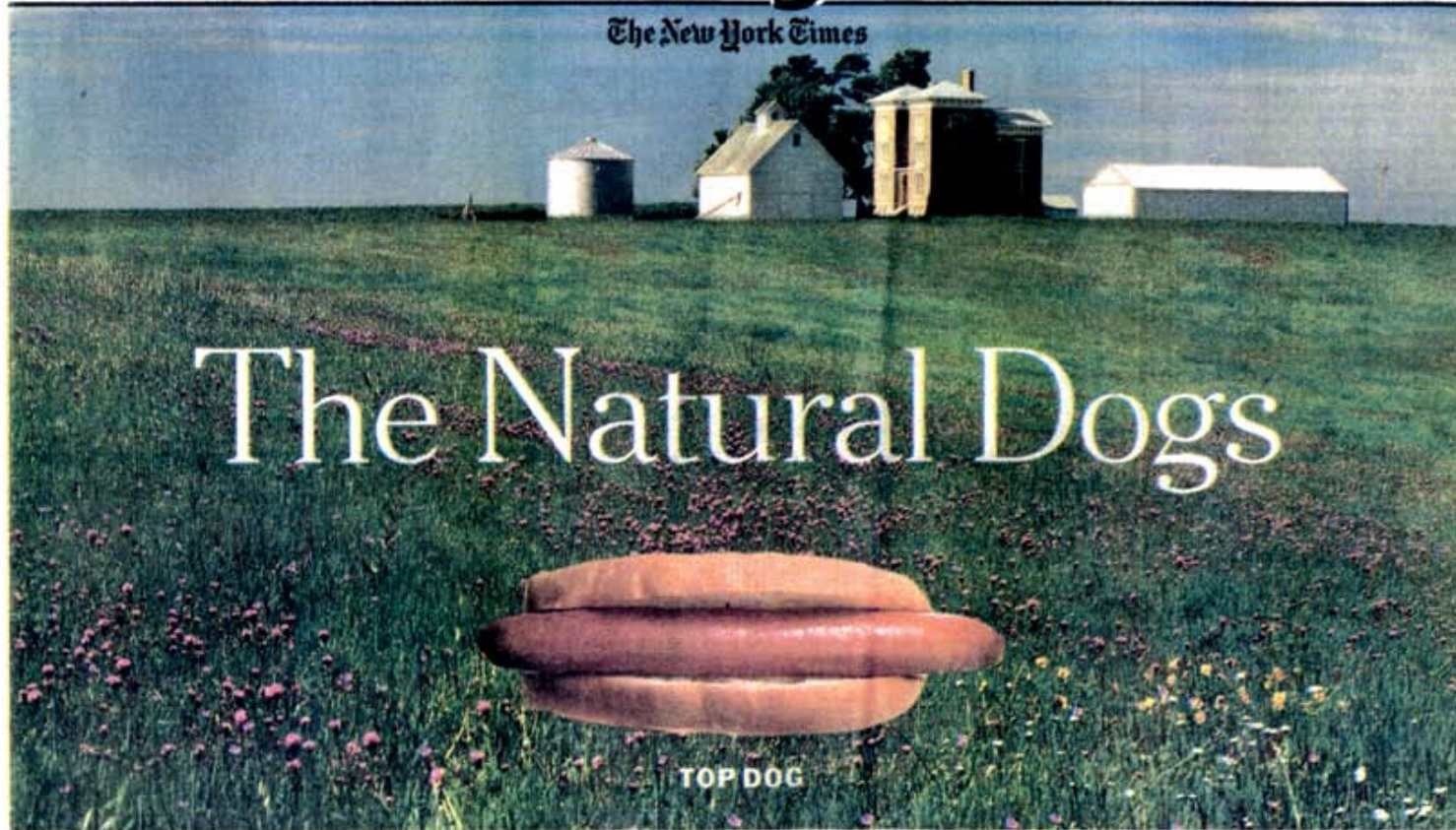


The New York Times

Dining In

WEDNESDAY, JULY 5, 2006

The New York Times



The Natural Dogs



TOP DOG

GRASS FED: THE NEW ALLURE OF THE ORGANIC FRANKFURTER

TOP DOG The best grass-fed organic franks are made in small batches



By KIM SEVERSON

THE star of the wienie roast has fallen on hard times. In a country increasingly enamored of specialty sausages and natural beef, hot dog sales have slumped. But a new dog might save the day, one that is better for the environment and the animals, healthier for the body and, perhaps most important, doesn't taste like some kind of jailhouse punishment lunch. The politically correct frankfurter. In the past four years sales of so-called organic hot dogs

etite



Over Roger Charlton/The New York Times

fed beef to the masses. Many hot dog eaters are not going to drop a lot of cash on an aged grass-fed porterhouse, but they might spend \$5 to see what the buzz is about.

Using local grass-fed beef in a hot dog or a hamburger reduces consumption of fuel in

ganic unthinkable meat scraps are still un-

from animals raised on grain. The new dogs

choice than a mass-marketed product, even

raised on grain. There is less saturated fat,