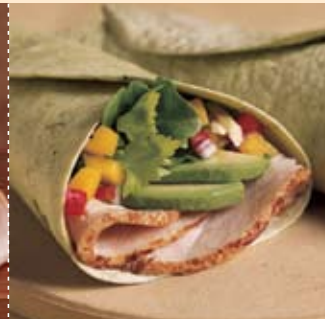


Foster Farms Turkey



Foster Farms is proud to be a Western poultry company. Our turkey ranches and our customer base are located in the West. This business principle assists in sustainability, as locally produced foods require less distance to travel to the consumer. Adopting eco-friendly business practices is not only good for the environment, it's good business. Consumers are demanding more sustainable menu options and according to recent research, are willing to pay a premium for these dishes. Entrées with locally-sourced ingredients, command prices 25-50%* higher than those without. Increase your bottom line by adding Foster Farms Locally Grown Turkey to your menu today.

**Datassential, July 2008*



Locally Grown in California.



We know what the West hungers for.™

> Locally Grown in California.

- Foster Farms is a vertically integrated poultry company – meaning we control every step, from hatching the eggs to the delivery of the product to the distributor. This farm-to-fork oversight provides assurance that every product is the very best.
- Instead of buying milled feed, we blend our own. Feed is milled and delivered on a regular schedule to the turkey farms by the local Foster Farms feed mill.
- Foster Farms turkeys are raised on the ground in barns with access to clean feed and water at all times.
- Foster Farms turkey barns are climate controlled for the bird's comfort during all types of weather.
- Foster Farms turkey products are prepared in our USDA inspected manufacturing facilities according to recipes and specifications designed to provide consistent product.
- You'll know its Foster Farms if the Plant Number on the USDA emblem on the label is P-157 or P-210.



Foster Farms Turkey – A good choice for menus across the West.

To choose Foster Farms Turkey for your menu, contact:

- Southern California – J. Goodman, 310-828-5040, jgoodman.net
- Northern California – Marketsmart Inc, 925-846-6237, marketsmartinc.com
- Foster Farms Foodservice Marketing – 800-344-3116, fosterfarmsfoodservice.com



We know what the West hungers for.™