SUPERIOR COURT OF THE DISTRICT OF COLUMBIA CIVIL DIVISION

FOOD & WATER WATCH, INC., a non-profit corporation, 1616 P Street NW Suite 300, Washington, DC 20035, and **ORGANIC CONSUMERS** ASSOCIATION, a non-profit corporation, 6771 South Silver Hill Drive, Finland, MN 55603, Plaintiffs, v. PILGRIM'S PRIDE CORPORATION, 1770 Promontory Circle, Greeley, CO 80634, Defendant.

COMPLAINT

Plaintiffs Food and Water Watch ("FWW") and Organic Consumers Association ("OCA") bring this action against Defendant Pilgrim's Pride Corporation ("Pilgrim's Pride"), and allege the following based upon personal knowledge, information, and belief. This Complaint is on behalf of FWW and OCA, their respective members, and the general public.

INTRODUCTION

1. This is a case about deceptive marketing and advertising of chicken products. The case is brought by two non-profit organizations (FWW and OCA) dedicated to consumer

protection. FWW and OCA seek no monetary damages, only an end to the deceptive marketing and advertising at issue.

- 2. Defendant Pilgrim's Pride produces chicken products.
- 3. Pilgrim's Pride makes marketing and advertising representations to convey to consumers that the birds used in its chicken products are fed "only natural ingredients" and "treated humanely," and that the chicken products are produced in an environmentally responsible way.
- 4. Contrary to its marketing representations, Pilgrim's Pride systematically raises, transports, and slaughters chickens in inhumane factory-farm conditions that include:
 - the routine use of antibiotics, synthetic chemical disinfectants, genetically modified organisms, growth-promoting drugs, and other unnatural substances;
 - the crowding of birds by the tens of thousands into massive disease-ridden industrial warehouses with no access to the outdoors;
 - the use of artificially selected fast-growing, breast-heavy chicken breeds that have chronic and debilitating health conditions;
 - the abuse of chickens by Pilgrim's Pride contractors and employees; and
 - the use of toxic chemicals and the emission of large amounts of pollutants.
- 5. Thus, Pilgrim's Pride's marketing and advertising, which suggests that the chickens in the Products are fed only natural ingredients and that Pilgrim's Pride employs humane and environmentally responsible production practices, is false and misleading.

STATUTORY FRAMEWORK

- 6. This action is brought under the District of Columbia Consumer Protections Procedures Act ("CPPA"), D.C. Code § 28-3901, *et seq*.
- 7. The CPPA "is a comprehensive statute with an extensive regulatory framework designed to remedy *all* improper trade practices." *Osbourne v. Capital City Mortg. Corp.*, 727

A.2d 322, 325 (D.C. 1999) (quotations omitted). "The CPPA protects consumers from those unlawful trade practices enumerated in § 28-3904, as well as practices prohibited by other statutes and common law." *Id.* (quotations omitted).

8. The CPPA makes it a violation for "any person" to, *inter alia*:

Represent that goods or services have a source, sponsorship, approval, certification, accessories, characteristics, ingredients, uses, benefits, or quantities that they do not have;

Represent that goods or services are of a particular standard, quality, grade, style, or model, if in fact they are of another;

Misrepresent as to a material fact which has a tendency to mislead;

Fail to state a material fact if such failure tends to mislead;

Use innuendo or ambiguity as to a material fact, which has a tendency to mislead; or

Advertise or offer goods or services without the intent to sell them or without the intent to sell them as advertised or offered.

D.C. Code § 28-3904(a), (d), (e), (f), (f-1), (h). A violation occurs regardless of "whether or not any consumer is in fact misled, deceived or damaged thereby." *Id*.

- 9. The CPPA "establishes an enforceable right to truthful information from merchants about consumer goods and services that are or would be purchased, leased, or received in the District of Columbia." *Id.* § 28-3901(c). It "shall be construed and applied liberally to promote its purpose." *Id.*
- 10. The CPPA affords FWW and OCA a right to bring this action on behalf of themselves, their members, and/or on behalf of the general public:

A nonprofit organization may, on behalf of itself or any of its members, or on any such behalf and on behalf of the general public, bring an action seeking relief from the use of a trade practice in violation of a law in the District, including a violation involving consumer goods or services that the organization purchased or received in order to test or evaluate qualities pertaining to use for personal, household, or family purposes.

Id. § 28-3905(k)(1)(C).

11. Remedies available for any CPPA claim include "[a]n injunction against the use of the unlawful trade practice" and "[a]ny other relief which the court determines proper." *Id*. § 28-3905(k)(2)(D), (F).

FACT ALLEGATIONS

- I. Pilgrim's Pride Marketing and Advertising Represents That the Birds Used in the Products Are Fed "Only Natural Ingredients" and "Treated Humanely," and That the Products Are Produced in an Environmentally Responsible Manner.
- 12. Pilgrim's Pride markets chicken to consumers under multiple different brand names, including but not limited to "Pilgrim's," "Just BARE," and "Gold'n Plump."
- 13. The Pilgrim's Pride chicken products at issue (the "Products") in this case¹ include Blazin' Wings and Frozen Ready to Cook Tempura Nuggets.
- 14. Pilgrim's Pride markets and advertises its chicken products—including the Pilgrim's brand—in the District. It seeks to reach the District consumer base through online marketing such as Facebook, Twitter, and its company websites.
- 15. Pilgrim's Pride makes clear that the company has complete control over the production of its chicken products. In a video on its corporate webpage,² the company's President and Chief Executive Officer Bill Lovette says, "In our chicken business, we use a vertical integrated supply chain so that we can assure the consumer that's buying our product that we've been in control of the process at every step of the way."

¹ Discovery may cause additional Pilgrim's Pride brands and products to be included within the scope of the allegations in this Complaint, and Plaintiffs reserve the right to add such products.

² Pilgrim's, "About Us," at https://www.pilgrims.com/about-us/ (last visited Jan. 31, 2019). The video is also available on Vimeo as "Pilgrim's 30 Second Video," at https://vimeo.com/107917405 (last visited Jan. 31, 2019). According to Vimeo, the video was posted on October 3, 2014.

A. Pilgrim's Pride Represents That the Birds Used in the Products Are Fed "Only Natural Ingredients."

- 16. Throughout its advertising, Pilgrim's Pride makes representations regarding the natural qualities of the feed it provides to chickens used in the Products.
- 17. For example, one webpage on its Pilgrim's brand website states, "[W]e feed our chickens only natural ingredients," and , "We do not use growth hormones of any kind in our poultry rations."³
- 18. In another example, the Frequently Asked Questions page on the Pilgrim's USA website notes that its feed ingredients are "from natural sources." 4

B. Pilgrim's Pride Represents That the Chickens Used for the Products Are Humanely Treated.

- 19. Multiple pages within the Pilgrim's website make claims related to the raising and treatment of the chickens that become the Products. The Frequently Asked Questions webpage⁵ makes welfare representations such as these:
 - "Pilgrim's strongly supports the humane treatment of animals [and] maintains a strict animal welfare program that utilizes guidelines established by the National Chicken Council. . . . These guidelines ensure that birds raised are treated humanely and raised with care. Humane treatment is practiced during the processing of the bird as well."
 - "These barns allow for our farmers to regulate their air flow and ensure they are receiving adequate food and water [T]hey are given plenty of space to move freely inside of the barn."
- 20. The Our Chickens webpage⁶ makes further representations regarding the humane treatment of animals used for the Products, such as these:
 - "Employees or growers who violate the Pilgrim's animal welfare policy and associated procedures will be subject to disciplinary action," and "[a]ll

³ Pilgrim's, "Our Chickens," at https://www.pilgrimsusa.com/our-chickens/ (last visited Jan. 31, 2019).

⁴ Pilgrim's, "Frequently Asked Questions," at https://www.pilgrimsusa.com/faqs/ (last visited Jan. 31, 2019).

⁵ *Id*.

⁶ See supra, note 3.

- of our complexes are audited on a regular basis to ensure full compliance with [National Chicken Council] humane treatment guidelines."
- "Pilgrim's works closely with our grower partners, customers, and other industry stakeholders to humanely raise and process the birds under our care in accordance with our values"
- "[A]ll Pilgrim's employees who handle live birds are required to complete animal-welfare training on an annual basis."
- "Caring for our flocks also means taking steps to protect them from disease or illness."
- "All of our complexes are audited on a regular basis to ensure full compliance with these humane treatment guidelines. If a deficiency is identified, immediate corrective action is taken and follow-up audits are scheduled until the issue is resolved."
- 21. A video on the Our Chickens page of the website, viewed 9,701 times, makes repeated references to the "happy" and "healthy" birds raised by Pilgrim's.⁷
- 22. The Pilgrim's Pride 2016 Sustainability Report, available on the Pilgrim's brand consumer website, makes additional representations about how Pilgrim's Pride cares for the chickens it slaughters and sells: "Our strict and comprehensive Animal Welfare Program ensures that birds are humanely raised and handled through all phases of hatching, growth, transport and slaughter."
- 23. The Sustainability Report states that Pilgrim's Pride's "chickens are raised in accordance with the Five Freedoms, including practices that prevent or minimize fear, pain, stress and suffering throughout the production process."

⁷ See supra, note 3.

⁸ Pilgrim's Pride, "2016 Sustainability Report," p. 122, available at http://sustainability.pilgrims.com/index.html#p=1 (last visited Jan. 31, 2019).
⁹ *Id*.

- 24. The Sustainability Report also states, "Our family farm partners protect our chickens from weather, safeguard them from predators and disease and ensure their health and well-being through proper care and appropriate human interaction." ¹⁰
- 25. Under large all-capitalized words "OUR CHICKENS," a Pilgrim's Sustainability Highlights brochure¹¹ states:

Ensuring the well-being of the chickens under our care is an uncompromising commitment at Pilgrim's. Whether organic, antibiotic-free or traditional production methods are employed, the health and safety of our chickens remains a priority. At Pilgrim's, our values dictate that we implement humane animal welfare practices for one simple reason: it is the right thing to do.

26. The Sustainability Highlights brochure also states, "100% of our team members and family farm partners have been trained according to our Animal Welfare Program." 12

C. Pilgrim's Pride Represents That the Products Are Produced in an Environmentally Responsible Manner.

- 27. Pilgrim's Our Chickens webpage touts Pilgrim's purported commitment to "environmental stewardship."¹³
- 28. This theme of "environmental stewardship" is repeated throughout the "sustainability reports" publicly available on the "Sustainability" webpage of the Pilgrim's brand consumer website.¹⁴
- 29. For example, the 2017 Sustainability Highlights document states that Pilgrim's is "committed to being an industry leader in sustaining air, water, and land." ¹⁵

¹⁰ *Id.* at 131.

 $^{^{11}}$ Pilgrim's Pride, "2016 Sustainability Highlights," p. 6, https://www.pilgrims.com/wpcontent/uploads/2018/11/Pilgrims-Sustainability-Report_Condensed-v3.pdf.

¹³ See supra, note 3.

¹⁴ Pilgrim's, "Sustainability," at https://www.pilgrimsusa.com/sustainability/ (last visited Jan. 31, 2019).

¹⁵ Pilgrim's, "2017 Sustainability Highlights," p. 18, at https://www.pilgrims.com/wp-content/uploads/2018/11/Pilgrims_SustainReport_2017_final.pdf.

- 30. The website for Pilgrim's parent company, JBS USA, states, "At JBS USA and Pilgrim's . . . environmental stewardship is a key pillar in our sustainability approach." ¹⁶
- 31. This webpage specifically refers to stewardship of "the water and land required to . . . humanely raise our . . . chickens" and to "reclaiming water used in our facilities to place back into aquifers." ¹⁷
- 32. This webpage states, "At JBS USA and Pilgrim's, how we leave the planet in a better condition than which we found it is at the heart of each environmental, economic and social decision we make." 18
- 33. Pilgrim's "environmental policy," accessible on the JBS website, states that "Pilgrim's Pride is dedicated to the responsible stewardship of the natural resources required to produce our products," and that "Pilgrim's is committed to . . . [p]reventing pollution and protecting the environment" and "[m]anaging all of our operations in accordance with environmental laws and regulation." ¹⁹

II. Pilgrim's Marketing Representations Are Material to Consumers.

- 34. Surveys suggest that consumers are willing to pay more for poultry products from animals fed natural ingredients and that they have specific expectations of what "natural" means. Surveys also demonstrate that representations about animal welfare are material to consumers in their purchasing decisions, a fact that Pilgrim's Pride has acknowledged.
- 35. Survey research suggests that (1) most consumers believe that "natural" ingredients are free from antibiotics, GMOs, and toxic and/or artificial chemicals; that (2) it is

¹⁶ JBS, "Environmental Stewardship," https://jbssa.com/sustainability/stewardship/ (last visited Jan. 31, 2019).

¹⁷ *Id*.

¹⁸ Id.

¹⁹ JBS "Environmental Policy," p. 1, available at https://jbssa.com/images/sustainability/stewardship/EnvironmentalPolicy_Pilgrims.pdf.

material to consumers that animals are not fed these unnatural ingredients; and that (3) consumers are willing to pay a premium for meat and poultry products from animals fed only "natural" ingredients.

- 36. A November 2017 report from the U.S. Department of Agriculture's Economic Research Service, titled "Beyond Nutrition and Organic Labels—30 Years of Experience With Intervening in Food Labels," approvingly referenced²⁰ a 2015 Consumer Reports survey to describe consumer interpretation of "natural" claims:
 - ... 64 percent of consumers surveyed believed that *natural* meant that no artificial growth hormones were used, 59 percent believed that it meant that animals were fed feed that did not contain genetically engineered ingredients, and 57 percent believed that it meant that no antibiotics or other drugs were used.
- 37. In the USDA-cited 2015 Consumer Reports nationally representative survey, consumers stated they believed the following about meat and poultry products called "natural":
 - The animals' feed contained no artificial ingredients or colors (61%);
 - The animals' feed contained no genetically modified organisms (59%);
 - The animals were given no artificial growth hormones (64%); and
 - No antibiotics or other drugs were used (57%).²¹
- 38. These survey results demonstrate that the majority of consumers do not consider artificial ingredients such as antibiotics and GMOs to be "natural" ingredients in the context of animal feed.
- 39. Moreover, in the context of chicken feed, salmonella-contaminated rendered meat, bones, blood, and feathers from other chickens are not "natural ingredients."

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²⁰ Kuchler et al., *Beyond Nutrition and Organic Labels—30 Years of Experience With Intervening in Food Labels*, U.S. Department of Agriculture, ERR-239 (2017), https://www.researchgate.net/publication/327534891.

²¹ Consumer Reports, Natural Food Labels Survey (2015).

- 40. The 2015 Consumer Reports survey also found that consumers deem it important that food not be produced via standard factory-farm methods. For example, 84% of food shoppers said that it was "important" or "very important" to provide better living conditions for animals, and 83% said it was "important" or "very important" to reduce antibiotic use in food. A whopping 89% said it was "important" or "very important" to reduce exposure to pesticides. ²²
- 41. According to a 2016 Consumer Reports nationally representative survey²³ of 1,001 adults, 68% of respondents were extremely or very concerned that feeding antibiotics and other drugs to healthy animals may allow the animals to be raised in crowded and unsanitary conditions. Sixty-five percent were extremely or very concerned that the routine use of antibiotics and other drugs may create new bacteria that cause illnesses that antibiotics cannot cure. And 51% of respondents were extremely or very concerned that antibiotic use may artificially promote growth.
- 42. In the same 2016 Consumer Reports survey, the overwhelming majority of respondents (88%) reported²⁴ that they believe the government should require that meat raised with hormones or ractopamine be labeled as such. A similar majority (84%) said they think that the government should require meat from healthy animals routinely fed antibiotics to be labeled as "raised with antibiotics."
- 43. Because several of the attributes consumers expect from "natural" meat products concern the natural quality of the animals' feed, it is material to consumers that animals used for food are fed "natural ingredients."

 $^{^{22}}$ Id

²³ Consumer Reports, Food Labels Survey (2016).

 $^{^{24}}$ *Id*.

- 44. Consumers care about animal welfare. Many consumers are willing to pay more for products that they believe come from humanely treated animals, as several consumer studies have documented. According to a 2013 survey conducted by the American Humane Association, 89% of consumers were very concerned about farm animal welfare, and 74% stated that they were willing to pay more for humanely raised meat products. ²⁵ A 2018 study published in the journal *Animals* found that the weighted average of consumers' marginal willingness to pay for products from humanely treated animals was \$0.96 for one pound of chicken breast (a 48% premium). ²⁶
- 45. Pilgrim's Pride's 2016 Sustainability Report²⁷ acknowledges changing consumer expectations for poultry products: "We endeavor to meet changing consumer expectations while maintaining our high standards for food safety, animal welfare, environmental stewardship, social responsibility, and economic viability. Consumer expectations continue to evolve, including increased interest in antibiotic-free and free-range poultry production systems." The Sustainability Report goes on to suggest using these consumer expectations for advertising and marketing: "[I]t may be increasingly popular to leverage the inherent ethical obligation of proper animal husbandry as a marketing tool."²⁸
- 46. Pilgrim's Pride subsidiary Gold'n Plump has recognized that "[t]he demand for products raised humanely and without antibiotics ever is growing." According to a 2016 survey commissioned by Gold'n Plump, 32 percent of consumers agreed that "humanely raised means

²⁵ American Humane Association, Humane Heartland Farm Animal Welfare Survey (2013), available at https://www.americanhumane.org/publication/humane-heartland-farm-animal-welfare-survey/.

²⁶ Spain et al., Are They Buying It? United States Consumers' Changing Attitudes toward More Humanely Raised Meat, Eggs, and Dairy, 8 Animals 128 (2018).

²⁷ See supra, note 8 at 70.

²⁸ *Id.* at 121.

higher quality" and just "over 33 percent of shoppers agreed that humanely raised on the label encourages their purchase."²⁹

- 47. Consumers also care about environmental stewardship. A 2015 Nielsen global survey of 30,000 consumers found that 66% of respondents were willing to pay more for products from companies "committed to positive social and environmental impact." 30
- 48. A 2017 international study by Unilever found that 33% of global consumers are "choosing to buy from brands they believe are doing social or environmental good." The study further found that 78% of shoppers in the U.S. "say they feel better when they buy products that are sustainably produced."³¹
- 49. A 2017 survey of U.S. consumers, based on approximately 25,000 in-person interviews, found that 56% of consumers were willing to pay more to use "environment-friendly ('green') products."³²

III. Pilgrim's Pride's Advertising and Marketing Misrepresents the Reality of Its Practices.

50. Contrary to Pilgrim's Pride's representations, the chickens who become these Products are, as a matter of standard business practices, treated in unnatural, cruel, and inhumane manners, from hatching through slaughter.

²⁹ Gold'n Plump, "Gold'n Plump® Launches New Attributes For All Natural Line And Tool To Help Define New Label Claims" (July 12, 2016) https://www.goldnplump.com/news-room/goldn-plump-launches-new-attributes-all-natural-line-and-tool-help-define-new-label-claims (last visited Jan. 31, 2019).

³⁰ Nielsen, The Sustainability Imperative: New Insights on Consumer Expectations (2015), available at https://www.nielsen.com/content/dam/nielsenglobal/co/docs/Reports/2015/global-sustainability-report.pdf.

³¹ Unilever, "Report shows a third of consumers prefer sustainable brands," https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html (last visited Jan. 31, 2019).

³² GfK MRI, "In US, willingness to pay more for environment-friendly products grows," https://www.gfk.com/en-us/insights/press-release/in-us-willingness-to-pay-more-for-environment-friendly-products-grows/ (last visited Jan. 31, 2019).

- 51. Contrary to Pilgrim's Pride's representations, Pilgrim's Pride and its growers employ factory-farming techniques, which include the routine use of antibiotics, GMOs, and other artificial chemicals.
- 52. Pilgrim's Pride's practices related to animal welfare and chemical contaminants in its production processes are contrary to how a reasonable consumer would understand its marketing and advertising claims regarding such issues.

A. Contrary to Pilgrim's Pride's Advertising and Marketing, the Chickens Are Fed Unnatural Ingredients, Including Growth Promoters.

- 53. As set forth above, Pilgrim's Pride represents that the chickens in its Products are fed only natural ingredients, without growth hormones of any kind.
- 54. Contrary to these representations, a 2014 Reuters investigation reported the existence of documents known as "feed tickets," which showed that Pilgrim's Pride "added . . . the antibiotics bacitracin and monensin, individually or in combination, to every ration fed to a flock grown early [that] year."³³
- 55. Bacitracin has widely recognized growth-promoting properties and has been historically used for that purpose in the poultry industry.³⁴
- 56. Pilgrim's Pride has not ended the routine application of bacitracin, monensin, or other antibiotics to the chickens raised for the Products. On the contrary, Pilgrim's Pride still uses antibiotics for disease prevention, a practice that has been condemned by the World Health

³³ Reuters, "Documents Reveal How Poultry Firms Systematically Feed Antibiotics to Flocks," https://www.reuters.com/investigates/special-report/farmaceuticals-the-drugs-fed-to-farm-animals-and-the-risks-posed-to-humans/ (last visited Jan. 31, 2019).

³⁴ See Ujvala Deepthi Gadded et al., Antibiotic growth promoters virginiamycin and bacitracin methylene disalicylate alter the chicken intestinal metabolome, 8 SCIENTIFIC REPORTS (2018), at https://www.nature.com/articles/s41598-018-22004-6.

Organization, as a typically unnecessary and routine form of antibiotic overuse.³⁵ In Pilgrim's Pride's facilities, only the routine use of "critically important antibiotics" is ostensibly prohibited.³⁶

- 57. A 2017 study conducted on Pilgrim's Pride chickens, many of which were ultimately "processed by Pilgrim's Pride for commercial distribution," showed that five out of eight treatment groups were given bacitracin in their feed as an "antibiotic growth promotor." 37
- 58. In that same study, six out of eight treatment groups were fed a combination of the antibiotic narasin and the antiparasitic drug nicarbazin, and the remaining two groups were given the antibiotic salinomycin through their feed.³⁸
- 59. The study was designed to mimic "standard commercial industry practices," which include the routine use of antibiotic and non-antibiotic chemicals to prevent parasitic disease.³⁹
- 60. Along with being fed or administered the antibiotics and unnatural growth promoters, chickens raised for the Products are fed other unnatural ingredients, as well. Pilgrim's Pride's Our Chickens webpage represents to consumers that the chickens are fed "only natural ingredients." In a manner confusing to consumers, a wholly different Pilgrim's Pride webpage admits that the corn and soy used in its feed "are considered genetically modified" organisms.

³⁵ World Health Organization, "Stop Using Antibiotics in Healthy Animals to Prevent the Spread of Antibiotics Resistance," http://www.who.int/news-room/detail/07-11-2017-stop-using-antibiotics-in-healthy-animals-to-prevent-the-spread-of-antibiotic-resistance (last visited Jan. 31, 2019).

³⁶ See supra, note 8 at 141.

³⁷ Justin M. Glasscock, Evaluation of Different Probiotic Strains Supplemented in Commercial Broiler Rations and their Influences on Performance, Yield, and Intestinal Microbiota, Electronic Theses and Dissertations (2017).

³⁸ Id.

³⁹ *Id*.

⁴⁰ See supra, note 3.

⁴¹ See supra, note 4. While the FAQ section of Pilgrims.com explains that GMOs are used in the Products, that is insufficient to remedy the misrepresentations about the natural quality of the products and ingredients made elsewhere on the website.

- 61. Nowhere on the website does Pilgrim's Pride acknowledge that, in addition to the alleged "wholesome mixture of soy and corn meal" fed to its chickens, it also adds meat and bone meal ("MBM") and dried distillers grains ("DDGS"). DDGS commonly contains residues of growth-promoting antibiotics, and MBM is an ingredient that can contain meat, bones, blood, and feathers from other chickens and is commonly contaminated with pathogens and treated with toxic substances such as formaldehyde.
- 62. These facts are inconsistent with Pilgrim's Pride's representations to consumers that "we feed our chickens only natural ingredients" and "do not use growth hormones of any kind in our poultry rations."

B. Contrary to Pilgrim's Pride's Advertising and Marketing, Chickens Processed for the Products Are Not Treated Humanely.

- 63. Contrary to Pilgrim's Pride advertising that the company "ensures that birds are humanely raised and handled throughout all phases of hatching, growth, transport, and slaughter," investigations spanning more than a decade, and recent federal inspections, have documented horrific abuse of chickens in the production of Pilgrim's Pride products.
- 64. Undercover investigations in 2004, 2014, and 2017 at Pilgrim's Pride slaughterhouses and contract growing facilities, as well as inspections by FSIS, reveal a pattern

⁴² West Virginia Department of Environmental Protection, "Engineering Evaluation/Fact Sheet," available at https://dep.wv.gov/daq/Documents/May%202017%20Draft%20Permits%20and%20Evals/1506D-Eval.PDF (last visited Jan. 31, 2019).

⁴³ Kenneth M. Bischoff, Yanhong Zhang & Joseph O. Rich, *Fate of virginiamycin through the fuel ethanol production process*, 32 WORLD JOURNAL OF MICROBIOLOGY AND BIOTECHNOLOGY (2016), https://www.ncbi.nlm.nih.gov/pubmed/27038946.

⁴⁴ J.J. Carrique-Mas, S. Bedford & R.H. Davies, *Organic acid and formaldehyde treatment of animal feeds to control Salmonella; efficacy and masking during culture*, 103 JOURNAL OF APPLIED MICROBIOLOGY, 88-96 (2007); *see also* Poultry World, "EU member states decide to ban formaldehyde in poultry feed," at https://www.poultryworld.net/Nutrition/Articles/2017/12/EU-member-states-decide-to-ban-formaldehyde-in-poultry-feed-228694E/ (last visited Jan. 31, 2019).

of practices involving systemic animal cruelty, inhumane treatment, and abuse. Pilgrim's has provided no reason to believe that this documented pattern of mistreatment has ceased.

1. Factory Farming of Broiler Chickens Involves Inhumane Raising and Slaughter Practices.

- 65. Broiler chicken production and slaughter activities can be divided into ten stages: (1) breeding; (2) hatching; (3) growing; (4) catching at the contract growing facility; (5) transportation to the slaughterhouse; and (6) pre-slaughter handling, (7) stunning, (8) neck cutting, (9) scalding, and (10) picking at the slaughterhouse.
- 66. Pilgrim's Pride describes its breeder facilities as "entirely automated": "hens lay eggs in the nest, then the eggs roll out and land gently on a conveyor belt, which bring the eggs right to the egg farmer. They are then loaded on crates for delivery to the hatchery. These eggs are meant to become broiler chickens, grown for consumer use."⁴⁵
- 67. A contractor who raises breeding chickens for Pilgrim's Pride has explained that Pilgrim's Pride systematically starves egg-laying birds for days at a time to prevent them from growing to their unnaturally large size, because "they don't lay [eggs] when they get too big." Each of this grower's "barns" holds up to 60,000 birds at a time.⁴⁶
- 68. According to Pilgrim's Pride, the company delivers chicks that become broiler chickens to contract growing facilities. Delivery usually occurs right after the chicks hatch.
- 69. For about 50 days after delivery of the chicks, the birds remain, and "grow," in same "house" of the contract growing facility to which they were delivered. Pilgrim's Pride's grow houses contain as many as 60,000 birds⁴⁷ at a time, with birds allowed one square foot of

⁴⁵ Pilgrim's, "Serenity Farm," at http://www.pilgrimspride.com/family-farms/featured-grower.aspx (last visited Jan. 31, 2019).

⁴⁶ Pilgrim's, "Hays Creek Farm," at https://www.pilgrimsusa.com/featured-grower/hays-creek-farm/ (last visited Jan. 31, 2019).

⁴⁷ Pilgrim's, "Triple G Farm," at https://www.pilgrimsusa.com/featured-grower/triple-g-farm/ (last visited Jan. 31, 2019).

space each.⁴⁸ These houses are generally rectangular buildings with litter-covered dirt floors, without windows. The chickens never step foot outside.

- 70. In these facilities, the animals are so numerous and disease is so prevalent that, once a day, the contract grower walks through the house to "euthanize" birds that are sick, injured, or growing too slowly, and to remove dead birds. Pilgrim's Pride uses "cervical disarticulation" as a method of "euthanizing" sick, weak, and/or small birds. This risky and inhumane method entails pulling a bird's head and yanking the neck to cause extensive damage to the spinal cord and brainstem, and to cut off blood flow to the brain. Studies suggest that because of the manual nature of the process, there is a "high variability" in the welfare outcomes of this procedure and "animals may be conscious for a significant period post-application." Furthermore, "accidental decapitation" is a common outcome of this inhumane procedure. ⁴⁹
- 71. Pilgrim's uses a breed of chicken called the "Cobb 500," which is marketed as having the "best growth rate" and the "lowest cost" among commercially available chicken breeds. 51
- 72. Many broiler chickens, including those who end up as Pilgrim's Pride chicken products, have been selectively bred for rapid growth to market weight. An average broiler chicken in 1920 reached 2.2 pounds in 16 weeks. In 2016, the average market weight for Pilgrim's Pride chickens after six-to-seven weeks was approximately six pounds.⁵²

⁴⁸ Justin M. Glasscock, Evaluation of Different Probiotic Strains Supplemented in Commercial Broiler Rations and their Influences on Performance, Yield, and Intestinal Microbiota, Electronic Theses and Dissertations (2017).

⁴⁹ Jessica Martin et al., On Farm Evaluation of a Novel Mechanical Cervical Dislocation Device for Poultry, 8 Animals 10 (2018).

⁵⁰ Farm Credit Bank of Texas, "Chickens are a Girl's Best Friend," at https://www.farmcreditbank.com/landscapes-win08_poultry (last visited Jan. 31, 2019).

⁵¹ Cobb, "Cobb 500," at https://www.cobb-vantress.com/products/cobb-500 (last visited Jan. 31 2019).

⁵² *See* supra, note 8, at 146.

- 73. The faster growth is a severe welfare problem, causing leg disorders, ruptured tendons, weakened immune systems, and other painful conditions. Several studies have shown, for example, that the fast-growing Cobb 500 used by Pilgrim's is prone to skeletal deformities and associated health conditions.⁵³
- 74. Ascites, a condition in which unnaturally rapid growth in chickens means they do not have the heart and lung capacity to distribute oxygen throughout the body, causes fluid in the abdominal cavity, the appearance of a shrunken liver, and heart failure. Federal regulations require FSIS to inspect for ascetic fluid in the birds, condemn birds showing the condition of ascites, and record all such condemnations.⁵⁴
- 75. According to University of Bristol professor emeritus John Webster, fast-growing "broiler" chickens are the only food-producing farm animals who spend the last 20% of their lives in chronic pain. They do not move around much, because moving hurts their joints too much.⁵⁵
- 76. Once a company determines that the chickens have reached the size it wants for slaughter, it sends human "catching crews" or mechanized "catchers" into the contract growing facility houses to grab the chickens and put the birds into cages, which are also called "drawers." The cages are loaded onto trucks and stacked on top of each other.
 - 77. Trucks then transport the caged broiler chickens to the slaughterhouse.

⁵³ See e.g., É. Gocsik, et al., Exploring the economic potential of reducing broiler lameness, 85 British Poultry Science 337-347 (2017); I. Dinev, S. A. Denev & F. W. Edens, Comparative clinical and morphological studies on the incidence of tibial dyschondroplasia as a cause of lameness in three commercial lines of broiler chickens, 21 Journal of Applied Poultry Research 637-644 (2012).

⁵⁴ See FSIS PHIS Directive 6100.3 (Apr. 11, 2011).

⁵⁵ Erlichman, J. "The Meat Factory," The Guardian (October 1991).

- 78. Death during transportation is a common occurrence, and FSIS refers to birds who die during transportation, or for another reason are dead when removed from the truck, as "dead-on-arrivals," or "DOAs."
- 79. Pilgrim's Pride slaughterhouses use the following slaughter process. First, workers use a forklift to remove the chickens and their cages from the transportation trucks, and move them to a slaughter line. Workers dump the chickens onto a conveyor belt and segregate DOAs from live birds, tossing the DOAs into bins. After segregation, workers strap the birds into metal shackles attached to an overhead line, leaving the live birds to hang upside down by their legs.
- 80. Once the chickens are shackled, the mechanized line drags them through an electrified vat of water, which is supposed to "stun" the birds, *i.e.*, render them unconscious. Multiple animal welfare scientists have concluded that the stunning process merely paralyzes the birds but does not render them "insensible to pain," which has been considered a hallmark of humane slaughter.⁵⁶
- 81. The line continues on to "cutting," via the "kill blade." If the process works correctly, the sharp blade cuts open a chicken's necks and blood drains out. If the kill blade misses a chicken, at least one "back-up killer" employee works the line to cut that bird's neck. Physical death is meant to occur from exsanguination, also called "bleeding."
- 82. The chickens then proceed down the line to the "scalder," a scalding hot tank of water used to loosen feathers from carcasses.

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⁵⁶ Nico Pitney, "Scientists Believe the Chickens We Eat Are Being Slaughtered While Conscious," The Huffington Post (Oct. 28, 2016), https://www.huffingtonpost.com/entry/chickens-slaughtered-conscious_us_580e3d35e4b000d0b157bf98 (last visited Jan. 31, 2019); see also Sara J. Shields & A. B. M. Raj S, A critical review of electrical water-bath stun systems for poultry slaughter and recent developments in alternative technologies, 13 Journal of Applied Animal Welfare Science 281-299 (2011).

- 83. FSIS regulations require that the slaughter "will result in thorough bleeding of the carcasses and ensure that breathing has stopped prior to scalding." 9 C.F.R. § 381.65(b). In reality, chickens regularly miss the neck blade on a slaughterhouse line, enter the scald tank fully conscious, and boil alive in the scalder. The USDA calls these birds "cadavers." In industry vernacular, they are "red birds," because their still-beating hearts pump blood to the surface of their scalded flesh.
- 84. Slaughterhouses are generally subject to a maximum line speed limitation of 140 birds per minute, or nearly two birds per second. This fast speed leads to handling errors along the slaughter line, as well as an inability to observe and correct instances where birds miss the stun bath and/or neck blade and continue to the scalder still alive.
 - 2. Investigations in 2017 Reveal Inhumane Treatment of Pilgrim's Pride Chickens.
- 85. Undercover investigations and federal inspections, both recent and dating back as far as 10 years, have uncovered tremendous and systematic cruelty inflicted intentionally upon chickens raised by Pilgrim's Pride.
- 86. In 2017, the non-profit organization Humane Society of the United States (HSUS) conducted investigations at a Pilgrim's Pride slaughterhouse and at a Pilgrim's Pride contract growing facility.
- 87. During that investigation, one HSUS undercover investigator worked at the Pilgrim's Pride slaughterhouse in Mount Pleasant, Texas. A 2018 FTC complaint filed by HSUS regarding Pilgrim's Pride's misleading advertising notes that the "investigator worked in the live hang room where workers take live birds from a conveyor belt and hang them upside down in

metal leg shackles attached to a fast-moving overhead slaughter line."⁵⁷ The complaint further notes that "[d]espite the Pilgrim's Pride advertisement that all 'employees who handle live birds are required to complete animal-welfare training,' the investigator received no animal welfare training whatsoever during a full week of orientation" and "[i]n fact, during the orientation, animal welfare was never mentioned."⁵⁸

- 88. The investigator witnessed and contemporaneously video-recorded live chickens being carelessly thrown into shackles from an inappropriate distance, and even being punched by a worker as they were hung upside down and immobilized in shackles.⁵⁹
- 89. The investigator also saw a worker grab live birds by the legs, violently slam them down forcefully into the metal shackles, and yank them out repeatedly, causing extreme pain.⁶⁰
- 90. The FTC complaint also describes another 2017 undercover investigation of a facility that raises chickens under contract for Pilgrim's Pride. According to the complaint, this facility housed approximately 126,000 chickens in six large-scale industrial chicken growing "houses." The investigator witnessed and contemporaneously video-recorded extremely cramped conditions for the chickens grown for Pilgrim's Pride. As shown below, chickens were packed in "densely populated windowless warehouse-like growing sheds" with a single structure housing as many as 24,000 birds. According to the complaint, this "afforded each bird less than one

⁵⁷ Humane Society of the United States, Complaint requesting action to enjoin the dissemination of false or deceptive advertising by Pilgrim's Pride, Corp., at 46 (2018), available at https://blog.humanesociety.org/wp-content/uploads/2018/12/2018-12-12-Pilgrims-Pride-FTC-Complaint.pdf.

⁵⁸ *Id*.

⁵⁹ *Id*.

⁶⁰ Id.

⁶¹ *Id*.

square foot of space." Furthermore, the birds reportedly "lived in their own waste" and the buildings, which reeked of ammonia, were "so overcrowded that the birds could barely move." 62



- 91. The investigator further "observed lame, limping, injured, and dead birds." 63
- 92. Pilgrim's Pride's birds grow so quickly that they reach slaughter weight at only 50 days old.⁶⁴ Because Pilgrim's Pride uses a type of chicken bred for rapid growth and weight gain, many chickens that become the company's chicken products suffer physically. "[S]ome of the birds suffered from crippling leg deformities so severe that the animals were unable to walk and could not reach their food or water."⁶⁵
- 93. The FTC complaint further notes that some of these birds, such the chicken in the screenshot below, suffer from "Sudden Death Syndrome," which is "exacerbated by rapid growth." 66

⁶² See supra, n. 57, at 48.

⁶³ *Id.* at 49.

⁶⁴ *Id*. at 50

 $^{^{65}}$ Id

⁶⁶ Id.; Siddiqi et al., Sudden Death Syndrome - an Overview. 2 Veterinary World 444-447 (2009).



- 94. The investigator further witnessed the owner of the facility "bludgeoning chickens with a metal rod to cause debilitating physical harm." The owner also grabbed chickens by the neck and swung them "in an attempt to kill them, which likely caused 'prolonged suffering prior to death'."
- 95. Birds were subject to violent handling by the owner who grabbed chickens by the neck and threw them across the chicken house.⁶⁸
- 96. The investigator observed a water leak that lead to soaked litter in a crowded barn, creating unhealthy living conditions for the birds. For example, when birds lie in wet litter, ammonia produced by decomposing organic material can burn the birds' skin.⁶⁹
- 97. When Pilgrim's Pride's birds reach slaughter weight, contract "catching crews" arrive at the farm to catch the birds and put them in cages to be trucked to the slaughter plant.

 According to the HSUS complaint, a "seven-person catching crew at this Hull, Georgia Pilgrim's Pride contract growing facility cleared four barns—each designed to house 24,000 birds—in a single day." Because of the enormous number of birds that were caught in such a short time

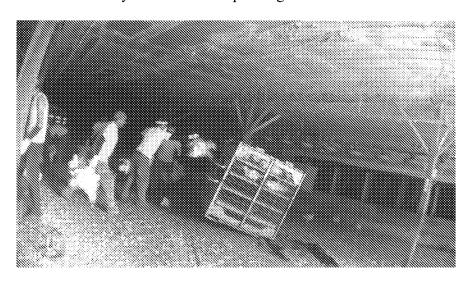
⁶⁷ *Id*.

⁶⁸ *Id*.

⁶⁹ Id.

period, the catching crew subjected the chickens to "violent and aggressive catching and handling."

- 98. This conventional manual catching is extremely risky from an animal welfare perspective. As HSUS noted, this practice used by Pilgrim's Pride causes stress, fear, bruising, broken bones, dislocated joints, and other injuries.⁷⁰
- 99. At this growing facility, each crew member was expected to grab around eight birds at a time and transfer them into transport cages. As shown below, crew members grabbed birds and shoved them violently into metal transport cages.



100. Pilgrim's Pride claims to have "investigated" the findings of the HSUS worker undercover at the Hull, Georgia facility, and represented to media outlets that the actions observed by the HSUS worker throughout the facility were in conflict with Pilgrim's Pride's "animal welfare training." (As alleged in Paragraph 87, the undercover worker employed at a Pilgrim's Pride slaughterhouse facility in Mount Pleasant, Texas received no animal welfare training whatsoever.)

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⁷⁰ *Id.* at 58; *see also*, Humane Society of the United States, *An HSUS Report: Welfare Issues with Conventional Manual Catching of Broiler Chickens and Turkeys*, at https://www.humanesociety.org/sites/default/files/docs/hsus-report-manual-catching-of-poultry.pdf (last visited Jan. 31, 2019) ("Alternatives to conventional manual catching practices that improve bird welfare exist, including mechanical harvesters [and] gentle manual catching...").

101. Contrary to any such representation, however, multiple whistleblower accounts and previous investigations have documented systematic inhumane treatment of Pilgrim's Pride's birds over a period of years, as set forth below.

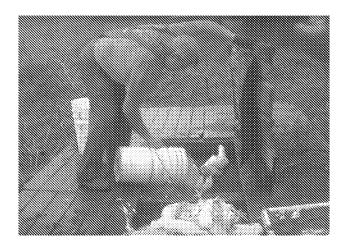
3. Prior Investigations Confirm Systemic Mistreatment of Pilgrim's Pride Chickens.

- 102. In 2016, three Pilgrim's Pride growers became whistleblowers when they exposed disease and death on their farms, where they raised birds for Pilgrim's Pride.⁷¹ One grower explained that birds were dying so quickly on his farm that he would fill two large buckets with carcasses in one trip through the barn. Another grower explained how the birds on his farm routinely grew so large that they could not even move. A third grower stated that "there's bloody poop laying all over the floor."⁷²
- 103. In January and February 2014, the non-profit organization Compassion Over Killing (COK) conducted an undercover investigation at a Pilgrim's Pride contract growing facility in Harnett County, North Carolina. Abuses documented by COK included birds suffering from painful leg deformities so severe they were unable to walk; sick and injured birds being thrown; unwanted birds stuffed into buckets while still alive, surrounded by dead and decaying corpses; and unwanted birds buried alive in outdoor pits with dead and decaying corpses, where

⁷¹ These farmers' testimony shows that, despite Pilgrim's Pride's claim that it values its "family farm partners," many are required to sign exploitative contracts that force them to raise animals in ways that run contrary to their values. Multiple Pilgrim's poultry growers have accused Pilgrim's Pride of illegally conspiring with other chicken producers to coerce farmers into unfair contracts that require some farmers to work up to 16 hours a day for as little as \$12,000 a year. *See, e.g.*, Class Action Complaint, *In Re: Broiler Chicken Grower Litigation*, E.D.N.C., Case No., 7:18-cv-00031-D.

⁷² Nicholas Kristof, "Animal Cruelty or the Price of Dinner?" The New York Times (April 16, 2016), https://www.nytimes.com/2016/04/17/opinion/sunday/animal-cruelty-or-the-price-of-dinner.html (last visited Jan. 31, 2019); *See* Compassion In World Farming, "Pilgrim's Pride Farmers Expose Diseased Chickens," at https://action.ciwf.com/ea-action/action?ea.client.id=1872&ea.campaign.id=49849 (last visited Jan. 31, 2019).

they were left to suffer and die of starvation, dehydration, or possibly suffocation.⁷³ A screenshot from the investigation is below.



104. After release of the COK investigation, in June 2014 Pilgrim's Pride majority shareholder JBS USA issued a statement saying it was looking into the "startling images of birds being mistreated[.]"⁷⁴ The statement continued, "The actions in the video are unacceptable," and "[t]he proper treatment of animals, whether under our direct care or under the care of our contract growers, is one of our core beliefs. We will not tolerate the abuse of animals."⁷⁵ Yet, again, contrary to the representation, previous investigations had documented systematic animal cruelty against Pilgrim's Pride's birds, as set forth below.

105. In July 2004, the non-profit organization People for the Ethical Treatment of Animals (PETA) released the results of an undercover investigation into a Pilgrim's Pride slaughterhouse in Moorefield, West Virginia. Video footage taken at the slaughterhouse shows Pilgrim's Pride workers jumping up and down on live chickens, causing the birds to explode, drop-kicking birds, punting birds as if they were footballs, and violently slamming live chickens

⁷³ See Compassion Over Killing, "Buried Alive: COK Investigation Uncovers Shocking Cruelty to Chickens at NC Factory Farm," at http://cok.net/inv/pilgrims/ (last visited Jan. 31, 2019).

⁷⁴ Steve Lynn, "Pilgrim's Pride investigating alleged chicken abuse," BizWest (June 30, 2014) at https://bizwest.com/pilgrims-pride-investigating-alleged-chicken-abuse-2/.
⁷⁵ *Id.*

against a wall. Workers also ripped chickens' beaks off, twisted their heads off, sprayed aerosol paint into their eyes and mouths, squeezed birds so hard that their bodies expelled feces, and dumped live birds in a trash bin to die.⁷⁶

- 106. The market responded to the horrific acts revealed in the 2004 investigation. Pilgrim's Pride shares fell by 10.4%. Food Quality News reported, "This can be seen as proof that both customers and consumers have been so horrified by the allegations of cruelty—which center around a video taken by an undercover animal rights activist—that they are choosing to purchase products elsewhere."⁷⁷
- 107. In response to the investigation, Pilgrim's Pride's then-president O.B. Goolsby said the company was making changes to ensure that such abuses did not recur; that the company had ordered managers at each of its slaughterhouses to take time out to educate workers about the company's animal welfare policies; and that employees who handled live birds would have to sign a document acknowledging the company's zero-tolerance policy for animal cruelty.⁷⁸
- 108. Notwithstanding this verbal condemnation of animal cruelty, the systematic abuse of Pilgrim's Pride's chickens continued, as shown by the subsequent undercover investigations.
 - 4. Federal Inspections of Pilgrim's Pride Facilities Confirm Inhumane Treatment of Chickens.
- 109. In addition to the undercover investigations, federal inspections in the past several years have identified cruel and abusive practices at Pilgrim's Pride slaughter plants.

⁷⁶ See McNeil, "KFC Supplier Accused of Animal Cruelty," The New York Times (Jul. 20, 2004), at https://www.nytimes.com/2004/07/20/business/kfc-supplier-accused-of-animal-cruelty.html; see also, People for the Ethical Treatment of Animals, "Thousands of Chickens Tortured by KFC Supplier," at http://www.kentuckyfriedcruelty.com/u-pilgrimspride.asp (last visited Jan. 31, 2019).

⁷⁷ Anthony Fletcher, "Pilgrim's Pride pays price for poultry plant scandal," Food Quality News, (Jul. 26, 2004), http://www.foodqualitynews.com/Industry-news/Pilgrim-s-Pride-pays-price-for-poultry-plant-scandal (last visited Jan. 17, 2019).

⁷⁸ See Associated Press, "KFC Supplier Suspends Worker After Video" (Jul. 21, 2004), at http://www.foxnews.com/story/2004/07/21/kfc-supplier-suspends-worker-after-video.html (last visited Jan. 31, 2019).

- ongoing pattern or trend develops where birds are not being slaughtered in a manner that results in thorough bleeding of the carcasses, that results in birds entering the scalder before their breathing has stopped, or that otherwise involves their being handled in a way that results in their dying otherwise than by slaughter." FSIS Notice 44-16, at 1 (Jun. 27, 2016). In addition, mistreatment MOIs—*i.e.*, a Memoranda of Interview—"are primarily issued when, based on findings by the [inspector], the establishment is mistreating birds before or during shackling or elsewhere in the slaughter operation, up until the kill step, but the mistreatment does not demonstrate that the establishment's process is out of control." *Id.* at 3.
- 111. As documented by federal investigations, transportation and unloading of chickens has caused immense pain and suffering at Pilgrim's Pride slaughterhouses. For example, on March 22, 2016, at the Hickory, North Carolina slaughterhouse, an inspector found four chickens crushed and entrapped beneath three different trailer tires, and a fifth bird crushed and flattened further underneath a truck over a grate. The inspector noted in an MOI, "The issue of loose birds and poor cage status has been documented and addressed in weekly meeting minutes with the establishment on previous occasions." 79
- 112. Inspectors have found Pilgrim's Pride slaughterhouse workers suffocating birds in DOA piles upon the chickens' arrival at the slaughterhouses, including an April 26, 2016, incident at the Sumter, South Carolina slaughterhouse, where an inspector saw three live birds under the DOA pile of approximately 50-to-60 birds.⁸⁰
- 113. Inspectors have also observed inhumane handling and operation of the slaughterhouse machinery. On May 13, 2016, at the Live Oak, Florida slaughterhouse, inspectors

⁷⁹ *See* supra, n. 57, at 58.

 $^{^{80}}$ *Id*

noticed "multiple birds coming with broken legs and bruises." At least four birds "had broken legs with fresh blood running all the way down to the back." The MOI stated that the most likely cause of the broken legs was how the employees were shackling the birds. 81

- drowning or electrocution in the stun baths at Pilgrim's Pride slaughterhouses. For example, FSIS issued an NR to Pilgrim's Pride concerning an inspection of the Lufkin, Texas slaughterhouse on January 6, 2016. That day, an inspector observed that a slaughter line "had been down in excess of 5 minutes, however the stunner had not been emptied or lowered to allow the birds the ability to breathe." After employees restarted the line to get the birds out of the water, the chickens "were examined and noticed as having no signs of life." According to the inspector, in late December 2015, FSIS had written the Lufkin establishment an NR for leaving a bird in the stunner too long, thus drowning the bird. 82
- 115. Inspectors observed—and issued both MOIs and NRs for—violations in which chickens entered the scald tanks alive and conscious, becoming "cadavers." During a six-month period in 2016, inspectors noted more than a dozen instances of chickens entering the scalders alive—a rate of more than twice per month. On April 28, 2016, at the Marshville, North Carolina slaughterhouse, an inspector saw a live bird who "was fully alert, had its head up, was looking around and vocalizing, and breathing in a normal rhythmic manner as it entered the scald tank."
 - C. Contrary to the Advertising and Marketing, the Products Are Not Produced in an Environmentally Sustainable Manner.

⁸² *Id*.

⁸¹ *Id*.

- 116. Pilgrim's Mount Pleasant, Texas slaughter plant emits millions of pounds of toxic waste every year.⁸³
- 117. As recently as 2017, this Pilgrim's facility was found in violation of the Clean Air Act.⁸⁴
- 118. In 2016, the facility released over 8,000 lbs. of peracetic acid, a chemical that USDA whistleblowers have alleged is extremely harmful to workers, and can cause lung damage, emotional disturbances, and even death. 85 The use of peracetic acid (another disinfectant widely used in industrial U.S. poultry production) and other chemical disinfectants has been prohibited in the EU, because of concerns that they may be carcinogenic to humans. 86
- 119. In 2012, the Occupational Safety and Health Administration secured a \$50,000 settlement following an investigation into the termination of a Mount Pleasant plant employee who raised environmental complaints, in potential violation of the whistleblower provision of the Federal Water Pollution Control Act.⁸⁷
- 120. The employee alleged they had alerted the Texas Commission on Environmental Quality when process and storm water containing excessive amounts of chromium, lead, and mercury were discharged into the environment, and that they were terminated as a result of raising the alert.⁸⁸

⁸³ Detailed Facility Report, United States Environmental Protection Agency, https://echo.epa.gov/detailed-facility-report?fid=110000598844 (last visited Jan. 31, 2019).

⁸⁴ Civil Enforcement Case Report, United States Environmental Protection Agency, https://echo.epa.gov/enforcement-case-report?id=06-2017-3338 (last visited Jan. 31, 2019).

⁸⁵ Eyal Press, "Something in the Air," The Intercept, https://theintercept.com/2018/07/19/moroni-utah-turkey-farmworkers-norbest/ (last visited Jan. 31, 2019).

⁸⁶ Susanna Capelouto, "European Activists Say They Don't Want Any U.S. 'Chlorine Chicken'," NPR (Sept. 30, 2015) https://www.npr.org/sections/thesalt/2014/09/30/351774240/european-activists-say-they-dont-want-any-u-s-chlorine-chicken (last visited Jan. 31, 2019).

 ⁸⁷ US Department of Labor's OSHA settles whistleblower case against Pilgrim's Pride in Mount Pleasant, Texas,
 United States Department of Labor, https://www.osha.gov/news/newsreleases/region6/06292012 (last visited Jan. 31, 2019).
 ⁸⁸ Id.

- 121. Pilgrim's pollution has a disproportionate impact on marginalized populations.

 The EPA notes that, within three miles of the Mount Pleasant facility, 68% of the population are members of racial minority groups and over half of the population lives below the poverty level.⁸⁹
- artificial and/or toxic chemicals are sprayed on the Products at Pilgrim's Pride processing facilities. In both 2016 and 2017, the most recent years for which data is available, a Pilgrim's Pride processing plant in South Carolina released hundreds of pounds of chlorine dioxide. 90 Chlorine dioxide, commonly used as a disinfectant in the poultry industry, is recognized by the Centers for Disease Control as a "hazardous" substance. 91 The National Institutes of Health notes that the chemical "does not occur naturally in the environment." 92
- 123. At a separate Pilgrim's plant, in Georgia, the EPA documented the release of thousands of pounds of the toxic chemical peracetic acid in 2016 and 2017.⁹³
- 124. A Pilgrim's plant in Florida has been found to be in violation of the Safe Drinking Water Act for the past three years, for exceeding "maximum contaminant levels" for haloacetic acids, a byproduct from the use of chlorine disinfectants.⁹⁴

⁹⁰ Detailed Facility Report, United States Environmental Protection Agency, https://echo.epa.gov/detailed-facility-report?fid=110000746792#history (last visited Jan. 31, 2019).

https://pubchem.ncbi.nlm.nih.gov/compound/chlorine_dioxide#section=Top (last visited Jan. 31, 2019).

⁸⁹ See supra, note 83.

⁹¹ Public Health Statement for Chlorine Dioxide and Chlorite, Agency for Toxic Substances & Disease Registry, https://www.atsdr.cdc.gov/phs/phs.asp?id=580&tid=108 (last visited Jan. 31, 2019).

⁹² PubChem Open Chemistry Database, Chlorine Dioxide, National Institute of Health, https://pubchem.ncbi.nlm.nih.gov/compound/chlorine_dioxide#section=Top (last visited)

⁹³ Detailed Facility Report, United States Environmental Protection Agency, https://echo.epa.gov/detailed-facility-report?fid=110009357766 (last visited Jan. 31, 2019).

⁹⁴ Detailed Facility Report, United States Environmental Protection Agency, https://echo.epa.gov/detailed-facility-report?fid=110027375597 (last visited Jan. 31, 2019).

- 125. On information and belief, Pilgrim's utilizes the above chemical disinfectants to mitigate the effects of the unnaturally disease-infested chicken that result from its unsanitary and inhumane industrial practices.
- 126. Pilgrim's operates at least three industrial slaughter facilities that are currently exceeding the "maximum allowable" salmonella contamination levels set by the USDA Food Safety Inspection Service (FSIS). ⁹⁵ In the first four months of 2018 alone, FSIS detected campylobacter bacteria and 20 separate instances of salmonella contamination of Pilgrim chicken carcasses. In 2016, a Pilgrim's Pride plant was cited by the EPA for violating the Clean Water Act due to *e.coli* contamination emanating from the plant. ⁹⁶
- 127. The USDA has detected pathogens resistant to multiple critical and highly important antibiotics in several Pilgrim's Pride slaughter plants since 2016.
- 128. The USDA further determined that several of these multidrug-resistant pathogens are commonly associated with human illness.
- 129. The widespread presence of antibiotic-resistant bacteria detected by USDA in Pilgrim's facilities suggests that the chickens used in the Products are raised in unsanitary and inhumane conditions where antibiotics are widely used.

PARTIES

130. Defendant Pilgrim's Pride Corporation is incorporated in Delaware with a principal executive office in Greeley, Colorado. Pilgrim's Pride produces, processes, markets,

⁹⁵ Salmonella Categorization of Individual Establishments for Poultry Products, United States Dept. of Agriculture, https://www.fsis.usda.gov/wps/portal/fsis/home/!ut/p/a0/

⁰⁴_Sj9CPykssy0xPLMnMz0vMAfGjzOINAg3MDC2dDbwsfDxdDDz9AtyMgnyMDf3dDPQLsh0VAcy6FX0!/?1d my&page=gov.usda.fsis.internet.newsroom&urile=wcm%3Apath%3A%2Ffsis-content%2Finternet%2Fmain%2Ftopics%2Fdata-colle (last visited Jan. 31, 2019).

⁹⁶ Detailed Facility Report, United States Environmental Protection Agency, https://echo.epa.gov/detailed-facility-report?fid=110000564853#history (last visited Jan. 31, 2019).

and distributes fresh, frozen, and value-added chicken products. Pilgrim's Pride offers several lines of pre-packaged chicken products.

- 131. Pilgrim's Pride's website notes that "Pilgrim's branded chicken is available in a wide variety of national supermarket chains, regional stores, and clubs." Several of these retailers have stores within and/or adjacent to the District, making their products available to District consumers.
- 132. Plaintiff Food and Water Watch ("FWW") is a national nonprofit corporation that champions healthy food and clean water for all by standing up to corporations that put profits before people and advocating for a democracy that improves people's lives and protects the environment. FWW is headquartered in the District of Columbia, and has more than one million members and supporters nationwide, including consumers who seek to purchase food products that are better for animals, the environment, and public health. Factory farming is one of FWW's priority issues, and FWW is engaged in numerous campaigns to hold the industrial agribusiness accountable for its adverse impacts on rural communities, animals, and the environment.

 Through grassroots organizing, policy advocacy, research, communications, and litigation, FWW works to increase transparency about how factory farms operate, where they are located, and the pollutants they emit into communities and waterways, as well as towards reducing that pollution and improving regulation of animal agribusinesses.
- and has lost money or property. Specifically, FWW has expended its resources to address Pilgrim's Pride's misrepresentations. For years, FWW diverted resources from its other efforts in order to conduct research on Pilgrim's Pride's agricultural practices and to educate consumers about its inhumane and unsustainable industrial practices. For example, as recently as September

18, 2018, FWW published a blog post specifically challenging Pilgrim's Pride's dangerously rapid and unsanitary industrial slaughter practices. ⁹⁷ FWW has also published posts on its website and social media to educate consumers about "claims that make it difficult to differentiate between food produced by sustainable farmers using humane practices, and corporate agribusinesses greenwashing their products." ⁹⁸

- 134. On January 29 and 31, 2019, FWW bought Pilgrim's Pride Blazin' Wings and Tempura Nuggets, respectively, at Walmart stores in the District, in order to evaluate Pilgrim's Pride's marketing and advertising claims regarding natural feed ingredients, humane treatment, and environmental stewardship. The packaging identified the products as coming from FSIS establishment number P7091A, a slaughterhouse in Mount Pleasant, Texas.
- 135. Plaintiff Organic Consumers Association ("OCA") is a 501(c)(3) non-profit organization that deals with crucial issues of truth in advertising, accurate food labeling, food safety, children's health, corporate accountability, and environmental sustainability.
- 136. OCA performs work throughout the United States, including in the District. Some of OCA's staff, including its political director, reside and work in or near the District. OCA has members who reside in the District.
- 137. OCA formed in 1998 in the wake of backlash by consumers against the U.S. Department of Agriculture's proposed national regulations for organic food. In its public education, network-building, and mobilization activities, OCA works with a broad range of public interest organizations to challenge industrial agriculture and corporate globalization, and

⁹⁷ Food & Water Watch, "Privatized Inspection Plants Still Turning Out More Contaminated Chicken," https://www.foodandwaterwatch.org/news/privatized-inspection-plants-still-turning-out-more-contaminated-chicken (last visited Jan. 17, 2019).

⁹⁸Food & Water Watch, "Understanding Food Labels," https://www.foodandwaterwatch.org/about/live-healthy/consumer-labels; Food & Water Watch (last visited Jan. 17, 2019), "How Much Do Food Labels Really Tell You?," https://www.foodandwaterwatch.org/insight/how-much-do-labels-really-tell-you (last visited Jan. 17, 2019).

to inspire consumers to "Buy Local, Organic, and Fair Made." OCA focuses on promoting the views and interests of the United States' estimated 50 million organic and socially responsible consumers. Its media team provides background information, interviews, and story ideas to media producers and journalists on a daily basis.

138. OCA represents and advances the views and interests of consumers by educating consumers on food safety, industrial agriculture, genetic engineering, corporate accountability, and environmental sustainability issues. OCA uses funds it raises to protect the environment by promoting regenerating organic and/or sustainable agriculture. For example, OCA has a campaign called "The Myth of Natural," which educates consumers that "in the overwhelming majority of cases [the term 'natural'] is meaningless." OCA also uses its funds and member base to pressure food companies to adopt honest labeling practices to benefit consumers.

and has lost money or property. Specifically, OCA has expended its resources to address Pilgrim's Pride's misrepresentations. For years, OCA diverted resources from its other efforts in order to conduct research on Pilgrim's Pride's agricultural practices and to educate consumers that, contrary to its representations, its products are neither natural nor humane. For example, as recently as March 1, 2018, OCA published an Op-Ed specifically challenging Pilgrim's Pride's unnatural and inhumane industrial practices. ⁹⁹ OCA has also published posts on its website and social media to educate consumers about Pilgrim's Pride's practices. ¹⁰⁰

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⁹⁹ AlterNet, "48 Million Sickened Every Year by Tainted Meat" (Mar. 1, 2018), https://www.alternet.org/food/48-million-sickened-every-year-cheap-dirty-meat (last visited Jan. 31, 2019).

¹⁰⁰ See, e.g., Organic Consumers Association, "Chicken Feed. Not." at

https://www.organicconsumers.org/newsletter/organic-bytes-447-its-not-over/chicken-feed-not (last visited Jan. 31, 2019); Organic Consumers Association (@OrganicConsumers), Facebook, (May, 11, 2016), at https://www.facebook.com/organicconsumers/posts/10153875952834934 (last visited Jan. 31, 2019).

140. On January 10, 2019, OCA bought Pilgrim's Pride Frozen Ready to Cook
Tempura Nuggets and Blazin' Wings at a Walmart in the District, in order to evaluate Pilgrim's
Pride's marketing and advertising claims regarding natural feed ingredients, humane treatment,
and environmental stewardship. The packaging identified the products as coming from FSIS
establishment number P7091A, a slaughterhouse in Mount Pleasant, Texas.

JURISDICTION AND VENUE

- 141. This Court has personal jurisdiction over the parties in this case.
- 142. FWW and OCA each have a presence in the District and consent to this Court having personal jurisdiction over their respective organizations.
- 143. This Court has personal jurisdiction over Pilgrim's Pride because Pilgrim's Pride has purposefully directed its conduct to the District and has availed itself of the benefits and protections of District of Columbia law.
- 144. This Court has subject matter jurisdiction over this action under the CPPA, D.C. Code § 28-3901, *et seq*.
- 145. Venue is proper in this Court because Pilgrim's Pride aims its marketing and advertising at consumers within the District. Pilgrim's Pride internet advertising is accessible in the District. Pilgrim's Pride chicken products can be, and are, purchased in the District by District consumers.

CAUSE OF ACTION

Violations of the District of Columbia Consumer Protection Procedures Act

146. FWW and OCA incorporate by reference all the allegations of the preceding paragraphs of this Complaint.

- 147. FWW and OCA are non-profit organizations that bring these claims in their individual and representative capacities, on their own behalves, on behalf of their members, and on behalf of affected consumers and the general public. *See* D.C. Code § 28-3905(k)(1)(C).
- 148. Pilgrim's Pride is a "person" and a merchant that provides "goods" within the meaning of the CPPA. *See id.* § 28-3901(a)(1), (3), (7).
- 149. Pilgrim's Pride has advertised and marketed the Products with claims such as "we feed our chickens only natural ingredients," and by disclaiming the use of growth-promoting drugs—when, in fact, the chickens used to create the Products are routinely fed antibiotics, GMOs, and toxic and/or artificial chemicals. Thus, Pilgrim's Pride has violated the CPPA by "represent[ing] that goods . . . have a source . . . [or] characteristics . . . that they do not have"; "represent[ing] that goods . . . are of a particular standard, quality, grade, style, or model, in in fact they are of another"; "misrepresent[ing] as to a material fact which has a tendency to mislead"; "fail[ing] to state a material fact if such failure tends to mislead"; "us[ing] innuendo or ambiguity as to a material fact, which has a tendency to mislead"; and "advertis[ing] . . . goods . . . without the intent to sell them as advertised." See id. § 28-3904(a), (d), (e), (f), (f-1), (h).
- 150. Pilgrim's Pride has advertised and marketed the Products as "humanely raised and handled through all phases of hatching, growth, transport, and slaughter," has stated that "[h]umane treatment is practiced during the processing of the bird," has stated that the chickens are "given plenty of space to move freely," and has made other variations of humane treatment representations—when, in fact, the chicken products come from chickens who are raised, handled, transported and slaughtered through routinely abusive and inhumane conditions and practices. Thus, Pilgrim's Pride has violated the CPPA by "represent[ing] that goods . . . have a source . . . [or] characteristics . . . that they do not have"; "represent[ing] that goods . . . are of a

particular standard, quality, grade, style, or model, in in fact they are of another"; "misrepresent[ing] as to a material fact which has a tendency to mislead"; "fail[ing] to state a material fact if such failure tends to mislead"; "us[ing] innuendo or ambiguity as to a material fact, which has a tendency to mislead"; and "advertis[ing] . . . goods . . . without the intent to sell them as advertised." *See id.* § 28-3904(a), (d), (e), (f), (f-1), (h).

151. Pilgrim's Pride has advertised and marketed the Products with terms such as "environmental stewardship," "[p]reventing pollution," and "sustaining, air, water, and land"—when, in fact, its production practices routinely releases damaging substances and otherwise contaminate the environment. Thus, Pilgrim's Pride has violated the CPPA by "represent[ing] that goods . . . have a source . . . [or] characteristics . . . that they do not have"; "represent[ing] that goods . . . are of a particular standard, quality, grade, style, or model, in in fact they are of another"; "misrepresent[ing] as to a material fact which has a tendency to mislead"; "fail[ing] to state a material fact if such failure tends to mislead"; "us[ing] innuendo or ambiguity as to a material fact, which has a tendency to mislead"; and "advertis[ing] . . . goods . . . without the intent to sell them as advertised." *See id.* § 28-3904(a), (d), (e), (f), (f-1), (h).

JURY TRIAL DEMAND

152. Plaintiffs hereby demand a trial by jury.

PRAYER FOR RELIEF

Wherefore, Plaintiffs FWW and OCA pray for judgment against Pilgrim's Pride and requests the following relief:

- a. A declaration that Pilgrim's Pride's conduct is in violation of the CPPA;
- b. An order enjoining the Pilgrim's Pride conduct found to be in violation of the
 CPPA, as well as requiring corrective advertising;

- c. An order granting Plaintiff costs and disbursements, including reasonable attorneys' fees and expert fees, and prejudgment interest at the maximum rate allowable by law; and
- d. Any such further relief, including equitable relief, as this Court may deem to be just and proper.

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1/2. S.Mi

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Counsel for Plaintiffs

Superior Court of the District of Columbia

CIVIL DIVISION- CIVIL ACTIONS BRANCH

INFORMATION SHEET

ORGANIC CONSUMERS ASSOCIATION	Case Number:			
VS	Date:			
PILGRIM'S PRIDE CORPORATION		efendants is being sued		
Name: (Please Print)	Re	lationship to Lawsuit		
Kım Rıchman		✓ Attorney for Plaintiff		
Firm Name: Richman Law Group		☐ Self (Pro Se)		
Telephone No.: Six digit Unified Bar No.: 718-705-4579 1022978		☐ Other:		
TYPE OF CASE: Non-Jury 6 Personand: \$	on Jury Other:	✓ 12 Person Jury		
PENDING CASE(S) RELATED TO THE ACTION BEING FILED				
		Calendar #:		
Case No.: Judge:		Calendar#:		
NATURE OF SUIT: (Check One Box Only)				
A. CONTRACTS COLLECTION CASES				
□ 01 Breach of Contract □ 14 Under \$25,000 Pltf. Grants Consent □ 16 Under \$25,000 Consent Denied □ 02 Breach of Warranty □ 17 OVER \$25,000 Pltf. Grants Consent □ 18 OVER \$25,000 Consent Denied □ 06 Negotiable Instrument □ 27 Insurance/Subrogation □ 26 Insurance/Subrogation Over \$25,000 Pltf. Grants Consent □ 34 Insurance/Subrogation □ 13 Employment Discrimination □ 15 Special Education Fees □ 18 OVER \$25,000 Consent Denied □ 34 Insurance/Subrogation □ 34 Insurance/Subrogation □ 15 Special Education Fees □ 28 Motion to Confirm Arbitration Award (Collection Cases Only)				
B. PROPERTY TORTS				
☐ 01 Automobile ☐ 03 Destruction of Private Property ☐ 05 Trespass ☐ 02 Conversion ☐ 04 Property Damage ☐ 07 Shoplifting, D.C. Code § 27-102 (a)				
C. PERSONAL TORTS				
	ander terference rosecution Legal ical (Including Wrongful Death) (Not Automobile,	☐ 17 Personal Injury- (Not Automobile, Not Malpractice) ☐ 18Wrongful Death (Not Malpractice) ☐ 19 Wrongful Eviction ☐ 20 Friendly Suit ☐ 21 Asbestos ☐ 22 Toxic/Mass Torts ☐ 23 Tobacco ☐ 24 Lead Paint		

SEE REVERSE SIDE AND CHECK HERE IF USED

Information Sheet, Continued

C. OTHERS O1 Accounting O2 Att. Before Judgment O5 Ejectment O9 Special Writ/Warrants (DC Code § 11-941) I0 Traffic Adjudication I1 Writ of Replevin I2 Enforce Mechanics Lien I6 Declaratory Judgment	☐ 17 Merit Personnel Act (OEA) (D.C. Code Title 1, Chapter 6) ☐ 18 Product Liability ☐ 24 Application to Confirm, Modify, Vacate Arbitration Award (DC Code ☐ 29 Merit Personnel Act (OHR) ☐ 31 Housing Code Regulations ☐ 32 Qui Tam ☐ 33 Whistleblower	e § 16-4401)
II. 03 Change of Name 06 Foreign Judgment/Domestic 08 Foreign Judgment/Internation 13 Correction of Birth Certificate 14 Correction of Marriage Certificate 26 Petition for Civil Asset Forfe 27 Petition for Civil Asset Forfe 28 Petition for Civil Asset Forfe	2-1802.03 (h) or 32-151 9 (a)] 20 Master Meter (D.C. Code § 42-3301, et seq.) iture (Vehicle) iture (Currency)	☐ 21 Petition for Subpoena [Rule 28-I (b)] ☐ 22 Release Mechanics Lien ☐ 23 Rule 27(a)(1) (Perpetuate Testimony) ☐ 24 Petition for Structured Settlement ☐ 25 Petition for Liquidation
D. REAL PROPERTY 09 Real Property-Real Estate 12 Specific Performance 04 Condemnation (Eminent Doma 10 Mortgage Foreclosure/Judicia 11 Petition for Civil Asset Forfei	l Sale 31 Tax Lien Bid Off Certificat	t Denied
M. E. Mi		02/04/19
Attorney's Signatur	re	Date