

**EMBARGOED UNTIL:**

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## “Eat Well” Turkey Guide Available For Thanksgiving

National online guide helps consumers find wholesome meat ([www.EatWellGuide.org](http://www.EatWellGuide.org))

(New York, NY), October 7, 2003 – As Thanksgiving draws near, millions of Americans will be engaged in one pursuit: buying turkey. To help consumers find turkeys raised without the routine use of antibiotics and growth promoters, as well as certified organic and heritage turkeys, the Institute for Agriculture and Trade Policy (IATP) has teamed up with GRACE (Global Resource Action Center for the Environment) to launch a fully updated **Eat Well Guide** ([www.EatWellGuide.org](http://www.EatWellGuide.org)), a free national online guide to all meat raised with sustainable methods. The guide will launch on **November 3, 2003**, featuring a special turkey section, just in time for consumers across the country to find the perfect Thanksgiving turkey, one that has been raised sustainably or organically on a small farm in their area. The guide will also include information on chicken, beef, pork, lamb, goat, buffalo, and fish.

“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** will provide a locally-searchable online directory of producers, grocery stores, restaurants, and mail-order outlets throughout the country that offer healthy meat raised sustainably, without antibiotics and other growth promoters, as well as certified organic. Consumers can enter their zip code and find sustainable meat products close to where they live. The Eat Well Guide will also be searchable by certain common claims and labels, such as “free-range,” “cage-free,” “pastured,” “no antibiotics added,” etc., and will help consumers understand the meaning of these terms. In addition, consumers will be offered other background information about sustainable meat production, and the guide will provide new and useful resources to help stores and restaurants connect with sustainable producers.

**For additional information on the Eat Well Guide, to get a preview of what it looks like, and to download logo and photography, visit our Press Room at: [www.eatwellguide.org/pressroom.html](http://www.eatwellguide.org/pressroom.html)**

### **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 ([www.iatp.org](http://www.iatp.org)).

**GRACE** (Global Resource Action Center for the Environment) is a New York-based not-for-profit corporation that sponsors the GRACE Factory Farm Project (GFFP), working to oppose factory farming and to promote a sustainable food production system that is healthful and humane, economically viable, and environmentally sound ([www.factoryfarm.org](http://www.factoryfarm.org)).

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