



For immediate release

Contact: Cassie King, (510) 507-8075, cassie@directactioneverywhere.com

Food Network Chef Tyler Florence Cuts Ties with Perdue's Petaluma Poultry, Following Repeated Protests

*Animal rights activists with Direct Action Everywhere disrupted
Florence at events across the country in recent months calling
for the move*



Tyler Florence reacts to a disruption at his book signing stop in San Francisco on May 21, 2024. (Credit: Direct Action Everywhere)

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(Credit: Direct Action Everywhere)

August 15, 2024, San Francisco, CA - Celebrity chef and restaurateur Tyler Florence, host of Food Network's [The Great Food Truck Race](#), has officially [cut ties](#) with Petaluma Poultry, a subsidiary of Perdue Farms, the fourth largest poultry producer in the United States, following repeated protests over his ties to the company.

In an [email](#) from The Florence Group on Friday, a spokesperson wrote, "Chef Tyler Florence and his restaurants no longer serve Rocky & Rosie or Petaluma Poultry products. This action reflects Tyler's ongoing commitment to exploring partnerships that align with his values and the betterment of the culinary community at large." This week, Florence was removed from the Petaluma Poultry website, where he was previously featured prominently.

Since May, the former Food Network star has faced more than a dozen protests and disruptions by members of the grassroots animal rights network [Direct Action Everywhere](#) (DxE), all of

which urged him to cut ties with Perdue's Petaluma Poultry citing criminal animal cruelty and widespread disease [documented](#) by DxE investigators at the company's factory farms and slaughterhouse in Sonoma County, California.

DxE activists disrupted Florence's [American Grill Book Tour](#) at seven tour stops including San Francisco, Corte Madera, Palo Alto, New York City, Atlanta, Ridgewood (New Jersey), and Greenville (South Carolina). In June, DxE activists disrupted Florence three times during the Napa Valley Cookbook Fest, as [covered](#) by the Napa Valley Register, and protested outside Florence's home during a private, paid event. In July, DxE activists protested inside Miller & Lux, one of Florence's restaurants in San Francisco.

Petaluma Poultry, which sells chickens under the brand name "Rocky & Rosie," supplies to major grocery chains including Costco, Trader Joe's, and Safeway. DxE says it hopes to see other supporters of Petaluma Poultry cut ties with the company, too.

Since 2018, DxE investigators have [documented routine violations](#) of California's animal cruelty laws at several Petaluma Poultry factory farms in Northern California and the company's slaughterhouse, including birds collapsed on the floor or stuck on their backs and unable to walk to food or water, left to slowly starve to death; birds with splayed legs; birds with open wounds; and infectious diseases that threaten public health. DxE says the findings demonstrate clear violations of [California Penal Code Section 597](#). In particular, birds who are collapsed and unable to walk cannot access food and water and it is a crime to deprive animals of "necessary sustenance, drink, or shelter."

Three veterinarians who reviewed DxE's 2023 findings at the Petaluma Poultry [factory farm on Hunter Lane](#) in Santa Rosa and [the slaughterhouse in Petaluma](#) concluded that there is substantial evidence of criminal animal cruelty, including diseased birds left to starve, dehydrate, and ultimately die; mortality rates over double the industry standard; violations of multiple biosecurity standards; and birds scalded alive at the slaughterhouse.

DxE investigator Zoe Rosenberg is currently [facing felony charges](#) in Sonoma County for rescuing sick birds from the Petaluma Poultry slaughterhouse in June 2023.

"I hope that this decision by Florence and his restaurants will signal to the Sonoma County District Attorney's Office that people do not support the rampant animal abuse and neglect at Petaluma Poultry," said Rosenberg. "When Tyler Florence was confronted with the horrific abuse we documented at Perdue's Petaluma Poultry, he knew it was wrong. That, coupled with the mounting public pressure, is why he cut ties. I am hopeful that other people and entities that support Petaluma Poultry, like Safeway and Trader Joe's, will soon follow suit."

Investigators with [Direct Action Everywhere \(DxE\)](#) enter farms, slaughterhouses, and other facilities to document abuses, and to rescue sick and injured animals. DxE's investigatory work has been featured in [The New York Times](#), [WIRED](#), and a [brutal mass pig killing exposé](#). DxE activists have been [subjected to FBI raids](#) and [felony prosecutions](#) for their investigative work. In 2022, DxE activists won the first [acquittal](#) in an open rescue case. DxE led the 2019 grassroots effort to [ban fur products in California](#) and the 2021 effort to transition Berkeley city purchases to [100% plant based foods](#). Visit DxE on [Facebook](#), [Twitter](#) and at [directactioneverywhere.com](#).

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