



Townsend

presents



CERTIFIED

ORGANIC

Pristine Cuisine

Certified Organic
☻ *Chicken Products* ☻

What is Organic?

- Organic Food is defined as a product produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. This definition applies to all organic products including poultry.
- Organic poultry must be fed with organic feed. This feed must be derived from ingredients that are grown on land where pesticides and herbicides are not used. To qualify as organic this land must be pesticide and herbicide free for at least three years.
- Raising organic poultry involves strict standards of animal welfare and allowances for as natural a life as possible. This natural life includes access to the outdoors making organically grown poultry free range.
- Organically raised poultry flocks are given no growth hormones or antibiotics for any reason.
- To qualify as organic, a Government-approved, third party certification agency must inspect the farm(s) where the poultry is grown as well as the processing facilities used to produce the end products to ensure the grower/processor is following all the rules necessary to meet USDA organic standards.

Source: USDA National Organic Program Guidelines

The Growth of Organic

Organic food sales totaled nearly \$17 billion in 2006, representing approximately 3% of all retail sales of food. This is a 21% growth over 2005. As this trend continues, sales of organic foods could double in the next 5 years.

Organic Trends in Foodservice

According to the National Restaurant Association (NRA) the use of organic products has increased on restaurant menus. The NRA's 2005 Restaurant Industry Forecast shows that 46% of family dining, 39% of casual dining, and 48% of fine dining operators report more orders for organic items now than they had two years ago. This increased consumer demand has resulted in more organic offerings and choices on foodservice menus.

Source: National Restaurant Association, NRA's 2005 Industry Forecast

Consumer Trial Begins with Poultry

Consumers generally become organic users by trying certain "gateway products" before moving further into the world of organics. Poultry had been a secondary category purchase for these trials in the past. Poultry is now one of the first organic products new organic users purchase.

Source: Wellness-

Interactive.com, "Organic Trends"

The leading protein in the U.S. is Chicken. The fastest growing organic category is Meat and Poultry. Be a part of this growing trend by including Pristine Cuisine™ Certified Organic Chicken in your operation or product mix.



Go Organic... Go Pristine Cuisine™



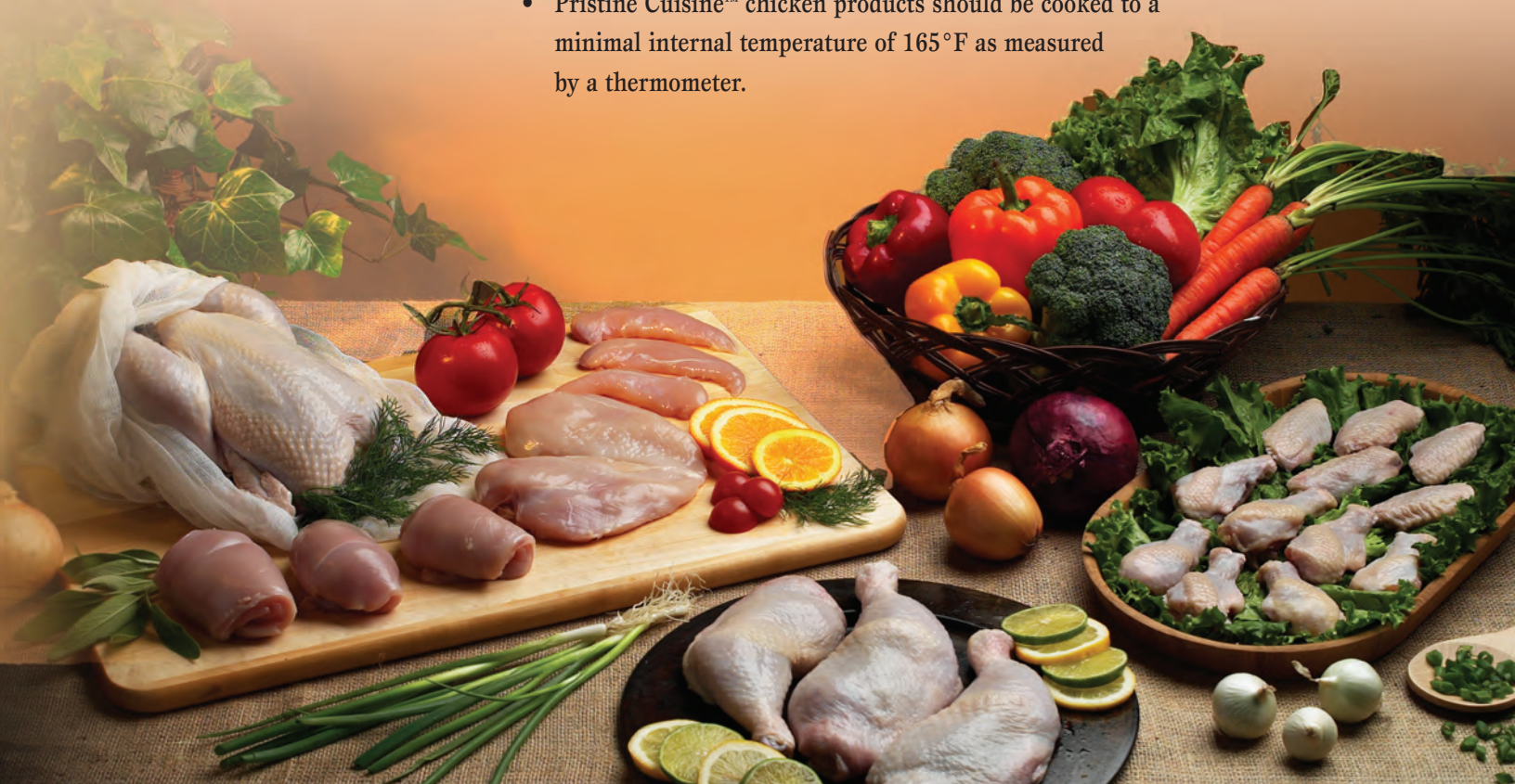
- Certified Organic by Quality Assurance International (QAI) – the country’s leading organic certification service. All products carry the QAI and USDA Organic seals.
- Pristine Cuisine™ farms have houses with natural earth floors covered in wood shavings that provide access to the outdoors allowing our birds to roam free range.
- Pristine Cuisine™ chickens are fed only diets containing certified organic corn and soybeans and are given pure water to drink that is sourced from underground wells. No antibiotics, growth hormones or animal by products are ever given to a Pristine Cuisine™ chicken.
- Pristine Cuisine™ chicken products are minimally processed under strict controls to ensure organic integrity. These products contain no artificial ingredients or additives.

Pristine Cuisine™ Certified Organic Chicken Products

- Pristine Cuisine™ chicken products are available in controlled vacuum packaging (CVP), bulk frozen and IF varieties.
- Products to meet the needs of any operator – WOGS to wings, individual parts to boneless breast and leg meat.
- Individually frozen products in colorful Pristine Cuisine™ retail bags for use in both retail and foodservice.

A Dedication to Food Safety

- Fresh Pristine Cuisine™ products should be received and stored at temperatures between 28°F and 36°F. Any open packages held under proper refrigeration should be cooked or frozen within 48 hours.
- When handling raw chicken products use care and prevent cross contamination issues. The most effective methods are washing your hands, and thoroughly cleaning equipment and utensils that come in contact with raw chicken.
- Pristine Cuisine™ chicken products should be cooked to a minimal internal temperature of 165°F as measured by a thermometer.



Product Code List

Product Code	Description	Pack Size	Case Weight
Fresh Organic Chicken			
7001	Whole Birds – <i>without giblets</i>	10 Birds – <i>individually bagged</i>	Catch
7003	Whole Birds – <i>without giblets</i>	10 Birds – <i>Bulk</i>	Catch
7029	Boneless, Skinless Breast Meat	4/10lb	40lb
7036	Tenderloins	4/10lb	40lb
7041	Whole Wings	4/10lb	40lb
7061	Whole Legs	4/10lb	40lb
7066	Boneless, Skinless Leg Meat	4/10lb	40lb
7150	Chicken Skin	Bulk	40lb
Frozen Organic Chicken			
7002	Whole Birds – <i>without giblets</i>	10 Birds – <i>individually bagged</i>	Catch
7010	4oz Boneless, Skinless Filets	24/4oz	6lb
7011	5oz Boneless, Skinless Filets	24/5oz	7.5lb
7012	6oz Boneless, Skinless Filets	24/6oz	9lb
7018	Boneless, Skinless Breast Filets	4/10lb	40lb
7009	Boneless, Skinless Breast Filets	Bulk	40lb
7042	Whole Wings	Bulk	40lb
7068	Boneless, Skinless Leg Meat	Bulk	40lb
IF Organic Chicken – Retail Bags			
7014	Boneless, Skinless Breast Filets	20/2lb	40lb
7040	Tenderloins	20/2lb	40lb
7047	1st & 2nd Joint Wings	20/2lb	40lb



Individually Bagged Whole Birds



Individually Frozen Retail Bags



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