



FOR IMMEDIATE RELEASE
June 14, 2010

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**ANIMAL WELFARE APPROVED BALDWIN BEEF VOTED BEST
IN WALL STREET JOURNAL TASTE TEST**

Alexandria, VA— The Wall Street Journal (WSJ) recently compared five grassfed beef brands and Animal Welfare Approved Baldwin Family Farms took the trophy for best filet and was voted best overall. WSJ’s “Cranky Consumer” Peter King evaluated each brand for ease of ordering, product selection and taste. Testers noted the “purity” of flavor in Baldwin Beef’s filet mignon, which farmer Mac Baldwin credits to quality pastures, nutritious forages and good management.

Indeed, culinary experts have long understood the link between high-welfare management and high-quality product. As notable chef Andrea Reusing of Chapel Hill, North Carolina’s Lantern restaurant explains, “Thinking about animal welfare is part of a whole picture, and within that picture you also get flavor. It’s a factor in a holistic system in which the animal is raised properly, but there’s also been thought to the food that the animal eats and the breed of the animal selected for that farm. A mindfulness goes along with a farmer who thinks about animal welfare and all of that contributes to flavor.”

Chefs aren’t the only ones who appreciate the Baldwins’ brand of farming. Mac has noticed a growing interest from consumers in where their food comes from, and is proud to offer them a product they feel good about. On his customers’ relationship to the farm Baldwin says simply, “People appreciate the way we do things.” Baldwin Beef comes from a true family farm. Located in Yanceyville, North Carolina, Mac and Peggy Baldwin raise Charolais cattle with the help of their son and extended family. Conveniently located on Highway 86, Baldwin Family Farms has a thriving business selling beef straight from the farm in addition to their mail-order sales. The farm welcomes visitors (9-5 Monday – Saturday) and regularly appears on the Carolina Farm Stewardship Association’s Annual Piedmont Farm Tour. You can also find the Baldwins’ Beef at area Whole Foods Market stores (ask for Animal Welfare Approved Baldwin Beef – visit www.AnimalWelfareApproved.org for store details) and at the Carrboro Farmers’ Market on Saturday mornings.

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On the Baldwins' recent achievement, AWA Program Director Andrew Gunther remarked, "We couldn't be more proud. There's no doubt that raising animals to the high welfare standards AWA requires is a recipe for good husbandry *and* good flavor -- and AWA farmers are known throughout the country for excelling in both."

For more information on the Baldwins and their tasty beef visit www.baldwingrassfedbeef.com. For information on Animal Welfare Approved and a searchable database of AWA products and farms visit www.AnimalWelfareApproved.org.

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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 our farmers' products are sold. Choose the one independent food label that means healthy, safe, environmentally responsible and humanely raised.