

NEWS RELEASE

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Chisholm Trail Grass-Fed Beef Huge Hit with Customers of Local Farm to Fork Foods Co-Op

DALLAS – March XX, 2012 – Foodies from all across the Dallas-Fort Worth Metroplex looking for natural and healthy beef options are ordering [Chisholm Trail Grass-fed Beef](#) online from locally owned and operated co-op, [Farm to Fork Foods](#). The grass-fed beef provider was selected by Farm to Fork Foods to provide healthy red meat options raised by local ranchers to their co-op customers.

The Arlington-based co-op owned by Krista and Micah Grant has seen success with all of their healthy, all natural food options including the Chisholm Trail Grass-fed Beef products. In fact, consumers looking for products raised locally have turned to the [Farm to Fork's natural food](#) website and social media pages to place orders for healthy meat they can't find in stores.

"We started a co-op so we could buy directly from local ranchers we could get to know, like Chisholm Trail Grass-fed Beef," said Krista Grant, owner, Farm to Fork Foods. "Because grass-fed beef is not very easy to find, our customers are excited every time we offer it! In fact, many of our members are parents of small children, and they find it convenient to have a ready-to-eat healthy meat options in the freezer."

For the Grants, all it took was one bite of Chisholm Trail grass-fed beef and they were hooked! To test the market, Krista turned to [Farm to Fork's Facebook](#) community, which has 1,000 fans and is growing, to share the good news and garner interest in providing the meat to her customers. "It was a longhorn beef night at the Farm to Fork household! Every time I eat these steaks I am blown away by the flavor, the tenderness and the moistness," said Grant.

Grant's business is unique because it's all ordered online and picked up in person; no store front required. "We have seen a huge market need for families looking for healthy beef options grown in the Dallas-Fort Worth Metroplex," said Grant. "That's where Farm to Fork is unique. We're able to provide all natural, local products at prices all families can afford. In addition, because we have great relationships with our vendors, we know exactly where the food is coming from."

Not only is Chisholm Trail premium, grass-fed beef, it fits perfectly with families' high-quality health and wellness products needs. At only 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 milligrams of cholesterol, Chisholm Trail's beef has less calories, fat and cholesterol than almost any other meat or

poultry available. Additionally, the beef is packed with nutrients and is a much [leaner and healthier alternative](#) to turkey and chicken as well.

“We are thrilled to be working with Farm to Fork Foods to support a local business and also offer the absolute best grass-fed beef options,” said Mike Crawford, Chisholm Trail Grass-fed Beef partner. “We believe in our mission to provide meat from cattle that is pasture-raised with no added hormones or antibiotics and we’re happy Farm to Fork Foods and their customers do too.”

Customers can order grass-fed beef along with a variety of other products online at www.farmtoforkfoods.com or by emailing Krista. Shoppers pick up their goods once their order is ready in Arlington.

Dallas shoppers can also find Chisholm Trail Grass-fed Beef on the menus of Opa! Grill, Sundown at Granada or other restaurants throughout Texas. For home cooking, Chisholm Trail Grass-fed Beef is available for purchase at Natural Health Shop, Better Health Market, Hirsh’s Specialty Meats, Ye Ole Butcher Shop and My Rancher Country Market locations.

About Chisholm Trail Grass-fed Beef

Chisholm Trail Grass-fed Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail longhorns graze in pastures and thrive without added hormones or unnecessary antibiotics, placing far less stress on the natural environment than grain-fed cattle raised on factory farms. Chisholm Trail partners are focused on providing delicious red meat for healthy eaters and educating people on the nutritional significance of 100-percent longhorn beef. For more information, visit www.eathealthybeef.org.

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