



## NEWS RELEASE

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### **Pet Greens® Pet Products Cross the Border to Canada**

*Bell Rock Growers delivers the power of green nutrition to specialty pet retailers and distributors in the U.S. and Canada*

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**CHICAGO, IL** (Oct. 8, 2010) – Bell Rock Growers, the pioneer grower and supplier of green nutrition pet products, unleashes select Pet Greens® products to distributors and specialty pet retailers in Canada. Bell Rock Growers will showcase its complete line of Pet Greens products during H.H. Backer's 44<sup>th</sup> Annual Pet Industry Christmas Trade Show & Educational Conference, Oct. 8-10, 2010, at the Donald E. Stephens Convention Center in Rosemont, IL (booth 731).

Bell Rock Growers' Canadian debut of industry-exclusive pet products Powered with Green Nutrition® includes:

- **Pet Greens Garden:** Self-grow wheat grass kits that make it easy to grow fresh certified organic greens right out of the bag;
- **Pet Greens Jerky-Style Dog Treats:** All-natural, no wheat gluten, no grains or fillers, no artificial colors or flavors, available in Roasted Chicken (Savory Beef not available in Canada);
- **Pet Greens Semi-Moist Cat Treats:** No wheat gluten, no corn or soy, no artificial colors or flavors, available in Roasted Chicken, Deep Sea Tuna and wild Savory Salmon;
- **NEW Pet Greens Crunchy Cat Treats:** No wheat gluten, no corn or soy, no artificial colors or flavors, available in Chicken Pot Pie, Turkey & Veggie, and Seafood Salad;
- **NEW Pet Greens Dog Biscuits:** All-natural, protein-rich, no wheat gluten, no corn or soy, no grains or fillers, no artificial colors or flavors. Available in two sizes for small and medium-to-large breeds and two recipes, Hearty Seafood and Turkey & Veggie;
- **Pet Greens Grooming Line:** Earth-friendly, therapeutic grooming line made with wheat grass and oatmeal in six botanical blends – 2-in-1, Puppy, Senior, Odor Control, Sensitive, and Deep Conditioning.

The company's products, also available throughout all 48 contiguous U.S. states, have received an enthusiastic response from health-conscious pet owners. According to Bell Rock Growers Co-Founder Marty Walls, interest in green nutrition products for pets continues to rise. "More pet food retailers and distributors recognize their customers expect higher nutrition standards in their products. Pet store shelves are lined with new pet food recipes that include garden greens and other vegetables similar to what we include in our own diets," says Walls.

Wheat grass is one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and small animals. In fact, one pound of wheat grass is equal in protein and overall nutritional value to 23 pounds of fresh garden vegetables. Nutrient-packed Pet Greens products provide safe alternatives to potentially harmful household plants and chemically treated outside grasses. For more information on the benefits and consumer demand for green nutrition, download Bell Rock Growers' free e-book, 'Why Green Nutrition?' at [www.bellrockgrowers.com](http://www.bellrockgrowers.com).

Retailers and distributors who visit Bell Rock Growers at H.H. Backer's Christmas Show in Rosemont (booth 731) will receive Pet Greens samples and exclusive show offers. For additional sales information, contact Howard Pickens at 973.398.3038 or [howard.pickens@bellrockgrowers.com](mailto:howard.pickens@bellrockgrowers.com).

#### **:: About Bell Rock Growers**

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. The company's complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; Pet Greens Dog Biscuits and Pet Greens Dog & Cat Treats - all made with wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; earth-friendly, therapeutic Pet Greens Grooming Line made with wheat grass and oatmeal; Pet Greens Live Catnip; and Pet Greens premium dried Catnip Buds. For more information, visit [www.bellrockgrowers.com](http://www.bellrockgrowers.com).

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