

**From:** [Tom Super](#)  
**To:** [Marvin Childers](#); [Abit Massey](#); [Bill Mattos](#); [Bill Satterfield](#); [Bob Ford](#); [Charleston Laffin](#); [Connie Smith](#); [Dale Barnett](#); [Debbie Murdock](#); [Hobey Bauhan](#); [James Grimm](#); [Jamie Guffey](#); [Jennifer Hall](#); [Jim Chakeres](#); [Mark Leggett](#); [Melissa Sankey](#); [Mike Giles](#); [Brennan, Paul William](#); [Randy Olson](#); [Ray Hilburn](#); [Steve Olson](#); [Huck Carroll](#); [Lara Durben](#); [Michael.darre@uconn.edu](#); [Paulette Nieuwenhof](#); [kjschildt@nepoultry.org](#); [sbeyer@k-state.edu](#); [tlavergne@agctr.lsu.edu](#); [cherr@pennag.com](#); [wvpa@hardynet.com](#); [pat@daybreakfoods.com](#); [kevins@iowapoultry.com](#)  
**Cc:** [Gwen Venable](#); [Dr. John Glisson](#); [Ashley Peterson](#)  
**Subject:** HSUS Contact on Broiler Welfare  
**Date:** Wednesday, May 24, 2017 3:48:34 PM

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Good afternoon, state poultry association reps:

By now, most of you have received the same form letter pasted below from Matthew Prescott at HSUS. This is part of the animal rights activists' coordinated campaign against food service companies about broiler welfare issues. HSUS has been playing the "good cop" during this campaign, hence this email to you. We encourage you to not engage at this time. Out of the top 100 restaurant companies and top 50 grocery stores a total of only 10 have made some new commitments on chicken sourcing, although the activists will try to tell you otherwise.

These NGOs, like the Humane Society of the United States, The Humane League and Mercy for Animals, among others, have been unfairly targeting food service companies using sensationalized, inaccurate and deliberately misleading tactics – including recycled video footage, protests, online petitions and social media harassment – to imply that the broiler chickens they source are being mistreated. These NGOs advocate for reduced meat consumption, shuttering American farms and they promote a vegan lifestyle.

The standards being pushed by the NGOs are through the Global Animal Partnership (GAP), which was created by the founder of Whole Foods. You should be aware that members of GAP's Board of Directors have an extreme bias against modern farming and ranching, including representatives from animal rights organizations with ties to PETA, such as the Humane Society of the United States, Compassion in World Farming, Farm Forward and ASPCA, who all promote vegan lifestyles.

We support customers' choices in feeding themselves and their families, whether those are vegetarian or meat options. But we cannot sit idly by as activists work to undermine the animal welfare standards and hard work of U.S. chicken producers in an effort to advance their agenda.

That agenda is plain and simple: to get people to eat less meat by making it more expensive. Make no mistake that the demands being asked will do just that. Protein costs, as witnessed with cage-free eggs, will be significantly higher under GAP.

Here are six facts to consider:

1. The U.S. national broiler flock is as healthy as it's ever been. [All current measurable data](#) – livability, disease, condemnation, digestive and leg health – reflect that today's broilers are healthier than in previous years.
2. Raising healthy, well-cared for birds is not just the right thing to do, it's the smart thing to do. Any practice outside of that does not make sense from a welfare or business perspective. Our farmers are paid by the health, quality and number of birds that are sent to market. If

chickens were treated in the ways described by the activists, it would result in significant economic losses to the farmer and the company.

3. Chicken farms and processing plants maintain robust animal care programs that include third party auditing. Abuse of any kind is not tolerated.
4. The broiler industry is committed to continuous improvement. However, there is no U.S. scientific research that points to the demands being asked of you having a positive outcome on the wellbeing of the birds in your supply chain. We believe these improvements must be dictated by science and data – not activists’ emotional rhetoric – which is why we support further research on the topic of chicken welfare and growth rates.
5. In addition to not being commercially feasible, sourcing “slower growing” chickens would have [a disastrous effect](#) on everyone’s sustainability efforts and carbon footprint. The implications on land, water, feed and fuel use, energy and manure output are well documented.
6. Based on current research and evidence available from North American slaughter facilities, it is the position of the National Chicken Council, American Association of Avian Pathologists, American College of Poultry Veterinarians and the World Organization for Animal Health that low voltage and controlled atmospheric stunning (CAS) are [humane and acceptable](#) methods for stunning of poultry.

It’s unfortunate that some food service companies have succumbed to pressure from these activist groups and have agreed to commitments that may not be feasible. Animal well-being should be an issue like food safety – a non-competitive one that is important for everyone.

We wanted to loop everyone in on this issue so we are all on the same page as a united front. NCC has been working with national retail and food service trade associations to help align on a strategy in response to this campaign. Please let us know if you have any questions.

Best,  
Tom

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**From:** Matthew Prescott <[mprescott@humanesociety.org](mailto:mprescott@humanesociety.org)>  
**Date:** May 23, 2017 at 11:25:07 AM EDT  
**To:** Undisclosed recipients;;  
**Subject: RE: animal welfare issues**

Hi there! I hope you’re well. I’m reaching out from the Humane Society of the U.S. to see if your

poultry association has an interest in chatting about some animal welfare issues now impacting the industry.

Over the last year, major food buyers—Burger King, Popeye’s, Subway, Jack in the Box, TGI Fridays, Boston Market, Aramark, Sodexo, Compass, [and dozens more](#)—have adopted policies to shift their poultry supply chains in a more humane direction. Specifically, all these companies are requiring that their suppliers utilize the standards set forth by Global Animal Partnership and switch to gas stunning no later than 2024. This of course represents a major shift for poultry producers—if they want to continue selling their products to these (and other) major companies, they’ll now need to begin the process of determining how to meet this growing demand.

We stand ready to help producers rise to this challenge in a way that works for them, and in a way that will ensure their continued success. If you’d like to chat or meet up, please let me know. Thanks kindly.

Best,  
Matthew Prescott

**Matthew Prescott**  
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