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Gateway Pine Shavings Offers New Bedding Option for Horse Owners - Locally Manufactured & Eco-Friendly

Gateway's innovative manufacturing approach spurs New Collaboration with New Jersey Audubon Society

Tabernacle, NJ – June 21, 2010 – Great things are happening at Gateway Pine Shavings of Tabernacle, NJ. A growing number of New Jersey's horse owners are using Gateway's eco-friendly livestock bedding product, which is produced from 100% pine wood materials from New Jersey forests, primarily harvested during forest management activities.

Gateway's customized manufacturing approach creates a softer and more comfortable bedding option, which is naturally low in dust and offers a natural fresh pine scent. The result is a healthier and more contented animal. The shavings are also more absorbent, making the cleaning of livestock pens and stalls easier and more economical, since the shavings can be sifted through with a manure fork. The shavings last longer, therefore reducing waste and operating costs.

The fresh shavings are made to order and can be used in a variety of venues – from private horse and livestock farms to carnivals and festivals. Gateway's Bedding is not a sawmill by-product, therefore quantities are not limited to the amount of waste created by a lumber mill.

The co-owners of Gateway Pine Shavings, Sue and Jim Thomson, who just recently showcased at the Jersey Fresh CCI Three-Star and CCI Two-Star Event, are proud to announce a new collaboration with the New Jersey Audubon Society to promote their animal bedding. The initiative with the New Jersey Audubon Society aims to empower consumers to utilize their purchasing power to become more environmentally responsible by choosing to purchase local products derived from sustainably managed forests and encourage them to lead an eco-friendly lifestyle.

"Ecologically sustainable forest stewardship of New Jersey forests can be supported through the promotion of value-added products made from small diameter wood materials that are harvested during forest management activities – which is exactly how Gateway's shavings are derived. Use of these types of products can result in minimizing wildfire hazards and improving habitats for rare and declining species of flora and fauna," explained Troy Ettel, Director of Conservation of the New Jersey Audubon Society.

"We're proud to work with the New Jersey Audubon Society on their initiative," said Sue Thomson. " With shavings that are primarily derived from timber that has been responsibly harvested from forest stewardship forests, our goal is to provide a top-quality product that is locally produced, affordable and reliable – all while maintaining our area's natural resources," she explained.

"By purchasing our bedding, you can feel satisfied knowing that you are not buying a waste material that could contain a number of harmful woods, but rather a quality product made specifically for your animal", added Jim Thomson.

For more information about Gateway Pine Shavings, call 609-668-2374 or visit www.gatewayshavings.com. For more information about the New Jersey Audubon Society, please visit www.njaudubon.org.

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About Gateway Pine Shavings

Gateway Pine Shavings is a New Jersey based, eco-friendly company serving equine and livestock facilities with premium pine shavings made from 100% pine that has been responsibly harvested from Garden State Stewardship Forests. Gateway's shavings are made specifically for animal bedding needs and are not a byproduct. For additional information about Gateway Pine Shavings, please call 609-668-2374 or visit www.gatewayshavings.com.

About the New Jersey Audubon Society

The New Jersey Audubon Society is a privately supported, not-for profit, statewide membership organization. Founded in 1897, and one of the oldest independent Audubon societies, New Jersey Audubon has no connection with the National Audubon Society. New Jersey Audubon fosters environmental awareness and a conservation ethic among New Jersey's citizens; protects New Jersey's birds, mammals, other animals, and plants, especially endangered and threatened species; and promotes preservation of New Jersey's valuable natural habitats. For more information about the New Jersey Audubon Society, please visit www.njaudubon.org.