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November 11, 2013

Mr. William P. Roenigk, Sr. Vice President
National Chicken Council
1152 Fifteenth St, NW Suite 430
Washington, DC 20005

11/27

Dr. Bill Roenigk,

Perdue Farms, Inc. is providing the following written support of the NCC letter to Mr. Alfred V. Almanza, regarding the consumer implications on the "Petition to Amend Regulations for the Definition and Standard of Identify for "Roaster" or "Roasting Chicken".

Consumer research findings:

- Oven Ready Chicken HUT, Peryam & Kroll Research, 3-11-2013
 - The Roaster is perceived as a better value for the money by significantly more consumers.
 - Heavy users of Roaster chickens notice the difference between Whole Broiler Chickens and Roaster.
 - The reclassification of Roaster chickens would cause confusion among the light and medium users accounting for a significant number of consumers.
 - Consumers prefer the size and appearance differences of Roaster.
 - Roaster delivers a significantly higher score on texture, the key driver of overall liking.
 - Roaster chickens deliver on consumers' expectation ratings on both an overall and taste basis favored over the Whole Broiler Chickens.
- Perdue Oven Stuffer Roaster has a 22% total awareness level.
- Awareness levels of Roaster are strongest in the Northeast region where the majority of Roaster chickens are sold and marketed.

If you have any questions or would like further information please contact me at 410-543-3561.

Sincerely,

Gail McWilliam
Vice President Marketing- Perdue® Brand

