

**Nature's choice chicken : free range chicken from the Landes forest in France / Tesco Stores Ltd.**

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TESCO

NATURE'S  
CHOICE 

CHICKEN



FREE RANGE CHICKEN  
FROM THE LANDES  
FOREST IN FRANCE



♥ Printed on Recycled Paper



# NATURE'S CHOICE



FREE RANGE CHICKEN

*Tesco Nature's Choice is a range of premium quality foods. They are developed to stringent standards, giving consideration to animal welfare, low input farming and the removal of unnecessary additives.*



*Nature's Choice chickens are raised in the Landes area of SW France where they live a completely free range life. This area of France has a diverse countryside with wide open spaces, that yield the finest corn harvest in France, and also a pine forest that is the largest in Europe.*



*It is this combination, together with the typically warm, sunny weather that makes the Landes a perfect place to raise chickens.*

*Free range chickens are raised for Tesco exclusively by Les Fermiers Landais, a co-operative of about 600 small farmers. The farmers are renowned for their dedication to the quality of their birds, which they ensure by maintaining traditional methods of rearing.*



*The chickens have the entire run of the forests, with no fences or boundaries, and feed on the abundant supply of local corn which gives them their golden appearance. The good weather means there is usually no need for the chickens to come indoors during daylight. At night time they live in straw bedded hen houses for warmth and protection from predators.*

Recent EC legislation has been developed to govern the use of the term free range. There are now 4 types of free range, with TOTAL FREEDOM being the peak category with the most stringent requirements. Tesco Nature's Choice Chicken is the only FREE RANGE TOTAL FREEDOM chicken available in Great Britain.



The free range system, together with a longer life, not only provides the most natural environment, but also means that these chickens taste delicious with a full, traditional flavour. Whole Chickens are now available in all our stores and a wider range including Chicken Breasts, Chicken Legs, Chicken Thighs and Drumsticks, is available in our larger stores.

*All lines subject to availability.*

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