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**JO ROBINSON TO SPEAK IN NYC ON SEPT 7 ABOUT THE ADVANTAGES
OF GRASS-BASED ANIMAL PRODUCTION**

SPONSORED BY GLYNWOOD CENTER AND SUSTAINABLE TABLE

Jo Robinson, NY Times featured writer, author of *Pasture Perfect*, and a prominent spokesperson for the "Back to the Pasture" movement, will speak in New York City on the advantages of grass-based production for the land, consumer health and the well-being of animals. Joining her is Jessica Applestone, co-owner of Fleisher's Grass-fed and Organic Meats, one of the only meat purveyors in the country that specializes solely in pasture-raised and organic meats.

The presentation will be held on Thursday, September 7 at the Municipal Arts Center, 427 Madison Avenue, and is free to the public. The evening begins at 6pm with a wine and cheese reception, followed by an hour presentation and a book signing with Jo Robinson.

Reservations for the evening can be made by emailing jrobin@glynwood.org or by phone at 845-265-3338, ext 106.

The event is co-sponsored by Glynwood Center, and Sustainable Table. The Glynwood Center is a not-for-profit organization that works with communities to address change in ways that conserve local culture and natural resources while strengthening economic well-being. A major focus of Glynwood's current work is their Agriculture Initiative, whose goal is to strengthen the regional food system by helping communities encourage farmers to stay on their land and sharing what we learn with other regions facing similar challenges.

Sustainable Table (www.sustainabletable.org) works to raise awareness and educate consumers about the benefits of sustainable food and the problems with industrial agriculture. The program is home to the award-winning Meatrix movies (www.themeatrix.com and www.themeatrix2.com) and the Eat Well Guide (www.eatwellguide.org), an online directory of sustainable farms, stores and restaurants in the US and Canada that sell meat, poultry, dairy and eggs from small, sustainable family farmers.

For additional information on Jo Robinson and Glynwood Center and to arrange for a press pass to the event, please contact Geralyn Delaney Graham at Resources PR, cell 917.826-5094 or geralyn@resourcespr.com.

For information on Sustainable Table,
please contact Denise Hughes, Senior Media Director, GRACE,
Telephone 212. 726.0121 or denise@gracelinks.org.

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BIOGRAPHICAL SKETCHES OF KEY EXPERTS FOR INTERVIEWS:



Jo Robinson

Through Jo's dedicated gathering of relevant research, we are coming to know that pasture-raised animal products are healthier for us.

-- George Brody, Executive Director, Land Stewardship Project

Jo Robinson is one of the driving forces behind the "Back to the Pasture" movement. She is the author of *Pasture Perfect*, a primer that describes the multiple benefits of raising animals on grass. She is also the founder of eatwild.com, the nation's number one site for grass-fed food and facts. To date, two million people have visited the site.

Robinson's interest in raising animals on pasture grew out of an earlier book *The Omega Diet* that explores the health benefits of the Mediterranean diet. While researching the book, she learned that meat from grass-fed animals is very similar to meat from wild game and that both are ideally suited for human health.

Starting with this insight, she began an exhaustive search of the scientific literature from the 1960s to the present. She has identified hundreds of studies showing that raising animals on pasture is good for the animals, the environment, farm families, and consumers. Robinson gives presentations on the topic to ranchers, government agencies, sustainable agricultural groups, and the general public around the country.

Jo has been interviewed on "The Today Show", "All Things Considered", and "A Closer Look", as well as being featured in articles in Mother Earth News, Wine Spectator, The Christian Science Monitor, The New York Times, Time Magazine and The Wall Street Journal.

Jessica Applestone co-owns Fleisher's Grass-fed and Organic Meats with her husband, Josh, which they founded in 2004. Located Kingston, NY, Fleisher's is one of the only butcher shops in the country that specializes solely in pasture-raised and organic meats. The products they carry are sourced from regional farms that use sustainable and humane practices in raising their animals. Their web site is:

<http://www.grassfedmeat.net/Fleishers/Home.html>



DIANE HATZ

Diane Hatz - Senior Program Director at Sustainable Table

As Senior Program Director and founder of [Sustainable Table](#), Diane Hatz develops and implements creative projects to raise awareness and educate consumers about issues surrounding sustainable food, while promoting solutions to the problems caused by factory farms.

Diane is Executive Producer of the award-winning, critically acclaimed, animated films [The Meatrix](#) and [The Meatrix II: Revolting](#), as well as Project and Marketing Director for the Meatrix campaign, both on and offline. Diane is also Project Director for [The Eat Well Guide](#), an online consumer directory of sustainably-raised meat, poultry, dairy and eggs from farms, stores and restaurants in the US and Canada. These are the first two projects of Sustainable Table.

Sustainable Table is a program of GRACE, the GrassRoots Action Center for the Environment. Before the inception of Sustainable Table, Ms. Hatz was Director of the [GRACE Factory Farm Project](#), author of the [GFFP's Guide to Confronting a CAFO](#), and webmaster for the organization's web site.

Prior to joining GRACE, Diane Hatz worked for nine years in the music industry in marketing, publicity, contract and management positions. She wrote and published an independent magazine (called *The Relay*) for twelve years, which is archived in the Rock and Roll Hall of Fame and Museum. Her years of work in the corporate sector provided an understanding of the problems that confront industry and eventually led to her career in nonprofit environmentalism.

Ms. Hatz earned a Masters in Creative Writing from Antioch University, a B.S. in Business Administration and Marketing from the University of Delaware and a Minor in Philosophy.

A native of Delaware, Ms. Hatz resides in New York City.