



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**

**Pioneering Ontario Pork Producer Willowgrove Hill Garners Local and International Awards
*Omega-3 Pork Wins Industry Leadership Award, and Third Place in the World for Ribs***

(November 9, 2010 – TORONTO) Paul and Rosie Hill of Willowgrove Hill Pork first introduced great-tasting pork that is nutritionally enhanced with DHA/EPA Omega-3 and organic Selenium in 2008 – and today they're reaping the rewards.

On October 18, 2010 the Ontario Pork Congress presented the Hills with its Industry Leadership Award, acknowledging distinguished service to the industry and contribution to the improvement of the community and society. Then, on October 23, their pork ribs took third place, over 68 US teams and 12 international candidates, at the prestigious Jack Daniels World Invitational BBQ Championship in Lynchburg, Tennessee. London, Ontario's own Black Pig BBQ team achieved a score of 177.1 out of a possible 180 points with the locally raised, farm-fresh pork.

"We're honoured to be recognized not only in our own backyard, but on the world stage," said Paul Hill. "We believe our DHA/EPA Omega-3-enhanced products offer a unique opportunity to be a market leader with a delicious, best-in-class, functional food."

Willowgrove Hill Pork is a winner on three levels – it's natural, healthy and locally produced. What's more, Willowgrove Hill Pork is the first and only pork in North America that is able to make the health claim as it is the first and only pork in North America with DHA Omega-3 that "*Supports the normal development of the brain, eyes and nerves.*"

From their Willowgrove Hill farm in Mitchell near Stratford, Ontario, Paul and Rosie were the first to introduce DHA/EPA Omega-3 and organic Selenium naturally through feed in 2008, based on a specially formulated diet that includes high-quality corn and soybeans. In addition, their pork is raised entirely without antibiotics and without growth promotants.

"Developing a formula for great-tasting, nutritionally enhanced pork was important to us," said Rosie Hill. "We're committed to this both professionally and personally." After losing their young son Ryan to liver cancer in 2001, they were inspired to further enhance their premium pork to ensure that their family – and all of their customers – had an accessible, healthier choice.

For more information, visit willowgrovehill.com.

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Nutritionally enhanced Willowgrove Hill Pork is sold at Remark Fresh Markets, London, The Steakmaster, Etobicoke, Bruno's Meats & Deli, Pickering, Vincenzo's, Waterloo, Big Daddy's Fresh Meats, Huntsville, Shanahan's Quality Meats and Deli, Goderich, Stephen's Butcher Shop, Port Carling, The Village Grocer, Unionville; featured at Deerhurst Resort, Huntsville (Rory Golden, Executive Chef), Canoe, Toronto (Anthony Walsh, Executive Chef), 360 The Restaurant at the CN Tower (Peter George, 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.

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