



December 13, 2010

The Honorable Elisabeth A. Hagen
Office of the Under Secretary for Food Safety
United States Department of Agriculture
1400 Independence Avenue, S.W.
Washington, DC 20250

Dear Dr. Hagen:

I am writing on behalf of the Truthful Labeling Coalition (TLC), which includes the poultry processors of Sanderson Farms, headquartered in Laurel, MS, Gold'n Plump Poultry, headquartered in St. Cloud, MN and Springer Mountain Farms, headquartered in Baldwin, GA. We also enjoy the support of over 30,000 consumers in all 50 states who are committed to the truthful labeling of USDA-regulated products.

The TLC believes that American consumers should not be deceived into buying food that's not accurately labeled, whether it be fresh chicken labels claiming it's "100% All Natural" yet contains additives such as seaweed and saltwater, or chicken that's labeled "Raised Without Antibiotics" but has actually been treated with antibiotics.

In November, we discovered new chicken package labels from Pilgrim's Pride Corporation in a handful of retail locations. These new labels, which were approved by FSIS, not only claim to be "100% Natural" – **despite being pumped full of saltwater** but, in a breathtaking display of "chutzpah," the labels also now claim "Reduced Sodium," with *"46% less sodium than regular product."* (Copies of several of these labels are attached to this letter.)

Frankly, these new labels win the Grand Prize for false and misleading claims. If you read the Nutrition Panel on the back of this so-called "Reduced Sodium" chicken, you'll see that it contains 180mg of sodium per serving (for boneless skinless breast). This is **four times the amount of sodium** in truly natural single-ingredient chicken that has not been pumped full of saltwater. At a time when consumers are being urged to reduce sodium in their diets, these new labels are a step backward and will further confuse them.

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For the past several years, The TLC has fought for clear, truthful labels on USDA-inspected meat and poultry. We were gratified in 2008 when USDA put a stop to Tyson's false and misleading "Raised Without Antibiotics" claim. We remain hopeful that USDA will finally stop allowing chicken that's been pumped full of saltwater to make a "100% All Natural" claim. While we work with USDA to resolve the mess around misleading "Natural" label claims, we urge you to **immediately** revoke these new labels and require Pilgrim's Pride to promptly remove them from the marketplace.

If you have questions or should you need additional information, please don't hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles M. Hansen, III". The signature is fluid and cursive, with a long horizontal stroke at the end.

Charles M. Hansen, III

Attachments

cc: Rosalyn Murphy-Jenkins, LPDD
Anne C. MacMillan, OSEC



BEST TO USE OR FREEZE BY

DEC 03 10

0322 012 P-210

100% Natural

No Artificial Flavors

No Added Hormones

Nothing But Good

No Added Salt

Protein

22g

Fat

3g

Reduced Sodium

for better
heart health

Fresh Chicken Boneless • Skinless
BREAST with RIB MEAT

enhanced with up to 15% chicken broth, salt and carrageenan



NET WT 26.4 OZ (1.65 LBS)

** FEDERAL REGULATIONS PROHIBIT THE USE OF

KEEP REFRIGERATED • PRODUCT OF USA

100% Natural*

*No Artificial Ingredients

**No Added Hormones

*Minimally Processed

**No Added Steroids

Protein

22g

Fat

3g

Reduced

Sodium

46% less than
regular product

Saturated Fat

Trans Fat 0g

Cholesterol 55mg

19%

Sodium 180mg

8%

Total Carbohydrate 0g

0%

Dietary Fiber 0g

0%

Sugars 0g

Protein 22g

44%

Vitamin A 0%

Vitamin C 0%