

# POULET ROUGE FERMIER™

*French Red Farm Chicken*



## WELCOME BACK TO FLAVOR®

Joyce Farms is proud to be the exclusive North American producer of what elite chefs consider to be the best tasting chicken in the world. Our Poulet Rouge Fermier™ chicken is a “Cou Nu,” or naked neck chicken from France. This bird’s superior flavor will remind you of how chicken used to taste.



## CULINARY EXCELLENCE

Deliciously rich chicken flavor that can only come from Mother Nature

Superior meat texture and thin, crispy skin

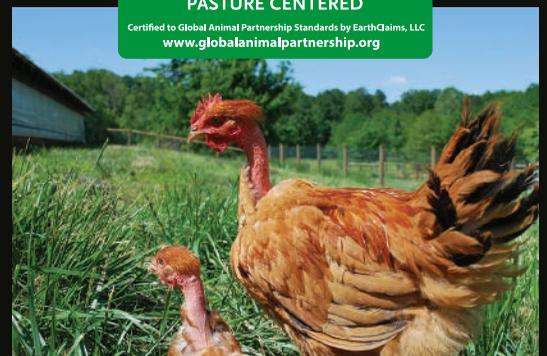
## RAISED NATURALLY ON FAMILY FARMS

Pasture-centered, which far surpasses USDA free-range standards

Certified GAP Step 4 by the Global Animal Partnership

Humane growing and processing practices

Fed an all-natural, vegetarian diet



MOTHER NATURE MEETS HAUTE CUISINE.®

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# LABEL ROUGE STANDARDS

*The Next Level of Quality and Purity*



We raise our heritage birds with old-world care and tradition on our small family farms using “never EVER” standards of purity.



NO ANTIBIOTICS  
ADMINISTERED



NO ARTIFICIAL  
INGREDIENTS



NO HORMONES  
OR STEROIDS



NO ANIMAL  
BY-PRODUCTS

Then, we go beyond even that. Our farms follow these French Label Rouge guidelines to guarantee poultry production that is respectful of animal welfare, protects the environment, and produces a superior level of culinary quality.

## THE BEST LINEAGE

Only certain genetics are allowed. Slow-growing breeds tend to be heartier and more disease resistant for pasture-centered life than commercial breeds.

## SMALL HOUSES ON SMALL FARMS

Smaller poultry houses are required than on industrial farms and organic farms, and houses per farm are limited to four.

## ACCESS TO THE OUTSIDE

Birds are given outdoor access at six weeks of age (about the same age that commercial and organic birds reach market weight).

## SLOW GROWING

Our Poulet Rouge™ chickens grow for 84 days, much longer than commercial birds that grow for only 42 days.

## SMALLER FLOCK IN EVERY HOUSE

A maximum density requirement ensures that the birds are allowed more room in the houses than birds on industrial or organic farms.

## THE CLEANEST CONDITIONS

A minimum sanitation period of 21 days between flocks assures houses are free of disease.

## NEARBY FARMS

To make sure the birds are handled humanely and not dehydrated, they must travel no more than 64 miles to the processing plant.

## AIR CHILLED

Birds are processed individually by hand and air chilled, so they are never submerged in chlorinated water.



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