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For Immediate Release
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APPLEGATE FARMS ISSUES PUBLIC HEALTH ALERT ON ORGANIC BEEF STADIUM AND ORGANIC BEEF GREAT ORGANIC HOT DOGS DUE TO POTENTIAL MILK AND SOY ALLERGENS

BRIDGEWATER, NJ (Feb. 8, 2008) – Applegate Farms and the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) are issuing a public health alert for approximately 8,784 pounds of hot dog products because the products may contain non-fat dry milk and soy, known allergens, which are not declared on the label. People who have an allergy, or severe sensitivity, to milk or soy run the risk of a serious or life-threatening allergic reaction if they consume these products.

The products subject to this public health alert are:

- ∞ 16-ounce packages of “Applegate Farms Certified Organic, the GREAT ORGANIC UNCURED HOT DOG” with use-by or freeze-by date of JAN 15 08
- ∞ 16-ounce packages of “Applegate Farms Certified Organic STADIUM ORGANIC UNCURED BEEF HOT DOGS” with use-by or freeze-by date of JAN 15 08

Each package bears the establishment number “Est. 9574” inside the USDA mark of inspection and a use-by or freeze-by date of “JAN 15 08.” The hot dog products were distributed to retail establishments nationwide.

The issue was discovered after Applegate Farms received a consumer complaint.

Based on product shelf life, these products would no longer have been sold in grocery stores after Jan. 15, 2008. However, these products could be in consumers’ freezers.

Consumers wishing to return a product for a refund, or anyone with questions about this alert, may call Applegate Farms at (800) 587-5858.

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“Applegate Farms is committed to providing the highest quality natural and organic meat products available,” said Stephen McDonnell, founder and CEO. “We take the safety and purity of our products extremely seriously. While it is unlikely that products from this production run are still available for sale in the marketplace due to the length of time since their expiration date, we want to ensure that any consumers who may have frozen product at home contact us immediately for a refund.”

Applegate Farms, established in 1987, markets lines of natural/antibiotic-free and organic deli meats, as well as natural and organic hot dogs, dinner sausages, bacon, and frozen meat products. The Company’s “Great Organic Hotdog” is the best selling hotdog in the natural channel (SPINS, 52 weeks ended 12/2007). More information is available at applegatefarms.com.

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