



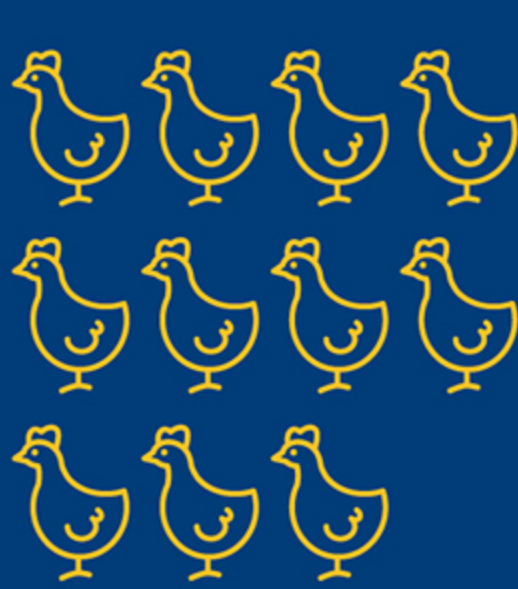
# PERDUE'S HATCHING A BETTER WAY TO RAISE CHICKENS

Perdue is committed to changing the way chickens are raised and increasing their overall wellbeing through its "Commitment to Animal Care." Through the development of strong relationships with its famers, Perdue constantly strives to better the conditions of its chickens' atmosphere to provide a comfortable environment within which they can express their normal behaviors and live a healthy life.



## 72 HOURS

HOW LONG CHICKEN HOUSES ARE "PRE-HEATED" IN THE WINTER to ensure chicks have a warm environment when they're first placed at a farm



# 11

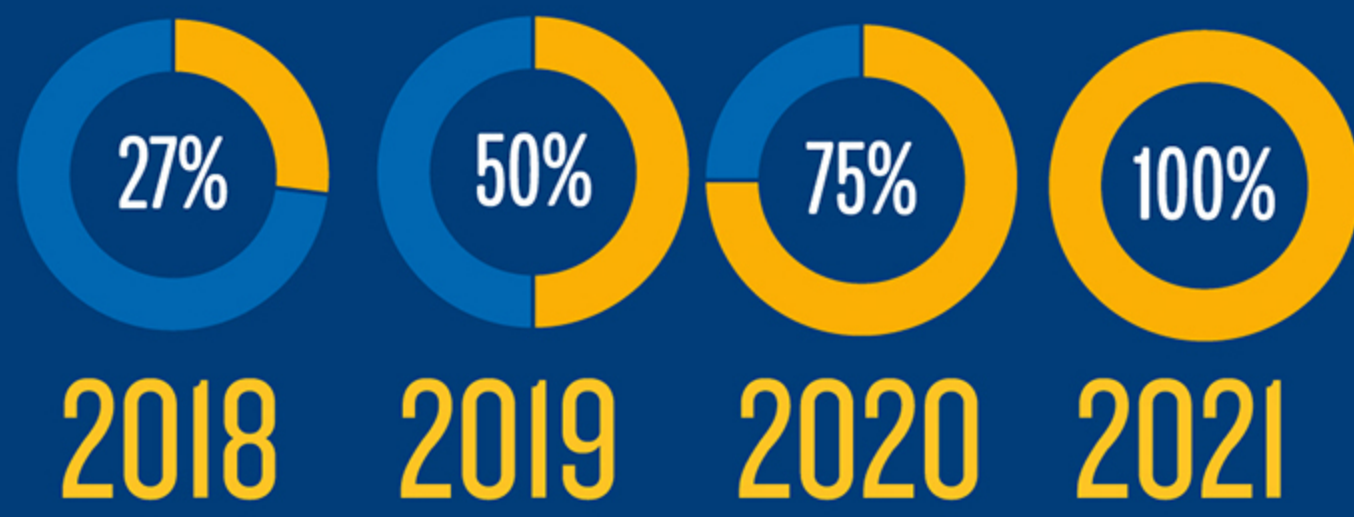
THE TOTAL NUMBER OF BREEDS PERDUE TESTED OVER THE PAST YEAR TO DETERMINE

## THE BEST BREED

in regards to quality of life (in relation to activity, growth speeds and health) to support customers' demand for higher-welfare chickens



### OUR GOAL



# 200



PERDUE'S SET GOAL FOR THE INCREASE IN NUMBER OF FARMS with pasture areas and outdoor access for chickens by 2019



# 6

THE MINIMUM NUMBER OF CONSECUTIVE "LIGHTS OFF" resting hours for all Perdue chickens

# 2X

the amount Perdue aims to increase chicken activity levels by over the next three years through enrichments and other animal care activities

# ZERO

the amount of antibiotics Perdue uses when raising no-antibiotics-ever chickens



# 100%

THE PERCENTAGE OF CHICKENS BEING FED AN ALL VEGETARIAN DIET PROVIDED FOR PERDUE'S CHICKENS

### FUN FACT:

To help ensure its chickens stay healthy, Perdue utilizes natural supplements such as oregano and thyme in place of antibiotics

# FIVE

THE CORE FREEDOMS PERDUE FOCUSES ON FOR ITS CHICKENS INCLUDES

- 🐔 FREEDOM FROM HUNGER AND THIRST
- 🐔 FREEDOM FROM DISCOMFORT
- 🐔 FREEDOM FROM PAIN, INJURY OR DISEASE
- 🐔 FREEDOM TO EXPRESS NORMAL BEHAVIORS
- 🐔 FREEDOM FROM FEAR AND DISTRESS

### FUN FACT:

In an effort to maintain total transparency, Perdue regularly publishes public-facing poultry care reports including welfare audit results

