

OUR ROOTS

I grew up in the meat and potatoes era of the 1950s, where a meal wasn't a meal without meat as its centerpiece. But when I went away to college, my ideas about food started to expand. There I was exposed to vegetarianism, macrobiotics, and local food co-ops. And while I appreciated the quality of these foods and the logic behind eating them, I still craved meat.

Then one day, while standing in the aisle of a natural foods supermarket, I had an epiphany. I could feel good about eating meat if it didn't contain the ingredients I knew were bad for me. This was the inspiration behind Applegate Farms.

As it turns out, there are countless people who, like me, have had a love/hate relationship with meat, and are thrilled to finally find meat products they can feel good about eating. People like you have helped build Applegate Farms over the last 20 years. And with that support, you've had a hand in preserving the nearly 300 family farms that supply us with humanely raised meat, without antibiotics or artificial growth hormones.

Stephen McDonnell



Stephen McDonnell, right, founder of Applegate Farms sits with co-founder, Chris Ely.

OUR PRODUCTS

Below is a list of our natural and organic products. For a complete list, please visit us online at www.applegatefarms.com.

Poultry

- Bacon
- Pre-sliced Deli Meats
- Bulk Deli Meats
- Hot Dogs
- Breakfast Sausages
- Dinner Sausages
- Burgers
- Chicken Nuggets
- Chicken Pot Pie
- Chicken Strips
- Chicken Patties
- Gluten-Free
 - Chicken Nuggets

Pork

- Bacon
- Pre-sliced Deli Meats
- Bulk Deli Meats
- Hot Dogs
- Cocktail Franks
- Dinner Sausages

Beef

- Pre-sliced Deli Meats
- Bulk Deli Meats
- Hot Dogs
- Burgers

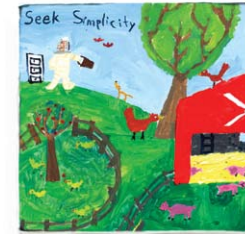
Natural rBGH-Free Cheeses

- American
- Emmentaler Swiss
- Farm House Cheddar
- Havarti
- Monterey Jack
- Muenster
- NY-Style Aged Cheddar*
- Probiotic Yogurt Cheese
- Provolone
- Organic American
- Organic Mild Cheddar
- Organic Monterey Jack
- Organic Muenster
- Organic Provolone

*Because of the aging process, this cheese is transitioning to rBGH-Free.



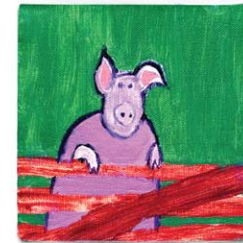
Natural Meats From ³⁰⁰ Family Farms



Nothing Artificial



No Growth Hormones



Humanely Raised



Vegetarian Fed



No Antibiotics



No Added Nitrites



AT APPLGATE FARMS we are passionate about quality, simplicity, environmental sustainability and the joy of honest food. We think it's important for you to understand what goes into making our products, and what doesn't. We know this is technical stuff, but we promise we won't test you on it later.

WHAT DOES ORGANIC MEAN?

Organic food is produced by farmers who emphasize renewable resources and conservation to enhance environmental quality for future generations. Organic meat products come from animals that consume organic vegetarian feed produced without pesticides, synthetic fertilizers, irradiation or genetically modified organisms (GMOs).

WHAT'S THE DIFFERENCE BETWEEN NATURAL AND ORGANIC MEAT?

At the present time, the USDA's definition for "natural" meat and poultry products does not include standards for how animals are raised for food. Meat labeled as "natural" can come from animals that are fed grocery waste, animal by-products, antibiotics or hormones. At Applegate farms, we have the same standards for both our natural and organic products. The only difference is the

animals in our organic program are fed Certified Organic grain. Here's what we mean when we say "natural":

- No antibiotics or hormones
- A vegetarian grain or 100% grass diet
- Humanely raised
- No chemical nitrites, nitrates, or phosphates
- No artificial ingredients or preservatives



WHAT DO YOUR ANIMALS EAT?

The farmers we work with feed their livestock a completely vegetarian diet with no animal by-products. Our cattle are all raised on grass as nature intended. Our hogs and poultry are fed a grain diet that can include corn, soy, barley, or flax.

Growth hormones are commonly administered to cattle to produce more meat in a shorter amount of time. When growth promotants are administered to animals, residues remain in the meat they produce. Our animals are never given growth promotants. They are allowed to grow at their intended rate while grazing on their natural diet of grass or grains.



WHAT DOES HUMANELY-RAISED MEAN?

Treating animals humanely means allowing them to exercise their natural instincts and behaviors. Humanely raised cattle live on pasture and eat their natural diet of grass. Hogs are able to root, nest and farrow in open-ended barns, and chickens and turkeys have space to roam freely. Humanely raised animals are stress-free and produce higher quality, more flavorful meat. At Applegate Farms, all of our animals are humanely raised.



WHY GLUTEN AND CASEIN FREE?

Gluten is a wheat protein, and casein is the principle protein found in milk. Both ingredients are

known allergens that are often added as binders and fillers to conventional meat products.



WHAT ARE NITRATES AND NITRITES?

Nitrates naturally occur when plants break down nitrogen during photosynthesis. Nitrites are smaller molecules that are by-products of nitrate decomposition. Although cured meats such as hot dogs are commonly associated with nitrites, most of the nitrites we ingest on a daily basis come from vegetables and water. Nitrites are used in cured meat products to prevent the growth of bacteria, give cured meats their pink color, and provide that distinct cured flavor. At Applegate Farms, we never use artificial nitrates or nitrites in our products.



WHAT DOES UNCURED MEAN?

The term "uncured" means that the product has been cured without the use of sodium nitrite or sodium nitrate. Instead, Applegate Farms relies on the naturally occurring nitrites derived from celery juice and sea salt. Using salt to preserve meat is a technique that was discovered by the ancient Greeks as early as 850 BC!



HOW LONG WILL YOUR PRODUCTS STAY FRESH?

For optimum freshness, please consume our products on or before the "use by" date printed on the package. Once the package is opened, reseal or wrap tightly and keep refrigerated. The shelf life of an opened package depends upon the type of product. Below is a general guideline:

Bacon: 4-5 days	Deli Meats: 4-5 days
Sausages: 4-5 days	Sliced Cheese: 2 weeks
Hot Dogs: 4-5 days	Dry Cured Meats: 1 week

Our Bacons, Hot Dogs, Deli Meats, and Sausages can be frozen for up to 6 months.