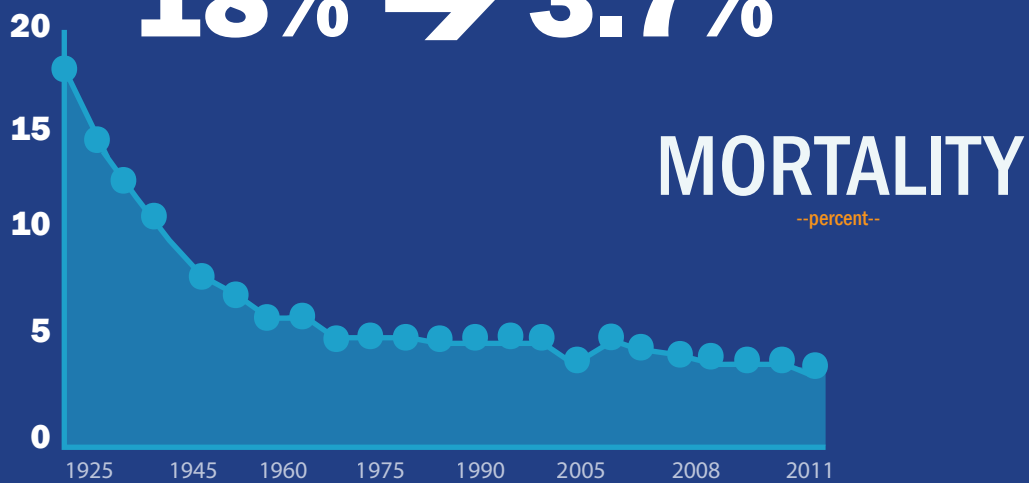


U.S. BROILER PERFORMANCE

REPORT 1925 - PRESENT

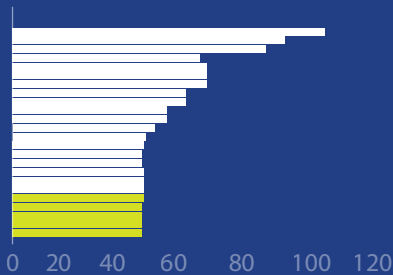
If we went back to raising chickens the way we did in 1925, chickens' mortality rate would increase 490%, and the chicken industry's environmental footprint would be increased three-fold

18% → 3.7%



MARKET AGE

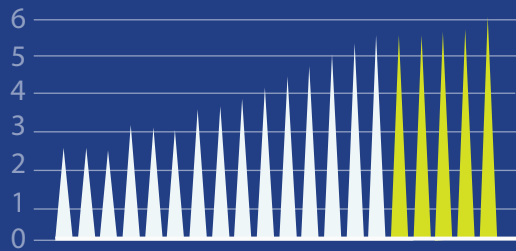
--average days--



1925-2007
2008-2012

MARKET WEIGHT

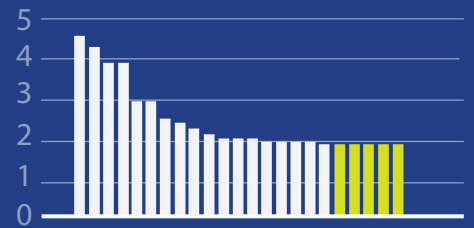
--pounds, liveweight--



1925-2007
2008-2012

FEED TO MEAT GAIN

--pounds of feed to one pound of broiler, liveweight--



1925-2007
2008-2012