

POULET ROUGE FERMIER®

HERITAGE FRENCH RED FARM CHICKEN



WELCOME BACK TO FLAVOR®

Joyce Farms is proud to be the exclusive North American producer of what elite chefs consider to be the best tasting chicken in the world. Our Poulet Rouge Fermier® chicken is a "Cou Nu," or naked neck chicken from France. This bird's superior flavor will remind you of how chicken used to taste.



CULINARY EXCELLENCE

Deliciously rich chicken flavor that can only come from Mother Nature

Superior meat texture and thin, crispy skin

RAISED NATURALLY ON FAMILY FARMS

Pasture-centered, which far surpasses USDA free-range standards

Certified GAP Step 4 by the Global Animal Partnership

Humane growing and processing practices

Fed an all-natural, vegetarian diet



WELCOME BACK TO FLAVOR®
WWW.JOYCE-FARMS.COM

RAISING STANDARDS

The Next Level of Quality and Purity

We raise our heritage birds with old-world care and tradition on small family farms, using our “never EVER” standards of purity.



NO ANTIBIOTICS
ADMINISTERED



NO ARTIFICIAL
INGREDIENTS



NO HORMONES
OR STEROIDS



NO ANIMAL
BY-PRODUCTS

Then, we go beyond even that, using strict farming practices that are respectful of animal welfare, protect the environment, and produce superior culinary and nutritional qualities.

THE BEST LINEAGE

Only certain genetics are allowed. Slow-growing breeds tend to be heartier and more disease resistant for pasture-centered life than commercial breeds.

SMALL HOUSES ON SMALL FARMS

Smaller poultry houses are required than on industrial farms and organic farms, and houses per farm are limited to four.

ACCESS TO THE OUTSIDE

Birds are given outdoor access at six weeks of age (about the same age that commercial and organic birds reach market weight). Between flocks, pastures are given a 10 week rest period to rebuild healthy soil biology and vegetation.

SLOW GROWING

Our Poulet Rouge® chickens grow for 84 days, much longer than commercial birds that grow for only 42 days.

SMALLER FLOCK IN EVERY HOUSE

A maximum density requirement ensures that the birds are allowed more room in the houses than birds on industrial or organic farms.

THE CLEANEST CONDITIONS

A minimum sanitation period of 21 days between flocks assures houses are free of disease.

NEARBY FARMS

To make sure the birds are handled humanely and not dehydrated, they must travel no more than 64 miles to the processing plant.

AIR CHILLED

Birds are processed individually by hand and air chilled, so they are never submerged in chlorinated water.



WELCOME BACK TO FLAVOR®
WWW.JOYCE-FARMS.COM