

GOOD MEDICINE!

THE PROPER USE OF ANTIBIOTICS

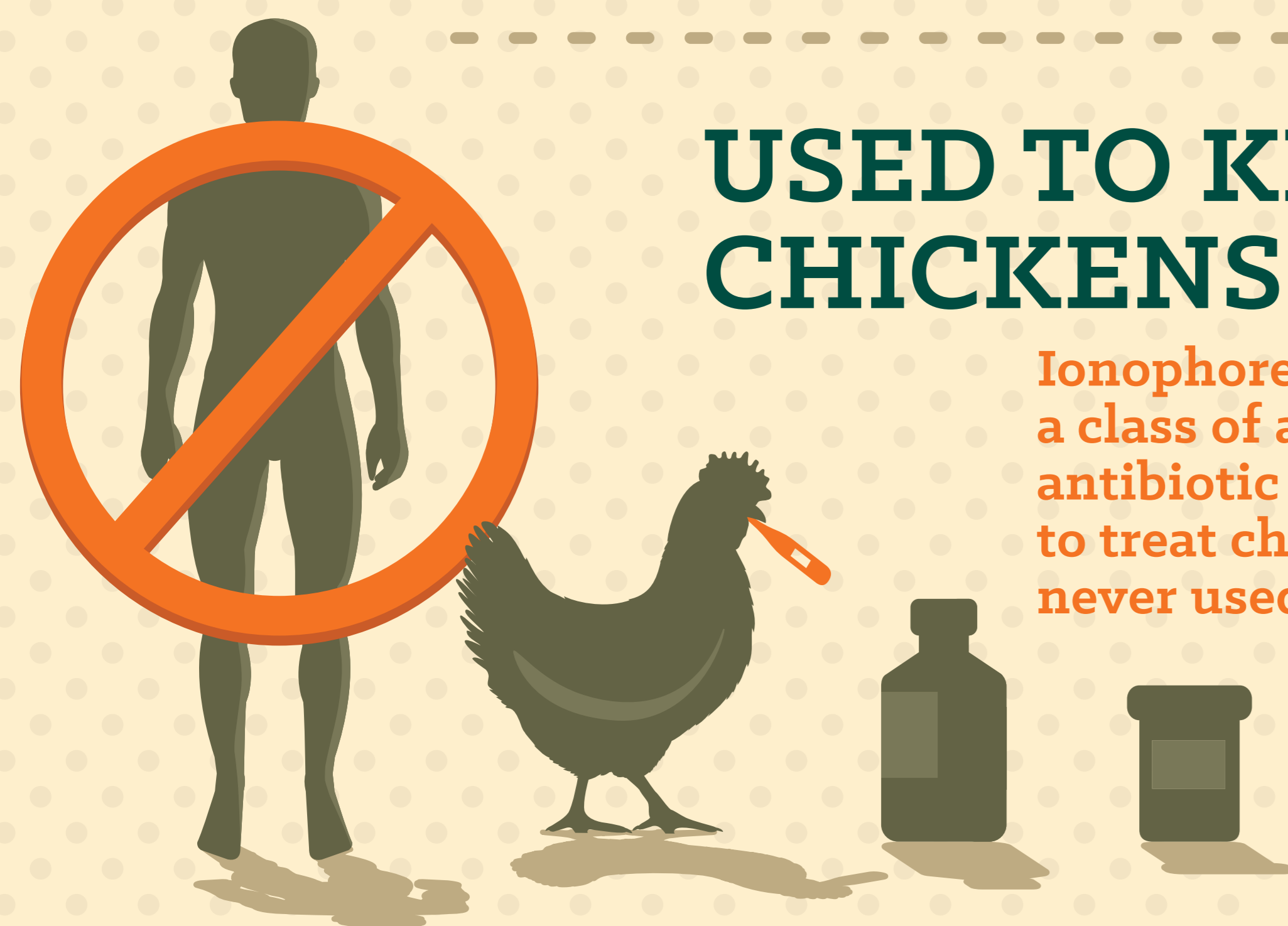
ALL CHICKEN IS "ANTIBIOTIC FREE."

Federal rules require that any antibiotics must clear the chickens' systems before they can leave the farm.



USED TO KEEP CHICKENS HEALTHY

Ionophores, which are themselves a class of antibiotics, and non-antibiotic coccidiostats are used to treat chicken parasites and are never used in human medicine.



Most antibiotics used to treat chickens are not used in human medicine.

NOT USED IN HUMAN MEDICINE.

NEVER TO PROMOTE GROWTH!

At Sanderson Farms, antibiotics are never used solely for growth promotion.

IF YOU GRILL IT, YOU KILL IT

Any bacteria, antibiotic-resistant or not, is not resistant to the heat of your oven or grill and is killed by proper cooking. Always cook chicken to an internal temperature of 165° and until juices are clear.



ADMINISTERED ONLY AT ORDER OF POULTRY VETERINARIANS.

At Sanderson Farms, all antibiotics are administered only at the orders of licensed, board-certified poultry veterinarians.



KEEPING CHICKENS HEALTHY



NO HORMONES!

5 REASONS CHICKENS ARE NOT FED HORMONES

ILLEGAL IN THE U.S.

Hormone use in poultry is illegal in the U.S.¹



HORMONES ARE NOT EFFECTIVE IN CHICKENS

Hormones are not effective in chickens, due to their physiology, and do not increase their growth.¹

COST WOULD EXCEED THE VALUE

Hormones are expensive. If 1mg of growth hormone was administered to a broiler, the cost would far exceed the value of the chicken itself.¹



NO BENEFIT FROM STEROIDS

Anabolic steroid use leads to increased muscle mass, which would be counterproductive to the goal of producing tender, juicy chicken.

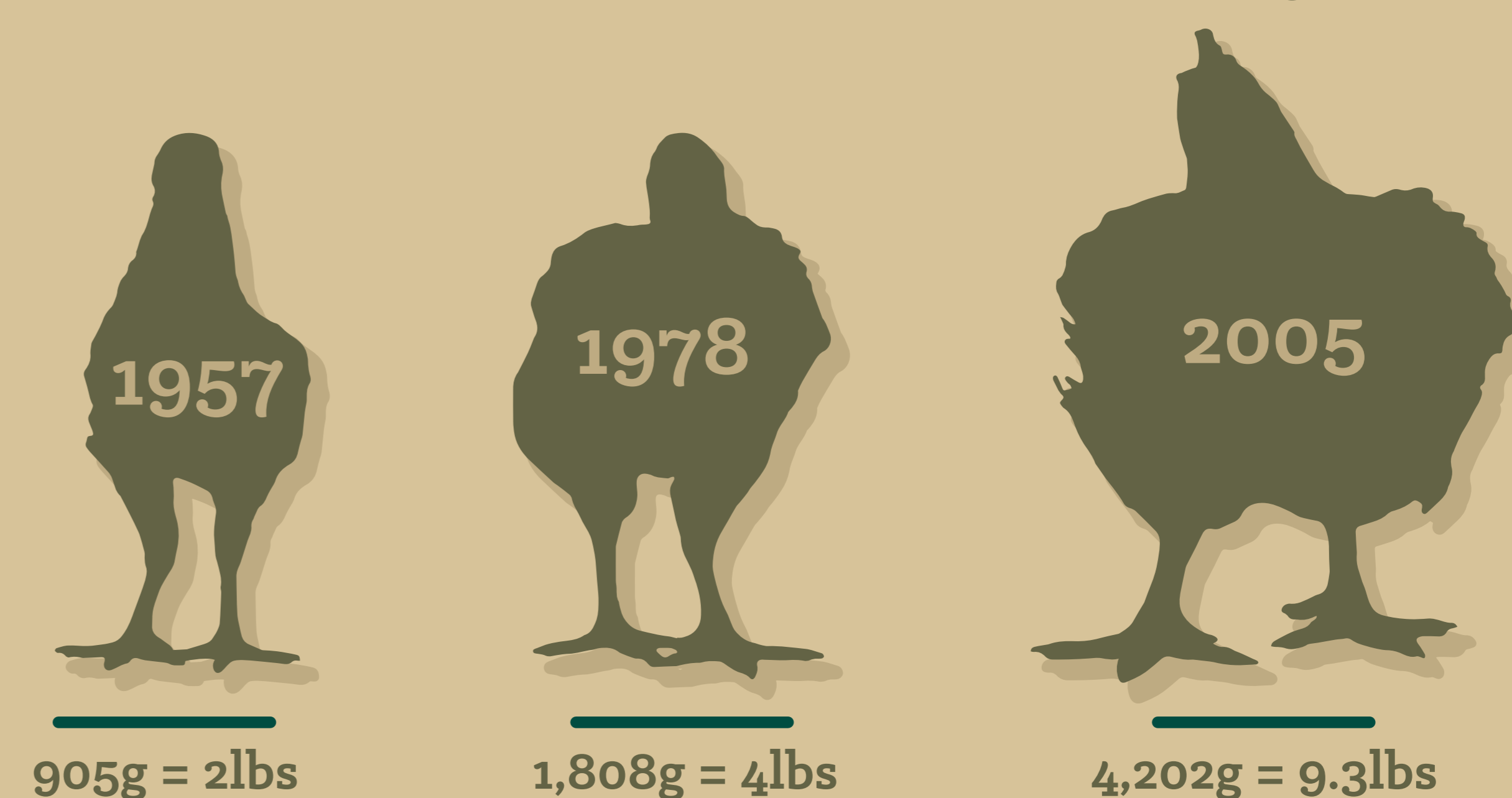


SIZE INCREASED BECAUSE OF BREEDING

A Poultry Science study shows that, from 1957 to 2005, broiler growth increased by over 400%, with a concurrent 50% reduction in feed conversion ratio, proving that the size of broilers has increased over time because of selective breeding.²

The Effects of Years of Selective Breeding

These three chickens were all raised in the same manner and photographed at the same age.



Sanderson Farms®