



**MEDIA CONTACT:**

**Kevin Gould**  
**774-545-5142**

**kgould@conoverandcompany.com**

**FOR IMMEDIATE RELEASE:**

**WILLOW TREE DONATES USED COOKING OIL FOR CONVERSION TO CLEAN BURNING BIOFUEL**  
***Over 1,200 Gallons Given to Alternative Fuel Foundation to Help Fund Green Education Programs***

**ATTLEBORO, MA, MAY 5, 2011**—Willow Tree Farm—New England's leading provider of prepared fresh/sold frozen poultry pies and deli-fresh chicken salad—today announced that it has donated over 1,200 gallons of used canola oil from its production facility to the non-profit Alternative Fuel Foundation since 2009.

The Alternative Fuel Foundation, based in Middleton, MA, was created to offset carbon emissions produced from burning traditional fossil fuels by collecting used cooking oil (canola, soybean, olive, peanut and hydrogenated) from the food service industry and ensuring it's processed into clean burning biofuel. Proceeds from the waste oil donations are also used to provide grant money to local schools and universities to sponsor projects that help promote the concept of sustainability.

"The Alternative Fuel Foundation is a forward-thinking organization that makes it easy and convenient for us to do something positive with our used cooking oil," said Walter Cekala, President, Willow Tree. "Waste oil is a natural byproduct of what we do at Willow Tree. As a local, family-owned business, we were looking for a way to use the oil to make a difference where we live and work. By helping to reduce air pollution through the production of biofuel, we've found a like-minded partner in the Alternative Fuel Foundation, who echoes our ideas about community impact and corporate responsibility."

To dispose of its waste oil, Willow Tree pours it into an on-site storage container provided by the Alternative Fuel Foundation. When full, Willow Tree can either call the organization or utilize its online self-service portal to arrange for free collection. Willow Tree receives quarterly statements listing the number of gallons donated, which can be used to secure an annual tax deduction of up to \$5,000.

"Thanks to partners like Willow Tree, we were able to collect enough cooking oil last year to offset over 90,000 tons of CO2 that would have been otherwise generated from traditional petroleum usage," said William Fiore, Executive Director, Alternative Fuel Foundation. "This is the equivalent of planting 450,000 new trees, and we are just getting started."

Willow Tree historically retained a renderer to remove its waste oil for use in the animal feed industry. About ten years ago, the company began investigating alternative options for disposal of its used cooking oil, and started producing its own biodiesel. Willow Tree learned about the Alternative Fuel Foundation in 2009 and signed on as partner that same year.

###

**About Willow Tree**

Willow Tree is New England's leading provider of prepared fresh/sold frozen poultry pies and deli-fresh chicken salad. For nearly 60 years, Willow Tree has provided the finest premium poultry products for hungry families, offering delicious, wholesome comfort foods that have satisfied appetites for generations. The company's growing line of products are still prepared by hand and sold in supermarkets, delis, sports and entertainment venues and restaurants along the East Coast, online and at the Willow Tree retail store in Attleboro, Massachusetts. <http://www.willowtreefarm.com>