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Contact: Wendy Rickard

609-466-1700 • rickard@eatingfresh.com

ANIMAL WELFARE INSTITUTE UPGRADES SPONSORSHIP TO INCLUDE GRAZEFEST®

A long-time supporter of pasture-based farming expands its reach.

August 14, 2006; Bala Cynwyd, Pennsylvania... Eating Fresh Publications is pleased to announce that the Animal Welfare Institute (AWI), which has long supported humane, pasture-based farming for farm animal health and well-being, has become a national sponsor of **GRAZEFEST®: A National Campaign to Raise Awareness of Grass-Fed and Pasture-Raised Foods from America's Small Farms.**

AWI was an early sponsor of **The Great News about Grass**, Eating Fresh Publications' 12-page, consumer-targeted pamphlet that outlines the multiple benefits of pasture-raised foods. Recently, the organization agreed to expand its involvement to include support for **GRAZEFEST®**.

Conceived by Eating Fresh Publications and launched in September 2004, **GRAZEFEST®** connects consumers with grass-fed and pasture-raised foods through events organized by farmers markets, nonprofit organizations, and community groups throughout the country. The events offer opportunities for consumers, home cooks and professional chefs to experience meat and dairy products from animals raised on pasture, and to learn more about the health, environmental, wildlife and animal- and human-welfare benefits of pasture-based farming.

"As an organization dedicated to the protection of animals, we strongly believe grass-based farming offers the greatest hope for farming in harmony with the nature of animals and the environment," said Cathy Liss, president of AWI. "GRAZEFEST® provides an excellent platform for demonstrating to consumers that there are alternatives to factory farming and its devastating effects. We're honored to have a role in this effort."

"We are delighted to be working even more closely with AWI to promote pasture-based farming to food lovers, home cooks, and chefs throughout the country through GRAZEFEST®," said Wendy Rickard of Eating Fresh Publications. "AWI has made considerable progress in raising awareness of the cruelty

conventional agriculture inflicts on farm animals. Together we can strengthen the message and reach thousands more people.”

Since its founding in 1951, AWI has sought to reduce the pain and fear inflicted on animals by people. In the organization’s early years, its particular emphasis was on the desperate needs of animals used for experimentation. Today, one of its greatest areas of emphasis is advocating compassionate alternatives to the methods and products of animal factories, which intensively confine and thoughtlessly slaughter billions of chickens, pigs and cows every year.

AWI (www.awionline.org) joins Eating Fresh Publications (www.eatingfresh.com), the EatWell Guides (www.eatwellguide.org), the Sustainable Table Project (www.sustainabletable.org), and the Weston A. Price Foundation (www.westonaprice.org) as sponsors of **GRAZEFEST**®.

GRAZEFEST® events are held primarily from March through November at farmers markets and other venues throughout the country. For a complete list of events, see the Eating Fresh Web site at www.eatingfresh.com.

GRAZEFEST® is a registered trademark of Eating Fresh Publications, whose mission is to connect consumers with small-scale, local and sustainably raised farm products through cookbooks, information products, events, and online information. Eating Fresh is the publisher of *Cooking Fresh from the Bay Area*, *Cooking Fresh from the Mid-Atlantic*, *The Grassfed Gourmet Cookbook*, and the **Great News about Grass**, a 12-page, consumer-targeted pamphlet that outlines the multiple benefits of pasture-raised foods.

For more information, contact Eating Fresh at 609-466-1700 or send e-mail to Wendy Rickard at rickard@eatingfresh.com.

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