



February 15, 2011

Mrs. Michelle Obama  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, DC 20500

Dear Mrs. Obama:

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 applauds your leadership to improve nutrition for our nation's families. As you know, poor nutrition contributes to many health problems including obesity, coronary artery disease, diabetes and high blood pressure. At the root of many of these harmful dietary trends is sodium – Americans consume way too much of it. The just-released 2010 Dietary Guidelines make clear that most Americans consume **over twice** the recommended amount of sodium every day.

Several weeks ago, you attended an event with Wal-Mart where their executives announced an effort to reduce sodium and added sugars in their grocery offerings, build stores in poor areas that don't already have grocery stores, and develop a logo for healthier items. While we commend Wal-Mart for the announcement, we need to point out a troubling new trend that the company unfortunately has been leading.

Late last year, we found new chicken package labels from Pilgrim's Pride Corporation in Wal-Mart. These new labels not only claim to be "100% Natural" – **despite being pumped full of saltwater** – but in a breathtaking display of "chutzpah", the labels also claim "Reduced Sodium," with "46% less sodium than regular product" (attached is a photo of one such label).

Frankly, these new labels take 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. This is **four times the amount of sodium** in truly natural single-ingredient chicken that has not been pumped full of saltwater. Particularly when the just-announced Dietary Guidelines are urging consumers to reduce sodium in their diets, these new labels are a step backward and will only further confuse them.

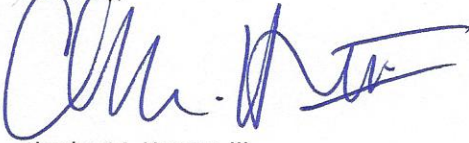
February 15, 2011

Page two

For the last several years, the Truthful Labeling Coalition 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 untrue "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% Natural" claim.

We urge you to remind Wal-Mart that their commitment to reduce sodium in their grocery aisles should cover all their products – including meat and poultry.

Sincerely,



Charles M. Hansen III

Attachment

cc: The Honorable Elisabeth A. Hagan, USDA



BEST TO USE OR FREEZE BY  
**DEC 03 10**  
0322 012 P-238

**100% Natural**  
No Artificial Ingredients  
Minimally Processed  
No Added Hormones  
No Added Steroids  
Protein 22g Fat 3g Reduced Sodium  
46% less than regular product

*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)

**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      | 0g    |     |
| 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%    |     |