



August 6, 2013

Mr. Ronald M. Shaich  
Mr. William W. Moreton  
Co-CEOs, Panera Bread Company  
3630 S Geyer Rd #100  
St Louis, Missouri 63127

Dear Mr. Shaich and Mr. Moreton:

On behalf of the members of the Animal Agriculture Alliance and the below-signed farmers, we wish to express our disappointment with your “Antibiotic Free” messages housed primarily on Panera’s homepage and its “Live Consciously, Eat Deliciously” website.

While we fully support consumer choice and your need, as a restaurant, to differentiate yourself in a crowded marketplace we are concerned with your disparaging--and at times misleading--statements and characterizations of antibiotic use in the livestock industry. We understand that your Executive Vice President and Chief Marketing Officer, Mr. Michael Simon, has had previous conversations with one of our nation’s dedicated farmers, Mrs. Carrie Mess and has since recognized how offensive Panera’s “EZ Chicken” campaign is to America’s hardworking farmers and ranchers. Unfortunately, our concern about your advertisements goes far further than that particular angle.

Beyond implying that farmers and ranchers who treat their sick animals with antibiotics are somehow lazy or “taking the easy way out,” Panera’s entire marketing campaign is based upon fear and misinformation. Today’s farmers use antibiotics judiciously and responsibly in order to properly--and humanely--care for their animals. Technically, all chicken products available in the marketplace are antibiotic-free in the sense that no antibiotic residues are present in the meat due to withdrawal periods and other precautions required by the federal government and observed by farmers and agriculture companies.

That being said, we’re sure you can understand our grave concern with your caricatures of chickens which resemble pills, as this gives the impression that all chicken except for that procured by Panera is full of harmful, and unnecessary, antibiotics. Choosing what food to serve your customers, just like choosing what food one serves their loved ones, is an incredibly important, and personal, decision--which is why we respect your decision to procure meat products from animals raised without antibiotics. However, campaigns like yours, which use fear

and misinformation to convince consumers that one product is safer, or otherwise superior, to another, are extremely damaging to the entire food industry.

Farmers use antibiotics to treat sick animals--not because they're concerned about their profits, but because that's the humane and responsible thing to do. We understand your desire, according to your website, to work with the industry "to make antibiotic-free meats and poultry the rule and not the exception wherever you dine and shop," however, this campaign is not a positive way to begin that discussion—especially the information which insults and demeans hardworking farmers.

Insinuating that animals which have been treated with antibiotics somehow produce a sub-standard or unsafe product is unacceptable and misleading. Again, we respect consumer choice and the choices you make as the owners of a successful restaurant company, however playing to consumer fear and disparaging America's farmers and ranchers is a less than admirable way to increase your market share.

We would like to discuss this matter in greater detail with you at a time of your convenience, and hope you will agree to a proactive discussion with the Animal Agriculture Alliance, several farmers and key industry stakeholders.

Please contact any one of the farmers or ranchers listed below, or connect with me as a central point of contact. I can be reached at [KJohnson@animalagalliance.org](mailto:KJohnson@animalagalliance.org) or by phone at (703) 562-1412.

Sincerely,

Kay Johnson Smith  
President and CEO  
Animal Agriculture Alliance

CC: Mr. Michael Simon, Executive Vice President and Chief Marketing Officer

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Rhonda Adams, TX  
Sherry Adams, WI  
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\*Denotes personal message included in subsequent document, titled "Connections to Agriculture."

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