



FOR IMMEDIATE RELEASE
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**NEW ALL NATURAL, PASTURE-RAISED PRODUCT LINE BY WILLIAM'S PORK
CARRIES ANIMAL WELFARE APPROVED SEAL**

Product Line Makes National Debut at the 55th Summer Fancy Food Show in New York City June 28-30

Washington, DC—Animal Welfare Approved is pleased to announce that William's Pork's new All Natural Pasture-Raised Pork line will carry the Animal Welfare Approved seal. Animal Welfare Approved hog growers in North Carolina are supplying the pork for the new product line, which includes chops, ribs, ground pork and tenderloin. William's Pork is based in Lumberton, N.C. and specializes in gourmet pork products.

"We're glad for the opportunity to work with a company that values superior quality and supports family farmers who raise their animals humanely," said Animal Welfare Approved Program Director Andrew Gunther. "William's All Natural Pasture-Raised Pork is an excellent option for consumers, and having the Animal Welfare Approved seal on the packaging means they don't have to question how the animals were raised. They will know just by seeing our logo that their shopping dollars support family farmers raising their animals according to the highest welfare standards. "

Matthew Hight of Macon, North Carolina is one of the Animal Welfare Approved farmers supplying hogs to William's Pork. "Consumer awareness about animal welfare and the environment is generally what spurs consumers to look for pasture-raised meat, but taste is what hooks them and keeps them coming back. Our pork just tastes better and William's masterful processing really showcases that." A member of the NC Natural Hog Growers Association, Hight, 24, runs a 20 sow farrow-to-finish operation entirely on pasture and has been a hog grower most of his young life. He and his family farm 800 acres that have been in the family for generations, incorporating pasture-raised hogs into crop management.

William's Pork began as William's British Style Meats in 1999. Success with traditional British products led founder William Johnson to expand his line to include All Natural Pasture-Raised Pork from Animal Welfare Approved farmers. "Pasture-raised pork is the logical next step for me," he says. "I want the best quality and greatest taste—I'm committed to supporting independent North Carolina farmers and I want to make sure that the hogs are raised outside with care and compassion, without hormones or antibiotics. Working with Animal Welfare Approved farmers ensures that I am getting everything I demand for my products."

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William's All Natural Pasture-Raised Pork line will have its public debut at the 55th Summer Fancy Food Show in New York City, June 28 through 30. Animal Welfare Approved Farmer and Market Outreach Coordinator Brigid Sweeney will join William Johnson at the show to help answer questions about the program. "I want to help get the word out about the quality of William's Natural Pasture-Raised Pork and the benefits to retailers of having a product that displays the Animal Welfare Approved label. The public knows our label and its reputation are solid. Giving customers a product that tastes great with a label they can trust is an excellent way to attract new customers and build customer loyalty," Sweeney remarked. William's Pork will be in Booth 4941.

William's All Natural Pasture-Raised Pork is available for purchase online at www.williamspork.com and at Harris Teeter stores in central North Carolina as well as in exclusive hotels and chains of pubs throughout the United States.

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Animal Welfare Approved is the one independent food label that means healthy, safe, environmentally responsible and humanely raised. The program certifies family farmers who raise their animals with high welfare, and was recently lauded by the World Society for the Protection of Animals as having the highest animal welfare standards of any third party certifier in the US. Animal Welfare Approved is "setting the standard for how farm animals should be taken care of," according to Robert. F. Kennedy, Jr. When you can't visit the farm, Animal Welfare Approved is the eyes and ears of the conscientious consumer.