



PEOPLE. POULTRY. PLANET.

Petaluma Poultry is the home of ROCKY® The Free Range and ROSIE® The Original Organic Chicken. They provide locally raised, fresh organic and free range chicken with ranches in and around Sonoma County. They also have a feed mill and packing operations in Petaluma.

As a pioneer in free range and organic poultry, they are dedicated to sustainable farming practices that renew natural resources. The goal is to produce the finest free range and organic poultry products while reducing waste, preserving our environment, supporting employees and contributing to our local communities.

PETALUMA CHICKENS ARE FREE RANGE

While some brands may only meet the minimum for what is required to describe their chickens as "free range", Petaluma believes that free range should mean exactly what it implies. So they give the chickens open space to freely move about pecking the ground, taking dust baths, exploring the grass or simply soaking up the sunshine – doing the natural things birds do.

The outdoor spaces are at least half the size of the poultry house, and typically as big as the barn itself. When the weather is just right, you'll see most of the birds outside. To encourage them to venture out, they have sunshades to ease the transition from barn to outdoors (chickens are very sensitive to light), feed and water both inside and outside of the house, and roosts and other enrichments.

The houses are spacious, with room for birds to move about and exhibit normal behaviors in a low-stress environment open to fresh air.

In the evening we allow our birds inside to roost in the house, where they are warm, dry and safe from predators. They also wait to let a flock outside until they're fully feathered and protected from the elements, which is at about four weeks of age.

