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CHICKEN

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The Future of Agriculture: Planting the Seeds of Trust
Jim Perdue, Chairman, Perdue Farms

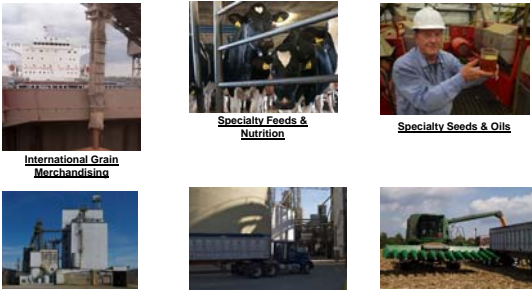
No-antibiotics-ever pork



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Perdue AgriBusiness Diversification



International Grain Merchandising

Specialty Feeds & Nutrition

Specialty Seeds & Oils

Farm Inputs

Grain Receiving & Storage

Farmer Services

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Perdue AgriBusiness Diversification



PERDUE AGRIRECYCLE LLC

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Consumers, customers and communities are becoming the new “regulators”



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Today’s consumers want to know where their food came from and how that food was raised and processed ... and want to know about the companies behind the brands.



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They care about ...

- How you treat animals
- Your impact on the environment
- How you treat the people who work for you and who help bring your product to market
- What you do for the community



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BUT ...

most consumers are at least three-generations removed from the farm.



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They trust farmers ...
but not agriculture.

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Favorable environment for
citizen/activist lawsuits

Eastern Shore Poultry Summit
-Robert F. Kennedy, Jr. and Attorney General Doug Gansler-
- KEYNOTE SPEAKERS -

Attorney General Gansler says
"we need to ramp up enforcement" of poultry by
government and **citizen groups**
through the Clean Water Act (CWA)



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Waterkeeper Lawsuit

The New York based Waterkeeper Alliance and the Assateague Coastkeeper mistakenly identified a pile of legal biosolids as improperly stored poultry litter.

Alan and Kristin Hudson were cleared by the Maryland Department of the Environment (MDE).

Regardless of the facts, the Waterkeeper Alliance filed a federal lawsuit against Alan and Kristin Hudson for allegedly violating the Maryland Clean Water Act in March 2010.

Judge ruled in favor of the Hudson family and Perdue.



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Five-cent chicken tax proposed

Bill would require companies to pay for each chicken delivered. Proposed in the Maryland General Assembly.



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Four out of ten consumers have lost trust in food.

Service Management Group, 2013



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Consumer Perceptions

- 54% of consumers indicated that knowing whether animals received antibiotics was important or very important to them when purchasing meat
- 52% responded that it was important or very important to know if the animals that produced their dairy or egg products were given antibiotics
- Nearly two-thirds of shoppers surveyed were much more concerned or more concerned about the safety and impact of antibiotics now than in the past

Service Management Group, 2013



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Consumer Perceptions

•When consumers participated in a survey conducted by grocery store chain Wegman's Foods were asked about most important food attributes, 64% indicated "For meat – contains no antibiotics, no hormones and no animal – by products (in feed)..."



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Non-GMO Feed Verification



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Consumer Perceptions



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PERDUE'S VISION:

"To be the most-trusted name in food and agricultural products."

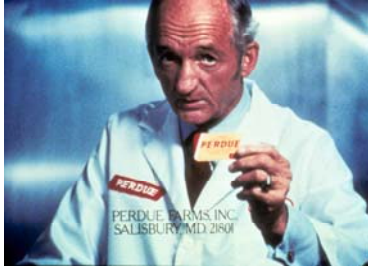


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Then: Trust was guaranteed by Frank Perdue



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Now: We ask the USDA to verify our claims of all-vegetarian diet with no animal by-products



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Our Position

- Antibiotics should not be used for growth promotion, to boost production or in place of animal husbandry.
- We have a humane obligation to treat ill or at-risk animals when medically appropriate.
- We have a broad range of products to support consumer choice.



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Our Constituencies

- Consumers
- Customers
- Communities
- Associates
- Farm Partners
- Shareholders



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We believe in responsibly producing safe high quality, affordable food for customers and consumers worldwide.



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We believe in responsibly helping customers prosper with flexible, forward-thinking solutions for agriculturally based products from a uniquely trusted name.



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We believe in being a responsible employer, investing in our associates' growth, safety and well-being.

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On Site Primary Care



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Solar and Renewable Fuels



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Perdue AgriRecycle



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We believe in being responsible members of the communities where we do business.

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Consumers may be out of touch with farming, but we can't be out of touch with consumers.

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We should ...

- Become more transparent
- Be responsive to consumers, customers and communities

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We must engage our constituencies and earn their trust.

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