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For Immediate Release

Local, All-Natural Grass-Fed Beef Now Available to Consumers

Ferndale, California. July 5, 2008. For the first time in 20 years, Bear River Valley Beef makes its entirely-grass-fed beef available directly to consumers. People can now buy from the company's web site at www.bestgrassfedbeef.com and get free, local delivery (in Humboldt County).

The third-generation, family-run business, located 15 miles south of Ferndale, raises its cattle in the verdant, nutrient-rich pastures between the valley and the Pacific Ocean. The animals graze freely on green grasses year round. Bear River Valley cattle enjoy a stress-free existence and are treated humanely, which makes their temperaments calmer and immune systems stronger.

Grass-fed beef is healthier than grain-fed beef. It's better for the body due to a strong balance of Omega-3 and Omega-6 fatty acids, loads of vitamins, and overall lower fat content. Bear River Valley Beef honors the cattle's natural diet (no grain or animal by-products) and follows ecologically sustainable, environmentally conscious ranching practices. All of this means that consumers can count on better-tasting, more succulent and delicious beef that's also extremely healthy.

Rancher, Liz Klopper, her husband Hugo, and their three children, Ryan, Aaron, and Matthew work with as much care and devotion as their previous family members did three generations before. Liz says, "We feel so blessed to be here on the land, contributing to the local economy, and furthering the preservation of rural agriculture and open spaces. It's really important to me and my family that we live and work in a harmonious way. We're very pleased to offer the public the best, most-nutritious pasture-raised beef for their families and are excited to be setting an example of sustainable, eco-friendly, compassionate business practices.

Bear River Valley Beef raises its cattle on nutrient-packed green grasses year round. As a result, the ranch produces the healthiest, best-tasting, and most tender meats available. Family-owned and operated, in the hills above the Victorian Village of Ferndale, the ranch has nourished generations of Humboldt County residents. It now offers its very best grass fed beef to consumers.

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