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Attention Business Editors:

**Rowe Farm Meats and Investeco Capital announce investment partnership to grow naturally-raised foods company**

GUELPH, ON, Aug. 9 /CNW/ - Rowe Farm Meats has announced that Investeco Capital has made a significant investment in the company to increase awareness of naturally-raised food, develop new products and increase productivity and sales.

Investeco is a leading Canadian-owned investment organization which partners with companies that are providing effective, ecologically-responsible products and solutions.

"We believe that naturally and locally raised food is a fast-growing market segment, and we are delighted to be involved with Rowe Farm Meats," said Andrew Heintzman, president of the Toronto-based private equity firm.

John Rowe, founder of Rowe Farm Meats, set out 40 years ago to market the products of animals raised in a more natural way without the use of growth promoting hormones, antibiotics or animal-based feed additives. Driven by early success at his own retail outlets in Guelph and Toronto's St. Lawrence Market, Rowe Farm Meats was formed and has developed a strong following amongst discerning meat buyers in southern Ontario, including many leading chefs and caterers.

Today, Rowe Farms is the province's largest producer of natural meats including beef, pork, lamb, chicken and turkey, as well as eggs.

A strong advocate of traditional, natural farming, John Rowe was enthusiastic that the investment partnership will allow him to continue to meet the needs of a growing market of consumers who base their decisions on environmental stewardship and superb quality.

"This is a natural evolution for our business," he said. "Together we can empower people to eat more naturally. Imagine the difference naturally-raised food can make in our lives and in the environment."

For further information: on Rowe Farm Meats contact Dan Jewell or Martyn Vernon at (519) 822 8794; For more information on [www.investeco.com](http://www.investeco.com) contact Michael Curry, (416) 304-1750 ext333 or Andrew Heintzman ext398

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