



## **Applegate Farms Launches First USDA Certified Organic Deli Meats** *Sandwich making now a pure pleasure*

BRANCHBURG, NJ (Aug. 7, 2003) – Applegate Farms, the country's largest producer of premium, all-natural deli meats, today announced the launch of its new line of certified organic sliced deli meats, the first in the U.S. to carry the Department of Agriculture (USDA) organic seal.

"We're proud to offer a new level of health and sustainability with our deli meats," said Stephen McDonnell, co-founder and president of Applegate Farms. "Sustainability is the core of everything we do. Offering a line of certified organic deli meats is another step toward realizing our vision of providing the purest, most delectable products available while helping to preserve our planet for future generations."

As the first sliced deli meats to bear the USDA's certified organic seal, the products must meet or exceed stringent national organic standards at each phase of production — from farm to table — in addition to passing Applegate's own strict protocol for natural and organic practices, including the humane treatment of livestock. The animals are raised exclusively on certified organic, 100 percent vegetarian feed grown without the use of toxic and persistent pesticides and fertilizers or other harmful chemicals.

McDonnell noted that Applegate's organic deli slices are a convenient alternative for those concerned about chemical additives found in conventional deli meats. "Because our deli meats are presliced, it's easy to have a nutritious, high-protein, low-fat meal that includes premium-quality organic meats anytime or anywhere."

Like all Applegate products, the organic deli line is made from only the highest quality cuts of meat with no water added, and is free of nitrites, antibiotics and chemical preservatives. Available in 7-ounce re-sealable, presliced retail packs, the line makes it convenient for small retailers to carry premium deli items, even though they may lack space for a traditional delicatessen. Four varieties are currently available:

**Organic Roast Beef** — slow roasted and gently seasoned with sea salt and crushed black pepper

**Organic Smoked Turkey Breast** — slow cooked with a delicate smoky flavor

**Organic Roasted Turkey Breast** — tender, flavorful old-fashioned roasted turkey

**Organic Herb Turkey Breast** — carefully roasted and seasoned with an earthy blend of parsley, rosemary and sage

Applegate's organic sliced deli meats are available nationwide in supermarkets and natural food stores such as Kings Soopers, Earthfare and Vitamin Cottage as well as online at [www.applegatefarms.com](http://www.applegatefarms.com). Suggested retail price: \$6.99.

### **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 80 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 contact Applegate Farms at (908)725-5800 or visit [www.applegatefarms.com](http://www.applegatefarms.com).*

Organic & Natural Meat & Cheese