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FOR IMMEDIATE RELEASE

“MEAT-ING” CONSUMER DEMAND IN NEW WAYS

NEW YORK, NY -- August 29, 2007 -- Meat trends mean new business and more consumer choices, says the new market research publication *Meat: Culinary Trend Mapping® Report* from Packaged Facts and the Center for Culinary Development. The whole industry is responding to consumer interest in health and wellness, ethical consumerism and indulgence, with more center of the plate choices. New animals, new cuts, re-discovered breeds, premium and ethically produced versions of most meat, poultry and seafood are now available.

Get Your Meat and Wellness Too - Nutrient-dense grass-fed selections include beef, buffalo and even goat. They are higher in Omega-3 fatty acids and conjugated linoleic acid (CLA), a polyunsaturated fatty acid that some scientists believe fights cancer, are lower in fat and are hormone- and antibiotic-free.

Healthy Protein from Happy Animals - Concern for the environment and food safety influences growth of natural and humanely raised choices like heritage breed pork raised on family farms, buffalo, American Wagyu (Kobe) beef and grass-fed cattle. Even Quick Serve Restaurant giants offer humanely raised, hormone- and antibiotic-free niche pork.

Affordable Indulgence - Superior marbling, full-flavor and melt-in-your-mouth tenderness describe why choices like pork belly, Berkshire pork and American Wagyu beef are worth the splurge. Wagyu appears more on restaurant and steakhouse menus, as hamburger chains distinguish themselves with Angus.

“In many ways, these trends are very simple to translate because meat is already such a central part of the American diet. By substituting new styles, cuts and types of meat, conventional products can be updated to deliver added value,” notes Kimberly Egan, CEO of CCD.

Culinary Trend Mapping® Report: A thematic bimonthly trends examination along five stages – from fine dining through chain restaurants to grocery shelves. Strategic implications for manufacturers and food service included. Individual issues and annual subscriptions available at www.packagedfacts.com or contact Tom Ehart at tehart@marketresearch.com.

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