

**For Immediate Release
August 1, 2008**

Delicately Delicious:

**Vermont Yak Company to Debut Yak Meat at Annual August
“Taste of the Valley” Event!**

Yak Meat Available Beginning in August.

Vermont’s newest farm business – the Vermont Yak Company – will be featuring yak meat at the annual “Taste of the Valley” event on Monday, August 4 in Mad River Valley at Sugarbush Mountain Resort.

“Compared with beef, yak meat has one-sixth the fat and 40% more protein, and while it is leaner and lower in calories and saturated fat than beef, it is still a moist and tasty meat,” notes farmer and co-owner Dave Hartshorn. “Yak meat has a superb, delicate flavor,” adds co-owner Kate Williams. “Many people refer to it as sweet and subtle, and we have yet to meet someone who doesn’t fall in love at first bite.”

After the “Taste of the Valley” August debut, Vermont Yak Company will be selling yak meat for retail beginning at the Saturday, August 9th Waitsfield Farmer’s Market. The meat will also debut in early August at Mad River Valley restaurants including American Flatbread, the Green Cup, and Timbers.

On Labor Day week-end – Saturday, August 30 – come by the Waitsfield Farmer’s Market to meet some of live bottle-fed baby yaks, too!

The Vermont Yak Company mission is defined as “raising and breeding grass-fed yak for organic meat and fiber to help build a more diverse and sustainable agrarian future for the greater Green Mountain region.”

For more information, contact Rob at rob@vermontyak.com, 802.279.8302 (Kate on the yak phone), or visit www.vermontyak.com.