

THE RUMOR ROOST

COMMON MYTHS AND MISCONCEPTIONS OF THE POULTRY INDUSTRY

THEY SAY...

"IF CHICKENS USE THE SAME ANTIBIOTICS AS PEOPLE, THOSE ANTIBIOTICS WILL BECOME INEFFECTIVE TO HUMANS OVER TIME."

ACTUALLY ...

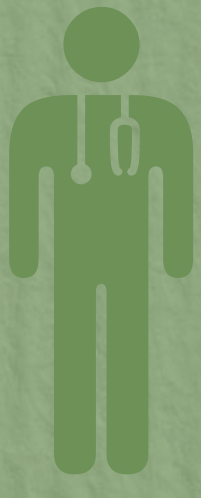
The types of antibiotics used for chickens are different from the ones commonly used by humans. According to the American Meat Institute, "The vast majority of antibiotics are used either in people, or in animals, but not both ... The claim that most 'medically important' antibiotics are used in animals is not supported by the data."



"UNNECESSARY ANTIBIOTICS ARE USED IN POULTRY."

BUT REALLY ...

Sanderson Farms does not use unnecessary antibiotics in their poultry. Dr. Phil Stayer explains, "We don't think any antibiotics used in Sanderson Farms flocks are unnecessary. We won't order antibiotics to be used unless the veterinarians deem them needed for flock health reasons."



"IF CHICKENS WERE KEPT IN BETTER CONDITIONS, THEY WOULD NOT REQUIRE FDA-REGULATED ANTIBIOTICS."

FACT IS ...

Large poultry plants and small-town farmers alike want to make sure their chickens are raised in the best possible environment. However, similar to humans, chickens still get sick and require antibiotics to become healthy again.



"OVER THE YEARS, THE SIZE OF CHICKENS HAS INCREASED, DUE TO THE USE OF HORMONES."

IN TRUTH...

The increased growth in chickens over the years is due to the advancements in poultry nutrition, health and genetics. It is not due to the use of added hormones, as they are strictly prohibited for use in poultry production.



"100% NATURAL CHICKEN DOESN'T REALLY MEAN NATURAL."

ACTUALLY ...

Sanderson Farms prides itself on providing 100% all-natural chicken. Some companies' chickens have been pumped with saltwater or seaweed solutions, but are still posing as natural. Not Sanderson Farms; when we say natural, we mean it.



"CHICKEN FEED IS PACKED WITH UNHEALTHY INGREDIENTS."

IN REALITY ...

Chicken feed is actually very healthy. It mostly consists of corn and soybean meal, balanced with added vitamins and nutrients. Sanderson Farms has a staff of in-house nutritionists who ensure their chickens' diets contain all the requirements necessary to grow healthy poultry.



"CHICKENS ARE FORCED TO LIVE IN SMALL CAGES."

INSTEAD ...

Conventionally raised chickens are not raised in cages but are actually raised in large, open structures known as "grow out houses." These houses are well equipped with systems to steadily provide feed and water to the birds, as well as carefully control lighting and fresh air to avoid any undue stress.



"CHICKENS ARE SUBJECT TO INHUMANE TREATMENT ON POULTRY FARMS."

REALITY IS ...

Sanderson Farms' birds are raised in a climate-controlled environment and are free to roam around their housing facility, which allows them safety from outside predators and potential diseases. The Sanderson Farms corporate veterinary staff oversees the health of the flocks on a daily basis.



100% Natural