

July 2, 2008

Steven R. Jensen, President and CEO
Norbest, Inc.

Via email: sjensen@norbest.com

Dear Mr. Jensen,

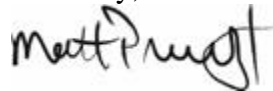
On behalf of PETA and our more than 2 million members and supporters worldwide, I have a suggestion that would keep your farms open for business. Instead of staying in the turkey business, which is murder on your profits and birds, would you consider switching your business to producing faux turkey products?

As the interest of humane, healthy food has grown, the popularity of faux meat products has soared and sales of mock meats in the last decade have skyrocketed and now constitute a billion-dollar industry. Not only are these foods delicious and cruelty-free, they are also usually high in healthy plant protein and low in saturated fat, and they contain zero cholesterol. In fact, KFC Canada recently announced that it will add a vegan faux-chicken item to the menu in 461 restaurants (more than half of all the KFC's in Canada).

Another advantage of switching your production to faux turkey is that the costs of corn and fuel, two of the factors you've cited for halting production, would be significantly less. It takes up to 16 pounds of grain to produce just one pound of meat and more than one-third of all fossil fuels produced in the United States are used to raise animals for food. Using plant products directly instead of funneling them through turkeys would be much more cost-efficient.

Will you please consider switching your production to faux turkey products? I look forward to hearing from you. I can be reached at 757-962-8264 or MattPrescott@peta.org. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Matt Prescott". The signature is written in a cursive, slightly slanted style.

Matt Prescott
Assistant Director