



News Release

Media Enquiries:

Nathan Rome

M/C/C for Chisholm Trail Longhorn Beef

972-480-8383 x301

Nathan.Rome@mccom.com

Chisholm Trail Longhorn Beef Now Available from Texas Daily Harvest

Dallas – Dec. 12, 2010 – [Chisholm Trail Longhorn Beef](#), Texas' leading provider of lean, tasty beef from local, grass-fed longhorns, has partnered with [Texas Daily Harvest](#) to expand the availability of its products. While the meat has previously been available only in select grocery stores and restaurants, this is Chisholm Trail's first venture into online availability.

"We're extremely excited to partner with Texas Daily Harvest," said Mike Crawford, Chisholm Trail Longhorn Beef partner. "We're always looking for new areas where we can make our healthy options available, and offering our products through the Internet opens quite a few doors to help make that happen."

Unlike ordinary beef cattle, Chisholm Trail longhorns are raised on family ranches across Texas where longhorns are free to roam and graze in open pastures and thrive without added hormones or unnecessary antibiotics. In keeping with Texas Daily Harvest and its partners' products, Chisholm Trail Longhorn Beef provides a natural, healthier alternative to many over-processed meat options found in the average grocery store.

"We are big proponents of making families healthier through natural and organic products, which is why we are so excited to include Chisholm Trail beef in our offerings," said Kent Jisha, owner of Texas Daily Harvest. "Chisholm Trail's leaner options are great alternatives to most store-bought red meat products and meet our higher standards for sustainability and quality."

Texas Daily Harvest allows customers to sign up for an e-mail newsletter catalog of locally grown and produced products for delivery or pick-up. Delivery locations are based on customer demand, and are expanding each month. Interested customers can sign up to receive the weekly newsletter as well as find additional information regarding delivery on the Texas Daily Harvest website at <http://www.texasdailyharvest.com/>.

Grass-fed longhorn beef serves as a leaner alternative to chicken, turkey, lamb, pork and venison. With just 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 grams of cholesterol, a lean longhorn steak has less fat, cholesterol and calories than almost any other meat or poultry available. It also serves as a great source for nutrients including protein, iron, vitamins B6 and B12, zinc, selenium and omega-3 fatty acids. Nutritionists recommend grass-fed longhorn beef as part of diets to help boost energy levels, stimulate the growth of lean muscle tissue, drive down inflammation and lower cholesterol, triglyceride and blood sugar levels.

Food lovers can find healthy, great-tasting Chisholm Trail Longhorn Beef on the menus of Dallas' Opa! Grill, Austin's Chez Zee and The University of Texas' Executive Chef, Houston's new Zelko Bistro and Café on the Green and the club restaurant at the Four Seasons Resort and Club in Las

Colinas. Those who would like to cook it themselves can also buy Chisholm Trail products at Ann's Health Food Market, Herb Mart and Natural Health Shop. To learn more about the restaurants and stores currently serving Chisholm Trail Longhorn Beef, see unique longhorn beef recipes or view nutritional facts, visit the Chisholm Trail Longhorn Beef site at www.eathealthybeef.org.

About Chisholm Trail Longhorn Beef

Chisholm Trail Longhorn 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 longhorn beef. For more information, visit www.eathealthybeef.org.

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