

**Dear Manager:**

As a conscientious customer of your business and supporter of **Compassion in World Farming's Better Chicken Initiative**, I am asking that your company commits to **improving the lives of chickens and creating a healthier food and farming system for all.**

The CDC reports that poultry accounts for more deaths from food borne illnesses than *any other* food commodity. What is wrong with our chicken? The truth is, 99% of chickens today are made to grow unnaturally large and kept in overcrowded, dimly lit and filthy factory farmed conditions. **Nearly all of them *must* receive regular doses of antibiotics just to survive in this environment.**

The good news is there is a better way that is realistic and achievable right now.

**By signing up to the Better Chicken Initiative, you can improve the lives of millions of chickens and create a healthier food and farming system.**

Your company's leadership is critical.

For more information, please contact Compassion in World Farming at:

Email: [better-chicken@ciwf.org](mailto:better-chicken@ciwf.org)

Visit: [www.better-chicken.org](http://www.better-chicken.org)

Thank you,

