



FOR IMMEDIATE RELEASE

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**FIVE ANIMAL WELFARE APPROVED FARMS FEATURED AT THE NEW AMSTERDAM MARKET,  
SUNDAY, NOVEMBER 14**

**Did someone say Animal Welfare Approved Smørrebrød (smoe-bruth)?**

Alexandria, VA -- Animal Welfare Approved is pleased to announce that on **Sunday, November 14, the New Amsterdam Market at the South Street Seaport in downtown NYC** will feature **five Animal Welfare Approved farms**. The New Amsterdam Market has been designed to incubate a new and growing business sector: purveyors who source food directly from farmers and producers whom they trust to be good stewards of our land and waters.



Shoppers enjoying the bounty at a recent New Amsterdam Market.  
Photo Credit: Robin Riley

"We are pleased to devote a special aisle of New Amsterdam Market this November 14 to Animal Welfare Approved and its participating farmers," says Robert LaValva, the Market's Founder and President. "We welcome efforts of organizations like Animal Welfare Approved, who have developed standards for responsible husbandry, which is becoming increasingly important to society. Independent labels such as AWA can help provide guidance to both purveyors and retail consumers so they can make informed choices when purchasing food."

On November 14, the market will devote an aisle to four AWA farms that will represent a wide range of Animal Welfare Approved products to sample and purchase. **Roxbury Farm of Kinderhook, NY** will be selling AWA pork and lamb products. **High View Farm of North Hanover, NJ** will be selling both AWA lamb meat and AWA natural yarn products. **JW Beef of Stonington, CT** will offer a full variety of AWA grassfed beef products, from hamburger patties to tenderloins. And **Finger Lakes Dexter Creamery of King Ferry, NY** will share samples of its full line of wild fermented Kefir cheese products, including the farm's blue cheese, which has been praised by cheese connoisseurs as "amazing" and "the best blue cheese ever tasted."



The AWA aisle will also include a fifth table that will be run by Animal Welfare Approved staff who will be on hand to answer questions and to temporarily tattoo all willing parties with "Moo's," "Oink's" and special limited edition tattoos.

After leaving the AWA aisle, market goers should check out the **Smørrebrød** (pronounced smoe-bruth) **Table 2010**, sponsored by the Consulate General of Denmark. Smørrebrød are described on the New Amsterdam Market website as "unique Danish open-faced sandwiches made with hearty rugbrød-Danish rye bread." All of the beef Smørrebrød will be Animal Welfare Approved, using only grassfed beef from AWA's **Grazin' Angus Acres in Ghent, NY**.

Jimmy Carbone, who now features Grazin' Angus burgers at his restaurant, **Jimmy's No. 43**, has also organized a Danish beer garden for this special market.

"We are proud to see AWA meat, cheese and fiber products all represented at one single market," says Animal Welfare Approved program director, Andrew Gunther. "We are grateful to Robert LaValva and the New Amsterdam Market team for placing such a high value on pastured products that are humane, environmentally sustainable, healthier and safer for consumers."

*Animal Welfare Approved audits and certifies family farms that raise their animals with the highest animal welfare standards, outdoors, on pasture or range. The World Society for the Protection of Animals (WSPA) has lauded these standards for two years running as being the most stringent when compared to other third-party certification programs. Visit [www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org) for an online directory of approved farms, as well as restaurants, shops and markets where AWA farmers' products are sold. Choose the one independent food label that means healthy, safe, environmentally responsible and humanely raised.*

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