



THE FIRST AND ONLY PORK IN NORTH AMERICA with DHA Omega-3, which supports the normal physical development of the brain, eyes and nerves

Award-Winning Willowgrove Hill Launches at FreshCo Stores *Ontario Farm Produces Pork Enriched with DHA/EPA Omega-3 and Organic Selenium*

(April 17, 2013 – Mitchell, ON) Willowgrove Hill is pleased to announce that their delicious premium pork is now available at select FreshCo locations across Ontario, providing both quality and value to a broad consumer base.

Another chapter in the success story of this Mitchell, Ontario farm, this milestone is the result of the pioneering efforts of owners Paul and Rose Hill – winners of the Premier’s Award for Agri-Food Innovation Excellence – who have created a product in the marketplace with the following distinctions:

- Nutritionally enhanced with DHA/EPA Omega-3 polyunsaturated fatty acids and organic Selenium, through a specially formulated diet designed in conjunction with a professional nutritionist
- Farm-raised without the use of antibiotics or growth promotants
- The first and only pork in North America able to make the health claim, “Supports the normal development of the brain, eyes and nerves.”

“FreshCo is pleased to partner with Paul and Rose Hill to bring their premium – and healthy – DHA/EPA Omega-3 pork to a wider consumer base,” stated Steve Churchill, Director, Fresh Merchandising, FreshCo. “We’re committed to supporting local farmers, and pride ourselves in offering top-quality wholesome products at competitive prices,” added Mr. Churchill. “What’s more, we’re excited about the momentum that the Willowgrove Hill lineup will generate in the weeks and months to come.”

FreshCo stores will feature a wide selection of Willowgrove Hill cuts, including bacon, pork loin chops, sausages and Black Forest ham.

“Passion has been our driving force,” said Paul Hill, President of Willowgrove Hill. “Creating a delicious healthier alternative took years of perseverance. We’re proud to be the first North American producer to enrich pork with DHA/EPA Omega-3 and organic Selenium. And we’re thrilled that our products will now be available to a broad consumer base in FreshCo stores.”

For more information on Willowgrove Hill’s nutritionally enhanced pork products, visit willowgrovehill.com or email info@willowgrovehill.com. For FreshCo store locations, [click here](#).

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