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## **FOR IMMEDIATE RELEASE**

### **Innovative Approach to the Direct to Consumer Model – The Grass Fed Cattle Co. offers two new purchasing options.**

**Minneapolis, MN (June 2010) – The Grass Fed Cattle Co.**, a cooperative of local farmers within 150 miles of the Twin Cities that specialize in raising 100% grass fed cattle, announces two new purchasing options for customers. Recently celebrating their first year of business meant it was time to take stock in what they had learned along the way. Realizing they had often heard two objections from customers, owners Marcus and Abby Andrusko decided to find some innovative solutions to customers' needs.

**Cow Pooling** – For those people that can't get their heads, or arms, around buying beef in larger quantities, Cow Pooling is a great option. Organizing a group of friends, neighbors or co-workers to purchase and share a whole cow is an excellent way to enjoy high quality, 100% natural, grass fed beef at the greatest value. By sharing a whole beef, *everyone* takes advantage of the best pricing! The process is easy – the customer simply registers with The Grass Fed Cattle Co. as a Cow Pooler and then organizes their group. Once they have their group members identified, purchase and delivery details are finalized by The Grass Fed Cattle Co. For their efforts, Cow Poolers will receive a special appreciation gift.

**Beef CSA** – Adopting the widely understood Community Supported Agriculture (CSA) model is the perfect solution for people with limited freezer space. This program allows a customer to purchase an Eighth or Quarter beef and pick-up throughout the year in multiple smaller packages. This program allows the customer to purchase our natural grass fed beef while taking advantage of bulk pricing without overwhelming their freezer space.

#### **The Grass Fed Cattle Co.**

The Grass Fed Cattle Company is a cooperative of local farmers that specialize in raising 100% grass fed cattle, on free range, with no added hormones or antibiotics. The Grass Fed Cattle Co. serves the people of the Twin Cities metro area by simplifying the process of buying high quality grass fed beef directly. They offer a variety of packages at great values compared to retail pricing. For more information, visit [www.GrassFedCattleCo.com](http://www.GrassFedCattleCo.com) , or call 612.581.7787.

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