



NEWS RELEASE

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Bell Rock Growers Publishes FREE E-Book on Benefits of Green Nutrition for People and Pets

Authors Explore Health Benefits, Consumer Demand, and Ways to Incorporate Wheat Grass into Diet

SAN DIEGO, Calif. (October 2, 2008) – Ever wondered why your cat can't resist nibbling on your favorite houseplants? Or why your dog tugs at the leash to chomp on a mouthful of lawn grass? While these behaviors may surprise some pet owners, experts on nutrition and pet care say your furry companions may be saying: "We want our greens!"

To help explain this seemingly odd indulgence, the pet industry's pioneer suppliers of live and packaged green nutrition products are launching an online educational campaign on the mutual benefits and uses of wheat grass for people and their pets. Bell Rock Growers Co-founders Catherine Hoffmann and Marty Walls have co-authored a new e-book, [*Why Green Nutrition? Exploring the Nutritional Benefits of Wheat Grass for People and Animals*](#).

The e-book is available for FREE downloads at www.bellrockgrowers.com. "While a growing number of people are including wheat grass and other green foods in their own diets, many often neglect to make similar considerations with their pets' diets. Most simply aren't aware of health benefits of green nutrition for animals," said Hoffmann.

Over the past two decades, wheat grass has surged in popularity from juice bars to home garden shops. Now pets are getting in on the wheat grass craze as more people learn about the powerful healing qualities of this leafy green for dogs, cats, birds, reptiles, and other small animals.

Wheat grass is known to be one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and other small animals. Wheat grass also satisfies a pet's attraction to chlorophyll-rich greens, providing a safe alternative to potentially harmful household plants and chemically treated outside grasses.

The ["Why Green Nutrition?" e-book](#) includes a compilation of research on the benefits of wheat grass, results of a national survey on pet owners' enthusiasm for green nutrition, tips on growing wheat grass, and expert advice on ways to introduce it to pets.

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. Bell Rock Growers' complete line of products Powered with Green Nutrition® include: Pet Greens® Live Pet Grass® and Live Catnip; four varieties of Pet Greens® Treats for cats and dogs; Pet Greens® Garden self-grow wheat grass kits; and an earth-friendly grooming line containing wheat grass. For more information, visit www.bellrockgrowers.com.

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