



**FOR IMMEDIATE RELEASE**  
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**ANIMAL WELFARE APPROVED CERTIFIES FAMILY FARMS THAT SUPPLY  
PACIFIC NATURAL FOODS BRAND  
LARGEST DAIRY HERDS CERTIFIED BY AWA TO DATE**

**WASHINGTON, DC**— Program Director Andrew Gunther announced today that Animal Welfare Approved has certified the first two family farms supplying beef and dairy to Pacific Natural Foods. “We are so pleased that Pacific Natural Foods has chosen Animal Welfare Approved to audit and certify its family farms, demonstrating its commitment to high welfare farming. We look forward to an ongoing collaboration as we work towards certifying the other family farms that supply Pacific Natural Foods.”

With certification, Pacific Natural Foods will begin rolling out various products with the Animal Welfare Approved seal, the first AWA products to be widely available in supermarkets across the nation. “Products from sustainable, humane family farms are expanding from farmers’ markets to supermarkets,” Gunther said. “The movement has been a true grassroots effort between consumers and farmers, and Pacific Natural Foods and its farmers are the next step in the evolution of the marketplace.”

Chuck Eggert, who founded Pacific Natural Foods in 1987, says the Animal Welfare Approved certification aligns with his vision of building a company that is dedicated to helping families and individuals live healthier, more vital and rewarding lives. “You can’t be that company,” Eggert says, “if you don’t also guarantee the best possible life for farm animals. Our products, farmers, customers, employees, animals—they’re all interconnected.”

Animal Welfare Approved (AWA) is a third-party certification that audits family farms that raise their animals with the highest welfare standards, and approves use of its seal to communicate those standards to consumers. Pacific Natural Foods is a recognized leader in natural foods that is committed to developing foods that are “delicious, good for you, good for the community and the planet.”

Animal Welfare Approved has been working with Pacific Natural Foods since early this year to certify the first two herds, both owned by the Eggert family, that supply some of the Pacific Natural Foods’ dairy and beef products. Rock Ridge Farms and Mayfield Farms, located just outside of Portland, Ore., have been audited and approved by AWA, making them the largest dairy herds to carry the AWA seal.

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The seal affirms the farmers' dedication to the highest standards for animal welfare, which includes: consistent access to pasture or range, availability of clean shelter and the freedom to come and go at will, assurance of humane treatment throughout their entire lifecycle, a health plan emphasizing prevention of illness or injury that includes avoidance of environmental stress and a diet comprised of feed developed by an animal nutritionist.

Gunther says applying for Animal Welfare Approved certification cements Pacific Natural Foods as a leader in the natural foods arena, and serves to show that positive animal welfare can be achieved on a large scale. "What's remarkable to me is that Chuck and his family were proactive in reaching out to us to have their farms certified. They believe it is critical to complement their commitment to organic and build upon those standards to include animal welfare. They researched welfare certifications and determined that AWA was the gold standard," he says.

Charlie Eggert, Farm Director of Rock Ridge and Mayfield Farms, gives the AWA technical team and the standards the highest marks of any standards-based accreditation he has seen. "AWA audits every aspect of the animals' lives, with the farmer and animals foremost in mind. We were very impressed with its World Society for the Protection of Animals' rating of 'most stringent.'" Cesar Rey, Herdsman of the Farms, seconds that sentiment: "The technical team members are especially impressive; they've been critical in advising on and devising solutions to the unique challenges that we've faced with a project of this size. They've been a great asset to us: it's been a win-win."

"High welfare doesn't equal high expense," Gunther points out. "Pacific Natural Foods will be offering the same superior products at affordable prices. The big difference is that consumers won't be asked to compromise on animal welfare. It's an exciting venture for all parties involved in which the true beneficiaries are farmers, animals and consumers."

Pacific Natural Foods products with the Animal Welfare Approved seal are anticipated to be available on grocery store shelves across the nation in early 2010.

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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](http://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.

Founded in 1987, **Pacific Natural Foods** is a recognized leader in natural foods and its mission is to be the most respected brand in natural products. From the founder's office at the company headquarters in Tualatin, Oregon, to the factory floor, from Pacific Natural Foods' organic farms to retailers' shelves, the

*company is committed to building a business that is widely respected. Through its commitment to The Delicious Taste of Nature™, Pacific Natural Foods is dedicated to helping families and individuals live healthier, more vital and rewarding lives. The company's products are sold throughout the U.S. and Canada in mainstream grocery and natural food stores. For more information, visit the company's new website at: [www.pacificfoods.com](http://www.pacificfoods.com).*