



QUALITY

ANIMAL WELFARE

TASTE

SATISFACTION

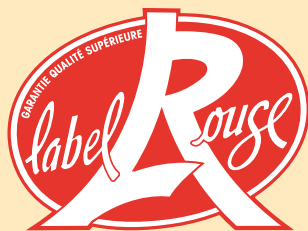
ENVIRONMENT

OPEN AIR



www.poultrylabelrouge.com

Did you know that...?



« When you choose **traditional free range Label Rouge poultry**, you're also choosing to protect animal welfare and enjoy superior taste »



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Respect for animal welfare and the environment

Choosing responsible consumption



Traditional free range breeding...

Open air or in total freedom, focus on animal welfare



Promoting quality and genetic biodiversity



Supporting small producers and favoring polyculture

Blending in with the landscape and the environment



Sustaining traditional agriculture



Guarantees

Perfect quality !

Label Rouge producers pledge to rear their poultry while **respecting animal welfare**. Thanks to their commitment, producers can offer **perfect quality**, firm meat, and full flavor for **the consumer's pleasure**.

Safety first !

Label Rouge is your guarantee that the producer has **complied with very strict specifications**. Production **is supervised at every step**, from incubation to slaughter. There are around **25,000** mandatory inspections every year, and additional internal inspections may also be carried out.





5 Label Rouge principles that make all the difference !

1 Hardy breeds

Hardy breeds selected for their **slow growth, excellent meat**, and the way they adapt to free range breeding.

4 Long-term rearing

Considerably **longer rearing** than for standard broiler (at least 81 days), **for firmer, but juicy, tastier meat**.

2 Open air

Traditional free range fowl kept **comfortable** all day in natural light. The birds range freely **in large grassy or shaded outdoor** spaces — at least 2 square meters (21.5 square feet) per bird or about 1 hectare (2.5 acres) per poultry house.

5 Sanitary safety

Hygiene and sanitary conditions systematically inspected at every step of production. Inspections are carried out by a **certifying body accredited** by the French Ministry of Agriculture and in compliance with **European standard EN 45 011**.

3 Vegetarian diet

100 % plant-based feed, consisting **mainly of grains (at least 75 %)** and plant protein supplements (peas, soy, etc.).



Official seals

An official guarantee : The Label Rouge guarantee



Label Rouge is not a brand. It is an **official seal** certifying a **level of quality higher** than that of common products of the same kind. The logo is the property of the French Ministry of Agriculture. After review and approval of specifications, the French state awards the label through the French National Institute of Origin and Quality (Institut National de l'Origine et de la Qualité, or INAO).

* To obtain the Label Rouge, fowl must be «fermières – élevées en plein air» (traditional free range – raised in open air) or «fermières – élevées en liberté» (traditional free range – in total freedom)



A protected geographical indication Label Rouge poultry with a Protected Geographic Origin (Indication Géographique Protégée, or IGP)

To emphasize the importance of regional farming traditions, Label Rouge traditional free range poultry* is mainly identified by a Protected Geographic Indication (PGI), protected by a European patent. There are currently 31 PGIs for poultry. They provide a «local touch,» **a reliable guarantee origin, and the promise of a special flavor typical of each terroir.**



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Traditional free range Label Rouge poultry comprises a **broad range of species** selected for the quality of their meat and their slow growth. The species **vary in flavour** but carry the **same guarantee**.



A healthy pleasure

Taste the difference !

Traditional free range Label Rouge poultry **tastes better** than standard poultry. Label Rouge certified the difference.

Sensory analysis (hedonic analysis and sensory profiles) are carried out every year by independent accredited laboratories.



Take care of your health !

Poultry is an important component of the human diet. Traditional free range poultry is essential to a **varied, healthy, and balanced diet**.

The specific breeds, the age of the birds, their grain-rich feed, and specific farming methods give traditional free range Label Rouge poultry unique nutritional qualities.

Source of
proteins

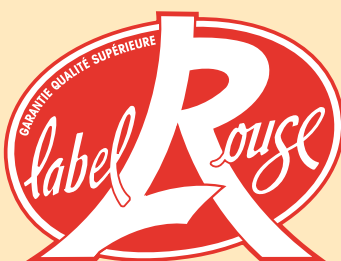
Vitamins
Minerals

Naturally
low in fat

Less
water

Good balance
of fatty acids





Contacts



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Syndicat National des Labels Avicoles de France

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The origins and reputation of Label Rouge

The Label Rouge policy was created and set in motion in **1965** by poultry producers seeking to develop **traditional free range farming methods to guarantee quality for consumers**. Label Rouge is a collective approach taken by some poultry-production stakeholders. It is based on an official set of Label Rouge specifications approved by French public authorities.

Today, Label Rouge needs little introduction. The official label has become a **standard of quality for consumers**. On average, two out of three whole chickens purchased in France are traditional free range Label Rouge chickens, according to TNS Worldpanel.





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