

**Jeffrey S. Kerr**  
General Counsel and  
Senior Vice President of Corporate Affairs  
(202) 540-2171  
Jeffk@PETAF.org

July 28, 2011

**VIA EMAIL: info@finefeatherheads.com**

Dakota Hills, Founder  
Fine Featherheads

Dear Ms. Hills:

I am general counsel to PETA and write to demand that you immediately cease making the knowingly false and deceptive advertising claim on your website that the “roosters are treated ethically” at Whiting Farms, your exclusive supplier of dead rooster feathers.

We are informed that you visited Whiting Farms and left sobbing due to the conditions in which the roosters are confined and killed for their feathers. Mr. Whiting himself has described his cruel confinement system as “sentencing [each rooster] to a solitary cage for the last 6 months, with nothing to look at or listen to other than lots of other confined roosters.” Indeed, the roosters are confined in cages often stacked on top of one another in noisy, windowless sheds housing thousands of birds until they are gassed to death so their feathers can be harvested and sold by you.

Moreover, Whiting even admits that birds are subjected to mistreatment at the hands of frustrated handlers, including him. He writes that, when roosters don't cooperate with farm workers, “[y]our sentiments can quickly shift from wanting to evaluate their necks to wringing [t]hem. Some of my most sheepish moments in life have been after hurling an especially bad rooster across the barn in utter frustration....” It is easy to imagine the extent of such frustration and rage as hundreds of roosters are gathered for gassing each day for your “products.” There is nothing ethical about any of the foregoing circumstances and the only purpose for your contrary contention is to mislead unsuspecting customers.

Upon receipt of this letter please contact me to confirm that you will immediately cease your false statement and that you have removed it from your website. I look forward to hearing from you. Your failure to comply with this letter will require PETA to pursue action with appropriate federal and state regulators to seek an end to your false advertisement.

Very truly yours,



Jeffrey S. Kerr

**PETA**  
FOUNDATION

**PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS  
FOUNDATION**

501 FRONT ST.  
NORFOLK, VA 23510  
TEL 757-622-7382  
FAX 757-628-0780  
E-MAIL info@fsap.org

447A 29TH ST.  
SAN FRANCISCO, CA 94131  
TEL 415-550-2562  
FAX 415-648-6256  
E-MAIL info@fsap.org

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NAME OF THE FOUNDATION TO  
SUPPORT ANIMAL PROTECTION