



ABOUT SMART CHICKEN®

Smart Chicken® was the first poultry produced in the United States utilizing pure air-chill technology in place of water immersion. We then pioneered the use of Controlled Atmosphere Stunning in the U.S., ensuring that all Smart Chickens are handled with care in every aspect of production. In addition, all of our Smart Chickens are raised without the use of antibiotics, animal by-products, or growth stimulants (the use of hormones in poultry has been banned since 1959*). We are also Certified Organic & Certified Humane to provide you with the most premium product, produced with the highest standards, from our farm to your family.

**Source: <http://www.wvagriculture.org/images/Literature/SuperMarketSavvy.pdf>*



OUR MISSION

Smart Chicken® is dedicated to producing the safest, highest quality, and best tasting fresh chicken in the United States while exemplifying excellence in all aspects of customer service.

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RAISING STANDARDS

Smart Chickens are raised on family farms in the states of Nebraska, Iowa, and Missouri. We own two farms just outside the town of Tecumseh, Nebraska. One of these farms is dedicated to raising our organic Smart Chickens. Our organic farms are Certified Organic by the USDA through the Iowa Department of Agriculture and Land Stewardship.

Our All-Natural Grain Fed Smart Chickens are sourced with outside growers. These growers share ownership in Smart Chicken®. This ensures that our growers have a vested interest in raising the highest quality chickens.



RAISING STANDARDS

Our state-of-the-art barns use a technology called tunnel ventilation, which controls air flow much more effectively and provides a consistent supply of fresh air.

Our organic Smart Chickens are free-range, meaning that they are given a choice to access the outdoors during daytime hours. This free-range access along with our Smart Diet has allowed our organic process to be Certified Humane Raised and Handled. The lighting in our organic barns mimics natural light with our Smart Chickens receiving at least six hours of darkness daily. And because we don't overfill our barns, there are more feed pans and drinkers per bird than commodity chicken companies.

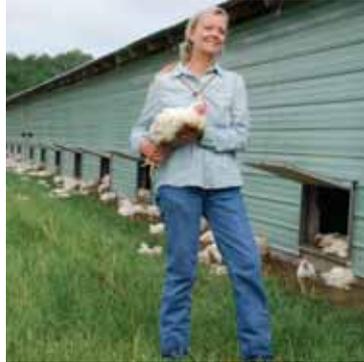


Our All-Natural Grain Fed Smart Chickens are cage-free and have ample space to roam within the barn.

CERTIFIED HUMANE

Smart Chicken® is the only chicken producer in the U.S. to offer a product line that is both Certified Organic and Certified Humane.

Smart Chicken® is proud to have the “Certified Humane Raised and Handled” logo on our entire line of Organic Smart Chicken®. This logo certifies that Organic Smart Chicken® has been produced according to strict HFAC (Humane Farm Animal Care) standards for humane farm animal treatment. Under this system, animals are raised on a regular diet of quality feed free of antibiotics and growth stimulants, provided shelter, resting areas and space sufficient to support natural behavior.



* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.

ANTIBIOTIC AND HORMONE FREE

Smart Chicken® forbids the inclusion of antibiotics in our feed. We believe that the long term use of antibiotics represents a biological and environmental threat. Increased use of antibiotics in food animals has caused an increase in the overall resistance to antibiotics both in animals and human beings. It now takes a larger dosage of antibiotics to produce the same effect as a smaller dosage administered 20 years ago. This growing resistance is passed on to the succeeding generations, and thus becomes a self-perpetuating cycle. This is evident in the recent and growing outbreak of Antibiotic Resistant MRSA (Methicillin-Resistant Staphylococcus Aureus).

Secondly, and most importantly, chickens do not need antibiotics to grow and be healthy. We want Smart Chickens to develop their own resistance to disease by raising them in a natural environment using better methods of poultry farming. We want to make sure you are feeding your family the safest and healthiest chicken available.

Smart Chicken® allows our chickens to grow at a natural rate, without the use of growth stimulants. Many chicken producers advertise the fact that their chicken is hormone-free. These marketing and labeling statements by some producers create a perception that some chicken producers do use hormones. However, the truth of the matter is that hormone usage in poultry has been banned since 1959*.

Prior to 1960, before being replaced by selective breeding and feed revisions, hormones were used to aid in body conformation and for calming chicken temperament.

**Source: <http://www.wvagriculture.org/images/Literature/SuperMarketSavvy.pdf>*

SMART DIET

Smart Chicken®'s All-Natural Grain Fed (Veg-Fed) and Organic products share a very similar diet. Both consist of a blend of corn and soybean meal as well as a unique pre-mix, which consists of a combination of vitamins, minerals and amino acids—no antibiotics or growth stimulants are ever included in our feed.

Every Smart Chicken®'s diet is formulated to provide a superior nutrient composition to the chickens, which produces better quality meat.

An all-natural vegetable oil blend is also added into our feed. This oil blend increases the amount of unsaturated fat which lowers the chickens' abdominal fat for healthier chickens and better quality meat. However, most chicken producers use animal fat in their feed which contains a higher amount of saturated fat. The use of animal fat increases the chickens' abdominal fat levels.

Our Smart Chicken® diet contains no animal by-products. This is quite different from most commodity chicken producers, whose diets can contain up to ten percent animal by-products. Feeding chickens animal by-products can actually cause their meat to smell badly.

SMART DIET

The difference between our All-Natural Grain Fed and Organic feeds is that our organic feed is made with non-GMO (Genetically Modified Organisms) grain that has been raised without pesticides.

We also use non-GMO grain in our All-Natural Grain Fed diet; however, we are unable to guarantee the use of only non-GMO feed for our All-Natural Grain Fed Smart Chickens because it would be nearly impossible to verify that all commodity grains used in our feed were truly non-GMO.

Smart Chicken® does not use arsenic in our feed. It was recently found that some commodity chicken companies use a concentrated amount of arsenic in their feed to fight off parasites. But Smart Chicken® has never included arsenic in our feed.



SUSTAINABLE FARMING

Smart Chicken® believes in preserving our natural resources, so when we planned the building of our farms, we designed the layout of the houses to fit into the landscape—keeping the integrity and natural beauty of the land intact.

Smart Chicken®'s farmland is also organic. This means that we plant alfalfa and native grasses in order to manage erosion and we prohibit the use of chemicals including pesticides, herbicides and fertilizers on our property.

We keep our farm grasses short, which helps us control the invasion of noxious pests and weeds.

And the manure from our chicken barns is removed on a real-time basis and sent to organic farms for them to use as a fertilizer.



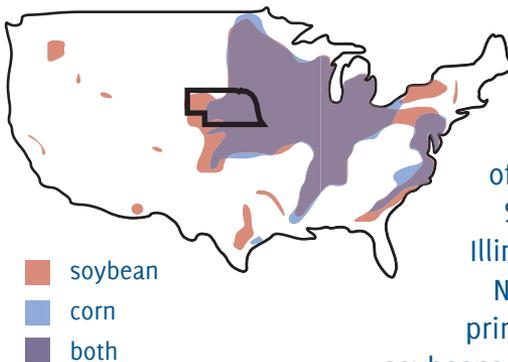
SUSTAINABLE FARMING



Organic hay grown on Smart Chicken®'s Organic Farms near Tecumseh, Nebraska

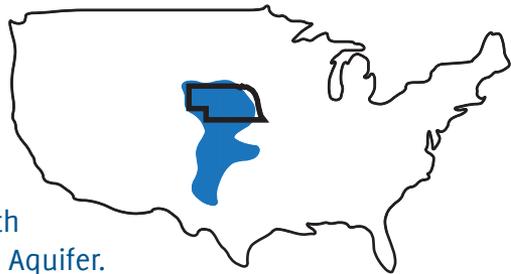
SMART CHICKEN AND LOCAL

When thinking about “local” products there is much to consider; where the chickens are raised is only one part of this equation. There are many things to take into account when determining the environmental impact of a poultry company: where they get their chickens, where their feed comes from, what type of water source they are using, and shipment of the final product. There is no poultry company in the country more strategically located to limit adverse environmental impacts than Smart Chicken®.



Nearly every All-Natural Grain Fed and Organic chicken in the United States is fed a diet of corn and soybean meal. More than 50% of the feed corn grown in the United States is grown in the five states of Illinois, Indiana, Iowa, Minnesota, and Nebraska*. Soybeans are also grown primarily in this area, with 51% of U.S. soybeans grown in those same five states**.

Water usage is of particular concern in a large portion of the United States. Fortunately, the largest underground aquifer in North America, and one of the largest in the world, sits underneath Nebraska and is called the Ogallala Aquifer.

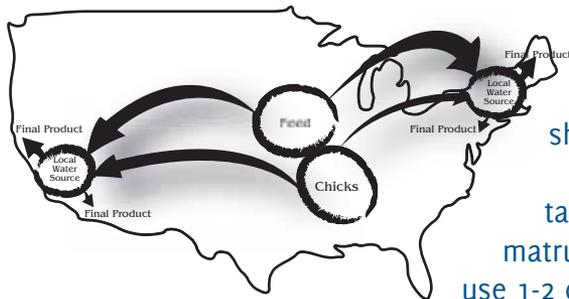
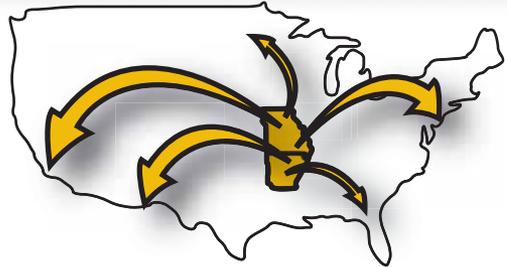


*Source: http://www.farmdoc.illinois.edu/manage/newsletters/fej007_07/fej007_07.html

**Source: <http://www.ers.usda.gov/news/soybeancoverage.htm>

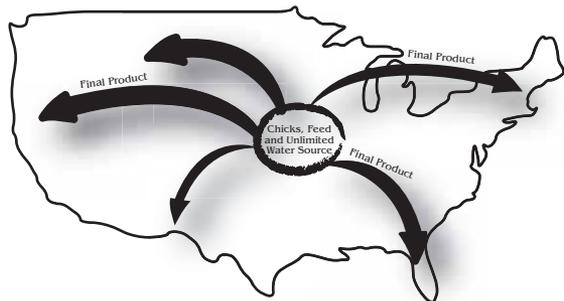
SMART CHICKEN AND LOCAL

Nearly all of the country's eggs that hatch into broilers come from the Missouri/Arkansas area and throughout the Southeastern United States.



Think of a poultry company from the coast who has to ship eggs from the Southeast, ship 12 pounds of grain feed per chicken—the amount of grain it takes to raise a Smart Chicken to maturity—from the “Corn Belt,” and use 1-2 cups of their local water source per chicken per day; they then ship their products locally*.

Now consider Smart Chicken®. We bring in our eggs from nearby states, purchase local grain feed, utilize an almost unlimited local water source, and only ship the final products.



Smart Chicken® is able to drastically reduce its carbon footprint due to our location amidst all of the local natural resources needed for producing chicken.

*Source: <http://poultryone.com/articles/feedinghens.html>

PECKING ORDER

Smart Chicken Leads the Poultry Class

	100% Air-Chilled	No Added Water	Certified Organic Line*	Certified Humane*	GMO Free Grain*	Free Range*	CAS Processing	No Antibiotics	No Animal By-Products	Sustainably Farmed	All Natural
Smart Chicken®	★	★	★	★	★	★	★	★	★	★	★
Mary's	+	+	+		+	+		+	+	+	+
Bell & Evans	+	+	+		+	+		+	+	+	+
Coleman			+		+	+		+	+	+	+
Eberly			+		+	+		+	+	+	+
FreeBird			+		+	+		+	+	+	+
Petaluma			+		+	+		+	+	+	+
Draper Valley - Ranger								+	+	+	+
Gerbers								+	+	+	+
Just Bare								+	+	+	+
Kadejan	+	+						+	+	+	+
Miller Poultry								+	+	+	+
Perdue											+
Shelton's	+		+		+	+					+
Springer Mountain Farms								+	+	+	+
Harvestland								+			+
Buddy's			+		+	+		+	+	+	+
Foster Farms											+
Gold'n Plump											+
Pilgrim's Pride											+
RedBird											+
Sanderson Farms											+
Tyson											+

* applies to organic products only

BEWARE OF IMITATORS

Smart Chicken® was first to offer air-chilled chicken in the U.S. and we feel obligated to define the “Air-Chilled Difference” to our consumers. There are no USDA or FSIS definitions of “air-chilled”. Some processors who use water immersion or water spray in their chilling process are now claiming their product is air-chilled.

There are several methods that are used to cool poultry in the United States:

Communal immersion chilling by submersion in cold water or an ice-water mix which is typical of 99% of the industry.*

Modified air chilling, which utilizes both immersion (or spray) and cold air.

Evaporative air chilling, using brief cold-air blasts and water mist.
Dry-air chilling using circulating pure cold air with no water added, which is the original air-chill process used by Smart Chicken®.

Many claim their product is air-chilled; giving you the impression that they use the same process that was introduced by Smart Chicken®. This misrepresentation by some in the marketplace is confusing and is demeaning to the “true” air-chill process.

Products labeled “air-chilled,” which were immersed or sprayed in the chilling process, have fewer advantages than Smart Chicken®’s 100% Air-Chill. To determine whether or not your chicken is 100% air-chilled, check the nutritional facts for the phrase “added water.”

*Source:

<http://www.meatpoultry.com/News/News%20Home/Features/2010/5/Wind%20of%20change.aspx>

AIR-CHILLED



Smart Chicken® was the first poultry company in the United States to use 100% Air-Chill Technology—cooling our chickens individually with purified air, instead of water, reducing the risk of the consumer’s exposure to harmful pathogens. There are many advantages to having 100% air-chilled Smart Chickens, including:

- Natural flavor is locked into the meat
- Reduced risk of cross contamination
- More tender meat
- No water purge
- Reduced bloody bones
- Seasonings and marinades are better absorbed



WATER IMMERSION



“Chill Out: Chicken carcasses move through sequential chiller tanks to bring their temperatures down quickly.” Photo from: Meat Processing, December 2001, “Demanding the Impossible”.

Water Immersion is the process of cooling chicken that 99 percent* of other chicken companies use.

Smart Chicken® wants consumers to understand that water immersion is an unhealthy and unsanitary way of cooling chicken.

The chart on the following pages compares Water Immersion to Smart Chicken®'s 100% Air-Chilled process.

*Source:

<http://www.meatpoultry.com/News/News%20Home/Features/2010/5/Wind%20of%20change.aspx>

AIR-CHILLED

SMART CHICKEN® AIR-CHILL

PROCESS	Smart Chickens are transported using a state-of-the-art shackle system. The chickens are chilled with purified cold air in two separate chambers for about two and a half hours.
RESULT	No added water—Preserving the natural flavors of the meat with no added chlorine or other chemicals.
PROCESS	Smart Chickens circulate through the chambers individually. The chickens travel slowly upwards through three levels.
RESULT	Reduced cross contamination—Drastically reduces the risk of the consumer’s exposure to harmful pathogens.
PROCESS	The Smart Chickens exit the air-chill chamber with zero percent weight gain in water.
RESULT	No water purge—The natural flavors and juices remain inside the meat and the meat is able to absorb seasonings and marinades much better than other chicken.
PROCESS	Smart Chickens are cooled between 33-37° F. They are never chilled below freezing.
RESULT	Optimal tenderness—After chilling, Smart Chickens are aged for 24 hours resulting in more tender meat with reduced bloody bones.
PROCESS	Smart Chicken® is packaged clear to emphasize the pure chicken, which has a naturally yellow hue from quality feed.
RESULT	Clean presentation—Consumers are able to see that they are purchasing natural, quality chicken and not contaminated water purge.

WATER IMMERSION

COMPETITOR WATER IMMERSION

<p>The chickens are first dipped into a 40-50° F communal “pre-chill” bath of chlorine and water. The chickens are 90° F + and have just been defeathered, which means their skin pores are open.</p>	PROCESS
<p>The chickens act as a sponge—Water and chlorine are soaked up into the meat and skin, washing away the natural flavors and juices.</p>	RESULT
<p>A large auger agitates the chickens through the tanks, which are filled with 100,000+ gallons of chlorinated water. Thousands of chickens share the same bath daily.</p>	PROCESS
<p>Contaminated water bath—The water shares blood, parts, and bacteria from numerous chickens. The auger used to move the birds through the water tanks causes broken bones.</p>	RESULT
<p>Contaminated water stays in the meat of the chicken as they exit the water chiller with up to 8 percent water gain, as allowed by the USDA.</p>	PROCESS
<p>Composition of the meat is challenged—Added water in the muscle and cavities corrupts the natural flavors of the meat.</p>	RESULT
<p>Post processing, the meat is hard chilled to 26-28° F so the chickens hold in the added water bath.</p>	PROCESS
<p>Reduced tenderness—Composition of the meat is challenged when small pockets of water explode inside the tissue during freezing. The freezing process also causes bloody bones.</p>	RESULT
<p>The meat’s packaging is designed with “blood lines”, which are areas of color incorporated into the package design that are strategically placed to conceal any bloody water purge.</p>	PROCESS
<p>Unightly presentation—Bloody water purges out into the tray. However, due to packaging, the customers are unable to see that they are paying for the weight of the water purge.</p>	RESULT

SOFT SCALD v. HARD SCALD

In order to easily and efficiently remove the feathers from the chickens, their pores must be opened by use of heat. Most commodity chicken companies do this using a “hard scald,” by dipping the chickens in water heated to a temperature of 150–155° F. However, Smart Chicken® has found multiple benefits in using what is called a “soft scald,” where the water is heated to only 122–126° F. The chart below compares the “hard scald” process to Smart Chicken®’s “soft scald” process.

SMART CHICKEN® SOFT SCALD

COMPETITOR HARD SCALD

PROCESS

After the Smart Chickens have been sacrificed and have had time to bleed out, they enter the scald tanks in order to have their feathers removed. As the Smart Chickens enter the machine, they are dipped in 122–126° F water. This is referred to as a “soft scald.” The scald causes the chicken’s pores to open, making feather removal easier.

After the chickens have been sacrificed and have had time to bleed out, they enter scalding tanks where they are dipped in water that is between 150–155° F. This is referred to as a “hard scald.”

RESULT

Smart Chickens retain their natural golden hue with no white streaks. The chicken is only heated enough to ensure feather removal, it is not heated to the point at which it will pre-cook. The “soft scald” also ensures that the maximum tenderness of the meat is preserved.

The skin of the chicken emulsifies into a liquid state, causing the skin to lose its natural color and white streaks appear—This is why the skin of commodity chicken has no color. The white streaks are caused when heat from the water actually begins to cook the chicken. This pre-cooked meat loses much of its tenderness.

OUR FACILITIES



Smart Chicken® Waverly Plant



Smart Chicken® Tecumseh Plant

CAS



Many people don't know that chickens must be rendered unconscious before they are processed. Consumers are especially unaware of how most chicken producers go about doing this. Smart Chicken® believes that as a consumer, you deserve to know how your chicken ends up on your dinner table. Smart Chicken® uses a humane process called CAS in order to perform this task; however, most other U.S. chicken companies use what is called electric water bath stunning.

In 2005, Smart Chicken® pioneered the utilization of a system called controlled atmosphere stunning (CAS), becoming the first and only chicken processor in the U.S. to implement this technology. Controlled atmosphere stunning puts Smart Chickens to sleep by changing the atmosphere. CAS is Smart Chicken®'s commitment that every chicken is handled with care in every stage of production from our free range farms to our production facility and beyond.

Benefits of using Controlled Atmosphere Stunning:

- Humane treatment of Smart Chickens
- Reduced tension in the chicken, resulting in more tender meat
- Improved bleed-out, resulting in lighter meat quality
- Reduced amount of adrenaline in the muscle
- Reduced bruising of the meat
- Significantly reduced broken bones and dislocations
- Greater shelf life and reduced contaminants

CONTROLLED ATMOSPHERE STUNNING

SMART CHICKEN® (CAS) CONTROLLED ATMOSPHERE STUNNING

COMPETITOR ELECTRIC WATER BATH STUNNING

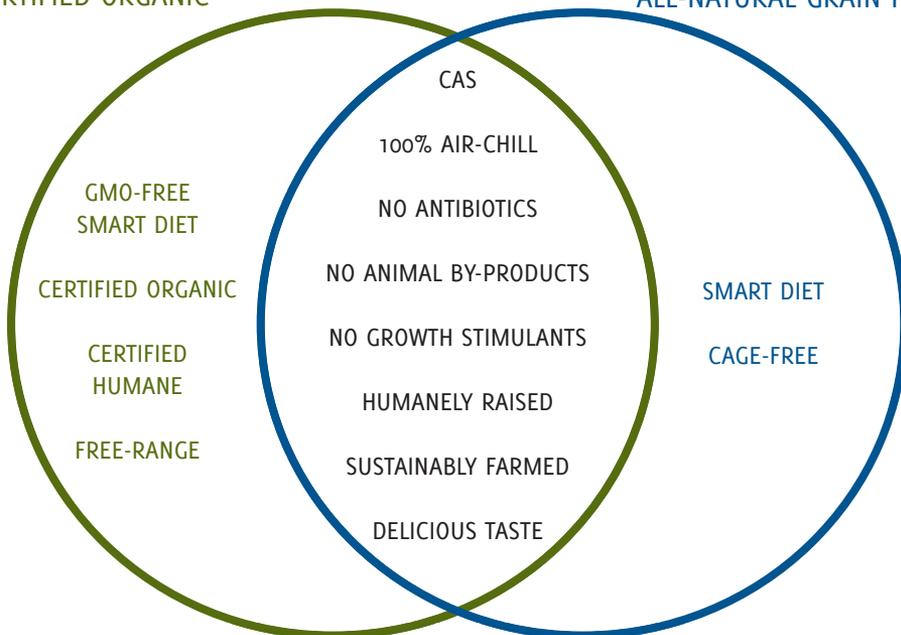
PROCESS	<p>Smart Chickens enter the CAS system slowly in order to produce a reduced stress environment. Inside of the CAS system, temperature levels and humidity are adjusted to mimic the chicken's environment in the barn. This reduces stress and relaxes the chickens.</p>	<p>Chickens are hung upside down on the shackle line while they are still conscious. This is dangerous both for the chickens and for the poultry workers.</p>
RESULT	<p>Smart Chickens are not harmed and muscles are not tense—The more relaxed the chickens are and the less adrenaline in the bloodstream, the more tender the meat quality.</p>	<p>Chickens are stressed and frightened—Muscles are tense and adrenaline enters the bloodstream, causing reduced tenderness. There is also a greater risk for the chickens to become bruised and get broken bones.</p>
PROCESS	<p>While in the CAS system, a mixture of CO₂ and oxygen is breathed in by the chickens causing them to fall into a deep, sleep-like state in which they are unable to feel pain.</p>	<p>The chickens pass through an electric water bath. However, potentially painful pre-stun shocks can occur during water bath stunning, in which the chickens receive an electric shock which does not cause unconsciousness.</p>
RESULT	<p>The increased CO₂ reacts with the calcium in the blood causing the blood to be thinned—This allows for a far superior bleed-out compared to other chicken producers. In fact, Smart Chicken's dark meat is nearly as light as our competitors' white meat.</p>	<p>Very stressful environment which reduces the quality of the bleed-out—Also, some smaller chickens may miss the electric water and are killed later in the process, while still conscious.</p>

PRODUCT LINES

Smart Chicken® offers two product lines, “Organic” and “All-Natural Grain Fed”. Both product lines share common characteristics: CAS, 100% Air-Chilled, no antibiotics, no animal by-products, no growth stimulants, cage-free, sustainably farmed, and delicious taste. However, there are a few things that set our Organic line apart. The similarities and differences between our Organic and All-Natural Grain Fed products can be seen in the graph below:

SMART CHICKEN®
CERTIFIED ORGANIC

SMART CHICKEN®
ALL-NATURAL GRAIN FED



Offering these two products gives our Smart Chicken® customers an option of buying a more economically friendly version of Smart Chicken® while giving our organic customers a more differentiated product as well.

ALL-NATURAL GRAIN FED



Whole Bird



Boneless Skinless Breast



Tenders



Thin Sliced Breast Fillets



Breast Strips



Boneless Skinless Thighs



Thighs



Drumsticks



Party Wings



Whole Cut-up



Split Breast (Bone-In)



Leg Quarters

ORGANIC



Whole Bird



Boneless Skinless Breast



Tenders



Boneless Skinless Thighs



Thighs



Drumsticks



Party Wings



Split Breast (Bone-In)



Leg Quarters

VALUE ADDED

FRESH PRODUCTS



Bratwurst



Sweet Italian Sausage



Hot Italian Sausage



Ground Smart Chicken 93/7



99% Fat Free Ground Chicken Breast

FULLY COOKED ORGANIC SAUSAGES



Andouille Sausage



Polish Sausage



Hot Smoked Sausage



Frankfurters



Country Breakfast Sausage



Sweet Apple Sausage



Breakfast Maple Sausage

THE HIGHEST GRADE OF FRESH POULTRY

