

July 22, 2010

Scott I. Sechler
Chair and President
Bell & Evans Holding LLC

Via e-mail: ssechler@bellandevans.com

Dear Mr. Sechler,

PETA is pleased to support Bell & Evans' plans to implement the most advanced slaughter technology available, slow induction anesthesia (SIA). As you know, in SIA, the oxygen that chickens breathe is slowly replaced with nonpoisonous gasses. This puts the birds "to sleep" while they're still in their transport crates, meaning that they are never dumped out of their crates, alive and in panic, they do not suffer the pain of broken wings and legs from being slammed upside down into shackles, and they are never scalded alive in defeathering tanks.

This move places your company at the forefront of the chicken-supply industry with regard to animal welfare. Bell & Evans shows that animal welfare and good business can go hand in hand. Consumers are demanding that companies take steps to reduce the enormous amount of suffering that animals endure in the factory farm, transport, and slaughter processes, and by listening to consumers' wishes, Bell & Evans has set a new standard for the chicken-supply industry.

Kind regards,



Ingrid E. Newkirk
President

CC: Michael Good, CEO (mgood@farmerspride.com)



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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THE RIGHTS OF ALL ANIMALS