



FOR IMMEDIATE RELEASE:
July 18, 2007

FOR MORE INFORMATION:
Joe Delmar
Cell (609) 320-4193

Koch's Turkey Farm introduces all natural and organic turkey deli meats

TAMAQUA, PA – Koch's Turkey Farm announced today the formal introduction of all natural and organic turkey deli meats for those who want a healthy alternative for their favorite sandwich.

“A good hearty sandwich can also be healthy with our new turkey deli meats,” said Duane L. Koch, president of Koch's Turkey Farm. “Now you can enjoy your favorite sandwich with the fresh wholesome, tender taste of Koch's turkey.”

Koch's turkey deli meats are available in either all natural or organic varieties and come in three different flavors: oven roasted, smoked and vanilla pepper. Each is available at the deli counter or pre-sliced seven ounce packages. All Koch's turkey deli meats are extra lean and 99 percent fat free making them a smart choice for your favorite sandwich.

Sold nationally at Whole Foods and other fine natural foods stores, Koch's turkeys grow naturally without the use of hormones, stimulants or antibiotics. Each turkey is fed a special all-natural vegetarian diet and allowed free-range access, weather permitting.

All turkeys are raised humanely with Koch's receiving a near perfect score on the 2005 Turkey Welfare and Humane Practices independent audit conducted by Steritech, one of the premier providers of food safety and quality assurance services in North America.

In addition to all natural and organic whole turkeys, Koch's Turkey Farm also features a full line

WWW.KOCHSTURKEY.COM
416 Valley Road • Tamaqua, Pennsylvania
phone: (800) 247-7300 Fax: (570) 668-2882

of all-natural turkey products including marinated turkey fillets, smoked turkey breasts, fresh ground turkey and turkey sausage.

Founded by Lowell Koch in 1953, the Koch's Turkey Farm tradition continues today with second-generation family members Barbara Koch, Duane L. Koch, Beth Koch Argall and Pamela Koch Williams.

Learn more about Koch's Turkey Farm by visiting <http://www.kochsturkey.com>.

#