

Donation will protect land where food grows and animals graze

SACRAMENTO, Calif., Oct. 22, 2013 /PRNewswire-USNewswire/ -- California's ranchlands are getting a significant financial boost to their conservation, thanks to a generous donation to California Rangeland Trust by Whole Foods Market. Whole Foods Market in northern California and Nevada donated \$164,990, or five percent of net sales on Sept. 25, to the Rangeland Trust to conserve California's ranches that provide healthy food, clean water and air, abundant wildlife and western culture.

Shoppers also supported the Rangeland Trust by purchasing products from one of Whole Foods Market's ranching partners, Panorama Organic Grass-Fed Meats. Panorama donates a portion of their proceeds from sales in California directly to the Rangeland Trust.

"Thanks to the generosity of Whole Foods Market and their shoppers, we are now one step closer to conserving the more than 500,000 acres of rangeland that await protection through the Rangeland Trust," said Rangeland Trust CEO Nita Vail.

About The California Rangeland Trust The California Rangeland Trust, a 501(c)(3) public benefit corporation, was created to conserve the open space, natural habitat and stewardship provided by California's ranches. To date, the Trust has protected more than 275,000 acres of productive grazing lands across the state through the use of conservation easements. For more information, visit www.rangelandtrust.org.

About Panorama Meats Panorama Grass-Fed Beef cattle are raised on grasses, legumes and

California Rangeland Trust Awarded \$164,990 Donation From Whole Foods Market 5% Day

Written by Australian Business

range forage by more than 50 family ranchers throughout the Western United States

. Find Panorama Organic Grass-Fed Beef at more than 100 Whole Foods Market stores in Northern California

, the Northwest, the Rocky Mountains, the Midwest and Florida

, and Panorama Natural Grass-Fed Beef at many H-E-B and Central Market stores in Texas

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www.panoramameats.com

SOURCE California Rangeland Trust

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