



AIR-CHILLED, FREE ROAMING  
& ANTIBIOTIC-FREE CHICKEN







## *Wholesome poultry products from the leader in processing technology*

Wellington Farms brings you all the health benefits of the latest processing technology without taking away the great, wholesome taste that made chicken dinners a tradition. Our state-of-the-art facility offers wholesalers, retailers and restaurants a unique line of quality products that respond to the latest health concerns of the industry.

Wellington Farms free roaming chickens are fed a diet of pesticide-free corn, soybean meal and soybean oil as an

added energy source. The feed ingredients are milled into a powder and pelletized. Included in the feed formula mix is an all natural vitamin and mineral blend.

They eat and drink in spacious screened natural daylight housing protected against wild predator animals and potential disease-carrying wild birds.

Our feeds contain no animal by-products (used fryer fat from fast food restaurants, rendered poultry or animal fat, feather meal, or fishmeal), no bakery by-products, and no antibiotics EVER.

### *Why no Antibiotics?*

Antibiotics are used by the large commodity broiler chicken companies for primarily 3 reasons. They enable chickens to survive in crowded growing conditions, promote accelerated weight gain resulting in better feed conversion ratios and reduce stress within the flock which in turn lowers flock mortality rates. All of the above are intended to enhance profits. However, chicken quality is sacrificed in the process.



### *What is AIR CHILLED and what makes AIR CHILLED chicken better?*

With few exceptions, all chickens are presently water-chilled. Federal law allows water absorption up to 12% of carcass weight, and chicken companies want to sell water. It's cheaper than chicken! Water chilled birds are immersed in ambient temperature water-filled chillers where absorption takes place. The chickens then travel to the main chiller where they are again immersed into circulating water intended to bring carcass temperatures down to less than 40 degrees. These chillers are community style baths into which

each day's birds go in and out. What's on or inside of one bird may also end up on another.

With air chilling, each bird makes no contact with another and absorbs no water because it never is immersed or sprayed with water. It loses around 1% of its weight during the air-chilling process. What this means is that bacteria counts are 80% lower than those of water-chilled chickens and extends useful shelf life significantly. It provides for a distinctly different flavor and texture because the natural

juices, proteins and enzymes remain in the meat during cooking whereas they are lost with water-chilled birds.





## *The latest Air-chilled technology & MAP (Modified Atmosphere Packaging)*

Wellington Farms is equipped with an ultra-modern air-chilling system that has revolutionized the traditional water-based approach to chilling chicken. And, by eliminating water, harmful bacteria such as salmonella and the e-coli virus are also kept in check.

Modified Atmosphere Packaging is considered the ultimate procedure in preserving poultry products.

This packaging process - combined with the advantages of air-chilling technology - prolongs the shelf life of chicken from 10 to 14 days. By eliminating ice packing and melt down, the MAP process represents an excellent means to ensure optimum hygiene is maintained during shipping and storage.



## *Avian Influenza (Bird Flu) safe*

The reason Wellington Farms chickens switched from being raised FREE RANGE to FREE ROAMING is due to the potential risk of exposure to Bird Flu. Allowing chickens access to outdoors invites the risk of coming in contact with wild birds which have been identified as likely carriers of Bird Flu.



## *Hygiene & Quality Controlled*

Wellington Farms is firmly committed to bringing you the highest quality, federally inspected chickens, regulated by HACCP (Hazard Analysis Critical Control Points). HACCP regulates hygiene and quality control throughout the food industry.



Wellington Farms offers a wide variety of portions, packaging options, and case weight quantities which come either fresh or frozen. Included are sized whole chickens and sized specialty parts such as French Breasts or Airline Breasts, breast cutlets, and our signature product, a semi-boneless, butterflied whole chicken.

A complete list of available products is shown on our website, [www.wellingtonfarmsma.com](http://www.wellingtonfarmsma.com)





# WELLINGTON FARMS OF MASSACHUSETTS INC.

*Leading the Way to the 21 st Century*

Since 1995, Wellington Farms chickens have been hatched, fed and raised in St-Cuthbert, Quebec, Canada. Giannone Poultry, a family owned poultry business, has provided Wellington Farms with top quality free range, antibiotic-free, all vegetarian feed broilers and roasters for almost 12 years.

We believe that Wellington Farms chickens are the best ones out there and for a good reason. We've regularly done comparisons with chickens produced by our competitors but have found none to be any better than ours. Our conclusion comes as the result of many incremental ingredients which go into the making of a Wellington Farms chicken. Included are the specific breed genetics of our chicken breeder flocks – we use a roaster breed rather than a broiler breed; the high quality corn and soybeans used to formulate our feeds; the absence of any animal or bakery by-products used in feed formulations, and experienced, knowledgeable chicken farmers with high quality, well managed grow out facilities. Just as

all automobiles are not alike, all chickens are not alike; some are better than others.

Recent concerns involving Avian Influenza and a possible mutation of the AI virus which could impact humans has mandated some changes in how our chickens are raised. Wellington Farms chickens are no longer given access to the outdoors where they could come into contact with wild birds most likely to carry the highly contagious, deadly (only to other birds) virus. Instead, our free roaming chickens are now raised entirely indoors in spacious barns with screened open sides which provide plenty of natural daylight to our flocks. We don't crowd our chickens in the barns and provide lots of space for each chicken to freely roam, feed and drink.

Many competitors make the same label claims as ours, but consumers don't serve and eat label claims. There is a difference in chickens and reasons for those differences. We invite you to compare Wellington Farms chickens with any others and judge for yourself.

**WELLINGTON FARMS OF MASSACHUSETTS INC.**

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