



**For Immediate Release**

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## **Factory Farm Fighting Cow Attends the All Things Organic Conference and Trade Show**

[New York, NY]- Moopheus, the trench-coat clad star of the Global Resource Action Center for the Environment's (GRACE) award-winning flash animation video *The Meatrix*, is heading to Chicago to spread his anti-factory farming message to participants of this year's 2005 All Things Organic Conference and Trade Show, hosted by the Organic Trade Association at McCormick Place, Apr. 30-May 3, 2005.

All Things Organic is the sole all-organic trade show in North America and will showcase more than 430 booths presenting fresh organic approaches to a variety of products and lifestyles. Amongst these booths will be GRACE and the Sustainable Table campaign, which works to educate consumers on how to shop smarter, eat healthier, and enjoy an abundance of fresh, nutritious meat and produce grown by local family farmers. From the benefits of pasture-raised meat to the overuse of antibiotics in factory farms, [www.SustainableTable.org](http://www.SustainableTable.org) is a must go-to website for consumers trying to make healthy, environmentally-friendly food choices.

"You are what you eat. And more families than ever before want to eat sustainably," said GRACE President Alice Slater. "We launched Sustainable Table to give families more choices about what goes into their bodies and more ways to exercise their purchasing power to support their local communities."

At the Sustainable Table site, consumers can find the Eat Well Guide, a free online directory of meat, poultry, dairy and eggs produced using sustainable agriculture. By simply entering a zip code, users will be directed by the guide to the farms, stores and restaurants close to home that sell sustainable foods.

"Most families think they are locked into buying only the mass-produced foods available at supermarkets," noted Slater. "Sustainable Table shows you how to find farmers markets, food cooperatives, community-supported agriculture programs, and stores that carry sustainable foods made by traditional family farmers in your area."

The website also features *The Meatrix*, the most successful online advocacy film in history. Over 6 million online viewers have watched this critically acclaimed film that humorously spoofs The Matrix movies while educating viewers about the issues surrounding factory farming. Since its inception a year and a half ago, *The Meatrix* has been translated into over a dozen languages, and

has garnered dozens of awards, including the South by Southwest Film Festival's coveted award for Best Animated Short.

Visitors to GRACE's booth at the All Things Organic Conference will be able to find information about *The Meatrix*, Sustainable Table, and the dangers of factory farming. Family farmers and anti-factory farming activists Karen Hudson and Helen Reddout will be attending to the booth and will be happy to answer questions and provide interviews.

For more information, please contact: Chris Cooper ([ccooper@gracelinks.org](mailto:ccooper@gracelinks.org); 212.726.9161). Karen Hudson and Helen Reddout's direct numbers are:

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(Global Resource Action Center for the Environment) works with research, policy and grassroots communities to raise public awareness and promote solutions to preserve the planet for future generations.

GRACE partners with of the Center for a Livable Future at Johns Hopkins University Bloomberg School of Public Health. The Henry Spira/GRACE Project on Industrial Animal Production fosters interdisciplinary research on industrial animal production and addresses its impact on diet, the environment, and on human and animal health. For more information on all of GRACE's projects, please visit [www.gracelinks.org](http://www.gracelinks.org).