



FOR IMMEDIATE RELEASE  
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[www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org)

## **ANIMAL WELFARE APPROVED PROGRAM SPONSORS THANKSGIVING DINNER FOR 700 LOW-INCOME NEW YORKERS AT THE FOOD BANK FOR NEW YORK CITY**

**-- Chefs demonstrate how to prepare a nutritious, delicious meal on a budget using value cuts from humanely raised heritage breed turkey--**

New York, NY—Animal Welfare Approved is sponsoring a Thanksgiving meal in partnership with the Food Bank For New York City's Community Kitchen of West Harlem, located at 252 West 116 Street, Manhattan. The dinner will be served from 1:00-4:00 pm on Wednesday, November 26 for an estimated 700 low-income New Yorkers.

Heritage breed turkeys from Frank Reese's Good Shepherd Turkey Ranch in Lindsborg, Kansas take center stage. Beginning at 6:00 am, chefs will roast whole turkeys as well as demonstrate how it is possible to cook a nutritious and delicious meal on a budget using high-quality "value cuts" from these Animal Welfare Approved turkeys. Fresh, local vegetables from Greenmarket farmers will supplement the meal. Leading the kitchen that day will be David Schuttenberg, executive chef at Cabrito in the City and Nate Gross, head chef at the Food Bank's Community Kitchen. Good Shepherd Turkey Ranch farmer Danny Williamson will be on hand to provide advice and discuss how the birds are raised.

A film crew from [peoplewhofeedus.com](http://peoplewhofeedus.com) will tape the preparation of the meal for educational use, so that others can learn how to prepare value cuts from these slower-growing, pasture-raised birds.

Heritage turkeys were once critically endangered, but Frank Reese, a preeminent turkey expert, developed his Heritage Turkey Project in 2002 to continue these lines, raising his turkeys under the Animal Welfare Approved program's high-welfare standards. Good Shepherd turkeys live their lives on pastures where they forage, graze and fly and are given all vegetarian feed and no antibiotics. Good Shepherd turkeys have consistently been voted the best tasting on the market by chefs and food writers alike.

Program Director Andrew Gunther commented, "Trends indicate growing consumer interest in knowing where food comes from and how it is raised; but it's not always affordable to shop with your

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conscience. We are very proud that Good Shepherd Turkey Ranch bears our seal as the Animal Welfare Approved food label has been recognized as having the 'most stringent' animal welfare standards available, according to the World Society for the Protection of Animals. We are honored to be able to share this meal with 700 of New York's most in need."

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### More Information About the Partners

#### Animal Welfare Approved, [www.animalwelfareapproved.org](http://www.animalwelfareapproved.org)

The Animal Welfare Approved program and food label is the only farm animal welfare label and program that requires family ownership, prohibits confinement feeding operations, provides grants to farmers and is offered for free. The program promotes the well-being of animals and the sustainability of humane family farms, uniting conscientious consumers with farmers who raise their animals with compassion. Animal Welfare Approved was recently lauded by the World Society for the Protection of Animals as having the highest animal welfare standards of all third-party certifiers.

#### Cabrito, [www.cabritonyc.com](http://www.cabritonyc.com)

Located in the heart of the West Village, Cabrito is serving up authentic Mexican fare, creative cocktails and an all around good time. The highly seasonal and superior product-driven menu, created by Chef David Schuttenberg, features house-made chorizo cemitas, pork belly tacos and huitlacoche huaraches.

#### Fairway Market, [www.fairwaymarket.com](http://www.fairwaymarket.com)

Good Shepherd turkeys are available at the four area Fairway Markets including the store at 2328 12<sup>th</sup> Avenue in Harlem.

#### Food Bank for New York City, [www.foodbanknyc.org](http://www.foodbanknyc.org)

Food Bank For New York City recognizes 25 years as the city's major hunger-relief organization. Working to end food poverty and increase access to affordable, nutritious food for approximately 1.3 million low-income New Yorkers throughout the five boroughs, the Food Bank's initiatives focus on direct services, food sourcing and distribution, education and nutrition, financial empowerment, disaster relief and policy and research.

#### Greenmarket, <http://www.cenyc.org/greenmarket>

Greenmarket promotes regional agriculture and ensures a continuing supply of fresh, local produce for New Yorkers. Greenmarket, a program of the Council on the Environment of New York City, has organized and managed open-air farmers markets in NYC since 1976, supporting farmers and preserving farmland for the future by providing regional small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers.

#### Good Shepherd Turkey Ranch, [www.reeseturkeys.com](http://www.reeseturkeys.com)

The Good Shepherd Turkey Ranch Inc. breeds and raises historically authentic [heritage turkeys](#), grown free range, and vegetarian fed without antibiotics. Only standard-bred turkeys—known as heritage birds—are guaranteed to have a normal skeletal structure, growth rate, metabolic system and lifespan. The Ranch was the first turkey farm to receive the Animal Welfare Approved seal.

#### Heritage Foods USA, [www.heritagefoodsusa.com](http://www.heritagefoodsusa.com)

Heritage Foods USA exists to promote genetic diversity, small family farms, and a fully traceable food supply. It is committed to making wholesome, delicious and sustainably produced heritage foods available to all Americans. Current projects include a new heritage radio station, a heritage film and a book on Slow Business.

#### [www.thepeoplewhofeedus.com](http://www.thepeoplewhofeedus.com)

Staci Strauss and Craig McCord are the people behind [thepeoplewhofeedus.com](http://www.thepeoplewhofeedus.com). They are dedicated to making short films that tell the stories of the people who produce sustainable, humanely-raised food. Their new media company, Brand New Shoes, is based in Woodstock, New York.

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