



PRODUCT CATALOG

THE EXCELLENT CHICKEN



FALL 2024

Superior Differences

WHY BELL & EVANS?



100% Raised Without Antibiotics & Organic Chicken



100% U.S. Grown Grains
Including all organic grains



100% Expeller-Pressed Soybean Meal



100% Slow Induction Anesthesia



100% Air Chilled



100% X-Ray of Boneless Product
Designed for minuscule fish bones



#1 PETE Recyclable Tray Packs



Family Business
Including breeder and broiler farms



NO COMMODITY
Only Premium Chicken Production



NO IMPORTS
Traceable Grain, Supporting U.S. Farmers



NO HEXANE PROCESSING
Because You Are What You Eat



NO ELECTRIC STUNNING
Only Humane Practices



NO HYBRID OR WATER SYSTEM
No Chlorinated or Retained Water



NO SHORTCUTS
Uncompromising Quality



NO STYROFOAM
Leak Free & Freezer Safe Too!



NOT FOR SALE
5th Generation Family Owned



Left to Right: Margo Sechler, Scott Sechler Sr, Scott Sechler Jr

A MESSAGE FROM THE SECHLERS—

Bell & Evans has worked hard for over 125 years to be the trusted source for premium grade poultry in America. We protect that **TRUST** with **Transparency** into our operations, **Revolutionary** practices, **Uncompromising** quality, **Service** to our families and community, and **Teamwork**. We are very selective in choosing partners for good reason and work only with like-minded businesses that put people first. Congratulations, and thank you, for being a part of our story.

Our family is very excited to host partners for visits and tours of our incredible Organic-Certified Chicken Harvesting Facility. Like our world-renowned Hatchery that opened in 2017 and our Further Processing and Packaging Facility that opened in 2015, our harvesting

facility that began operations in December 2021 is cutting-edge and built for longevity. Here, we maximize efforts in food safety, product quality, meaningful animal welfare, team member safety and comfort, and overall sustainability. No one in poultry invests back into its business like Bell & Evans and no other food plant in the U.S. compares!

In this product guide, we describe key differences that put Bell & Evans in a category of its own. We offer best practices in merchandising, many point of sale materials and other resources to drive success. Let's get to work and grow our program together!


OWNER & CHAIRMAN

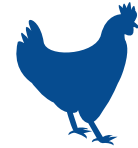
Superior Standards

All Bell & Evans chicken, Organic and RWA, have the same Superior Standards from Hatch to Harvest.



100% of Bell & Evans Chickens are Raised Without Antibiotics

- No antibiotics injected into the egg OR given before the second day of life, shortcuts that are allowed by the National Organic Standard
- Superior farm standards and quality feed reduce potential illness
- All vegetarian U.S. grain diet with our own blend of oregano oil, cinnamon and yucca to support natural gut health



100% of Bell & Evans Chickens are Humanely Treated

- Best-in-class breed for natural growth
- Immediate access to food and water at hatch
- Cement floors for thorough cleanout after each flock
- Fresh litter for every flock for low ammonia
- Enrichments for activity
- Windows for natural light
- Limited travel time from farm to facility
- SIA System for a humane harvest



100% of Bell & Evans Chicken is Produced for Superior Quality

- 100% organic-certified processing facilities
- 100% Air Chill processing for all product
- Vision graded 3x including before evisceration
- Expertly hand trimmed products
- X-ray bone detection on all boneless product
- Prepared items are nitrogen frozen and sold uncooked for the best eating experience at home
- Leak free, freezer safe recyclable tray packaging

THE ORGANIC DIFFERENCE

Outdoor Access

Organically raised chickens have outdoor access when the weather permits, hence Free Range chicken.



Fed Organic Grains

100% U.S. Grown Organic Grains are used for traceability and authenticity.



Why don't we need antibiotics?

Like humans, chickens are healthiest when they live in a clean, low-stress environment, consume a quality diet, and get plenty of exercise and rest. Thanks to our extra measures through their entire life cycle, necessities for good health, our chickens are happy and healthy and do not need to be treated with antibiotics.

Bell & Evans chickens have been Raised Without Antibiotics since 1998. *Those are some happy, healthy chicks!*

What do our chickens eat?

"You are what you eat," so we feed our chickens an all-vegetarian diet of U.S. corn and soybeans that are expeller pressed, not hexane processed, with essential vitamins and natural ingredients to provide gut health. No junk in our chicken feed!



Superior Animal Welfare



FROM HATCH

Breed

We manage our breeder operations for full control. Our breed, "Das Klassenbester" or "Best in Class", is created by the practice of selecting parent stock based on welfare attributes and protein quality.

Hatch

Eggs are hatched in our World's First Organic Certified, Humane Animal Welfare Focused Chicken Hatchery.

Chicks

At hatch, our chicks have immediate access to organic-certified feed, fresh water and light. No other producer in the U.S. offers early feeding. Other chicks can wait up to 3 days for food and water.

Handling

Chicks stay in the comfort of the same baskets where they hatched until they reach the farms. No mechanical handling!

Transport

Our advanced chick trailers monitor temperature, humidity and CO2 levels for safe transport to the farm.

TO THE FARM

Cement Floors With Raised Curbs

Cement floors and curbs in all chicken houses prevent rodents or pests from tunneling into barns, bringing in unwanted diseases. Cement floors also allow for a thorough cleanout between flocks.

Cooling Cells

Cold water runs down the cells. Fans at the other end of the barn draw cool air from the cells and throughout the barn for a temperature-controlled environment.

Fresh Litter

Barns are thoroughly disinfected between flocks and every new flock receives fresh litter. This keeps bacteria and ammonia levels down, good for chickens and people.

Windows

Windows allow in daylight, promoting a natural activity period during the day with a rest period at night. Commodity producers use light schedules to promote growth.

Enrichments

Enrichments in our chicken houses like ramps and tunnels keep chickens active.

AND HARVEST

Roomy Drawers

Chickens are humanely caught at the farms and placed into roomy drawers with extra headroom allowing increased ventilation on the trailer. The commute is short since our farms are located within an hour, on average, of our facilities.

Trailers

Our trailers have curtained sides to protect chickens from weather elements and minimize stress during travel.

Automated Unloading

The first in the U.S., the entire trailer of chickens is slowly moved into the facility via a conveyor system without fork trucks. No mechanical or human handling!

Calming Conditions

Our temperature-controlled live receiving room has blue lighting that appears dark to the birds to minimize stress but gives team members plenty of light to work.

Slow Induction Anesthesia (SIA)

While in their same baskets, birds pass through SIA where oxygen and tempered CO2 gas humanely put them to sleep for harvest.

What is 100% Air Chill?

Not only is our chicken Air Chilled, but it is 100% Air Chilled.
What does this mean?



100% Air Chilled

100% Air Chilled means that we ONLY use cold air to chill our chickens during processing, no chlorinated water baths or hybrid systems. 100% Air Chill has been our practice since 2005, and we upgraded our system in 2021 at the new harvesting plant.



100% of Bell & Evans chickens are 100% Air Chilled

When we say our chicken is 100% Air Chilled, we mean 100% of our chicken. Consistent superior quality across all of our product lines is important to maintaining the trust of our customers. No confusing labels or misleading practices here!



No Diapers!

With conventional chilling systems, chickens absorb up to 12% of their body weight in added chlorinated water. This water weeps out of the meat and is trapped in the absorbent pad (or “diaper”) at the bottom of most fresh chicken packaging. Not ours!

How Does it Work?

100% Air Chill uses cold air to reduce the birds' temperature during processing instead of chlorinated water baths used in most chicken production in the U.S. Our system quickly cold sears the exterior of the bird to lock in its natural juices. A second, longer phase slowly equilibrates the overall temperature of the bird.

- More Flavor
- Natural Juice
- Tenderization
- Less Water Usage

100% Air Chilled vs Air Chilled

In North America, most producers that claim to use “Air Chill” really use a hybrid system that combines chlorinated water chill with air chill. Bell & Evans was the first in the U.S. to transition to 100% Air Chill in 2005, and we upgraded our system again in 2021.

Think about it...Consumers (and you!) pay by weight for fresh chicken. Those buying commodity brands are paying for that unwanted chlorinated water weight!



Superior Packaging



Fully Recyclable

Think all plastics are recyclable? Think again. Only #1 PETE is accepted by most recycling centers.

Freezer Safe

You can pop this package right into your freezer. No freezer burn!

BPA Free

BPA is a synthetic compound found in many plastics, especially food containers. Traces can sometimes be found in the food you eat.

Vacuum Sealed

Raw food doesn't like oxygen. We vacuum seal to keep our poultry fresh and to prevent freezer burn.

No Leaks

Sealed tight for no leaks! Keeping your coolers and cases clean and dry.

No Diapers

No unwanted chlorinated water pick-up, so no need for a diaper!

EZ Open

The top film is easy to peel back thanks to the EZ Open tab.

Marinate

Marinate right in the tray! Peel back the film, add in your favorite marinade, replace the film and refrigerate until use!

Stackable

You gain extra holding power in your case or well, and your customer gains extra space in their refrigerator or freezer!