OME NEWS MARKET DATA

Bloomberg

PERSONAL FINANCE

Anywhere | Professional | Solutions | About

RADIO

nore 🔻

Search Quotes and News

Log in





See up to a 400% ROI by using business analytics.

CLICK HERE FOR FREE SPECIAL REPORT.



## Perdue Farms Sued for `Humanely Raised' Poultry Label By Elizabeth Campbell - Nov 30, 2010 1:48 PM PT

Recommend 140 Tweet 11 in Share More The Humane Society of the U.S. said one of its members sued Perdue Farms Inc. in New

Jersey state court and accused the poultry producer of falsely advertising that chickens were raised humanely.

Nadine Hemy, who is seeking class-action, or group status in the lawsuit, alleges that the

Salisbury, Maryland-based company is illegally marketing Perdue and Harvestland products with labels that say "humanely raised." Perdue denied the allegation.

Perdue described its fresh and frozen chicken as having been raised humanely in order to

profit from rising consumer awareness of the treatment of animals reared for meat production,

Hemy said in the complaint filed yesterday in state court in Freehold, New Jersey.

Peter Brandt, an attorney for the society, said in a telephone interview that while the advocacy group is not a party in the lawsuit, its attorneys are assisting Hemy and her legal counsel with

The animal-rights group is attempting to define humane treatment of chickens with "its own narrow, arbitrary standards," Perdue said in a statement e-mailed to Bloomberg News by Luis A. Luna, the company's vice president of corporate communications.

'Family Farms'

the case.

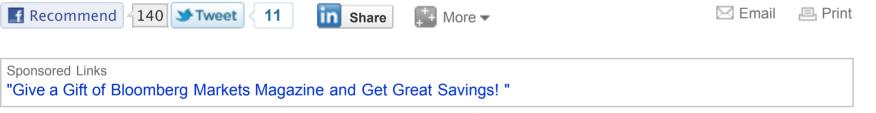
"Our chickens are raised cage-free on family farms in temperature-controlled housing with a continuous flow of fresh air, and they remain free to move about, with constant access to food and water," the company said. The animals are sheltered from the elements, predators and disease, it said.

Review programs by the U.S. Department of Agriculture show that the company is "exceeding the industry standards," Perdue said. The company uses video monitoring at processing plants to ensure that humane standards are followed, according to the statement.

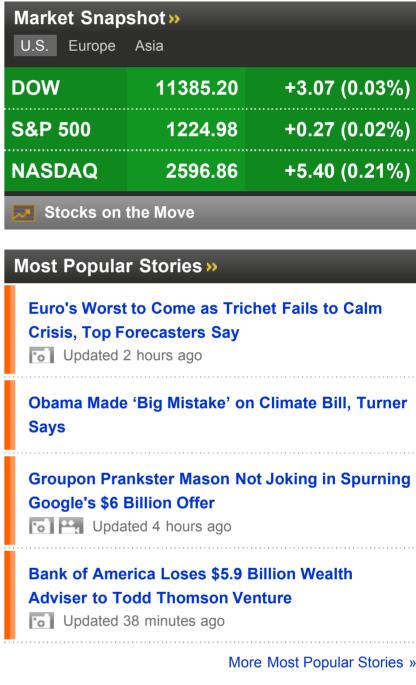
Tyson Foods Inc. is the largest U.S. chicken processor based on 2009 production, followed by JBS SA's Pilgrim's Pride and closely held Perdue Inc., according to WATT PoultryUSA, an industry publication.

To contact the reporter on this story: Elizabeth Campbell in Chicago at ecampbell14@bloomberg.net

To contact the editor responsible for this story: Steve Stroth at sstroth@bloomberg.net.











Turkey at YELLOWPAGES.COM. yellowpages.com

Fees Paid By Hiring Company

Top Management Positions Available All

**Careers in Poultry** 

www.Darley-Robinson.com

< >

**Bloomberg Sports** 

**Bloomberg UTV** 

Sponsored Links

## Bloomberg **Market Data Personal Finance News** More from Bloomberg Company Exclusive **About Bloomberg** Stocks Bloomberg Businessweek TV Worldwide Rates & **Business Exchange** Solutions Rate this Page Radio Bonds Bloomberg on Twitter Regions Careers Video Currencies Markets Bloomberg on Facebook Contact Us Go to the old Mutual Funds version of **Podcasts** Industries Bloomberg Briefs Press Room Bloomberg.com **ETFs Personalities** Economy **Bloomberg Government** Help Commodities 日本語サイト **Politics** Sitemap **Keene On Demand** Trademarks Law **Bloomberg Law** Calendar **Mobile** Environment **Bloomberg Link** Feedback Leaders Science Bloomberg Markets Magazine **Technology** Opinion Bloomberg New Energy Finance Muse: Arts, Bloomberg Open Symbology Culture & **Bloomberg Press** Spend

Sports