

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Division of Advertising Practices

February 3, 2014

Andrea C. Levine, Esq.  
Senior Vice President, Director  
National Advertising Division  
112 Madison Avenue, 3<sup>rd</sup> Floor  
New York, NY 10016

Re: Allen Harim Food LLC's "Nature's Selection" Poultry

Dear Ms. Levine:

I am writing to follow up on your November 8, 2013 referral to the FTC in the above-mentioned matter. Your referral indicated that the advertiser, Allen Harim Foods LLC, initially agreed to permanently discontinue its prior claim that its Nature's Selection chickens were "humanely raised," but then continued to use the challenged claim on product packaging and on its website.

Please be advised that we have been in contact with counsel for Allen Harim Foods, who has indicated to us that it now intends to cooperate with NAD's inquiry. Our understanding is that the company will be in contact with you shortly to reengage in the NAD self-regulatory process.

We appreciate having received this referral and having the opportunity to assist in supporting the NAD.

Very truly yours,

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

Mary K. Engle  
Associate Director for Advertising Practices