

December 20, 2012

Dear Congressman Joe Donnelly (IN-2 and IN Senator-Elect), Senator Dan Coats (IN), Congresswoman Jackie Walorski (IN-2), and Congressman Marlin Stutzman (IN-3),



I am writing you today on behalf of Maple Leaf Farms, a poultry company, located in Kosciusko County, Indiana that operates at least in part in all of your districts. Our company employs hundreds of Hoosiers and sells products world-wide.

One of the key products to our company's success is sold in the marketplace as "Chicken Cordon Bleu", which has a "Standard of Identity" according to the Food Standards and Labeling Policy Handbook of USDA / FSIS.

Maple Leaf Farms is proposing that the "Chicken Cordon Bleu" standard of identity be changed for all commerce in the Food Standards and Labeling Policy Handbook due to the following reasons:

- 1) The term "Chicken Cordon Bleu" is commonly used in the marketplace for sandwiches, appetizers, and entrees. Online searches can also yield "Chicken Cordon Bleu" recipes for casseroles, sausage, burgers, and more. Due to the expansion of the application of the term "Chicken Cordon Bleu" in many domestic markets to a variety of products, a change to the current standard of identity will represent a description that is truthful and not misleading to consumers. Please see Appendix I.
- 2) The current standard of identity is not being properly applied to products in the marketplace. Once bread is added to a sandwich or breading is added to entrée or appetizer, achieving a 60% minimum chicken breast standard is difficult in finished products. Many products in commerce are not following the standard of identity rule, which creates a distinct competitive disadvantage for those adhering to the rule, due to increased input costs over competitors. Please see Appendix I.
- 3) FSIS has difficulty applying the standard of identity uniformly to products as well. This concept is demonstrated with an approved FSIS labeling submission that does not meet the 60% chicken minimum set forth in the standard of identity. Please see Appendix II that demonstrates an approved FSIS formula that contains 53.9% chicken breast. This concept is also demonstrated with an amended FSIS labeling submission where Maple Leaf attempted to label a product "Cordon Swiss" to not interfere with the 60% chicken minimum requirement; FSIS amended the submission to make the product name "Cordon Bleu". Please see Appendix III that demonstrates the amendment to the labeling application.

The understood definition of "Chicken Cordon Bleu" has changed over the years, and the current definition is being improperly applied in commerce, which creates competitive disadvantages for companies like ours.

Based on this position, Maple Leaf Farms would like to propose the following changes to the "Chicken Cordon Bleu" standard of identity:

Proposed Standard of Identity:

CHICKEN CORDON BLEU (FR):

Product must contain:

- 1) Chicken breast meat. If it is made from any other part of the chicken, then the product name must be qualified to indicate the part used.
- 2) Ham or Canadian style bacon
- 3) Cheese or Pasteurized Processed Cheese
- 4) Can be breaded or unbreaded

Current Standard of Identity:

CHICKEN CORDON BLEU (FR):

Product must contain not less than:

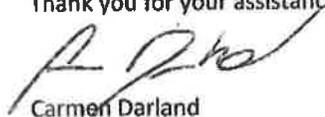
1. 60 percent chicken breast meat (sliced). If it is made from any other part of the chicken, then the product name must be qualified to indicate the part used.
2. 5 percent ham or Canadian Style Bacon.
3. Cheese (either Swiss, Gruyere, Mozzarella, or Pasteurized Processed Swiss).
4. Not more than 30 percent batter and breading (if used).

Maple Leaf Farms would like to move forward with the requested change in the standard of identity for "Chicken Cordon Bleu" and as a major employer in Northeastern Indiana is requesting your help in making this change to keep our company competitive and growing for years to come.

We would like to invite each of you to our World Headquarters in Leesburg, Indiana at your convenience to see what we do and how we are keeping products rolling and people employed. Please contact Carmen Darland to schedule visits.

We would also like discuss this issue more and answer any additional questions that you may have. We will happily meet with you in your Washington, D.C. offices on January 22 or January 23, 2013. This issue can also be discussed by phone or email at the contact below.

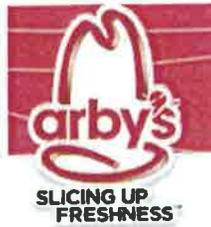
Thank you for your assistance on this important economic development issue and for your leadership in Washington D.C..



Carmen Darland

Maple Leaf Farms / Milford Valley Chicken, 101 E. Church Street, Leesburg, IN 46538

Phone: (574) 453-4048 Email: cdarland@milfordvalley.com



CHICKEN CORDON BLEU SANDWICH

Like **51**

You can't be blue with our Bleu. Crispy, all white-meat Prime-Cut™ chicken breast fillet topped with thinly sliced roast ham, Swiss cheese and mayo, all served on a toasted sesame seed bun.



Recipes



Chicken Cordon Bleu Toaster Wrap

User Ratings: (0 Reviews) | [Sign In](#) or [Register](#) to Review

A warm flour tortilla stuffed with Tyson® All Natural White Meat Chicken Nuggets, scrambled eggs, melted Swiss cheese and diced ham. Wrapped up for maximum portability and can be served with your choice of dipping sauce.

Servings:

50

[Reserve](#)



For a limited time, Subway restaurants are promoting the return of their **Chicken Cordon Bleu**. The sandwich comes with chicken, Black Forest Ham, your choice of veggies all toasted with melted cheese. A rather sexy, heavily food pornographic video clip of the sandwich is available on the Subway Freshbuzz website. Here's a direct [link](#) if you're so inclined.



KNIFE & FORK CHICKEN CORDON BLEU SANDWICH
Grilled chicken topped with shaved Virginia ham, melted Swiss cheese, creamy white cheese sauce and toasted bread crumbs, stacked on a grilled hoagie. **\$8.59.**



Chicken Cordon Bleu Bites

[Learn about our Unconditional Guarantee](#)



Pamper your guests with a petite version of a classic favorite. Flavorful, satisfying Chicken Cordon Bleu. All the flavors are here. Palate pleasing, tender chicken chunks, smoky ham and cheese all encased in a two-bite-sized appetizer that's panko breaded and prebrowned for your convenience. Bake and serve for parties, game-day gathering or fancy dinners. Caution: You may need crowd control around the Chicken Cordon Bleu Bites!

20 Chicken Cordon Bleu Bites 2341XE

Reg. \$24.99 | **Now Only \$14.99**

Qty Send To

Add to Cart



KOCH FOODS
America's Chicken Specialist

Chicken Minis - Need Actual Content

Ingredients

Chicken Breast with rib meat, Water, Salt Sodium Phosphates, Extractives of Garlic.

Breaded with

Wheat Flour, Bleached Wheat Flour, Salt, Sugar, Dextrose Spice, Yeast, Caramel Color and Extractives of Paprika,

Battered with

Water, Wheat Flour Modified Corn Starch, Salt, Spice, Leavening (Sodium Acid Pyrophosphate, Sodium Bicarbonate), Caramel Color, Extractives of Paprika and Spice Extractives.

Pre-dusted with Wheat Flour

Modified Corn Starch, Salt, Onion Powder, Sugar and Spice Extractives. Water, Wheat Flour Modified Corn Starch, Salt, Spice, Leavening (Sodium Acid Pyrophosphate)



SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM WHOLE AND PARTS OF MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR STORED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. AVOID SHARING BUFFETS INCLUDING CUTTING BOARDS, CROCKPOTS, AND PANIES AFTER TOUCHING RAW MEAT OR POULTRY.

COOK THOROUGHLY.

KEEP HOT FOODS HOT. REFRIGERATE



KOCH FOODS
America's Chicken Specialist™



Cordon Bleu

Ingredients

Boneless breast of chicken with rib meat, water, sugar, sodium phosphates, salt, chicken stock, garlic and onion powder.

Filled with

Broccoli, pasteurized processed Swiss and American Cheese (Swiss cheese [cultured milk, salt, enzymes], American cheese [cultured milk, salt, enzymes], water, cream, sodium citrate, sodium pyrophosphate, salt, lactic acid, sorbic acid, lecithin). Bechamel sauce (whole milk, water, unsalted butter (pasteurized cream, lactic acid, diacetyl), wheat flour, modified food starch, salt, xanthan gum, white pepper, dehydrated onion, dehydrated garlic, ground nutmeg), modified food starch, sugar.

Breaded with

Bleached wheat flour, dextrose, partially hydrogenated

SEE WARNING AND INSTRUCTIONS

Nutrition Facts

Serving Size 1 Package
Servings Per Container 1



HOME PRODUCTS RECIPES SHOP



CHICKEN CORDON BLEU

*Crispy breaded chicken breast filled with ham and cheese.
Easy to prepare. Easy on the budget!*



Foodservice
Tell a Friend
Join / Sign In
News

Our Products

Dinner Ideas

Promotions

About Us

Contact Us

What are you looking for? Enter

Cordon Bleu

French for "blue ribbon." Which is exactly what this winning combination of crispies and cooked ham deserves.

• BACK TO ALL PRODUCTS



IMPROMPTU GOURMET

the art of dining in



CHICKEN CORDON BLEU MINI PUFFS

The genius of chicken cordon bleu is given an inventive twist in this new classic. Bite-size pieces of chicken are bundled into puff pastry with imported Swiss cheese and smoky ham for an inspired bite. Delicious, fun, and easy all in one tasty bundle. 15 pieces.

\$28.95

Item #: 70020 ✓ In Stock

Quantity

1

ADD TO CART

← Add to wishlist

PREPARATION

INGREDIENTS



You're currently on: [Home](#) / [Chicken Sausage](#) / Smoked Chicken Cordon Bleu

Weight: 0 lbs of 21; [Shipping Minimum](#)

- Deli Offerings**
- Breakfast
 - Link Products
 - Liver Sausage
 - Summer Sausage
 - Fine Luncheon Meats
 - Breakfast Sausage
 - Ham
 - Blood Sausage
 - Specialty Items
 - Chicken Sausage



Smoked Chicken Cordon Bleu

Item #: 2331d

4 links per 9 oz. pkg., natural casing, vacuum package

\$3.47 per 9 oz. package

Qty:

[Add to Cart](#)

Kabobs

The Hors d'oeuvre Specialists



Mini Chicken Cordon Bleu

Chicken breast, Swiss cheese and ham rolled in seasoned bread crumbs. (1.1 oz. each)

Cases

\$127.85 / case



-

1

+

[Add](#)

Appendix - Page 13

Part# 308782

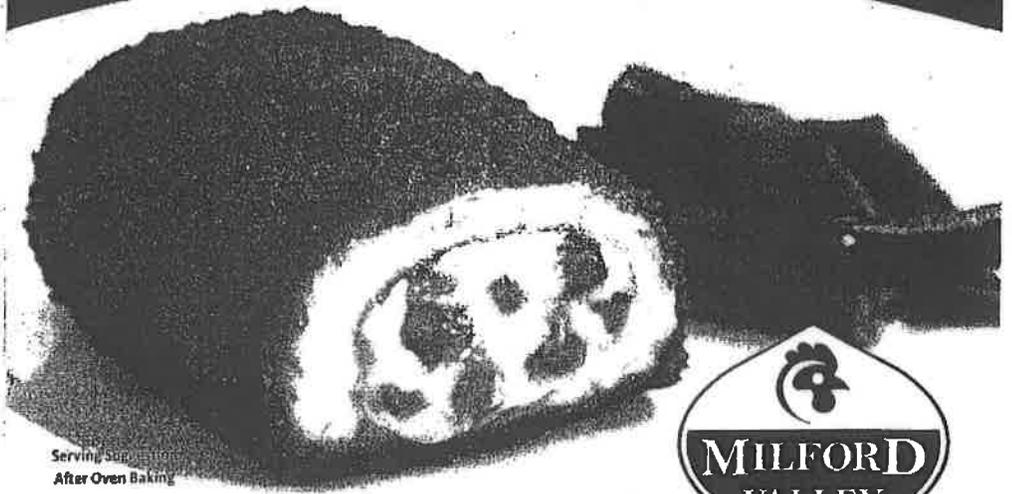


www.milfordvalley.com
Coupons • Products • Recipes

VISIT NOW!
SCAN THE CODE.



CHICKEN CORDON BLEU
RAW BREADED WHITE CHICKEN PATTY FILLED WITH HAM & CHEESE



Serving suggestion
After Oven Baking



CHICKEN CORDON BLEU

RAW BREADED WHITE CHICKEN PATTY FILLED WITH HAM & CHEESE

RAW CHICKEN



Keep Frozen • 2 Individually Wrapped Entrées

NET WT. 10 OZ. (283g)



RAW PRODUCT FOR FOOD SAFETY, COOK TO A MINIMUM INTERNAL TEMPERATURE OF 165°F MEASURED BY A MEAT THERMOMETER.



SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

- KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.
- KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
- KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

Appendix 11 - Page 14



www.milfordvalley.com



Nutrition Facts
Serving Size 1 portion (142g)
Servings Per Container 2

Amount Per Serving		% Daily Value*	
Calories 260 Calories from Fat 120			
Total Fat 13g		21%	
Saturated Fat 4g		20%	
Trans Fat 0g			
Cholesterol 50mg		16%	
Sodium 810mg		34%	
Total Carbohydrate 14g		5%	
Dietary Fiber 2g		6%	
Sugars less than 1g			
Protein 20g			
Vitamin A 0%		Vitamin C 2%	
Calcium 2%		Iron 4%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.			
		Calories: 2,000	2,500
Total Fat	Less than 65 g	80 g	
Sat Fat	Less than 20 g	25 g	
Cholesterol	Less than 300 mg	300 mg	
Sodium	Less than 2,400 mg	2,400 mg	
Total Carbohydrate	300 g	375 g	
Dietary Fiber	25 g	30 g	

INGREDIENTS: BONELESS BREAST OF CHICKEN WITH SKIN MEAT (CONTAINING UP TO 1% OF A SOLUTION OF WATER, SALT, SODIUM PHOSPHATE, FLAVORING, CHICKEN BROTH, SUGAR, ONION POWDER, GARLIC POWDER, FLAVORING), WATER, BLEACHED WHEAT FLOUR, SMOKED CHOPED HAM WATERBROCK HAM, WATER, SALT, DEXTROSE, SODIUM PHOSPHATE, SODIUM ERTHORBATE, NATURAL FLAVORING, SODIUM NITRITEL PASTEURIZED PROCESS SWISS AND AMERICAN CHEESE (SWISS AND AMERICAN CHEESE (CULTURED MILK, SALT, ENZYME), SWISS, SODIUM PHOSPHATE, SALT, BAY COUNTRY, CREAM, SODIUM PHOSPHATE, LACTIC ACID, SODIUM CITRATE, SODIUM AND POTASSIUM) CONTAINS 2% OR LESS OF MODIFIED CORN STARCH, DEXTROSE, SALT, CORN FLOUR, BARLEY, LEAVENING (SODIUM BICARBONATE, SODIUM ALUMINUM PHOSPHATE, SODIUM ACID PYROPHOSPHATE), PALM OIL, SPIRITS, METHYLENE BLUE, SOY PROTEIN CONCENTRATE, SOYBEAN OIL, NATURAL FLAVORS, NONFAT MILK, PRESERVED BY SOYBEAN OIL.
CONTAINS WHEAT, MILK, SOY.

CHICKEN CORDON BLEU



VISIT US ONLINE AT www.milfordvalley.com for great coupons, product information, and recipe ideas!

RAW-DO NOT MICROWAVE
TO HELP PREVENT FOODBORNE ILLNESS CAUSED BY EATING RAW POULTRY.

COOKING INSTRUCTIONS

Conventional Oven

1. Preheat oven to 375°F.
2. Remove frozen entrée from pouch.
3. Place entrées on an aluminum baking sheet at least 3 inches apart.
4. Bake 1-2 entrées for 38-40 minutes.
Bake 3-6 entrées for 40-42 minutes.



Insert meat thermometer at an angle 2" into top center of entrée.

Ovens and cook times may vary.
For Food Safety, cook to a minimum internal temperature of 165°F measured by a meat thermometer.

CAUTION: Filling will be hot and may splatter; let stand for 2 minutes before serving.

This Milford Valley product is prepared by our kitchens to the highest quality standards. We are proud of our great tasting products and guarantee your complete satisfaction. If you have any questions concerning this product, please write us, including the end panel with the stamped code. Send all letters to:

Maple Leaf Farms, Inc., P.O. Box 157, Leesburg, IN 46538, U.S.A. • (800) 348-2822
©2012 Maple Leaf Farms, Inc.

Food Standards and Labeling Policy Book

The Policy Book is intended to be guidance to help manufacturers and prepare product labels that are truthful and not misleading. Compliance with the requirements set forth in this publication does not, in itself, guarantee an authorization. On receipt of the label application, consideration will be given to suitability of ingredients statements, preparation, and packaging so as not to mislead the consumer. Adherence to the product and label requirements in this Policy Book does not necessarily guarantee against possible infringement of all related patents, trademarks or copyrights.

Changes in this publication are to add new entries, correct errors, condense material, and reformat the entries for ease in reading and use. There will be updates of the publication to conform to changes in meat and poultry inspection standards and to reflect any current policy developments.

Errors found in this issue should be reported through channels to your district office.