



News Release

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Chisholm Trail Longhorn Beef Kick-starts 2010 with Donation of More Than 1,000 Pounds of Meat to Tarrant Area Food Bank

Texas Co-op provides enough food to help stock shelter pantries across DFW area

Dallas – Dec. 28, 2009 – To help start off 2010 in the right direction, Texas' own **Chisholm Trail Longhorn Beef** will donate more than 1,000 pounds of all-natural longhorn beef to the Tarrant Area Food Bank, the regional food bank in Fort Worth. The large food donation is an effort by the Texas cooperative to help the Food Bank meet the 28 percent increase in the number of households seeking food assistance.

Chisholm Trail Longhorn Beef donation consists of all-natural Longhorn ground beef (95 percent lean) that also serve as a great source for nutrients like protein, iron, vitamins B6 and B12, zinc, selenium and omega-3 fatty acids. The Tarrant Area Food Bank will use the longhorn beef donation to help fill the need of its 300 food pantries, local shelters and other hunger-relief charities in 13 surrounding North Texas counties.

"We truly appreciate the generosity of Chisholm Trail Longhorn Beef for its tremendous donation to the Tarrant Area Food Bank this holiday season," said Bo Soderbergh, executive director of the Food Bank. "Chisholm Trail Longhorn Beef's support comes at a much-needed time as families struggle to make ends meet during these tough financial times. During this period, many families might go without the proper vitamins and nutrients they need to maintain a healthy, well-balanced diet. Longhorn beef certainly helps fill that dietary void. It's donations like this that help the Tarrant Area Food Bank provide the proper food and nourishment to those hungry today."

Chisholm Trail Longhorn Beef is raised on family ranches across Texas where longhorns are free to roam and graze in open pastures and thrive without added hormones or unnecessary antibiotics. In addition to providing an abundance of protein, iron and other vitamins and minerals, Chisholm Trail's all-natural longhorn beef serves as a leaner alternative to chicken, turkey, lamb, pork and venison. A 3.6-ounce serving of Chisholm Trail Longhorn Beef contains only 140 calories, 3.7 grams of fat and 81.5 grams of cholesterol. Pasture-raised longhorn beef has less fat, cholesterol and calories than almost any other meat or poultry available. To learn more about the nutritional values of longhorn beef or find out where you can purchase Chisholm Trail Longhorn Beef, visit www.eathealthybeef.org.

"Chisholm Trail Longhorn Beef is proud to support the efforts of the Tarrant Area Food Bank as it starts off another year helping those in need, and we're thrilled that our donation will provide those North Texans with a great source for nourishment as well," said Mike Crawford, a Chisholm Trail Longhorn Beef partner. "The food bank has done an incredible job providing food assistance to children, families and seniors all across North Texas since 1982. Hopefully others in a position to give back throughout 2010 can join our efforts and help fight hunger in North Texas."

Tarrant Area Food Bank collects and distributes more than 1.7 million pounds of donated food a month to food pantries, emergency shelters, senior centers and other social service centers serving the hungry. Each month, this network of charities provides emergency groceries to more than 40,000 families and serves 625,000 meals and snacks on their sites.

About Chisholm Trail Longhorn Beef

Chisholm Trail Longhorn Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail longhorns graze in pastures and thrive without added hormones or unnecessary antibiotics, placing far less stress on the natural environment than grain-fed cattle raised on factory farms. Chisholm Trail partners are focused on providing delicious red meat for healthy eaters and educating people on the nutritional significance of longhorn beef. For more information, visit www.eathealthybeef.org.

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