



FOR IMMEDIATE RELEASE
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**BESTSELLING AUTHORS, FOOD INC. FARMER AND GRASSFED BEEF EXPERT
TO SPEAK ABOUT THE FUTURE OF FARMING MAY 4 IN WASHINGTON, DC**

“Taking the Meat We Eat Out of the Factory and Putting it Back on the Farm”

Alexandria, VA—The future of high-welfare, environmentally and financially sustainable livestock farming is brighter than industrialized agriculture would have us believe, says a panel of experts convening on May 4, 2010 at 6:00 p.m. in Washington, DC for a public discussion, **“Green Pastures, Bright Future: Taking the Meat We Eat Out of the Factory and Putting it Back on the Farm.”** The panel discussion is presented by Animal Welfare Approved in cooperation with the Pew Environment Group.

Participating on the panel are investigative journalist and author of *Animal Factory* **David Kirby**; author of the best-selling *Righteous Porkchop* **Nicolette Hahn Niman**; chicken farmer and whistle-blower in the Oscar-nominated documentary "Food, Inc." **Carole Morison**; and rancher, veterinarian and president of the American Grassfed Association, **Dr. Patricia Whisnant**. The discussion will be moderated by **Andrew Gunther**, program director for Animal Welfare Approved.

“The growth of the Animal Welfare Approved certification program alone points to the success of family farmers who use pasture-based, humane and environmentally responsible methods,” says Gunther. “Our panelists are those who have led the way and are committed to farming that is based in the wisdom of the past and the best practices of the present. They are some of the most knowledgeable people in the field, with extraordinary insight into the past and present of sustainable livestock farming, and we are looking forward to a lively and stimulating dialogue on an issue that affects all of us. “

**Animal Welfare Approved
Presents**

**“Green Pastures, Bright Future: Taking the Meat We Eat Out of the Factory and
Putting it Back on the Farm.”**

May 4, 2010 | 6:00 pm

Pew Conference Center | 901 E Street, NW | Washington, DC

A cocktail reception to meet the panelists follows the discussion. The event is free to the public and space is limited. Please RSVP at www.AnimalWelfareApproved.org by April 30. Call 202.446.2135 with any questions. Your name must appear on the RSVP list to attend.

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Panelist Biographies

David Kirby is the author of the bestseller *Animal Factory: The Looming Threat of Industrial Pig, Dairy and Poultry Farms to Humans and the Environment*, a story of individuals coming together to protect their land, the health of their community, the dignity of the farm animals and the safety of the nation's food supply. Kirby is an experienced investigative reporter, Huffington Post contributor and the author of *Evidence of Harm*, an investigation into the possible link between mercury in vaccines and autism. He won the 2005 Investigative Reporters and Editors Award.

Nicolette Hahn Niman is an attorney and regular blogger for the food section of the online version of The Atlantic Monthly and has blogged for Huffington Post and CHOW. Previously, she was the Senior Attorney for the environmental organization Waterkeeper Alliance where she was in charge of the organization's campaign to reform the concentrated livestock and poultry industry. Her book *Righteous Porkchop: Finding a Life and Good Food Beyond Factory Farming* details how we got where we are and what we can do to support the farmers who are doing it the right way. It serves as a wake-up call to the uninitiated and a call to action for those ready to challenge the harmful status quo that industrialized agriculture has imposed on us all.

For 23 years, **Carole Morison** raised chickens for international corporations on her farm in Maryland. Her story as a farmer is featured in the Academy Award-nominated film "Food Inc." An activist for the rights of family farmers, she co-founded the Delmarva Poultry Justice Alliance and now works as an agricultural consultant specializing in local food systems.

Dr. Patricia Whisnant and her family live in southern Missouri where they produce grassfed beef on their family farm, Rain Crow Ranch. They market their beef under the name American GrassFed Beef and sell directly to consumers online, to retailers and to restaurants in the northeast, west coast and Midwest. Dr. Whisnant owns the small processing plant where they process multi-species, Fruitland American Meat, LLC, located in Jackson, Missouri. She is also President of the American Grassfed Association, which represents over 300 multi-species grassfed producers.

Andrew Gunther joined the Animal Welfare Approved program in April 2008 as program director. Previously, he was the senior global animal compassionate product procurement and development specialist for Whole Foods Market. From a truly agricultural background, Andrew originally left the countryside in despair over the terrible state of European agriculture. Later returning to farming with his wife and children, he pioneered the world's first organic poultry hatchery for chickens, and then added ducks. Andrew is currently part of the Texas State Board of Agriculture's organic advisory board and a member of the American Association of Agricultural scientists.

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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 for a searchable database of approved farms and 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.