



Premium, home-raised pork enriched with DHA/EPA Omega-3 and organic Selenium
THE FIRST AND ONLY PORK IN NORTH AMERICA with DHA omega-3, which supports the
normal physical development of the brain, eyes and nerves

Pork Producer Willowgrove Hill Wins Premier's Award for Agri-Food Innovation
Prestigious Top Prize Recognizes Pioneering Efforts, Vision and Leadership

(April 4, 2011 – Mitchell, ON) Willowgrove Hill is pleased to announce that they are the recipient of the Premier's Award for Agri-Food Innovation Excellence – a prestigious award that recognizes industry innovation, and comes with a significant cash prize.

The Premier's Award recognizes Paul and Rosie Hill's pioneering efforts to create a new product in the marketplace: premium pork that is nutritionally enriched with DHA/EPA Omega-3 Polyunsaturated Fatty Acids and Organic Selenium. The addition of these nutrients, naturally through feed, establishes Willowgrove Hill as the first and only pork in North America able to make the health claim "Supports the normal physical development of the brain, eyes and nerves." In addition, the pork is raised locally, at their farm in Mitchell, Ontario, without the use of antibiotics or growth hormones.

"We set out to offer Ontario families exactly what's important to our family: farm fresh, great-tasting, premium pork that's traceable from farmgate to plate," said Paul Hill, Owner/Farmer. "We're truly honoured to be recognized for our contribution to the industry. We're also thankful to the grocers and butchers who have not only embraced our unique product – but have also successfully marketed it to discriminating customers."

After losing their young son Ryan to liver cancer in 2001, Paul and Rosie Hill were inspired to enrich their premium pork to ensure that their family – and all of their customers – had an accessible, healthier choice. Working with Grand Valley Fortifiers, a market leader in animal/livestock health and nutrition, Willowgrove Hill introduced DHA/EPA Omega-3 and Organic Selenium naturally, through feed.

"We undertook a long process, in a very challenging industry, because developing delicious, nutritionally enriched pork was important to us as a family," said Rosie Hill. "We're committed to this both professionally and personally."

For more information, and product availability, visit willowgrovehill.com.

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Nutritionally enriched Willowgrove Hill Pork is sold at The Bauer Butcher in Vincenzo's, Waterloo, Big Daddy's Fresh Meats, Huntsville, Bruno's Meats & Deli, Pickering, Cousins Market, Mississauga, Remark Fresh Markets, London, Stephen's Butcher Shop, Port Carling, Strodes BBQ and Deli, Brantford, Stuart Carroll Quality Meats, Thornhill, The Steakmaster, Etobicoke, The Village Grocer, Unionville; featured at 360 The Restaurant at the CN Tower (Peter George, Executive Chef), Canoe, Toronto (Anthony Walsh, Executive Chef), Charcoal Steakhouse, Kitchener (Jimmy Buder, Chef de Cuisine), Deerhurst Resort, Huntsville (Rory Golden, Executive Chef), Neros at Ceasars Windsor (Patrick McClary, Executive Chef; Deron Lepore, Chef), Rosewood Inn Dining Room, Muskoka, (Ken Schulz, Executive Chef) and Trios Bistro, Toronto Marriott Downtown Eaton Centre (Morgan Wilson, Executive Chef); and is available for the wholesale market through Gordon Food Service, Leavoy Rowe, and Sheridan Specialties.