



FOR IMMEDIATE RELEASE
October 28, 2008

CONTACT: Beth Hauptle, (703) 836-4300
www.AnimalWelfareApproved.org

**ANIMAL WELFARE APPROVED PROGRAM INVITES CONSUMERS TO
FIND OUT IF THEY'RE GETTING THE TURKEY THEY PAID FOR:
VISIT "FRANK ANSWERS" THANKSGIVING BLOG FEATURE**

Washington, DC— Andrew Gunther, Director of the Animal Welfare Approved program, today welcomed a new guest onto the Animal Welfare Approved website (www.AnimalWelfareApproved.org/blog). Frank Reese Jr., renowned poultry expert and seasoned heritage turkey breeder, will be fielding questions on the Animal Welfare Approved blog in preparation for the holiday season. Heritage turkeys are becoming more available, but how do you know if you're getting the real thing? Visit "Frank Answers" on the Animal Welfare Approved blog and "Ask Frank" to weigh in.

Frank Reese's **Good Shepherd Turkey Ranch** was the first poultry farm to be Animal Welfare Approved. This rapidly growing program and food label promotes the well-being of animals and the sustainability of humane family farms, uniting conscientious consumers with farmers who raise their animals with compassion. This accreditation was recently endorsed by the World Society for the Protection of Animals as having "the most stringent" animal welfare standards of any third-party certifier. Frank Reese is a veteran farmer of the respected program and has a wealth of knowledge on raising heritage turkeys on pasture—the only way to raise a true heritage bird.

Blog visitors are invited to "Ask Frank" using the comments thread—see questions from others and post your own. The term "heritage," along with "heirloom" and "traditional" can be confusing—so what questions should you ask when buying your Thanksgiving turkey, and how do you know if your "heritage breed" turkey is actually what the label claims?

One of the most important questions is, "Was it raised on pasture?" Even a bird that has heritage genes will not taste the way a true heritage bird should unless it was raised outside on fresh pasture and allowed to express its natural behaviors. This is part of what gives the meat its flavor—slow growth outdoors, living life like a turkey. Indeed, when The *New York Times*' Marian Burros conducted her 2006 blind taste test, she said that Good Shepherd Turkey Ranch's white and dark meat "delivered the essence of old-fashioned turkyness."

Animal Welfare Approved is a Program of the Animal Welfare Institute

P.O. Box 3650, Washington, DC 20027 | (703) 836-4300 | www.AnimalWelfareApproved.org

“Frank Answers” visitors can comment until Tuesday, November 25—after which Good Shepherd farmers will be busy serving a Thanksgiving meal of pastured turkey at the **Food Bank For NYC**. So get your questions in early and check back often—if you know what to look for, you won’t be disappointed.

Contact www.heritagefoodsusa.com and www.reeseturkeys.com for more information.

For information about the Animal Welfare Approved program, call (703) 836-4300 or visit www.AnimalWelfareApproved.org.

OTHER NEWS

THANKSGIVING DINNER AT FOOD BANK FOR NEW YORK CITY

New York, NY—Animal Welfare Approved is sponsoring a Thanksgiving meal at the Food Bank For New York City’s Community Kitchen of West Harlem on Wednesday, November 26 from 1:00-4:00 pm for an estimated 700 low-income New Yorkers. Other partners include Good Shepherd Turkey Ranch, Heritage Foods U.S.A., Greenmarket, thepeoplewhofeedus.com and Cabrito restaurant.

The meal will feature roasted heritage breed turkeys from Frank Reese’s Good Shepherd Turkey Ranch in Lindsborg, KS. Chefs will also prepare dishes using drumsticks and wings from these birds to demonstrate that it is possible to cook a healthy, nutritious and delicious meal on a budget using high-quality value cuts from humanely raised animals. Heading the kitchen that day will be David Schuttenberg, head chef for Cabrito and Nate Gross, head chef for the Food Bank For NYC Community Kitchen. Visit www.AnimalWelfareApproved.org.

#