

August 14th, 2023

Legal Impact for Chicks
56 WOODWARD ST
San Francisco CA 94103-2403

Re: Response to Claims of Inappropriate Care of Livestock

Dear Alene Anello,

I am writing to address the claims made against Rural King regarding the alleged inappropriate care of chicks, as outlined in your Cease and Desist as received August 7th, 2023.

First and foremost, I want to emphasize my dedication to the well-being and proper care of animals under Rural King care, including the chicks in question. Rural King takes these allegations seriously and am committed to ensuring that the welfare of these animals is upheld to the highest standard. It is essential to note that the allegations presented such as knowingly, intentionally, or recklessly withholding nutrition or water from animals is entirely false. Rural King has taken every necessary measure to ensure that the chicks are provided with appropriate shelter, hydration, nutrition, and medical attention, as recommended by industry best practices and guidelines. Their living conditions have been designed to mimic their natural habitat as closely as possible, promoting their health and growth.

I personally have maintained open communication with poultry experts and veterinarians to implement a comprehensive care regimen for the chicks. Daily monitoring, proper feeding, and a suitable environment have been top priorities to ensure their well-being. As it relates to this specific location, the Compliance Team has been unable to verify the explicit claims made against Rural King, as well as any evidence that supports these allegations. While the imagery appears consistent with a poultry set up at Rural King, we cannot verify that it is Rural King's poultry display based on the images that could be opened. Being able to view those images will enable me to address each concern methodically and substantiate my commitment to responsible animal care. Out of an abundance of caution, I have treated these allegation as if it were true, and implemented remedial measures that should satisfy your goal of species appropriate care. In that, I have worked directly with the Vice President of Store Operations, Operations Process Improvement Supervisor, Livestock Buyer, District Manager, and Store Manager to discuss any possible short comings in our process and investigate our practices. These key individuals have reviewed the Animal Care Guidelines (SOP), ensured the local teams involved are adequately retrained, and most importantly, the chicks are cared for at this location. As a matter of principal, we plan to relist the Animal Care Guidelines as a refresher on our training platform. This means that all stores will be required to 'sign off,' again, that they have reviewed and retrained on the procedure. Lastly, the Compliance team will be performing 'in person' random audits at Rural King locations to ensure strict adherence to the outlined procedure. While retail locations of this size are subject to incidents of human error or misunderstanding, the expectation of Rural King employees is clear. Any failure to follow the policy simply will not be tolerated.

Please consider this letter as a formal response to the allegations. I am open to further discussion, cooperation, and sharing of information to resolve this matter promptly and transparently. I look forward to your response and any necessary next steps.

Sincerely,

[Redacted Signature]

[Redacted Title]