



June 5, 2025

Gretchen McCarthy
Executive Vice President and Chief Supply Chain & Logistics Officer
Target Corporation

Via email: gretchen.mccarthy@target.com

Dear Mrs. McCarthy,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) regarding an urgent issue: an industry insider is blowing the whistle, reporting chronic abusive handling and botched killings at Farmer Focus (also known as Shenandoah Valley Organic), a chicken supplier. Farmer Focus carries the "certified humane" label by Humane Farm Animal Care and the Global Animal Partnership Step 2 and 3 certification. PETA has confirmed that Target Corporation sells Farmer Focus chicken under a "humane" label.

Please watch [this video](#) and read the following allegations from the whistleblower's report:

- The company "knowingly" "overstock[s]" contract growers' barns with chickens, who are roughly handled and slammed into transport crates.
- Chickens arriving at the Farmer Focus facility are extremely stressed and struggle when being roughly shackled in attempts to free themselves and jump from the tray conveyors.
- Salt solutions in the facility's stunning bath are inconsistently maintained, and stunning voltage is not properly managed, resulting in ineffective stunning.
- Birds who are not stunned properly struggle as they approach the kill blade, and instead of cuts that cause rapid death, their wings, the sides of their necks, or the sides of their faces are cut.
- Some birds slowly bleed to death and, in "many cases," are still alive when entering the "head puller."
- The company "consistently and knowingly" places the incorrect farm ID on its products and cannot trace all its products back to the correct farm.

Target customers are duped into buying chicken marketed as "humane," but I think we can agree there is nothing "humane" about the reported abuse of chickens at Farmer Focus, which was reportedly so egregious that it led to an industry insider blowing the whistle.

"Humane meat" is a misleading buzzword that effectively soothes consumers' guilty consciences but is no different than conventional meat when it comes to animal welfare. Humane labels do nothing to protect animals.

Additionally, according to the whistleblower, Farmer Focus "knowingly defraud[s]" consumers by "consistently" putting the incorrect farm identification codes on its "traceable" products.

These allegations of extreme abuse of animals, incorrect farm identification labeling, and of defrauding consumers call for swift action and a reconsideration of all products containing "humane" claims. We would appreciate a meeting to discuss this critical issue with expediency.

Sincerely,

Tracy Reiman
Executive Vice President

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Washington

1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles

2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk

501 Front St.
Norfolk, VA 23510
757-622-PETA

Info@peta.org
PETA.org

Entities

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)