

PRESS RELEASE:

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Find It All At The *Live Green Expo*

Joel F. Salatin is an American farmer, lecturer and author whose books include *You Can Farm* and *Salad Bar Beef*. Join Salatin, keynote presenter, at the *Live Green Expo* from 9 a.m. to 7 p.m. on Saturday, April 17 at the Plano Centre. He will present ground-breaking, paradigm-shifting information which not only benefits your family's table, but the local economy and environment.

Dig in to the good Earth concept of responsible farming and why it's important to be an educated eater and consumer. Salatin raises livestock using holistic methods of animal husbandry, free of potentially harmful chemicals, on his Polyface Farm located in the Shenandoah Valley. Meat from the farm is sold by direct-marketing to consumers and restaurants.

Salatin's 550-acre farm is featured prominently in Michael Pollen's book, *The Omnivore's Dilemma* (2006) and the documentary film, *Food, Inc.* His unconventional farming practices have drawn attention from the alternative agriculture community, especially those interested in sustainable livestock management.

The *Live Green Expo* is a fun, family event which provides North Texans with the information and resources to make solid decisions and take responsible action to lead more healthy lives with less impact on our environment. Free to the public, the *Expo* will feature over 200 exhibitors, a green job panel, fair trade market, art show, plastic bag collection, eco-fashion show, shoe collection, plus a featured area which focuses on local and organic foods. Children's activities will be available throughout the day, along with fun DIY demos, local entertainment and lively presentations.

The *Live Green Expo* attracts over 15,000 environmentally-motivated residents from throughout North Texas. Partnerships and exhibitor opportunities are still available. Visit www.livegreenexpo.net for more information about the event or contact Ki-Afi Ra Moyo at ki-afim@livegreenexpo.net for details about how your company can get involved.

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