



FREE RANGE

ORGANIC
FRESH CHICKEN



ORGANIC FRESH CHICKEN

SERVE HIGH-QUALITY CHICKEN WITH THE HIGH-VALUE ATTRIBUTES CONSUMERS DESIRE



ORGANIC

FEED THE NEED FOR ORGANIC FRESH CHICKEN

Consumers today are more concerned with the foods they eat than ever before—and they're willing to pay more for the premium attributes they seek when eating away from home.¹

Menuing the powerful benefits of **fresh, never frozen PERDUE® HARVESTLAND® Organic Chicken** helps you easily meet the demand for great-tasting premium chicken with equally great profit potential.

63% OF CONSUMERS WILL **PAY MORE FOR PREMIUM PROTEIN¹**

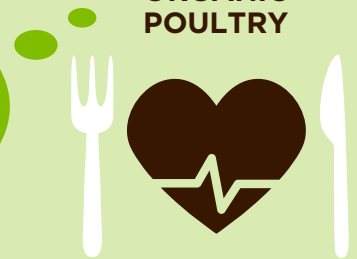


ORGANIC UNCOOKED CHICKEN IS EXPECTED TO GROW IN FOODSERVICE



FOR THE NEXT 5 YEARS²

67% OF CONSUMERS THINK:



ORGANIC POULTRY

IS HEALTHIER³

MENU THE HIGH-VALUE ATTRIBUTES OF NON-GMO ORGANIC CHICKEN



Free Range



NO ANTIBIOTICS EVER



No Hormones or Steroids Added*



Non-GMO Project Verified**



Fed a 100% Organic Vegetarian Diet with No Animal By-Products



Perdue Animal Care



Never Imported



USDA Certified Organic



Fresh, Never Frozen



Vacuum Sealed for Freshness

1. Technomic, 2015

2. Westport Consulting, Organic Chicken Category Report, May 2015

3. Technomic, Center of the Plate: Poultry Consumer Trend Report, 2015

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

**The chicken used in this product is fed a diet that contains non-genetically engineered ingredients. The USDA organic regulations do not permit the use of genetically engineered feed ingredients.



STAND OUT WITH SMALLER BIRDS THE ORIGINAL FOODSERVICE PREFERRED SIZE

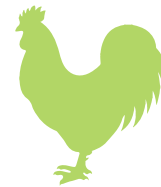
Bigger isn't always better. That's why we're proud to offer PERDUE® HARVESTLAND® Organic in small bird form as well. Switching to small birds means you can create your signature dishes with the great taste, texture and tenderness that large birds—common in foodservice today—just can't match. And you can ease concerned minds knowing that you made the compassionate choice for improved animal welfare over large chickens.

Small Birds Offer:

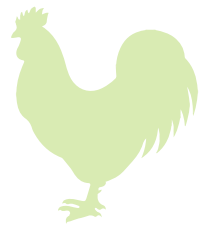
- ✓ Perfect portioning for:
 - In-demand whole and split entrées
 - Bone-in parts
- ✓ Natural fall-sized filets



SMALL
3 lb.*



MEDIUM
6 lb.*



LARGE
9 lb.*

*Industry average for bird weights

A HIGHER STANDARD OF ANIMAL CARE

Animal care is very important. We put the welfare of our birds above all else—setting standards that exceed what the rest of the industry is doing. That means high-quality feed, clean water, fresh air, natural sunlight, outside access, better bedding and enrichments, plus the room to grow as nature intended. The results: happier, more active chickens; an ingredient story consumers care about; and great-tasting food.





PERDUE® HARVESTLAND® ORGANIC FRESH CHICKEN

UPC	PRODUCT DESCRIPTION	AVERAGE SIZE	CASE PACK AND WEIGHT
57169	WHOLE BIRD WOG, TRUSSED	2.75-3.25 lbs.	2-3 hd bags/20 lbs. cs. CW
57170	WHOLE BIRD WOG	2.75-3.25 lbs.	2-3 hd bags/20 lbs. cs. CW
57171	WHOLE BIRD WOG	3.25-3.75 lbs.	2-3 hd bags/20 lbs. cs. CW
57173	5 OZ, BONELESS, SKINLESS, CHICKEN BREASTS, SINGLE LOBE	5 oz.	2/5 lbs. bags/10 lbs. cs. NW
57174	6 OZ, BONELESS, SKINLESS, CHICKEN BREASTS, SINGLE LOBE	6 oz.	2/5 lbs. bags/10 lbs. cs. NW
57175	RANDOM, BONELESS, SKINLESS, CHICKEN BREASTS, SINGLE LOBE	Random	2/5 lbs. bags/10 lbs. cs. NW
57176	9 OZ, BONELESS, SKIN-ON, AIRLINE CHICKEN BREAST	9 oz.	2/5 lbs. bags/10 lbs. cs. NW
57177	RANDOM, CLIPPED, CHICKEN TENDERLOINS	Random	2/5 lbs. bags/10 lbs. cs. NW
57178	MEDIUM, RANDOM BONELESS, SKINLESS, CHICKEN THIGHS	Random	2/5 lbs. bags/10 lbs. cs. NW
57179	BROILER WING PORTIONS, 1ST AND 2ND SECTIONS	Random	4/5 lbs. bags/20 lbs. cs. NW

WOG = Without giblets CW = Catch weight NW = Net weight

Share the Benefits of PERDUE® HARVESTLAND® ORGANIC and Unlock Your Menu's Profit Potential
 Visit PerdueFoodservice.com/offers to create custom branded consumer point of purchase materials featuring the powerful benefits of USDA Certified Organic Chicken.

ASK ME ABOUT OUR ORGANIC CHICKEN

Proudly Serving Organic & Free Range Chicken

Share the delicious advantages of PERDUE HARVESTLAND ORGANIC CHICKEN

Take pride in the quality of your chicken. Offering premium HARVESTLAND® Organic Chicken products can elevate consumer perception of your restaurant, and potentially increase check averages which can lead to higher tips.

We're sure to know and share all of the benefits and exceptional attributes of HARVESTLAND® Organic Chicken with all of your patrons.

USDA CERTIFIED ORGANIC • FREE RANGE • NO ANTIBIOTICS EVER™

We believe great-tasting dishes start with great ingredients. That's why we trust Harvestland to bring out the best in our recipes. Their free-range NO ANTIBIOTICS EVER™ chickens are raised on family farms on a 100% USDA Certified Organic vegetarian diet with no animal by-products.

FREQUENTLY ASKED QUESTIONS

- Are Harvestland® Organic Chickens? HARVESTLAND® Organic Chicken is USDA certified, meeting all National Organic Program requirements. Harvestland® Organic Chickens are raised on certified organic farms fed only organic, non-genetically modified grains.
- Do your organic chickens contain antibiotics? HARVESTLAND® organic chickens NEVER receive antibiotics of any kind.
- Are your organic chickens fed? 100% organic, non-genetically modified feed of corn and soy with absolutely NO animal by-products.
- Is your organic chicken contains hormones or steroids? HARVESTLAND® organic chickens never receive hormones or steroids.
- What is the difference between organic and "natural" chicken? While organic, "natural" requires no certification and isn't necessarily indicative of animal welfare or health.
- Who is responsible for caring for your organic chickens? We are! We care for the land as well as the birds. That's why Perdue Harvestland works with farm owners who truly appreciate wholesome, well-raised and cared for our organic chickens.

See back for frequently asked questions.

Our operations prohibit the use of hormones and antibiotics in poultry.

For more information, email
PerdueFoodservice@Perdue.com
 or call 855-673-4300