



FOR IMMEDIATE RELEASE
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**HOFFMANN FARM, OWNED BY FORMER NEW YORK STATE SENATOR AND
BEEF PRODUCER NANCY LARRAINE HOFFMANN, IS AWARDED ANIMAL
WELFARE APPROVED SEAL**

**Joins select group of nationally recognized farms producing humanely with sound
environmental practices**

Alexandria, VA—Hoffmann Farm in Fabius, New York, owned by former New York State Senator Nancy Lorraine Hoffmann, has been awarded the Animal Welfare Approved (AWA) seal. Senator Hoffmann, a longtime advocate for family farmers, served in the New York State Senate from 1984 to 2004, where she was the Ranking Member of the Senate Agriculture Committee from 1984 to 1998 and Chairwoman of the Agriculture Committee from 1999 to 2004.

Program Director of Animal Welfare Approved, Andrew Gunther, will fly from Austin, TX to personally present the AWA Seal to Hoffmann Farm on Wednesday, July 14 at 11:00 a.m.

Hoffmann Farm is one of a dozen beef cattle farms in New York State that are dedicated to raising cattle outdoors, on pasture, in a manner that satisfies the exacting requirements of the AWA program. Animal Welfare Approved certification is an assurance to consumers that the cattle at Hoffmann Farm have been treated according to the highest welfare standards. AWA is the fastest growing and most stringent certification program available to family farmers.

Senator Hoffmann's illustrious twenty-year career in the New York State Senate was distinguished by her commitment to reforming a state government, and assisting populations whose voices were often silent in the halls of power, according to Gunther. Senator Hoffmann's legislative work included championing civil rights, saving abandoned babies lives, improving health care in state prisons--but her most dedicated efforts came on behalf of the state's beleaguered family farmers,

Shortly after taking office in 1985 Senator Hoffmann played an active role organizing the Regional Cooperative Marketing Agency, which united 22,000 dairy farmers in 11 northeast states under a collective bargaining agreement to net more money for milk at a time of record-low milk prices. She created the New York State Barn Restoration and Preservation Program, saving hundreds of century barns across the state, and started New York's Agritourism and Education Program. Senator Hoffmann designed the Agritourism and Education program as a rural economic development tool and a vehicle to ensure that future generations would better understand how food is produced by providing all of the state's school children with an annual on-farm visit.

According to Gunther, receiving AWA certification is just another item in a long list of Senator Hoffmann's accomplishments. "During her time in office, she showed a remarkable dedication to some less-than-powerful constituents, simply because they needed someone to fight for them and it was the right thing to do. Her commitment to raising her cattle with the highest-welfare standards is just regular operating procedure for Senator Hoffmann. She's once again proving her leadership in the field of agriculture."

"Senator Hoffmann is not only committed to raising her own cattle with the highest animal welfare and environmental practices, but she continues to promote ways to make the realities of farming more understandable to urban and suburban families," Gunther continues. "Animal Welfare Approved is forging an important relationship between consumers and farmers to show how food can be produced in a way that's best for the animals and for the environment. I'm proud to have Hoffmann Farm Natural Beef carry the AWA seal."

"We have exciting opportunities ahead in which to make a difference," Senator Hoffmann says of her partnership with Animal Welfare Approved. "My years in office showed me that bringing people closer to farms not only strengthens bonds between rural and urban communities, but improves on-farm income and shapes better environmental and economic policies. It's a win-win situation," says the 10 term Senator and Beef Producer.

Hoffmann Farm Natural Beef is USDA certified as Grass-Fed and Free-Range and contains no added hormones, antibiotics, or any artificial ingredients. Hoffmann Farm Natural Beef is sold primarily to restaurants and private customers through online and phone sales. There are no retail sales on the farm. Starting next week Hoffmann Farm Natural Beef will be available through CNYBounty.com and HoffmannFarm.com.

What Customers Are Saying About Hoffmann Farm Natural Beef

The health benefits of grassfed beef are well-known. Deb Royle, owner of The Royal Treatment Day Spa in Manlius, (royaltreatmentdayspa.com) is a long-time Hoffmann Farm Natural Beef customer "As an esthetician, I need to make my clients aware that beauty starts with a healthy, balanced diet. Grassfed beef offers a perfect balance of Omega 3 and Omega 6. These essential fatty acids are required for brain function, disease prevention, and healthy, hydrated skin. For all those reasons I have been eating Hoffmann Farm Natural Beef exclusively for several years. The good taste is a wonderful bonus!"

Hoffmann Farm Natural Beef is also the choice for consumers concerned with the environmental effects of their food choices. Jack Manno, Professor of Environmental Science at the SUNY College of Environmental Science and Forestry, is a Hoffmann Farm Natural Beef customer. "Like so many others, I have a deep concern for our food supply and for the future of our planet. It is possible, and absolutely essential, to reform farm practices and restore relationships between countryside and city, pasture and table. The result will be better health for individuals and the planet. I congratulate Hoffmann Farm and Nancy Lorraine for receiving the Animal Welfare Approved certification. After years as a vegetarian, when I started eating beef again for my own reasons of health and integrity, it came from Hoffmann Farm and it was delicious."

Hoffmann Farm Natural Beef is also currently featured at Dolce Vita Restaurant in Syracuse as part of a summer-long promotion of locally produced food. Organized by Chef Jason Jessmore and SyracuseFirst.org, it has received rave reviews. "Customers love it. It feels really good to be able to support local farmers producing food the way nature intended," says Jessmore.

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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.