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TRUE GRASS FARMS COW SHARES OFFERS CONSUMERS MORE THAN JUST MEAT

-- Animal Welfare Approved Cow Share Includes On-Farm Harvest Dinner --

VALLEY FORD, CALIF. (Dec. 12, 2012) - True Grass Farms, certified by Animal Welfare Approved for Wagyu cattle, is inviting consumers to participate in their 2013 Cow Share program. Meat share programs allow consumers to "share" the purchase of whole animals direct from farmers, resulting in sustainably-farmed meat at affordable prices. These programs are rapidly growing in popularity across the U.S., but True Grass Farms is the only farm in California to produce both certified organic grassfed and finished Wagyu beef cattle, making their shares extremely valuable. Cow Share reservations are needed by Dec. 31.

True Grass Farms offers Cow Shares to fit any lifestyle and budget. Cow Shares range from a whole cow to a 1/16th share, which fits in most standard freezers. Farmer Guido Frosini says, "No matter how small your freezer or how big your table, we offer a variety of packages to choose from."

Each share also includes an invitation to a harvest party in April to help customers develop a deeper understanding of where their meat comes from. Frosini is passionate about the importance of maintaining a close relationship with his customers and believes that education and open communication between consumers and producers is vital to a healthier food system. He says, "The harvest dinner builds an informative and fun community between consumers and producers, as well as between consumers and other consumers who, in this case, will be sharing the same animal."

AWA Program Director Andrew Gunther says, "The True Grass Farms Cow Share program enables people from all walks of life to enjoy nutritious, high-welfare, and sustainably-farmed beef at an irresistible price."

Reserve your True Grass Farm Cow Share by Dec. 31, 2012. For more information, visit www.truegrassfarms.com.