



CHICKEN
TURKEY

**NO ANTIBIOTICS.
NO EXCEPTIONS.**



- ✓ NO ANTIBIOTICS EVER
- ✓ Made with Only All-Natural* Chicken and Turkey
- ✓ 100% Vegetarian Diet
- ✓ No Animal By-Products
- ✓ No Hormones or Steroids Added**

*Minimally processed. No artificial ingredients.

**Federal regulations prohibit the use of hormones or steroids in poultry.



GREAT FOOD STORIES START WITH REAL INGREDIENTS

More than ever, transparency-focused consumers want food that is real and not altered.¹ PERDUE® HARVESTLAND® can help you meet the demand for proteins with clean, simple ingredients. As food lovers with an appreciation for healthy foods, we never add anything to our products that nature didn't create. We're proud that our animals receive a 100% vegetarian diet with no animal by-products and NO ANTIBIOTICS EVER! That's a story worth sharing.

MEETING CONSUMER DEMAND

94%

of consumers want restaurants to be more transparent about food¹

59%

of consumers are more likely to eat at a restaurant serving meat raised without antibiotics²

219%

4-year growth in antibiotics claims on the menu³

NO ANTIBIOTICS EVER

Not in the egg. Not in the hatchery or on the farm. Not in the feed. From before birth through maturity, we never administer antibiotics to our animals, ever.

RESPONSIBLY RAISED

- Industry-leading "Farm-to-Fork" program ensures traceability through every aspect of production and processing.
- We employ a responsible animal-care program with documented and audited best practices.
- Our animals are raised cage-free on family farms. They receive a 100% vegetarian diet, with no animal by-products.
- Our products are made with only all-natural* chicken and turkey.
- We're committed to protecting family farms, our communities and the environment.

1. Berta, Dina, "How Foodservice Operators Are Keeping Up With The Demand For Transparency," Foodservice Director, June 15, 2016

2. Consumer Reports, Natural and Antibiotics Labels Survey Report, May 1, 2018

3. Datassential MenuTrends, Jan. 2019

*Minimally processed. No artificial ingredients.



Local farm quality. Nationwide reach.

WE BELIEVE IN RESPONSIBLE FOOD AND AGRICULTURE*

To learn more visit: Corporate.PerdueFarms.com/Responsibility/



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