

– For immediate release

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**Country Natural Beef Animal Welfare Standards Receive Endorsement
from Leading Industry Expert Dr. Temple Grandin**

Vale, OR – February 4, 2010 – Country Natural Beef, the pioneering, Oregon-founded natural beef cooperative, announced today that well known animal behaviorist Dr. Temple Grandin has officially endorsed their “Raise Well” animal welfare standards, a program that ensures consumers receive the very best natural and humanely raised beef products available.

Dr. Grandin, a professor at Colorado State University, is one of the world’s very few livestock-handling equipment designers and has designed the facilities in which half of the nation’s cattle are handled. A full-length film, titled *Temple Grandin*, which profiles her life story with Autism and showcases her talent in developing a behavioral tool that revolutionized the cattle industry, premieres on February 6 on HBO.

“The ranching families who form Country Natural Beef are really dedicated to producing beef in a humane, sustainable manner. When I went to the CNB annual meeting, I was impressed with how each rancher had an opportunity to voice their opinion on the guidelines,” said Dr. Grandin. “They are hardworking, honest people who are close to the land, and they have enthusiastically implemented a three tier auditing process. This will help insure that the cattle are handled and raised according to high standards.”

Dr. Grandin worked with Country Natural Beef over the past year to help the 120 ranch families of the Country Natural Beef cooperative write their animal welfare standards. She will also be involved in developing Country Natural Beef’s ranch audit processes. All Country Natural Beef ranches are third party audited and certified sustainable by Food Alliance, the most comprehensive certification program for farms, ranches and food handlers for sustainable agricultural and facility management practices.

“Dr. Grandin’s guidance in developing and endorsing our standards confirms that the welfare of animals is respected by both the agricultural community as well as by the consumers of our beef products,” said Dan Probert, executive director of Country Natural Beef.

About Country Natural Beef

Country Natural Beef was founded in 1986 by 14 family ranchers in eastern Oregon with a vision to protect open spaces and raise beef cattle in harmony with the land. Today the cooperative is made up of 120 family ranches scattered across the west. All Country Natural Beef is third party certified for humane animal practices and environmentally sensitive land management by Food Alliance. Country Natural Beef

is free of added hormones or antibiotics. Their beef is sold by some of the most sustainable groceries and restaurants in the country, including Burgerville, New Seasons Markets, PCC Natural Markets, Town & Country/Central Markets, and Whole Foods.

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