





CHEF THOMAS KELLER AND ELYSIAN FIELDS FARM
BRING CONSUMERS
PURE BRED

(New York, NY)—Internationally acclaimed Chef Thomas Keller and Keith Martin, owner of Elysian Fields Farm in Waynesburg, Pennsylvania have partnered to bring consumers superior cuts of all-natural lamb, aptly named *Pure Bred*. The lamb, bred and raised under exceptional conditions and fed only natural grains without the use of hormones or growth stimulants, will bring a superior quality of meat to the home chef. Keller, a man of exceptionally high personal and professional standards, values the spirit of collaboration and found an unequivocal match in Martin, an expert in his field with a passion for his work.

Pure Bred was born out of Keller's philosophy of ensuring quality and integrity in all aspects of his kitchens. This, paired with Martin's desire to advocate the most respectful treatment of the lamb in all stages of its life, ultimately yields the highest quality, best-tasting lamb product.

Chef Keller notes, "The decision for Keith (Martin) and I to unite on this project seemed like an obvious progression. First is the desire to produce the most natural, flavorful and best tasting lamb, and second, we wanted the public to have access to this wonderful product, understand how it was raised, and feel confident about serving it to their families and guests."

THE PURE BRED PHILOSOPHY

Keller's devotion to precision has been the hallmark of his career and is demonstrated in his passion for sourcing out the finest ingredients to prepare unique dishes for his acclaimed restaurants, The French Laundry, Bouchon and Per Se.

Martin, a self-proclaimed "shepherd" ended a long career in finance to tend to his flock on the sprawling Greene County property, Elysian Fields Farm, which he shares with his family. Martin holds deep convictions that the healthy and natural lifecycle his lambs enjoy, yields the high quality product that consumers, including Chef Keller, have come to regard as their first, and only choice, for both their restaurants and families.

Sheep raised at Elysian Fields Farm have met a strict criterion, and are raised with a quality of life where both the animal and its ultimate potential are equally respected. Martin notes, "After caring for sheep for

over a decade, I've learned to read the animal. One can tell if the sheep is happy and healthy, which is so important within this process from beginning to end."

Elysian Fields watchfully records all aspects of each lambs' lifecycle. Martin has developed a method of recording data on each lamb at Elysian Fields Farm into a one-of-a-kind system known as the *Safe Alternative™ method*.

Keller's determination to provide only the finest products to his guests led to a referral that brought Keller and Martin together in 1997. For almost a decade, Keller has championed the superiority both Martin's products and effectiveness of his methods, and has exclusively featured Elysian Fields Farm lamb on his restaurant menus. Elysian Fields Farm has since garnered national interest, achieving much industry acclaim.



ELYSIAN FIELDS FARM OFFERS A
SAFE ALTERNATIVE™

In 1989, when Keith Martin left the hustle of the big city to become a sheep farmer in the pastures of appropriately named Greene County in Pittsburgh, Pennsylvania, Elysian Fields Farm was officially born. In seeking a better quality of life, he purchased an old brick farmhouse and one acre of land with intentions of restoring it to the 500-acre sheep farm it once was. Over the years, Martin has developed over 200 acres of farmland where flocks of Elysian Fields sheep graze along the lush green hills that surround the quaint property.

It is Elysian Fields insistence that his flock receive superior treatment. Each aspect of every lambs' lifecycle is watchfully recorded. The organization has developed a method of tracking each lamb known as the *Safe Alternative™* method that has come to define the quality of each lamb bred for the organization. Elysian Fields has defined the *Safe Alternative™* in conjunction with a number of state and regional alliances such as accredited universities, producer groups and allied industry interest groups, all united by a common cause, which is paramount to commercial interest.

HOW THE SAFE ALTERNATIVE™ METHOD WORKS

- Once becoming part of the flock, Elysian Fields lambs are fed only natural grain without the presence of growth hormones or stimulants, which may interfere with the quality of the lamb in its commercial presentation. The feed (hay and grain) each lamb consumes is carefully monitored to avoid overeating. Thorough testing for content and nutrient levels is consistently conducted and monitored. Additionally, the water each lamb consumes is also tested continuously to ensure its purity by independent testing sources.
- All lambs are individually identified and tracked during their time at Elysian Fields. Extensively developed data-supported processes and protocols are consistently maintained throughout their lifecycle, ensuring a high level of both stewardship to the lamb as well as animal compassion; both of which the organization feels are essential.
- All lambs are continuously monitored, with all medical care and compassion handling (such as immunizations and inoculations) recorded and stored.

TRACKING THE SAFE ALTERNATIVE™

Elysian Fields makes regular contact with chefs using their products to ensure quality. If an inconsistency in taste were to occur with an Elysian Fields lamb, the organization, upon obtaining the particular lamb's tracking number from the package, can determine any possible causes through the extensive data collected. Precautions and modifications can then be taken with future flocks.

Martin designed the *Safe Alternative™* method after years of learning to "see through the wool" of each

lamb. He now grades and custom cuts meat for customers in his own USDA approved space, producing an all natural product.* His organization's passion for producing lamb for superior quality meat has garnered him recognition from some of the finest chefs throughout the country. Elysian Fields has drawn its customers by word of mouth alone, having never garnered attention from advertisement.

*minimally processed, no artificial ingredients



THOMAS KELLER



Thomas Keller is as renowned for his culinary skills as he is for his ability to establish a restaurant that is both relaxed yet exciting. Keller began his culinary career at a young age, working in the Palm Beach restaurant managed by his mother. He relocated to France in 1983, where he worked in several Michelin-starred houses including Guy Savoy and Taillevent. He opened his first restaurant Raketel in New York City in 1986, then moved westward to California to work as executive chef at the Checkers Hotel in Los Angeles.

In 1994, Keller opened The French Laundry in Yountville, which quickly became a destination restaurant. His bistro Bouchon debuted down the street in 1998, with Bouchon Bakery following five years later. Keller now has eight restaurants in the United States, including Per Se and Bouchon Bakery at the Time Warner Center in New York City, and Bouchon and Bouchon Bakery in Las Vegas. His latest casual dining establishment Ad Hoc, opened in Yountville in 2006.

Keller is the author of the award-winning *"The French Laundry"* and *"Bouchon"* cookbooks. He is slated to release his new book on sous vide cooking called *"Under Pressure"* this fall. A man of exceptionally high personal standards, Keller values genuine collaboration. He has successfully assembled an expert staff that shares his philosophy and vision, thus enabling him to concentrate on his many varied interests. Keller has collaborated with Raynaud and the design firm Level on a collection of sophisticated white porcelain dinnerware called "Homage." He has launched Modicum, a Napa Valley Cabernet and consulted on the film *Ratatouille*, which won the 2007 "Best Animated Feature Film" category at both the Golden Globes and the Academy Awards.

In 2001, Keller was named "America's Best Chef" by *Time* magazine. In 2003, Johnson & Wales University conferred upon him the honorary Degree of Doctor of Culinary Arts for his contributions to the industry. His accolades include consecutive "Best Chef" awards from the James Beard Foundation and "Chef of the Year" by the Culinary Institute of America. He is the only American-born chef to hold multiple three star ratings by the *Michelin Guide*.



KEITH MARTIN



In 1989 Keith Martin left a career in investment banking for greener pastures. Over the next few years he parceled together 200 acres of farmland in Greene County, Pennsylvania, and Elysian Fields Sheep Farm was born.

Today, Martin is the proud owner and operator of both the farm as well as Elysian Fields brand lamb found in restaurants across the country and specialty food retailers in the Pittsburgh area. A self-proclaimed “shepherd,” Martin is an advocate for respectful and humane treatment of his lambs, and thus developed and implemented the “Safe Alternative Method”—a highly strategic quality control system used at Elysian Fields,

tracking all lambs raised to ensure the delivery of the best possible lamb product. Martin attributes the quality of his product, which chefs and consumers—including Thomas Keller—have come to regard as their “brand of choice,” to the healthy, natural lifecycle the flock enjoys.

Martin, a graduate of Waynesburg College, shares the 1873 farmhouse nestled in the rolling green hills of the property with his wife Mary and their two children, son Sam, 15 and daughter Hannah, 12.