



# The #1 Fastest Growing Organic Chicken Brand<sup>1</sup>

Our Products Meet Evolving Consumer Demands



## Making Organic Mean More

HUMANE • SUSTAINABLE • TRACEABLE



### ORGANIC

From the chicken feed to the seasoning on our flavored products, our company is 100% USDA Organic.



### HUMANE

Our chickens are raised with care and room to roam inside and outside their houses.



### SUSTAINABLE

We are committed to using sustainable approaches to farming, to production, and to packaging.



### TRACEABLE

Every product has a Farm ID, so you can meet the family farmers who raised your chicken.

FARMERFOCUS.COM

**76%** of shoppers agree that **meat/poultry** belongs in a **healthy diet**.<sup>2</sup>

**83%** of consumers look for at least one **"better for..." option** when buying meat/poultry.<sup>2</sup>

**55%** of shoppers believe **transparency** of how and where the animal was raised and processed is **important**.<sup>2</sup>

Consumer demand for **claims-based protein** grew 18% during the pandemic.

We're proud to meet the following certifications that your customer is looking for every day.



Certified 100% Organic



Non-GMO Project-Verified



Certified Humane



Certified Gluten-Free



Certified Halal

[learn more: farmerfocus.com/our-standards](https://farmerfocus.com/our-standards)

### POINT-OF-SALE MATERIALS

Channel Strips 11.25" x 1.25"



### Shelf Dividers

XS 4.25" x 14"  
SM 4.5" x 14"  
LG 5.75" x 24"



**BUCKHEAD MEAT & SEAFOOD**

a Sysco company

SOURCES: 1. 52 weeks ending 9-5-21, IRI Syndicated Data, Conventional Grocery, excludes Mass, Independent, Club, Natural, and DTC. 2. 210 Analytics, Power of Meat 2021.