is needed to conquer the hiking trail, ski slope or the 18th hole.

With 9 grams of natural protein and only 3 grams of saturated fat per stick, the product also offers a healthy alternative to protein and meal replacement bars.

"The closer you are to the original food source, the better off you are," says Elizabeth DiMeo, nutritionist and consultant to Applegate Farms. "One of the key elements to maintaining a healthy life style is eating foods that are free of chemical additives. The Joy Stick delivers on that front without sacrificing the ever-important element of taste."

With outrageous graphics and plenty of wise cracks peppering the packaging, the Joy Stick is available in a tear-away display box housing 20 individually wrapped, 1-ounce units. Each unit contains a hole punch should retailers opt to merchandise the product on pegs. The product carries a suggested retail price of 99 cents. For more information, visit www.thejoystick.com.

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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 U.S. The first in the country to offer a natural alternative in the "ready-to-eat" meat category, the company now produces more than 80 natural meat products and 18 certified organic products — from turkey to Genoa salami — all made from antibiotic-free beef, pork and poultry. All Applegate products are made without the use of artificial ingredients, coloring agents or chemical preservatives. Applegate Farms contracts exclusively with more than 200 small family farmers throughout the U.S. and Canada who follow the company's strict protocol for natural and organic practices, including the humane treatment of livestock. For more information, please call Applegate Farms at (908)725-5800 or visit www.applegatefarms.com.

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