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## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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# **"Eat Well" Guide Launched For the Holidays**

## **New On-line Guide Connects Consumers With Locally-Produced Wholesome Meats**

Minneapolis - To help consumers find turkeys raised sustainably without the routine use of antibiotics, as well as certified organic and heritage turkeys, the Institute for Agriculture and Trade Policy (IATP) and GRACE (Global Resource Action Center for the Environment) have launched a fully updated Eat Well Guide at [www.EatWellGuide.org](http://www.EatWellGuide.org).

The free, national online guide to sustainably-raised meat will feature turkey, just in time for consumers to find the perfect holiday bird. The turkeys are raised sustainably or organically on small, local family farms. The initial focus is on turkey but the guide also includes listings for sourcing chicken, beef, pork, lamb, buffalo, fish, dairy and eggs.

"Consumers are increasingly worried about industrial meat production and its negative impacts on human health, the environment, and animal welfare," says Dr. David Wallinga, M.D., Director of IATP's Food and Health Program. "People are particularly wary of the widespread and unnecessary use of antibiotics in animals raised for meat. Many are looking for meat raised in healthier, alternative ways. The Eat Well Guide is the perfect resource for people who want to eat well, but don't know where to find sustainable meat near them."

The new Eat Well Guide provides a locally-searchable online directory of producers, grocery stores, restaurants, and mail-order outlets throughout the country. Consumers can enter their zip code and find sustainable meat products close to where they live.

The Eat Well Guide is searchable by certain common claims and labels, such as "free-range," "cage-free," "pastured," etc. It helps consumers understand the meaning of these terms, as well as offering them background information about sustainable meat production.

### **About the Collaborators**

The Institute for Agriculture and Trade Policy (IATP) is a non-profit organization based in Minneapolis, MN that promotes sustainable family farms, rural communities and ecosystems around the world through research and education, science and technology, and advocacy. For more information, visit: [www.iatp.org](http://www.iatp.org).

GRACE (Global Resource Action Center for the Environment) is a New York-based not-for-profit corporation committed to forming new links between those engaged in research, policy, and grassroots community work to promote solutions to preserve the future of the planet and protect the quality of the environment. The GRACE Factory Farm Project (GFFP) works to oppose factory farming and to promote a sustainable food production system that is healthful and humane, economically viable, and environmentally sound. For more information, visit: [www.gracelinks.org](http://www.gracelinks.org).