

## Diamond Willow Certified Organic Beef Now Available at Community Natural Foods Stores



**Calgary, Alberta**, November 21, 2007 – Diamond Willow is expanding its distribution of organic meat products in Calgary by adding Community Natural Foods stores to its list of retail accounts carrying the Diamond Willow Organic Beef brand.

Community Natural Foods stores feature natural food products that do not contain artificial ingredients but offer the same high-quality taste – this closely complements the Diamond Willow value of great taste without compromise.

“Our certified organic beef is a perfect match for Community Natural Foods stores,” comments Keith Everts, Founder and member rancher for Diamond Willow. “We are both committed to providing the highest quality products without compromising taste. We have been very successful so far in meeting that standard and are thrilled to be a part of the Community Natural Foods market.”

Diamond Willow is a co-operative made up of seven certified organic ranching families in southern Alberta. In addition to their own cattle the company purchases certified organic cattle from producers in Alberta and Saskatchewan. The company sells pre-packaged steaks, roasts and ground beef under the Diamond Willow Organic Beef label in over 80 retail outlets in Western Canada as well as fine restaurants and hotels including **Banff Springs Hotel** in Banff and **River Café** in Calgary.

For more information about Diamond Willow and its products visit [www.diamondwillow.ca](http://www.diamondwillow.ca) or call 403-215-3830.

-30-

**For more information:**  
Michelle Neigel  
Box 78068 - Heritage RPO  
Calgary, Alberta T2H 2Y1  
[mneigel@diamondwillow.ca](mailto:mneigel@diamondwillow.ca)  
T: 403-215-3830