



United States of America
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Mary K. Engle
Associate Director
Bureau of Consumer Protection
Division of Advertising Practices

January 10, 2014

VIA EMAIL AND FIRST CLASS MAIL

Mr. Robert W. George
Vice President and Associate General Counsel
Tyson Foods, Inc.
2200 Don Tyson Parkway, CP004
Springdale, AR 72762

Re: Tyson Foods, Inc.'s Promotion of the *FarmCheck*TM Animal Well-Being Program

Dear Mr. George:

As you know, the staff of the FTC's Division of Advertising Practices has conducted an inquiry into certain promotional activity by Tyson Foods, Inc. ("Tyson"), in response to a complaint filed by the Animal Legal Defense Fund. The inquiry focused on Tyson's promotion of the *FarmCheck*TM Animal Well-Being Program and, in particular, on animal welfare claims on the Tyson website and in promotional videos posted on YouTube that might misrepresent the present scope and effectiveness of the *FarmCheck*TM Program.

Upon review of the matter, including non-public information submitted to the FTC, we have decided not to take additional action at this time. Among the factors we considered are Tyson's decision to remove the promotional videos for the *FarmCheck*TM Program from its website and YouTube, as well as Tyson's clarification of its position on gestation crates for sows, via a hyperlink that it added to the Animal Well-Being page on the Tyson website. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director

cc: Mr. Carter Dillard, Animal Legal Defense Fund