

PERDUE/HSUS JOINT PRESS RELEASE

Settlement Reached in Lawsuit Concerning Perdue Chicken Labeling

Perdue Farms, Inc. and The Humane Society of the United States are pleased to announce the settlement of two federal cases in New Jersey and Florida concerning Perdue's "humanely raised" claim on its Harvestland chicken labels. The settlement requires the plaintiffs to dismiss their claims with prejudice, in exchange for Perdue agreeing to remove the "Humanely Raised" label claim from its Harvestland chicken packaging.

The proposed class action cases were filed in 2010 and 2013 by individual consumers who contended that Perdue's "Humanely Raised" claim on the packaging of its Harvestland brand chicken was misleading. Perdue vigorously opposed plaintiffs' claims.

"We are pleased to see the claim removed from Harvestland's packaging, which we view to be misleading," said Peter Petersan, Director of Animal Protection Litigation for the HSUS. "We will continue to work to protect both animals and consumers."

"Perdue rejects the plaintiffs' allegations and maintains that its labels are not misleading in any way. Nonetheless, it has agreed to discontinue the labeling claim at issue," said Herb Frerichs, General Counsel for Perdue Farms. "Perdue is committed to treating animals with respect and to ensuring their health and safety. We are pleased this lawsuit has been resolved."