



Gourmet Sausage Finally Goes Organic

Applegate Farms' new sausages leave antibiotics out of family recipes

BRANCHBURG, NJ (September 17, 2002) – Applegate Farms today announced the launch of a line of organic, antibiotic-free chicken and turkey sausages. Most conventional sausages are like some Fortune 500 accounting records – you don't want to know what's in them. Not so with Applegate Farms' entrée-style links: They are certified organic by Quality Assurance International, contain no nitrites or artificial preservatives, and are gluten and sugar free. The line also contains 70 percent less fat than conventional pork sausage and comes precooked, offering convenience for time deprived carnivores.

Bringing foods that are traditionally not considered healthy, —like sausages, —back to the health and flavor-conscious consumers' plate is Applegate Farms' primary mission. "We are big believers in the benefits of maintaining a healthy lifestyle," said Chris Ely, co-founder of Applegate Farms. "However, natural and organic products are often stigmatized as being deficient in the flavor department. We're confident these sausages will dispel that myth."

The sausages are available in six flavors: Traditional Sweet Italian, Spicy Andouille, Chicken & Apple, Fire Roasted Red Pepper, Spinach & Feta, and Sun Dried Tomato & Basil. Suggested retail price is \$5.99 per 12-ounce package.

Today's consumers are increasingly aware of the types of foods that they eat and serve their families. But nutritional facts, such as fat content, are not the only concern weighing on their minds; they are also concerned about cuts of meat from animals routinely fed a diet of antibiotics and animal by-products. According to the Natural Marketing Institute's "The Natural Marketplace Trends Report – 2000," 70 percent of consumers surveyed said that "clean seafood, poultry and meats" were important for stores to have, a sentiment that ranked third out of 18 attributes.

The Union of Concerned Scientists reports that about 70 percent of all antibiotics produced in the United States are fed to healthy livestock to promote growth. "The use of antibiotics in the raising of livestock, and the use of chemical preservatives and additives in food has generated much attention recently, as evidence continues to emerge on both the dangers of chemical additives and pathogen resistance to medically important antibiotics," said Stephen McDonnell, president of Applegate Farms. "As double-digit growth in the organic industry suggests, people are really beginning to understand the significance of such issues and are turning to organic foods as a healthier alternative," McDonnell added.

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Organic & Natural Meat & Cheese



The certified organic turkey and chicken meat used to produce Applegate's new sausages comes exclusively from several small organic poultry farms that raise their animals in strict compliance with the U.S. Department of Agriculture's standards for organic, including the use of certified organic feed and no antibiotics or synthetic growth promotants from birth. The company plans to add at least a dozen new organic products to its line in the coming year to give consumers more choice as to what they put on their dinner tables.

Applegate Farms, founded in 1987, provides healthy deli meats to natural, gourmet and conventional grocery stores. The company produces more than 70 natural meat products and 13 certified organic products - from turkey to Genoa salami - all made from antibiotic-free beef, pork and poultry. The company never uses artificial ingredients, coloring agents or chemical preservatives in processing. In addition, the company exclusively contracts with more than 50 small family farmers in Canada and Pennsylvania. These family farms follow Applegate Farms' strict protocol for natural and organic practices as well as 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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