

Marketing and Communications Audience Reaction Survey

Introduction:

This approximately 10 minute survey will collect your impressions of, reactions to, and thoughts about marketing and communications materials. Don't worry! You'll be shown these materials (including a video) before we ask any questions.

Please answer candidly! There are no right or wrong answers; we are interested in what you think and feel.

And please feel free to add any additional thoughts or comments in the available spaces.

Marketing and Communications Audience Reaction Survey

Screener Questions

Our first questions ask about your shopping habits. As always, please answer candidly.

* 1. Have you ever purchased poultry products?

- yes I have purchased poultry products.
- no I have never purchased poultry products.

* 2. In the last year have you considered purchasing or purchased poultry products?

- yes
- no

Marketing and Communications Audience Reaction Survey

Marketing and communications materials review.

This page features select marketing and communications materials from Diestel Family Ranch, including an approximately 3 minute video. Please fully review them before proceeding.

The remainder of the questions in this survey will ask you about your impressions of, reactions to, and thoughts about these materials.

Please review all the text & video.

This is the first of 2 images. Please review all the text.



The image shows the homepage of the Diestel Family Ranch website. At the top, there is a search bar with the placeholder "Turkey ...". To the right of the search bar is a shopping cart icon with a "0" next to it. Below the search bar is the Diestel logo, which features a stylized turkey and the text "SINCE 1949" above "DIESTEL" in large letters, with "FAMILY RANCH*" below it. A navigation bar below the logo includes links for "OUR FAMILY STORY", "THE DIESTEL DIFFERENCE", "PRODUCTS", "STORE", "BLOG", and "TALK TO US".



[Home](#) > [Our Family Story](#) > Our Family Secrets

BLOG

RECENT POSTS

-  How the Diestel Family does Thanksgiving
-  Our Product Approach: Clean & Simple.
-  Trusting Nature and Our Instincts to Drive Innovation

Our Family Secrets

Our Family Secrets for the Highest-Quality Turkeys

Our family still raises our turkeys with plenty of room to roam, whether indoors or outdoors, and we source the highest-quality feed, which we mill directly on our ranch. Our secrets for raising premium turkeys? Well, those haven't changed since our ranch's founding in 1949. Great Uncle Ernest's tradition continues on today, and, we consistently use our four family secrets as the basis for our Diestel ranching farming system.

This is the second of 2 images. Please review all the text.

SUBSCRIBE TO OUR
NEWSLETTER

Register

Family Secret #1: Walk the flock every day. This is a practice, passed down from Great Uncle Ernest, that we have incorporated and refined through the years. We pay close attention to the health of our birds by spending time with them in the fields, observing their behaviors, and making sure that they have the best environment possible.

Family Secret #2: Concentrate on the health of the birds. Our clean and healthy environment allows the birds to get plenty of exercise and fresh air, and our careful farming management and strict sanitation practices eliminate the need for us to administer antibiotics. On our ranches, a turkey can truly be a turkey.

Family secret #3: Don't rush things. We give our turkeys the time to develop flavor naturally. Instead of a high-fat, high-protein diet, Diestel Turkeys enjoy a wholesome 100% vegetarian diet of U.S.-sourced grains.

Family secret #4: Never compromise on quality. For our family, there are no shortcuts when it comes to producing a Diestel turkey. Our attention to all of the little things reflects the commitment we have to bringing the best possible product directly to you.

Learn more about [our family story](#), and [come visit](#) our beautiful ranch for yourself!

A FAMILY-RUN SUSTAINABLE RANCH

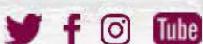
Since 1949

WRITE US A NOTE!

Name
Email
Subject

CONTACT US

Phone: 209-532-4950
E-Mail: info@diestelturkey.com



Please watch the approximately 3 minute video below in its entirety.



* 3. What was the video you just watched about?

- Diestel Turkey Ranch
- Chicken recipes
- Unique Airbnb locations

Marketing and Communications Audience Reaction Survey



This is the first of 2 images. Please review all the text.

Search Find Our Products Locally 0

SEARCH

SINCE 1949

DIESTEL

SONORA TURKEY RANCH® CALIFORNIA

OUR FAMILY STORY THOUGHTFULLY RAISED PRODUCTS STORE FARMER'S KITCHEN TALK TO



[Home](#) > Thoughtfully Raised

Thoughtfully Raised

Sustainable Farming Goes Beyond Our Ranch's Fences

This is the second of 2 images. Please review all the text.



Our family is dedicated to a sustainable method of farming. To us thoughtfully raised means giving the birds plenty of fresh air and space to roam, whether indoors or outdoors. Our turkeys are given individual care and a wholesome diet. In fact, since the founding of our ranch we've been committed to the philosophy that our operation should be managed with a keen focus on the animals, the environment, and the community.

We believe that our farming methodology provides value through applied innovation, increases the quality and nutrient value of our products, and also stands as an inspiration to others, allowing us to make a long-term impact. We take our responsibility as farmers seriously and we partner with others that share our passion for doing things right.

Each day we support natural and organic farming methods that positively impact our farms, animals and community, so that future generations may enjoy the same family farm that started it all back in 1949.

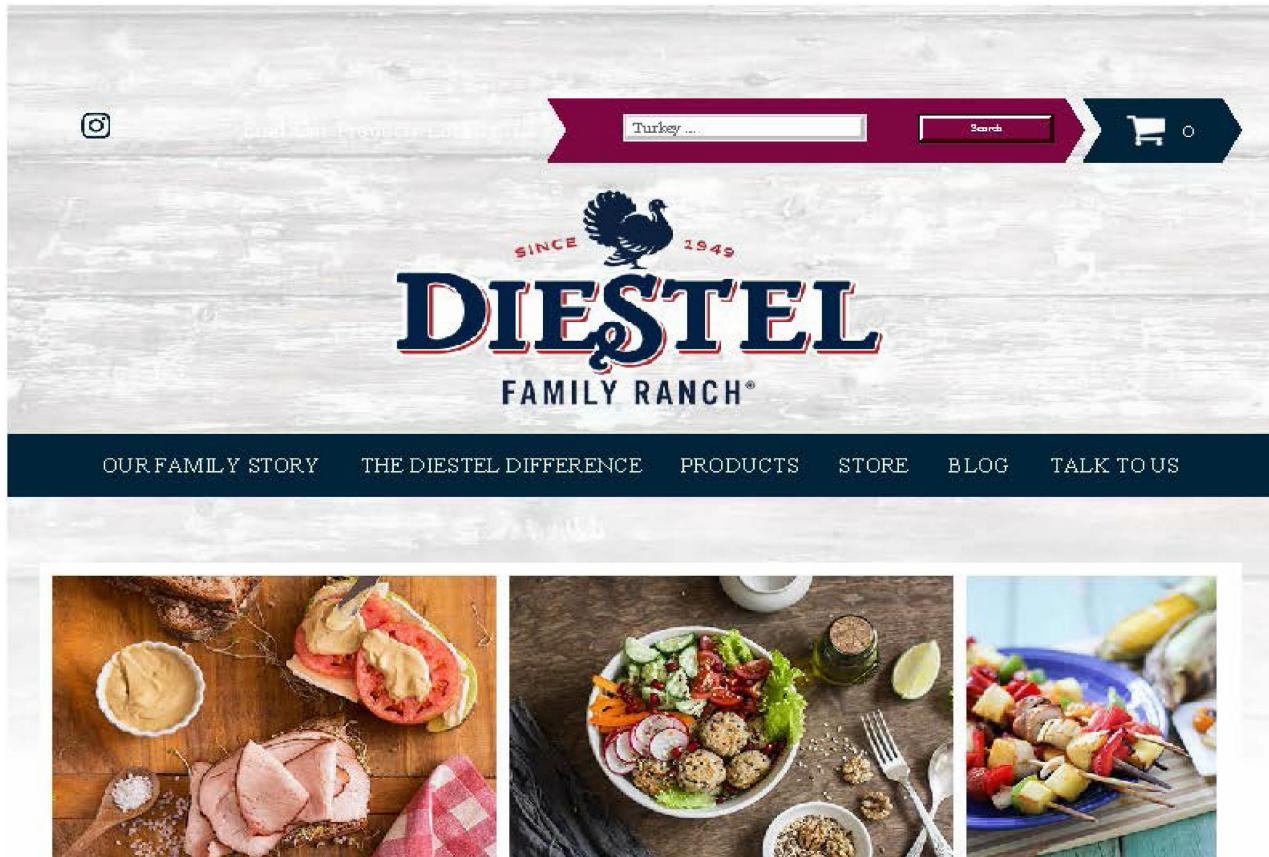
A Multi-Species Model of Farming

If you come to [visit our GAP 5+ ranch](#), you'll see turkeys roaming around, but you'll also see flocks of chickens, herds of goats, sheep and cows, and even the occasional pig on our property.

Having multiple species is part of our holistically planned rotational grazing operation. By moving the various animal species every few days throughout our pastures, we're able to stimulate growth, enhance the pastures' biodiversity, and enrich the surrounding ecology. To us, turkeys are just one part of the whole ecosystem. We don't want a "monoculture" system, but rather a diverse system that helps manage itself as nature intended.

Learn more about [our family story](#), and [come visit](#) our beautiful ranch for yourself!

This is the first of 4 images. Please review all the text.



[Home](#) > [We'd love to hear from you](#) > Frequently Asked Questions

BLOG

RECENT POSTS



How the Diestel Family does Thanksgiving



Our Product Approach: Clean & Simple.

Trusting Nature and Our

Frequently Asked Questions

Diestel Family Turkey Ranch – How long has it been in business? Who owns it? Where is it located?

Diestel Family Turkey Ranch has been raising turkeys since 1949. Now in our 4th generation the Diestel Ranch is still family-owned and operated. Our ranch is located in Sonora, California a 2 1/2 hour drive just east of San Francisco in the Sierra Nevada Foothills, near Yosemite National Park.

This is the second of 4 images. Please review all the text.



What is the Diestel Family of Turkeys?

We produce the following full selection of turkeys:

- The Original Diestel Turkey – broad breasted, slow grown and fed a 100% vegetarian diet.
- The Original Diestel Turkey – NON-GMO Verified – broad breasted, slow grown and fed a 100% vegetarian diet that is verified and free of GMO's.
- The Diestel Petite Turkey – perfect for everyday turkey, fully matured at 6-10lbs.
- Diestel Organic (aka: Heidi's Hens) – The certified organic turkey. Broad breasted, slow grown and fed a 100% vegetarian diet that is verified and free of GMO's.
- Diestel American Heirloom Collection – the bronze turkeys –certified organic, slow grown and fed a 100% vegetarian diet that is verified and free of GMO's.
- Diestel Pasture Raised turkeys! These birds are GAP rated step 5!

What's the difference between your white-feathered turkeys and brown-feathered turkeys?

The brown feathered birds are a part of our American Heirloom collection. These birds are just like the ones our great-grandma grew! Our American Heirloom birds are organic, and are raised exactly like our Diestel and Diestel Organic turkeys. These Heirloom turkeys have a more rich and complex flavor that most customers really enjoy.

Do you ship directly? Can I order online?

Yes, Diestel does ship directly to your door! Please visit our online store to find the products we currently ship. For any other products we produce but may not ship online we would encourage you to visit a retailer in your area. Click Here to "Find Our Products Locally" for the nearest grocery store or meat market closest to you. If you have a favorite retailer that is not listed, feel free to mention our Diestel Family of Turkey products to them.

This is the third of 4 images. Please review all the text.

Does Diestel work with other farmers?

Vast Our passion for maintaining future generations of farmers goes

res! Our passion for sustaining future generations of farmers goes beyond our ranches fences. We are proud to support farmers and ranchers just like us, who treat their animals with respect and create meat that is truly the best available. These small family farmers are fighting to sustain a method of farming and a way of life that has existed for generations. By working with family farmers and cooperatives, we're building long-term relationships with people who share our values, and we're creating an economic model that allows them to be financially viable. By bringing to market sustainable turkey, ham and beef options, we are proud to celebrate food with integrity.

Are the animals thoughtfully raised & harvested?

Yes! Our animals are raised with room to roam, whether indoors or outdoors. They're fed an all-vegetarian diet and are given the time to develop naturally. The animals are never given hormones, antibiotics or growth stimulants. Our priority is to ensure the animals are raised thoughtfully and with compassion during every aspect of their life. Ultimately, our animals are happier and healthier which result in more flavorful and better quality products. Learn more about our animal welfare standards and if you would like talk with someone about our commitment to animal welfare feel free to give us a call here at the ranch (209) 532-4950.

How long can a fresh turkey be kept in the refrigerator?

We recommend that a fresh (soft, oven ready) turkey not be kept raw in the refrigerator any longer than 3 days. If you do not plan to consume it within 3 days, we recommend that you freeze it. This is to ensure the wholesomeness of the product is kept.

Deli Meats.

How our Deli Meats Stack up?

- No Gluten, Casien, Phosphates or MSG
- No nitrates, nitrites, artificial ingredients or preservatives
- No Antibiotics or growth stimulants

This is the fourth of 4 images. Please review all the text.

- 100% Vegetarian Diet
- Only whole muscle meat used. No fillers!
- All animals thoughtfully raised family farms and ranches

Are your deli meats gluten free?

We are pleased to tell you that Diestel deli meats do not contain gluten-full ingredients! If you are purchasing our deli meats from a deli counter please be sure to check that no gluten has come in contact with the products as allergies vary in severity.

Are your deli meats low sodium?

We do have deli meats that are low sodium and no sodium added! Our oven roasted turkey breast, natural and organic, has only 280mg per 2oz serving! Also our No Salt Added product, natural and organic, contains no salt, except what is naturally occurring.

What are the natural flavorings in Diestel deli meats?

Natural flavorings consist of various spices and seasonings that are added to help make each product unique, and are proprietary to our recipes. None of our deli meats contain MSG.

A FAMILY-RUN SUSTAINABLE RANCH

Since 1949

WRITE US A NOTE!

Name

Email

Subject

CONTACT US

Phone: 209-532-4950

E-Mail: info@diestelturkey.com



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Website Design by [Fertile Minds](#).

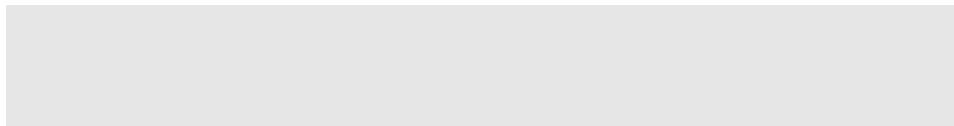
Marketing and Communications Audience Reaction Survey

The questions on this page will ask you about your impressions of, reactions to, and thoughts about the marketing and communications materials you've reviewed.

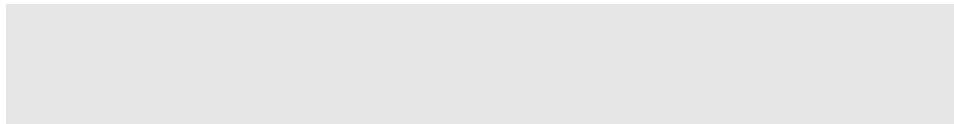
Please answer honestly. There are no right or wrong answers; we are interested in what you think and feel.

And please feel free to add any additional thoughts or comments in the available spaces.

- * 4. How would you describe a typical day in the life of a Diestel Turkey? How is it treated? Where does it go? What does it do? With whom does it interact?

A large, solid gray rectangular box used to redact a response to question 4.

- * 5. What do you think the term "thoughtfully raised" in the marketing and communications materials means? Why?

A large, solid gray rectangular box used to redact a response to question 5.

* 6. What do you think the term "plenty of fresh air" in the marketing and communications materials means?

- turkeys are confined inside barns, but air can circulate in the barns.
- turkeys have limited access to outdoors or pasture. turkeys are not required to or made to go outside.
- turkeys have seasonal access to outdoors or pasture.
- turkeys live outdoors or on pasture when they are old enough with access to housing or shelter. turkeys may be brought inside during winter, but they must have daily access to the outdoors.
- turkeys live continuously outdoors or on pasture and are housed during extreme weather conditions.

Other (please specify)

* 7. What do you think the term "room to roam" in the marketing and communications materials means?

- turkeys have minimum required indoor space (1 square foot for every 10-pounds of expected weight at slaughter) and no access to outdoors or pasture.
- turkeys have enhanced (more than minimum) indoor space and no access to outdoors or pasture.
- turkeys have enhanced (more than minimum) indoor space and seasonal outdoor/pasture access.
- turkeys are raised primarily outdoors or on pasture and have access to housing or shelter with enhanced (more than minimum) indoor space.
- turkeys live on pasture and with access to housing or shelter with maximum indoor space.

Other (please specify)

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* 8. Do you think "thoughtfully raised" means the same thing as "humanely raised"?

- "thoughtfully raised" and "humanely raised" are the same thing.
- "thoughtfully raised" is a higher standard than "humanely raised."
- "thoughtfully raised" is a lower standard than "humanely raised."

Other (please specify)

* 9. What do you think the term "turkey ranch" in the marketing and communications materials means?

- the turkeys are kept indoors with no access to the outside.
- the turkeys are primarily kept indoors with limited access to the outside.
- the turkeys are primarily kept outside with access to the indoors.

Other (please specify)

* 10. Where do you think Diestel raises their turkeys? Select all that apply.

- the Diestel family ranch in Sonora, California.
- offsite facilities outside of Sonora but in California.
- outside the state of California.

Other (please specify)

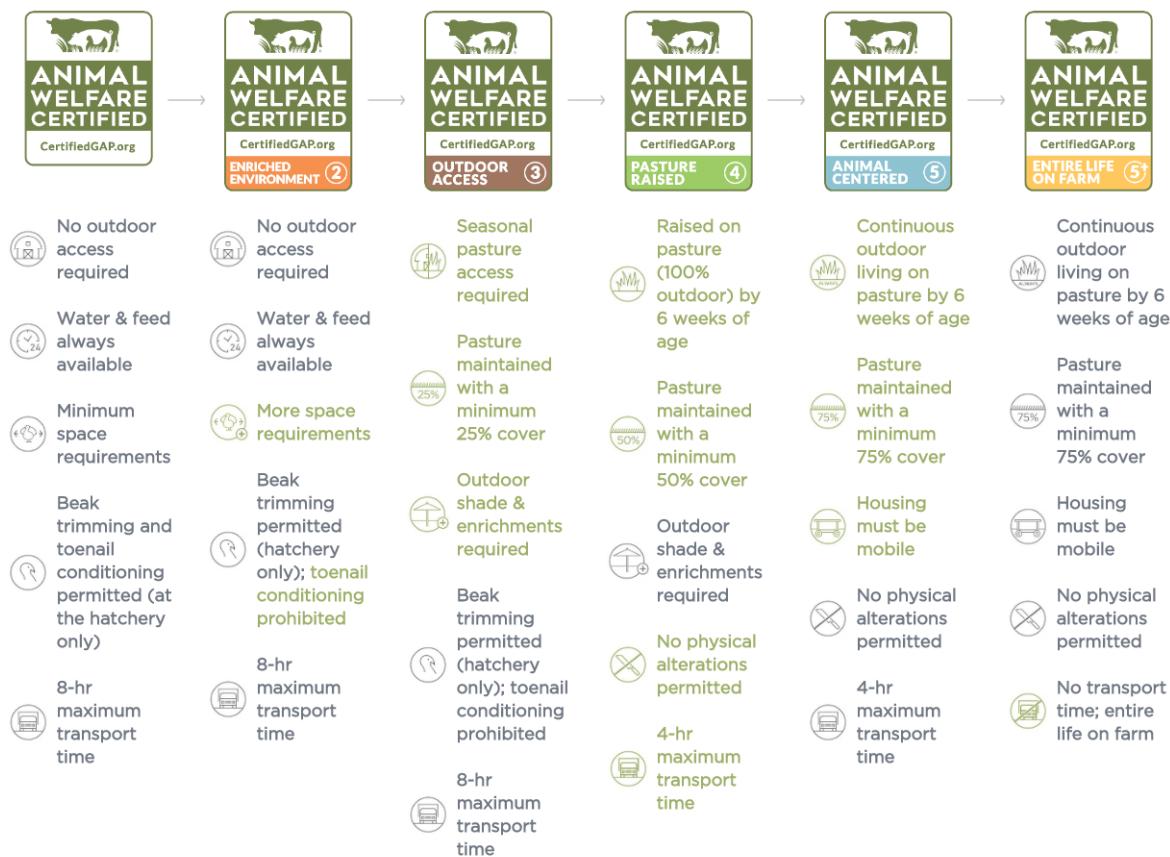
* 11. What do you think the term "family farm" in the marketing and communications materials means?

- it's a small operation where a family member is regularly/normally personally involved/present for activities such as "walking the flock."
- the family is not involved/present for day-day operations of all facilities; employees and contractors primarily look after the birds and perform activities such as "walking the flock."

Other (please specify)

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Please take a moment to review the Global Animal Partnership (GAP) Turkey Animal Welfare Standards.



All levels of certification: Maximum average growth rate requirement | No antibiotics ever | No added growth hormones* | No animal by-products | Every farm 3rd party audited every 15 months

*Federal regulations prohibit the use of hormones in raising poultry.

Standards in green indicate a new or changed requirement from the previous certification level.

* 12. Above you see the Global Animal Partnership (GAP) Animal Welfare Standards for turkeys. From the marketing and communications materials you've seen, what standard do you believe Diestel follows?

- 1: Animal Welfare Certified
- 4: Pasture Raised
- 2: Enriched Environment
- 5: Animal Centered
- 3: Enhanced Outdoor Access
- 5+: Entire Life on Farm

Other (please specify)

* 13. Are you willing to pay more for animals that are "thoughtfully raised" in "ranch-like" conditions?

- Yes
- No

Other (please specify)

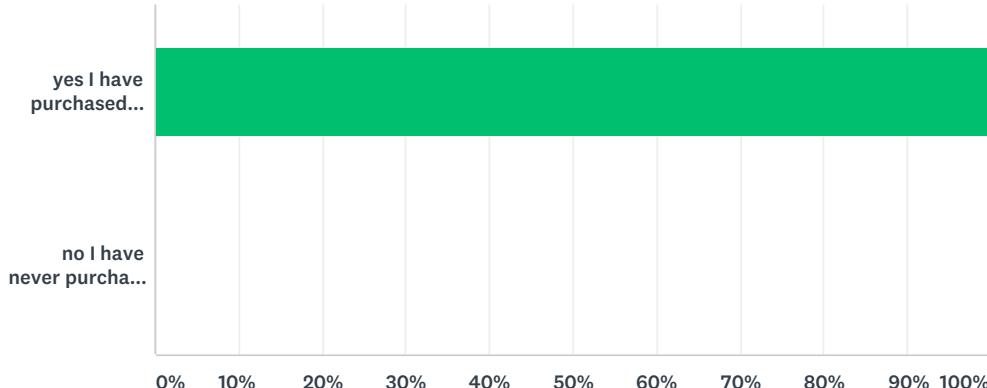
* 14. Are terms like "thoughtfully raised," "room to roam," and "family ranch" material to your purchase decision? Do they make the difference between buying or not buying?

- Yes
- No

Other (please specify)

Q1 Have you ever purchased poultry products?

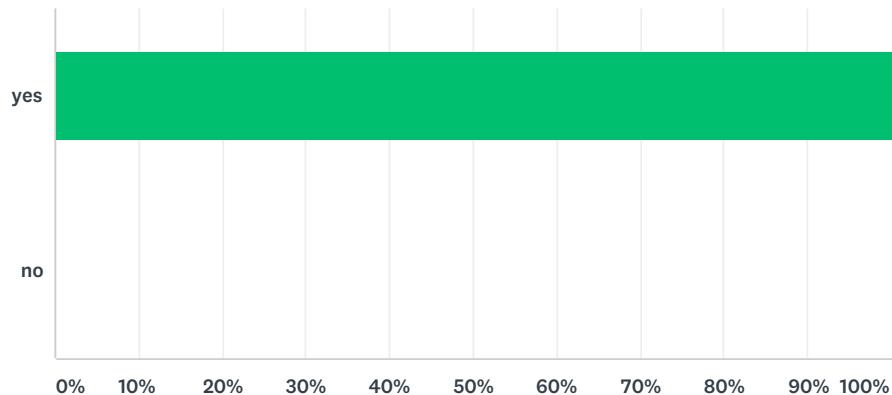
Answered: 332 Skipped: 0



ANSWER CHOICES	RESPONSES	
yes I have purchased poultry products.	100.00%	332
no I have never purchased poultry products.	0.00%	0
TOTAL	332	

Q2 In the last year have you considered purchasing or purchased poultry products?

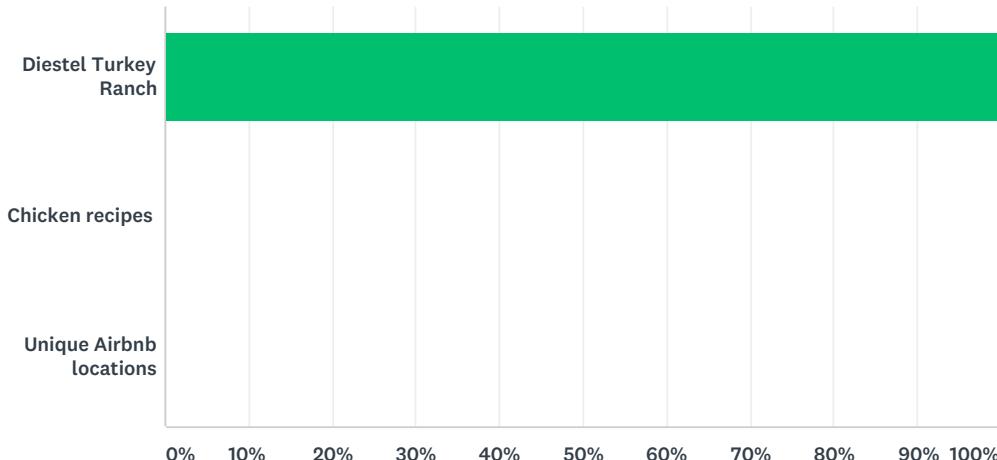
Answered: 332 Skipped: 0



ANSWER CHOICES	RESPONSES	
yes	100.00%	332
no	0.00%	0
TOTAL		332

Q3 What was the video you just watched about?

Answered: 332 Skipped: 0



ANSWER CHOICES	RESPONSES
Diestel Turkey Ranch	100.00%
Chicken recipes	0.00%
Unique Airbnb locations	0.00%
TOTAL	332

Q4 How would you describe a typical day in the life of a Diestel Turkey? How is it treated? Where does it go? What does it do? With whom does it interact?

Answered: 292 Skipped: 40

#	RESPONSES	DATE
1	Has plenty of room to roam around the farm, carefully monitored. Interacts with humans and other farm animals.	9/16/2019 10:47 AM
2	Treated well, able to roam, cared for by hand in a natural eco-system	9/16/2019 10:13 AM
3	A turkey from this company is free range, and examined every day, the owners interact with the turkeys daily	9/16/2019 9:47 AM
4	turkey are confined inside barns, they have seasonal access to outdoors or pasture	9/16/2019 9:43 AM
5	dk	9/16/2019 9:21 AM
6	Turkeys interact with other animals and change pasture frequently. They are treated and feed well.	9/16/2019 9:11 AM
7	Turkey's are walked around the expansive property, fed a grain based diet, it remains in a flock which is best for this type of bird	9/16/2019 8:57 AM
8	Idyllic, especially for a commodity animal! The video and images project a life that enhances the product by creating an environment of well-being. The proprietors interact with their product, so they know if there is an issue immediately.	9/16/2019 8:55 AM
9	allowed to roam and do what they wish	9/16/2019 8:50 AM
10	Diestel Turkey's have a day of full freedom with the ability to roam where they want, go on walks, enjoy vegetarian diets, and interact with farmers and other turkeys. They also are kept on a farm where other species of animals are being raised.	9/16/2019 8:46 AM
11	Roaming free with plenty of room. They are treated with respect and deals with the farmers	9/16/2019 8:46 AM
12	Room to roam The turkeys are walked with people whom check there health	9/16/2019 8:45 AM
13	Turkeys are raised in a natural environment and they interact with other animals and are walked daily	9/16/2019 8:45 AM
14	A Diestel Turkey is the utmost delicious when eaten alive.	9/16/2019 8:43 AM
15	Turkeys are allowed to roam free in a natural environment. They interact with Diestel family members and other animals.	9/16/2019 8:43 AM
16	The feed there turkeys premium food no filters or chemical's. The turkeys go to stores like Whole Foods	9/16/2019 8:42 AM
17	It interacts with other animals, owners	9/16/2019 8:39 AM
18	They eat and roam free. They are walked with and made sure they are healthy. They are treated well. Th	9/16/2019 8:34 AM
19	A lot of space and fed good food	9/16/2019 8:33 AM
20	The birds are treated very well. They are allowed to move about the farm. The birds are fed an all vegetarian diet of grains. Humans walk about the birds carefully feed them and check on the birds health and well being.	9/16/2019 8:32 AM
21	Treated like family and with respect. Interact with humans and other animals rotating fields	9/16/2019 8:31 AM
22	Turkeys walk around outside, eat, drink water, be observed by the farmers	9/16/2019 8:29 AM
23	Transparent about practices. Everyone should go to the farm to understand what they do	9/16/2019 8:28 AM
24	It roams and has room to move	9/16/2019 8:27 AM

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25	The Diestel turkeys are fed an all vegetarian diet and have room to roam! The farmers interact with the animals daily!	9/16/2019 8:25 AM
26	Happy and healthy	9/16/2019 8:23 AM
27	free to roam and interact with care givers	9/16/2019 8:23 AM
28	With respect	9/16/2019 8:21 AM
29	The video explains it.	9/16/2019 8:21 AM
30	It looks like they are really treated well. Walked everyday with their ranch hands.	9/16/2019 8:21 AM
31	It walks around the farm eating and interacting with rage family and other turkeys.	9/16/2019 8:21 AM
32	fed, walked, observed	9/16/2019 8:19 AM
33	They are walked every day and get to roam freely, indoors and outdoors. They get to interact with other animals on the farm, such as chickens and goats.	9/16/2019 8:18 AM
34	Good.	9/16/2019 8:17 AM
35	just another day on the farm	9/16/2019 8:17 AM
36	Roams where it likes, easy going. Checked daily for health, eats vegetarian only.	9/16/2019 8:16 AM
37	Eats	9/16/2019 8:15 AM
38	A Diestel Turkey walks around the farm and grazes it, eating a completely vegetarian diet and doing its best to live a healthy life. It looks like they interact with other turkeys and the farmers.	9/16/2019 8:13 AM
39	It seems they treat their turkey with care.	9/16/2019 8:13 AM
40	The turkeys get walked everyday with a farmer. The are are able to roam free and interact with other animals.	9/16/2019 7:54 AM
41	Roaming free, interacting with other species	9/16/2019 7:54 AM
42	Fed wholesome organic food, given fresh water. Walked freely with and cared for by their owners	9/16/2019 7:50 AM
43	farms and ranch and interact with one an another	9/16/2019 7:48 AM
44	They live in a very clean environment. They seem to be treated very well; they are taken for walks around the farm with the caretakers.	9/16/2019 7:46 AM
45	Treated just like family, taken on walks daily and always in a comfortable atmosphere. Interacts with chickens and all the other animals on the farms as well.	9/16/2019 7:46 AM
46	They appear to be free range and given plenty of healthy food. They interact with other turkeys and other farm animals such as goats and chickens. They are treated humanely.	9/16/2019 7:46 AM
47	Farmers walk the grounds with the turkeys to ensure their well being.	9/16/2019 7:46 AM
48	they are well treated; exercised and fed a 100% fat free vegetarian diet; they are free to roam. they are 100% gluten free and happy	9/16/2019 7:45 AM
49	It eats a good diet with no GMOS and roams about the ranch interacting with chickens, goats and other farm animals.	9/16/2019 7:45 AM
50	The animals are moved to new pastures every few days to feed and exercise, be in the fresh air and to basically live peacefully. The farmers in the family walk the grounds daily to insure the birds and other animals are health and happy.	9/16/2019 7:45 AM
51	Its looks like nourishment and pampering, I	9/16/2019 7:45 AM
52	They are treated well have plenty of land to rome the owners keep watch over them	9/16/2019 7:44 AM
53	THE TURKEYS ROAM FREELY. THE AREAS WHERE THE ANIMALS STAY ARE ROTATED TO HELP CONSERVE THE LAND. THERE IS A VARIETY OF ANIMALS TO BALANCE THE ECO SYSTEM. CHICKENS, GOATS, TURKEYS, AND A FEW PIGS. THE TURKEYS ARE ALLOWED TIME TO GROW AND MATURE WITHOUT GROWTH HORMONES. IT HAS A VEGETARIAN DIET WITHA VARIETY OF GRAINS. THE TURKEY IS ABLE TO PICK OUT THE GRAINS THAT SUIT HIS NEEDS EVERYDAY. THE TURKEY HAS MANY TURKEY FRIENDS.	9/16/2019 7:44 AM

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54	the turkey wakes I assume and eats and gets to roam around the farm and it changes the places to roam from week to week with other livestock..It hangs out with the people that run the ranch and other turkeys.	9/16/2019 7:44 AM
55	TURKEYS ARE ABLE TO ROAM THE PROPERTY AND WALKED EVERY DAY.THEY ARE TREATED RESPECTIVELY.THEY ARE FED WITH NO FILLERS AND VEGETARIAN DIET.	9/16/2019 7:44 AM
56	Up early, go for a walk get fed and enjoy a peaceful time prior to being eaten.	9/16/2019 7:42 AM
57	Take a walk every day, eats vegetarian diet, non GMO. Free roaming in the fields.	9/16/2019 7:41 AM
58	Turkey's are walked every day. They are fed a meal without GMO's, all organic meal. The turkeys are allowed to roam about.	9/16/2019 7:41 AM
59	openly raided. walked, lives with other animals, fed organic thoughtful food	9/16/2019 7:40 AM
60	Turkeys are free range, walked every day. Fed natural food. Not rushed to market.	9/16/2019 7:40 AM
61	a typical day would be a day with just raising chickens and cleaning the farm	9/16/2019 7:40 AM
62	stress free, comfortable, free to roam and interact with other turkeys	9/16/2019 7:40 AM
63	The turkeys are walked and looked after very carefully	9/16/2019 7:40 AM
64	walk the flock they get to roam and eat and drink health food for them - I think they said they interact with other animals too and then rotate them every 21 days.	9/16/2019 7:40 AM
65	The ranchers "walk with the flock" The chickens have plenty of room to roam both indoors and outdoors.	9/16/2019 7:39 AM
66	It goes to whole foods.	9/16/2019 7:39 AM
67	seems to be a free range animal and interacts with other farm animals surrounding the turkey compound	9/16/2019 7:39 AM
68	They seem very clean. Interacting with both humans and other species of animals. They eat "real" food with out antibiotics.	9/16/2019 7:39 AM
69	The turkey gets to roam around and interact with other turkeys and human beings.	9/16/2019 7:39 AM
70	It is fed natural products like soy and is treated like a free range turkey and they interact with the Diestel turkey farmers	9/16/2019 7:38 AM
71	The turkeys appear to be free range so they can move and not be caged.	9/16/2019 7:38 AM
72	they go for a walk and they may be moved. they eat good food. and they are free to walk around outside. no shots and they don't get sick..	9/16/2019 7:38 AM
73	Pretty sweet. Lots of room to roam and good food	9/16/2019 7:37 AM
74	It is treated very well. They roam around outside and there are both the farmers and other animals there. They are treated very well	9/16/2019 7:37 AM
75	Treatment with dignity and respect, great diet, plenty of space to roarm. Interact with humans - the farmers talk to the birds.	9/16/2019 7:37 AM
76	It is treated	9/16/2019 7:36 AM
77	They are able to roam free while the family member walk around and make sure they are all healthy. They interact with humans, other turkeys, and other animals on the farm I believe.	9/16/2019 7:36 AM
78	Looks good, decently, all over the farms or area for them, lives, other turkeys, and owners.properly taken care of	9/16/2019 7:36 AM
79	The life of a Diestel Turkey is a happy one! The farmers spend time walking with the birds each day making sure they are both happy and healthy.	9/16/2019 7:36 AM
80	Like royalty. They go on walks, eat vegetarian diets, and interact with people.	9/16/2019 7:36 AM
81	I like that they walk their flocks daily and feed them right. The birds have room to move among a variety of farm animals	9/16/2019 7:36 AM
82	turkeys are fed a vegetarian diet. They are walked each day and inspected to check for good health. They are allowed to roam free, inside and out and interact with other animals on the farm...and the Diestel family.	9/16/2019 7:36 AM

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83	It seems to be treated very well.	9/16/2019 7:36 AM
84	Not enjoying	9/16/2019 7:35 AM
85	It seems as if the turkeys are treated humanely and well. Roaming the farm feeding off a variety of feeds based on their needs.	9/16/2019 7:35 AM
86	It is allowed to roam and is fed a vegetarian healthy diet. It interacts with the family and other species	9/16/2019 7:35 AM
87	The Diestal Turkey is walked daily to check to observe whether they are healthy. They are able to roam freely with other turkeys and are given a vegetarian feed.	9/16/2019 7:35 AM
88	Hard working turkey farmers tending their flock.	9/16/2019 7:34 AM
89	its free to roam around the ranch	9/16/2019 7:34 AM
90	Caring for the turkeys like they are family	9/16/2019 7:34 AM
91	Farm in a butcher factory	9/16/2019 7:34 AM
92	They treat them like turkeys with care.	9/16/2019 7:33 AM
93	Good sheep chickens	9/16/2019 7:33 AM
94	Start their day in the ranch and making sure their farm and poultry animals are well fed	9/16/2019 7:33 AM
95	It goes where it wants to go on free open grounds among other animals like chickens and pigs	9/16/2019 7:33 AM
96	It seems very caring and laid back. They're treated very well.	9/16/2019 7:33 AM
97	walking turkeys, checking their health, feeding grain	9/16/2019 7:33 AM
98	A typical day for Diestal Turkey is humane. Treated like family, eating best, loved, walked, & taken care of.	9/16/2019 7:32 AM
99	I think animals are treated well	9/16/2019 7:32 AM
100	Eating	9/16/2019 7:31 AM
101	They interact with other animals. They sound free but socialized	9/16/2019 7:31 AM
102	Great	9/16/2019 7:31 AM
103	It seems to be treated really nice almost like a pet. The people take care of them	9/16/2019 7:30 AM
104	Uwu	9/16/2019 7:30 AM
105	The typical day in the life of a diesel turkey is very tough. You have to deal with many problems	9/16/2019 7:30 AM
106	Taken on walks, fed a healthy, gmo free diet, treated with respect	9/16/2019 7:30 AM
107	The turkeys on this farm are free to roam around and enjoy the sunshine. They spend time interacting with other farm animals and have free reign on whether to eat or take a nap in the shade trees. The ranchers seem to keep an eye on them daily without interfering with the natural habits of the birds	9/16/2019 7:30 AM
108	Well the things and the stuff as well	9/16/2019 7:30 AM
109	Let them roam around the field. The farmers care them well, watching for any bad signs for health.	9/16/2019 7:30 AM
110	It looks very good with quality controls.	9/16/2019 7:30 AM
111	treated fairly, walked daily	9/16/2019 7:29 AM
112	They are treated humanely, almost like pets. The owners walk the farm and give the turkeys room to roam and vegetarian diets.	9/16/2019 7:29 AM
113	it would include the farmers taking care of the turkeys	9/16/2019 7:29 AM
114	It is indoors and outdoors, walked daily, given quality vegetarian feed.	9/16/2019 7:29 AM
115	looks very nice and calm day	9/16/2019 7:28 AM
116	Its well treated in an environment where it can walk around.	9/16/2019 7:28 AM
117	Turkeys get to roam and interact with goats, pigs, and other farm animals. They are checked daily for their health, by someone walking around and checking on them.	9/16/2019 7:28 AM

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118	Free range or well taken care in indoor. Been fed soy and other natural food.	9/16/2019 7:28 AM
119	A typical day would be caring for the variety of animals at the farm, it would be done by caring invested people, it would be ensuring the wellness of all animals	9/16/2019 7:28 AM
120	It probably spends most of its day walking and roaming around in its designated area, periodically consuming water and vegetarian feed. It likely stays within a group rather than wandering away on its own.	9/16/2019 7:28 AM
121	The turkeys are free roaming and do not receive hormones or antibiotics. They eat a vegetarian diet and are rotated between several pastures. They are free to interact with other farm animals such as chickens and pigs.	9/16/2019 7:28 AM
122	Good	9/16/2019 7:27 AM
123	The turkeys are treated and well for slaughter animals. Thankfully, they are not abused or live in terrible living conditions. They are walked around which is great because it is honestly sad how we let some animals couped up in small spaces. They eat well and can be turkeys. They interact with the farm hands in friendly ways, no abuse	9/16/2019 7:27 AM
124	This was just one of those times that you can't go without wondering how good the food is to eat when doing this.	9/16/2019 7:26 AM
125	Wake up, eat, drink, poop, sleep, walk in yard, see owners, interact with other turkeys	9/16/2019 7:26 AM
126	Room to roam; only fed natural grains; no antibiotics; rotate grazing areas	9/16/2019 7:26 AM
127	Walking, feeding, foraging.	9/16/2019 7:26 AM
128	IT'S A WHOLESOME TURKEY THAT IS FED GRAINS AND IS WALKED AND CARED FOR. IT INTERACTS WITH OTHER HUMANS AND HAS FOR MANY YEARS. NOTHING HAS CHANGED SINCE THE GRANDFATHER HAD THE COMPANY	9/16/2019 7:26 AM
129	The owners interact with the turkeys daily to see if their feather and eyes are healthy. They get fed organic frai s and are able to graze on alfalfa and other things so they can get the nutrients they crave. They move locations to graze every few days and dont regrade a space for 24 days. There are other animals that help the biosphere that graze the same area separately. They are raised without high fat high protein so they can reach they full weight naturally and the way they are raised in a clean environment there is not need for antibiotics.	9/16/2019 7:26 AM
130	Tipical day is roaming free both inside and out eating organic feed with no msg or antibiotics.	9/16/2019 7:26 AM
131	Not really sure. I would say a lot of farming	9/16/2019 7:25 AM
132	A Deisel turkey can roam freely inside and out. Has lots of space and interacts with other animals chicken and pigs and more.	9/16/2019 7:25 AM
133	It's really natural and organic	9/16/2019 7:24 AM
134	Treated well and are farm fed. Have room the roam.	9/16/2019 7:24 AM
135	It's treated humanely, it interacts with other turkeys and the farmers, it's free range and eats whole foods	9/16/2019 7:24 AM
136	Able to roam in a large space freely with other animals. Fed a vegetarian diet without unwanted chemicals	9/16/2019 7:24 AM
137	Walking with the animals and studying their habits	9/16/2019 7:23 AM
138	Treated like a family member , it roams free like a wild animal , roams with other birds and people	9/16/2019 7:23 AM
139	It eats and interacts with other turkeys. They are treated well they want the turkeys to be happy	9/16/2019 7:23 AM
140	It has a great time roaming around and being walked and interacting with other animals. Such as sheep chicken and the occasional pig apparently.	9/16/2019 7:23 AM
141	Goes on walks and eats a vegetarian diet	9/16/2019 7:22 AM
142	Chilling, eating, roaming around. Humane treatment, interaction with people.	9/16/2019 7:22 AM
143	turkeys eat whole grains with no oil and have choice of other things to eat, no GMOs or hormones	9/16/2019 7:22 AM
144	It is well treated and fed, taken for a walk and gets to mingle with other animals on the farm.	9/16/2019 7:22 AM

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145	treated like a human being, with love and care, given walks and healthy food to help it grow like you would your own child	9/16/2019 7:22 AM
146	naturally treated and there's people walked them around everyday	9/16/2019 7:21 AM
147	Looks to be raised in an old fashion method with fear feed. Goes to Whole Foods😊.	9/16/2019 7:21 AM
148	It roams around the farm with chickens, sheep, and other turkeys	9/16/2019 7:21 AM
149	roams free to interact with other animals while eating good grains	9/16/2019 7:21 AM
150	It roams around with other animals, it is being fed with variety of food.	9/16/2019 7:21 AM
151	the turkeys were treated very well, they have walk everyday and they get fed with good food and they interact with the ranchers	9/16/2019 7:21 AM
152	Free has room to move and live interacts with the owners	9/16/2019 7:20 AM
153	Veggie diet. With care and compassion. With other animals in the farm	9/16/2019 7:20 AM
154	long and hard	9/16/2019 7:19 AM
155	there treated well it interact with turkeys	9/16/2019 7:19 AM
156	Appears as if it gets to roam free with all his other homies eating fresh food and getting fresh air.	9/16/2019 7:19 AM
157	They roam around and eat.	9/16/2019 7:19 AM
158	The turkeys it sound like they are well taken care of, they get to interact with each other and other animals best foods & grains	9/16/2019 7:19 AM
159	The good life. Treated well and fed well.	9/16/2019 7:18 AM
160	The Diestel Turkey is treated with compassion and care by the farmers and they are free to roam the farm while being fed with the most natural and healthy foods to consume.	9/16/2019 7:18 AM
161	Walking around	9/16/2019 7:18 AM
162	It wakes up, eats, drinks, goes for a walk, poops, naps, repeats several times a day.	9/16/2019 7:18 AM
163	Free to roam. Not stuck in a cage. Eats healthy. Allowed to grow naturally.	9/16/2019 7:18 AM
164	They have plenty of room to be plus they interact with other animals like chickens pigs and goats or sheep plus the owners will walk with them to make sure they are healthy they check to make sure their feathers are looking healthy plus they also check their eyes they get feed natural foods plus they do the food right there on the ranch	9/16/2019 7:18 AM
165	carefully managed under good supervision	9/16/2019 7:17 AM
166	It gets fed okay food and then goes for a walk and eventually gets slaughtered.	9/16/2019 7:17 AM
167	A happy, peppy turkey leads a happy life. Deistel turkeys receive the best grain food, wide spaces to roam, and lots of human interaction.	9/16/2019 7:17 AM
168	Diesel turkey are humanely raised and treated very well. Free to roam and able to interact with humans	9/16/2019 7:17 AM
169	roaming freely with a good daily diet	9/16/2019 7:17 AM
170	I don't know	9/16/2019 7:16 AM
171	It is fed, wanders around, then killed.	9/16/2019 7:16 AM
172	Very relaxing day	9/16/2019 7:16 AM
173	Roams around farm	9/16/2019 7:16 AM
174	They are very humanely treated by the ranchers. They are well fed & not caged.	9/16/2019 7:16 AM
175	They hang out on the ranch and are guided by the members of the team. They are taken care and nurtured. They interact with the team.	9/16/2019 7:16 AM
176	Walking the turkeys...treated very well..given plenty of space...interacts with people and other Turkey species	9/16/2019 7:16 AM
177	it goes for walks with the owners/workers. Treat humanely. interacts with people and other turkeys	9/16/2019 7:15 AM
178	It allowed to roam freely in the ranch and is treated with care.	9/16/2019 7:15 AM

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179	Diestel Turkey is feed corn and oat meal, and some supplemental foods. It roams around on a farm that is shared by chickens, goats.	9/16/2019 7:15 AM
180	It is fed a vegetarian diet, it is taken on walks daily by the farmers	9/16/2019 7:15 AM
181	Turkeys are treated very well and seems like they have a great life!	9/16/2019 7:15 AM
182	The Diestel Turkeys are raised on the range where they can graze freely and roam with the Diestel family who keep a close eye on and care for the health of the birds.	9/16/2019 7:15 AM
183	It interacts with pigs, chickens, and other turkeys. It freely roams and grazes a spacious area (around the farm). treated with respect and love.	9/16/2019 7:15 AM
184	Treated well	9/16/2019 7:14 AM
185	They really care about the turkeys well being and improving standards	9/16/2019 7:14 AM
186	A free and casual day of pampering	9/16/2019 7:14 AM
187	Taking care of turkeys.Family owned and they are proud of their work.	9/16/2019 7:14 AM
188	Typical day starts with walking the flock. They insure they have organic ingredients for the birds. Also even partnering with other farmers to insure the quality & flavor.	9/16/2019 7:13 AM
189	free range, treated with respect, go wherever they feel like going, do whatever they feel like doing. With human interaction.	9/16/2019 7:13 AM
190	Turkeys roam free. They interact with other animals like goats, chickens, and pigs. They are treated humanely.	9/16/2019 7:13 AM
191	Turkeys have room to roam. They are checked daily for health and are moved every 3 days. They are given a 100% vegetarian diet.	9/16/2019 7:13 AM
192	They are well treated and are free to roam in the pasture. The farmers walk the turkeys. They come into contact with other farm animals.	9/16/2019 7:13 AM
193	Eating. Being checked on by ranch owner/handler. Good quality food.	9/16/2019 7:12 AM
194	it is treated as humanely as possible, it's fed good feed, and gets to roam with other animals	9/16/2019 7:12 AM
195	A free roaming flock that feeds on healthy grain. They are treated carefully, with respect , as a living being	9/16/2019 7:12 AM
196	Roaming free all around and sometimes with other types of animals. They are monitored to ensure they are healthy.	9/16/2019 7:12 AM
197	The turkey is free to roam in the pasture. It may interact with goats, pigs, dogs, and humans. They are fed a vegetarian diet without fillers, antibiotics, or hormones. They grow and mature not in a artificially induced way, but naturally.	9/16/2019 7:12 AM
198	Its raised and treated differently	9/16/2019 7:11 AM
199	it us a great day for them interact with so many and eat the quality stuff	9/16/2019 7:11 AM
200	The turkeys are walked daily for exercise in pastures. Fed wholesome grain. Treated humanely.	9/16/2019 7:11 AM
201	A Diestel Turkey is treated humanely and allowed to roam the farm with other animals.	9/16/2019 7:10 AM
202	They care about the turkeys, they walk them, feed them (healthy foods, alfalfa, etc)	9/16/2019 7:09 AM
203	Turkeys are being fed without chemical foods	9/16/2019 7:09 AM
204	A pleasant free range life with a variety of food and grazing opportunities	9/16/2019 7:09 AM
205	It interacts with the care takers eating being taken care of, no preservatives no additives to their foods they are cared	9/16/2019 7:09 AM
206	The turkeys are free to roam, are fed a vegetarian diet and share space with other animals to create a more natural environment.	9/16/2019 7:09 AM
207	The farmers hangout with the turkey observing them on the farm. They walk the turkeys.	9/16/2019 7:08 AM
208	The turkeys get to roam free and exercise. They get to eat natural good vegetarin foods.	9/16/2019 7:08 AM
209	Treated well. Good food. Looked after. Interacts with other farm animals.	9/16/2019 7:08 AM

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210	Turkeys wander the farm and are encouraged to get as much feed and exercise as they wish while interacting with other farm animals	9/16/2019 7:08 AM
211	It free to roam and just be a turkey and fed a healthy diet . They interact with other Turkeys .	9/16/2019 7:08 AM
212	They are free to roam inside and outside with no barriers. It sounds like they are treated with a lot of respect. It interacts with other birds and farmers	9/16/2019 7:07 AM
213	eats health	9/16/2019 7:07 AM
214	Treated very well. It goes to whole foods eventually. Live a good life before going to whole foods. With Diestel farmers.	9/16/2019 7:07 AM
215	very friendly and relaxing. They get fed and treated like royalty. They can walk and have fun	9/16/2019 7:07 AM
216	Walking. Feed. Taking good care of by the owners	9/16/2019 7:07 AM
217	It is turkey ranch. They raise turkey in natural way.	9/16/2019 7:07 AM
218	It goes on walks and is treated humanely. It interacts with other turkeys and their owners	9/16/2019 7:07 AM
219	They walk with the flock. They keep them healthy, feed them well. Everything is humane. They work with the best people.	9/16/2019 7:06 AM
220	Turkeys walks daily alongside their ranchers in the clean & huge natural space, fed with ranchers' own organic products	9/16/2019 7:06 AM
221	Well rear and feed	9/16/2019 7:05 AM
222	Open pastures during the day	9/16/2019 7:05 AM
223	Eat, other chickens	9/16/2019 7:05 AM
224	It is free to graze and walk and interact with the farmer family	9/16/2019 7:05 AM
225	Taking good care of the Turkey's without any antibiotics.	9/16/2019 7:04 AM
226	Free range	9/16/2019 7:04 AM
227	its allowed to roam the land and eat healthy food. it interacts with the land and other animals	9/16/2019 7:04 AM
228	They are free range. There are other animals on the farm..chickens, pigs and goats. They are fed the best food. They interact with the Diestel family.	9/16/2019 7:04 AM
229	They are raised well. They eat good and are walked often. They are in a farm and roam freely.	9/16/2019 7:04 AM
230	room to walk, nutritious food, interact with chickens, and other farm animals	9/16/2019 7:04 AM
231	Feed the animal in the farm and pick up eggs. Those animals are free to move and interact with people friendly.	9/16/2019 7:02 AM
232	they have different animals to graze accordingly and free to roam about their land non gmo feeds	9/16/2019 7:01 AM
233	that its a all natural turkey	9/16/2019 7:01 AM
234	Raised in open pastures	9/16/2019 7:01 AM
235	Thoughtfulness	9/16/2019 7:01 AM
236	Turkeys are on a farm and not caged in. They can roam around, walk the acres, and they're fed a vegetarian diet.	9/16/2019 7:01 AM
237	It interacts with other animals	9/16/2019 7:00 AM
238	the turkey is free to roam taken on walks moved from pasture to pasture, interact with other animals and people	9/16/2019 6:59 AM
239	The turkey is able to roam freely with other species of animals such as chickens, goats and pigs.	9/16/2019 6:59 AM
240	IT IS TREATED VERY WELL. IT IS IN THE COUP AND IT GETS FED AND TO RUN AROUND	9/16/2019 6:58 AM
241	i don't know	9/16/2019 6:58 AM
242	Humanly	9/16/2019 6:58 AM
243	they start by giving their turkey a healthy food and good environemnt and making sure they are healthy	9/16/2019 6:58 AM

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244	Diestel Turkey gets to roam freely around the farm and is treated humanly. It gets fed soy based meal with no growth hormones.	9/16/2019 6:58 AM
245	Diestel Turkeys typical day starts by getting their morning feed, morning walk and roam free among other species.	9/16/2019 6:58 AM
246	would you describe a typ	9/16/2019 6:57 AM
247	I liked the ad very much. It was very thought provoking. I think I will purchase the product next time I go to store.	9/16/2019 6:57 AM
248	great that it's family owned	9/16/2019 6:56 AM
249	It roams freely and interacts with the owners.	9/16/2019 6:56 AM
250	It is fed and gets walked	9/16/2019 6:54 AM
251	how they add something to make it better and more useful then what others eat	9/16/2019 6:54 AM
252	Turkeys running wild and they are treated very well.	9/16/2019 6:51 AM
253	The turkeys are free to roam, they are walked every day. The turkeys are guided to various areas on the ranch, they don't just stay in one area every day. They eat a vegetarian diet. They are not given antibiotics or hormones.	9/13/2019 6:33 AM
254	Played back, free to roam.	9/13/2019 6:22 AM
255	They are treated fairly and humanely and they interact with other chickens and live happy fun lives until their humane death.	9/13/2019 6:20 AM
256	They spend most of time outside enjoying fresh air. They are treated very well. They interact with people working in the ranch.	9/13/2019 6:17 AM
257	Busy. It's walks around talks to people. Interacts with other animals it seems to be treated well before its murdered.	9/13/2019 6:17 AM
258	Free to roam. Very good	9/13/2019 6:09 AM
259	they have plenty of room to graze they go on a daily walk and every couple days graze on a new meadow with periods of rest. the all are individually cared for by the farmers.	9/13/2019 6:04 AM
260	It is fed vegetarian organic grains. It is walked with flock Free to roam Farmers interact with birds assessing health if individual birds	9/13/2019 6:04 AM
261	It roams free	9/13/2019 6:04 AM
262	Fresh air	9/13/2019 5:58 AM
263	Treated humanely thoughtfully, interacts with other animals, humans,	9/13/2019 5:57 AM
264	The turkeys can do as turkeys do and roam, interact with farm hands, and exercise by walking around their space.	9/13/2019 5:56 AM
265	Treated humanely	9/13/2019 5:46 AM
266	It's naturally grown, walked, fed 100% vegetarian food. Focus us on the health of the animals.	9/13/2019 5:34 AM
267	The turkeys are treated with respect. The people interact with the turkeys.	9/13/2019 5:25 AM
268	Perfect	9/13/2019 5:24 AM
269	Treated humanely with respect, socialized with humans, gets to act like a normal bird	9/13/2019 5:12 AM
270	Good	9/13/2019 5:03 AM
271	Good and better then real life	9/11/2019 6:12 PM
272	It's fed well and free. It interacts w other animals.	9/11/2019 6:07 PM
273	9/11/2019 5:42 PM
274	best treatment	9/11/2019 5:25 PM
275	n.a.	9/11/2019 5:18 PM

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276	It is able to roam over a large area with other turkeys and other animals like goats and pigs. The animals are not cramped and are not kept in cages. Sometimes hens are put in a coop for laying eggs. The turkeys eat nutritional foods that include soy meal. The turkeys can sift through the food to select what vitamin / mineral they crave. Turkeys interact with other farm animals and with people as the farmers check their feathers, eyes , etc.	9/11/2019 4:52 PM
277	I mean it seems like it's treated well they're not caged or harmed or anything	9/11/2019 4:07 PM
278	Free range. Good	9/11/2019 3:58 PM
279	The turkeys are free to roam their pasture/space. They can eat and drink water at their leisure. The farmers walk the pens daily to keep up on their demeanor and health.	9/11/2019 3:49 PM
280	Forages through grain and wanders freely. Interacts with farmers and other turkeys	9/11/2019 3:46 PM
281	Grazes, walks, interacts with other animals and people.	9/11/2019 3:23 PM
282	I don't care about the life of a turkey	9/11/2019 3:20 PM
283	It is free to roam, fed wholesome food, rotated with other animals, and visited by the owners.	9/11/2019 3:20 PM
284	Healthy	9/11/2019 3:12 PM
285	fair	9/11/2019 3:08 PM
286	dough can u send 8	9/11/2019 2:56 PM
287	stressful	9/11/2019 2:55 PM
288	they are free range,they mix with other animals,treated with care, interacts with handler and other animals	9/11/2019 2:55 PM
289	With respect. Multi species (pigs goats as well as turkey) grazing on the same land	9/11/2019 2:46 PM
290	I would say it's a good day because it gets treated well, they are free range and open pasture where they get to graze on the land for 3 days and then go to a new place. They interact with other turkeys and other animals such as pigs, goats and chickens	9/11/2019 2:43 PM
291	Ij	9/11/2019 2:41 PM
292	Spoiled little turkeys that are treated well and with respect.	9/11/2019 2:30 PM

Q5 What do you think the term "thoughtfully raised" in the marketing and communications materials means? Why?

Answered: 292 Skipped: 40

#	RESPONSES	DATE
1	Consideration for the well-being of the turkeys and consumers. Based upon the written content I read!	9/16/2019 10:47 AM
2	Animals are thought of as creatures, not meat, treated humanely	9/16/2019 10:13 AM
3	raised with care and consideration of going from the farm to the table.	9/16/2019 9:47 AM
4	its really great work	9/16/2019 9:43 AM
5	dk	9/16/2019 9:21 AM
6	No cruelty, treated more like family.	9/16/2019 9:11 AM
7	The Diestel family has been traditionally extremely caring about thier animal husbandry for decades and is proud to raise healthy, sustain-ably fed and treated animals which they prepare for consumption either with fresh or frozen delivery.	9/16/2019 8:57 AM
8	All aspects of the turkeys' life and the environment in which they are raised is strategically conceived for the long term sustainability of the environment, ultimately producing a superior product.	9/16/2019 8:55 AM
9	not sure what it mean.	9/16/2019 8:50 AM
10	I think it means that the animals are being raised with consideration of what's best for them rather than what's best for the business.	9/16/2019 8:46 AM
11	They are actually raised with care and with people who care about them	9/16/2019 8:46 AM
12	The means people care about the well being of the animals	9/16/2019 8:45 AM
13	They are given space and a natural environment that allows them to be reasonably happy as they are growing up	9/16/2019 8:45 AM
14	The turkey is fed with steroids.	9/16/2019 8:43 AM
15	Raised with an emphasis on a natural environment with no drugs used at any time.	9/16/2019 8:43 AM
16	They Treat there animals with respect.	9/16/2019 8:42 AM
17	I'm not sure what it means	9/16/2019 8:39 AM
18	They are treated well, cage free.	9/16/2019 8:34 AM
19	Raised right and fed good	9/16/2019 8:33 AM
20	The birds are clean and healthy. They are among other animals on the family;s farm.	9/16/2019 8:32 AM
21	Thought is given to the totality of the existence of the turkeys and the land	9/16/2019 8:31 AM
22	It's just a buzz word, doesn't have a real meaning but just imply kind-of-organic.	9/16/2019 8:29 AM
23	They fueled by a desire to produce healthy animals and a quality food supply for consumers. That's why they believe that it is your duty to grow each species of birds as they're meant to be raised	9/16/2019 8:28 AM
24	Treats the turkey as an individual	9/16/2019 8:27 AM
25	Thoughtfully raised means that the animals are raised in humane conditions!	9/16/2019 8:25 AM
26	In consideration to the animals	9/16/2019 8:23 AM
27	lot's of research	9/16/2019 8:23 AM
28	Responsible	9/16/2019 8:21 AM

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29	The video explains it.	9/16/2019 8:21 AM
30	It means that people really care about the turkeys that live there and they are treated humanely	9/16/2019 8:21 AM
31	Thinking about what is best for the turkeys they are raising.	9/16/2019 8:21 AM
32	cared for	9/16/2019 8:19 AM
33	It means they are ethically raised. They are given a full life before slaughter.	9/16/2019 8:18 AM
34	They care for the animal	9/16/2019 8:17 AM
35	fed well	9/16/2019 8:17 AM
36	The owners pay attention to the turkeys to ensure their comfort.	9/16/2019 8:16 AM
37	Don't know	9/16/2019 8:15 AM
38	I think the term 'thoughtfully raised' refers to the environment the turkeys are cultivated in because the advertisements and the video went into detail about how the farmers care for them.	9/16/2019 8:13 AM
39	Exceptional housing, nutrition, and care.	9/16/2019 8:13 AM
40	Thoughtfully raised means the turkeys are raised with thought about what people want to put in their body.	9/16/2019 7:54 AM
41	Fed without hormones, only pure grains	9/16/2019 7:54 AM
42	Raised with care to assure a peaceful and organically fed well and un stressed	9/16/2019 7:50 AM
43	with care and love and well fed	9/16/2019 7:48 AM
44	Raised with the person who is going to consume it in mind as well.	9/16/2019 7:46 AM
45	Intentional or hand picked way of raising them so it shows compassion and will better attract a supportive customer.	9/16/2019 7:46 AM
46	It seems to be a good way to encapsulate aspects of how the turkeys are raised	9/16/2019 7:46 AM
47	Thoughtfully raised means to treat the animals humanely	9/16/2019 7:46 AM
48	they live their lives without stress and exercised; they are happy	9/16/2019 7:45 AM
49	These animals are not caged and are free to roam the ranch. They are much healthier that way.	9/16/2019 7:45 AM
50	It means to treat the animals in a kind and healthy manner, I sure the are given a quality life.	9/16/2019 7:45 AM
51	Considering considering the health and the nutrients to ensure that the food is natural and healthy	9/16/2019 7:45 AM
52	Not sure it means anything	9/16/2019 7:44 AM
53	THE TURKEYS ARE ABLE TO GROW NATURALLY WITHOUT MEDS OR HORMONES. THEY ARE ALLOWED TO ROAM FREELY AND NOT BE CAGED UP. THEY ARE RAISED ORGANICALLY	9/16/2019 7:44 AM
54	Without cruelty and organically	9/16/2019 7:44 AM
55	.THOUGHTFULLY RAISED MEANS THAT THEY ARE ABLE TO ROAM ON THE GROUNDS FREE/.THEY ARE NOT CAGED.THEY ARE GIVEN VEGETARIAN DIETS AND NO ANTIBIOTICS.THEY ARE ABLE TO GROW NATURALLY AND NOT ARTIFICIALLY.	9/16/2019 7:44 AM
56	The turkeys have a good life for a season.	9/16/2019 7:42 AM
57	Lovingly raised by Diestel family	9/16/2019 7:41 AM
58	Means what goes into their food are things that will nourish them without causing harm.	9/16/2019 7:41 AM
59	with a direction towards sustainability, humaneness, organic	9/16/2019 7:40 AM
60	Turkeys are raised more slowly than the competition, with feed that is carefully thought out.	9/16/2019 7:40 AM
61	i think thoughtfully raised as in no chemicals and it is raised all natural	9/16/2019 7:40 AM
62	humanely raised turkeys without cages	9/16/2019 7:40 AM
63	They are treated very well with a proper diet and lots of room.	9/16/2019 7:40 AM
64	means they let them roam and walk for health, they are fed 100% vegetarian food and they don't rush the growth process in any way	9/16/2019 7:40 AM

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65	The chickens are fed a vegetarian diet, and are not given any growth hormones. They live a happy and healthy life.	9/16/2019 7:39 AM
66	A term that is a fade right now.	9/16/2019 7:39 AM
67	careful about diet and exercise of the animal, as well as the health of the turkeys.	9/16/2019 7:39 AM
68	Raised as if they were in all the best attributes of nature.	9/16/2019 7:39 AM
69	Thoughtfully raised means that it was raised in an humane way. They get exercises and have a vegetarian diet.	9/16/2019 7:39 AM
70	They are raised with people and the animal in mind not the profits they will yield. They aren't raised with harmful hormones	9/16/2019 7:38 AM
71	That the turkeys are just not kept in cages.	9/16/2019 7:38 AM
72	they are treated with dignity and given the time they need to have great flavor. no gmos or antibiotics.	9/16/2019 7:38 AM
73	It's a good term. They are at least trying to sound humane	9/16/2019 7:37 AM
74	It means raised thinking about how the animals are doing and the impacts to the larger system	9/16/2019 7:37 AM
75	There is thought given to how the birds live, diet.	9/16/2019 7:37 AM
76	None to speak of.....	9/16/2019 7:36 AM
77	humanely treated, not shoved in a pen or a box	9/16/2019 7:36 AM
78	Properly taken care of	9/16/2019 7:36 AM
79	They are given plenty of room to walk around both indoor and outdoors. They are also around other animals as well. They are fed vegetarian food with no added hormones. They don't rush the growth of the chicken, but instead let it grow naturally.	9/16/2019 7:36 AM
80	Thoughtfully raised to me means they are treated in a caring manner, like pets you could say....to produce the best results in mature poultry.	9/16/2019 7:36 AM
81	The birds are given a comfortable compassionate life with a healthy diet. This shows that the Diestle family cares about the birds they raise	9/16/2019 7:36 AM
82	Raised with regard to no hormones, antibiotics, allowed to roam free and their comfort seen to as needed	9/16/2019 7:36 AM
83	It is raised under safe conditions.	9/16/2019 7:36 AM
84	Great experience	9/16/2019 7:35 AM
85	I think it means being both mindful of the animals and mindful of the impact on the environment.	9/16/2019 7:35 AM
86	Raised humanly	9/16/2019 7:35 AM
87	Thoughtfully raised means they treated well such as being allowed to roam freely instead of being stuck in cages, are checked constantly to ensure they are healthy and are feed foods that are good them.	9/16/2019 7:35 AM
88	I think it describes this well and means the animals are taken care of.	9/16/2019 7:34 AM
89	no hormones	9/16/2019 7:34 AM
90	I think it means no harmful chemicals were feed or given to the turkeys to plump them up	9/16/2019 7:34 AM
91	Took time to take care	9/16/2019 7:34 AM
92	Something like organic.	9/16/2019 7:33 AM
93	Good	9/16/2019 7:33 AM
94	Raised organic	9/16/2019 7:33 AM
95	It means that the happiness of the animal is being thought of in how they are fed and housed	9/16/2019 7:33 AM
96	It explains the Diestel process very well. Treat an animal with care and respect and the taste will reflect that.	9/16/2019 7:33 AM
97	free roaming , no hormones, type of feed	9/16/2019 7:33 AM

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98	It means taken care of	9/16/2019 7:32 AM
99	At least they have a life before they die	9/16/2019 7:32 AM
100	Range raised.	9/16/2019 7:31 AM
101	Not crammed in cages	9/16/2019 7:31 AM
102	That is how I feel about it	9/16/2019 7:31 AM
103	It means they are conscious of how the animals are taken care of and treated	9/16/2019 7:30 AM
104	Uwu	9/16/2019 7:30 AM
105	You have to raise the turkey thoughtfully. You have to give them fresh air good foods and etc	9/16/2019 7:30 AM
106	Raised with respect to its life, health, and exercise	9/16/2019 7:30 AM
107	The care of these birds is important to the farmers. They pay close attention to their diet and more importantly their health.	9/16/2019 7:30 AM
108	it means the thing with the name	9/16/2019 7:30 AM
109	Well cared like a pet. No rush to harvest.	9/16/2019 7:30 AM
110	very good publicity and attractive	9/16/2019 7:30 AM
111	using consideration and care	9/16/2019 7:29 AM
112	Meaning there is no harm done to them while they're growing. They're treated humanely	9/16/2019 7:29 AM
113	it means being humane to the animals and not cruel	9/16/2019 7:29 AM
114	Thoughtfully raised means the turkeys are given access to fresh air, sunlight, exercised, rotated to different pasture, fed quality feed, and not held captive in cramped indoor pens like factory farms.	9/16/2019 7:29 AM
115	care about what they doing	9/16/2019 7:28 AM
116	That the turkeys are not locked in a small building where they can barely move.	9/16/2019 7:28 AM
117	They are humanely raised, to the point they are comfortable. They eat food that is healthy for them. They aren't in crammed in small areas. They get to roam.	9/16/2019 7:28 AM
118	Non GMO, family owned and well taken care.	9/16/2019 7:28 AM
119	Raised in a humane way, treated with respect throughout their lives	9/16/2019 7:28 AM
120	It's fed a proper diet; given plenty of room to roam around, getting plenty of exercise. It's generally treated with a certain amount of respect and care in order to raise the healthiest turkeys possible.	9/16/2019 7:28 AM
121	The turkeys are raised with respect beginning with their diet and exercise.	9/16/2019 7:28 AM
122	Humane	9/16/2019 7:27 AM
123	I think it means that the turkeys were treated humanely. not so much like bags of meat but animals that can provide us with a good	9/16/2019 7:27 AM
124	What I mean is thoughtfully raised is that the marketing and communications from doing this at any given time.	9/16/2019 7:26 AM
125	Nothing, just being raised for slaughter	9/16/2019 7:26 AM
126	They care about how the turkeys are treated and believe happy turkeys produce better food for human consumption.	9/16/2019 7:26 AM
127	Turkeys are allowed to grow naturally.	9/16/2019 7:26 AM
128	ALL NATURAL, NO MSG OR ANTIBIOTICS. NOT RAISED IN A COOP. THEY ROAM AROUND FREELY. THEY DO THIS TO PROVE THEY ARE ORGANIC. THERE ARE ALSO NO HORMONES	9/16/2019 7:26 AM
129	Organic and free of antibiotics. Raised in a humane way.	9/16/2019 7:26 AM
130	Raised with the end consumer in mind. Truly organically raised means a better tasting product.	9/16/2019 7:26 AM
131	It think that it sounds appealing	9/16/2019 7:25 AM
132	To me it means are treated respectfully and healthy.	9/16/2019 7:25 AM

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133	Raise in a good way	9/16/2019 7:24 AM
134	Raised healthier and not in cages. They are fed healthier.	9/16/2019 7:24 AM
135	It's taking about raising things with care not in bulk	9/16/2019 7:24 AM
136	Animals are treated humanely, taken care and fed a healthy and clean diet	9/16/2019 7:24 AM
137	Humanely	9/16/2019 7:23 AM
138	Means it's raised with thought to the animals feelings and needs	9/16/2019 7:23 AM
139	It means they want the turkeys to be happy not stressed out	9/16/2019 7:23 AM
140	Thoughtfully raised means they think about what they are putting out because that's what they eat also. They won't sell a product they wouldn't feed their own families.	9/16/2019 7:23 AM
141	Raised with their food and care in mind	9/16/2019 7:22 AM
142	Humane. treating our food with respect	9/16/2019 7:22 AM
143	raised with the thought of producing the best turkeys	9/16/2019 7:22 AM
144	Raised with concerns to the birds health and wellness	9/16/2019 7:22 AM
145	they really take care and love them to grow up naturally like your children	9/16/2019 7:22 AM
146	treated them like pets and care about their health	9/16/2019 7:21 AM
147	Not raised in cages but in a humanitarian way	9/16/2019 7:21 AM
148	It means they have a purposeful plan	9/16/2019 7:21 AM
149	treat the animal humanely	9/16/2019 7:21 AM
150	It is being treated well	9/16/2019 7:21 AM
151	thoughtfully raised means they really follow the traditional way of raising turkeys, their family has been doing this for a long time and it has proven to be very successful	9/16/2019 7:21 AM
152	Is a clever way to present it to the general public	9/16/2019 7:20 AM
153	Raised with care. Veggie diet. Good to consume	9/16/2019 7:20 AM
154	Better birds	9/16/2019 7:19 AM
155	they take care of the animals in there care	9/16/2019 7:19 AM
156	Raised in good consciousness and taking care of the animals	9/16/2019 7:19 AM
157	They are not caged and can pick out the food they like and need.	9/16/2019 7:19 AM
158	I think it means that the people who run the turkey farm care about the animals and not just about how much money they will get from raising the animals	9/16/2019 7:19 AM
159	Being raised with care	9/16/2019 7:18 AM
160	that they are compassionately raised by farmers who care about their livestock	9/16/2019 7:18 AM
161	It's good for the meat	9/16/2019 7:18 AM
162	They think about what it takes to raise a flavorful turkey	9/16/2019 7:18 AM
163	Taking careful steps to raise the birds. From being able to roam free to given the right food to eat. They are nurtured from beginning to end.	9/16/2019 7:18 AM
164	Means they treat the animals with respect and even though they will be consumed while they are alive they want the animals to be happy	9/16/2019 7:18 AM
165	organic and no added artificial	9/16/2019 7:17 AM
166	I think it's meant to provoke positive emotions in the consumer. It doesn't have any real action to it, just an emotion word.	9/16/2019 7:17 AM
167	Careful consideration was taken into the well being of the animal.	9/16/2019 7:17 AM
168	It is raised with a conscious	9/16/2019 7:17 AM
169	raised with care and very well taken care of	9/16/2019 7:17 AM

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170	I don't know	9/16/2019 7:16 AM
171	It means they are claiming to take extreme care.we	9/16/2019 7:16 AM
172	No antibiotics	9/16/2019 7:16 AM
173	Animals live in open areas, not cages	9/16/2019 7:16 AM
174	I love the idea of the birds being raised humanely & not cruelly	9/16/2019 7:16 AM
175	Raised with a thoughtful diet. Dignity and safety.	9/16/2019 7:16 AM
176	I like it...It does make it sound alot cleaner and healthier..not just out for a buck	9/16/2019 7:16 AM
177	raised with compassion and healthy for the chickens	9/16/2019 7:15 AM
178	It is raised such that it has a healthy frame of mind and mood	9/16/2019 7:15 AM
179	thoughtfully raised means the turkeys are taken care of and not injected with growth hormones or antibiotics and rushed to market	9/16/2019 7:15 AM
180	The turkeys are raised with care. They are not treated badly.	9/16/2019 7:15 AM
181	It's a great marketing tool! Happy turkeys make for happy bellies	9/16/2019 7:15 AM
182	It means raised with the birds health and the environment in mind.	9/16/2019 7:15 AM
183	It means the owners think about the turkeys needs not just their (the owners) economical needs. So they are able to be inan environment as close to what nature intended.	9/16/2019 7:15 AM
184	Cage free	9/16/2019 7:14 AM
185	It means treating the turkeys like humans and recognizing they have needs	9/16/2019 7:14 AM
186	Raised humanely	9/16/2019 7:14 AM
187	No artificial hormones because they need go grow naturally.	9/16/2019 7:14 AM
188	It means they care what they feed their birds, which makes them healthier & tastier to the consumer	9/16/2019 7:13 AM
189	with human touch, raised in a healthy environment	9/16/2019 7:13 AM
190	It means they are treated humanely and are allowed to roam free. They are well taken care of.	9/16/2019 7:13 AM
191	The turkeys are not abused and are treated well and the health and welfare of the turkeys is important to the Diesel family.	9/16/2019 7:13 AM
192	That they raise them by thinking of the well being of the turkey. Have better and healthier turkeys.	9/16/2019 7:13 AM
193	With my family in mind.	9/16/2019 7:12 AM
194	raised humanely	9/16/2019 7:12 AM
195	Good food, clean conditions, no cruelty	9/16/2019 7:12 AM
196	Taking into account their general health and nutrition.	9/16/2019 7:12 AM
197	They are raised in a way that is not artificially induced.	9/16/2019 7:12 AM
198	Hopefully it's a better tasting meat after	9/16/2019 7:11 AM
199	raised in a good and decent manner	9/16/2019 7:11 AM
200	The turkeys are raised in an environment that is not stressful. The food is wholesome resulting in better turkeys for humans to eat.	9/16/2019 7:11 AM
201	Thoughtfully raised is indicative of the turkeys being treated humanely and with care and compassion.	9/16/2019 7:10 AM
202	They are setting a higher standard for how our poultry is raised so it's healthier and more sustainable	9/16/2019 7:09 AM
203	Being more natural no chemicals involved	9/16/2019 7:09 AM
204	Unhurried and humane	9/16/2019 7:09 AM
205	That it's a good term they are not rushed taken badly or treated badly they are treated great and respected	9/16/2019 7:09 AM

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206	They don't mistreat their turkeys and keep them healthy.	9/16/2019 7:09 AM
207	They are treated well as they are alive. Happy Turkeys come from Diestel Ranch	9/16/2019 7:08 AM
208	Raised without stressing out the turkey.	9/16/2019 7:08 AM
209	Thoughtfully raised means the animals are more than the end product.	9/16/2019 7:08 AM
210	raised naturally with no fencing and natural food	9/16/2019 7:08 AM
211	The Turkeys are treated humanely which is huge for me and they are treated respectfully .because not only is it the right thing to do it also produces a better Turkey.	9/16/2019 7:08 AM
212	Having heart when it comes to these animals	9/16/2019 7:07 AM
213	free range	9/16/2019 7:07 AM
214	Treated well and not raised with steroids because steroids are bad for them and us.	9/16/2019 7:07 AM
215	trying the make the turkey's life as humane as possible	9/16/2019 7:07 AM
216	Instead of a slaughter house. It's gives our minds a better picture of the animal before the table	9/16/2019 7:07 AM
217	Natural way without bio or chemical food	9/16/2019 7:07 AM
218	I think it means that the owners care about the turkey and think about what they eat and their health	9/16/2019 7:07 AM
219	humanely, drugs free, natural.	9/16/2019 7:06 AM
220	It conveys the practice of raising turkey in a nature environment, taking care of turkeys health being with exercise & organic product feeding...	9/16/2019 7:06 AM
221	No toxic	9/16/2019 7:05 AM
222	Healthier animals	9/16/2019 7:05 AM
223	Room to move	9/16/2019 7:05 AM
224	That the needs of the turkey are taken into consideration and you can see it in the interactions	9/16/2019 7:05 AM
225	Taking care in raising them.	9/16/2019 7:04 AM
226	Turkeys well cared for	9/16/2019 7:04 AM
227	raised with no antibiotics or artificial foods	9/16/2019 7:04 AM
228	To me it means they put a lot of effort into raising the turkeys. Treating them well and taking great care of them	9/16/2019 7:04 AM
229	They are raised right and with care.	9/16/2019 7:04 AM
230	no added growth hormones or enhancing drugs	9/16/2019 7:04 AM
231	The animals are humanely raised. No drugs or hormone were used.	9/16/2019 7:02 AM
232	do what is right	9/16/2019 7:01 AM
233	they are raised with care	9/16/2019 7:01 AM
234	Improves the health of the animals	9/16/2019 7:01 AM
235	Environment farm ranch raised it	9/16/2019 7:01 AM
236	Thoughtfully raised means that more care is used when "raising" the final product.	9/16/2019 7:01 AM
237	Because it healthy and good approach	9/16/2019 7:00 AM
238	I think it means they are given a vegetarian diet and slowly raised. no rush to get out to sell. so they are great tasting turkeys	9/16/2019 6:59 AM
239	I think the term loosely means "humanely."	9/16/2019 6:59 AM
240	WELL LOOKED AFTER AND WITH THOUGHT. I THINK THIS HELPS TO HELP THE CONSUMER KNOW IT WAS WELL LOOKED AFTER	9/16/2019 6:58 AM
241	not much	9/16/2019 6:58 AM
242	Humanly raised	9/16/2019 6:58 AM

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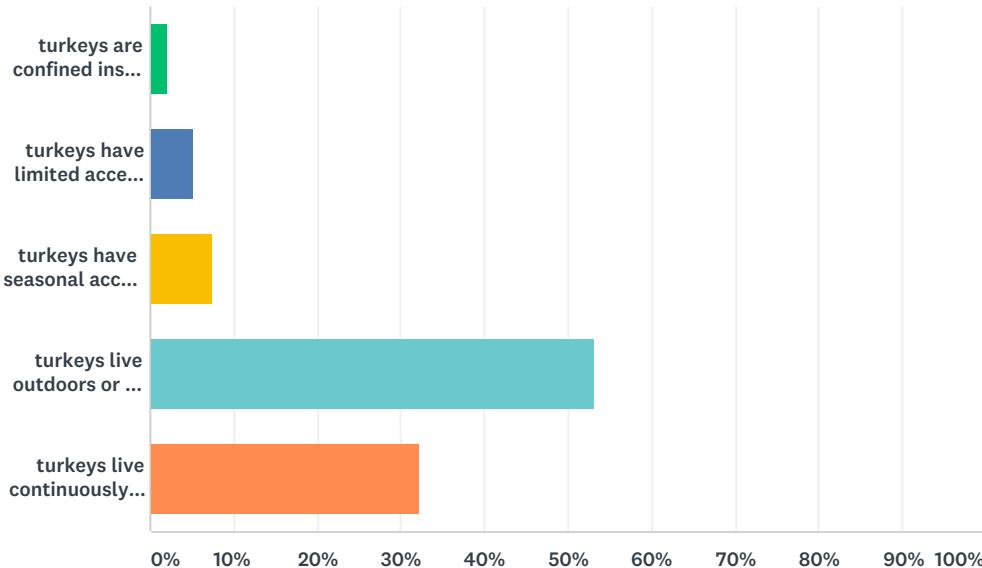
243	means they are raised with love giving them healthy food	9/16/2019 6:58 AM
244	I think that the term thoughtfully raised means that the animals that are raised are treated with respect.	9/16/2019 6:58 AM
245	That they are given much room to roam and sunlight to become much more healthy turkeys, naturally.	9/16/2019 6:58 AM
246	would you describe a typ would you describe a typ would you describe a typ	9/16/2019 6:57 AM
247	I liked the ad very much. It was very thought provoking. I think I will purchase the product next time I go to store.	9/16/2019 6:57 AM
248	that they care about the animals they raise	9/16/2019 6:56 AM
249	It means sustainability.	9/16/2019 6:56 AM
250	Free range and humane	9/16/2019 6:54 AM
251	needed a new way to be better thenbefore	9/16/2019 6:54 AM
252	It means they are mostly open range	9/16/2019 6:51 AM
253	The owners make a conscious effort and practice of creating the best and optimum environment in which the turkeys can live and grow. They provide the best atmospheric conditions in which to raise the turkeys. They take pride in their operation and product.	9/13/2019 6:33 AM
254	Positive	9/13/2019 6:22 AM
255	It means raised without mass genocide and murder	9/13/2019 6:20 AM
256	The turkeys are raised in a way that is beneficial to their wellbeing.	9/13/2019 6:17 AM
257	The humans are nicer to the animals they kill for a profit	9/13/2019 6:17 AM
258	Nice, shows that they care	9/13/2019 6:09 AM
259	it means each turkey is individually cared for because that's what the video said.	9/13/2019 6:04 AM
260	Sustainable farming practices Animals not caged like in factory farms	9/13/2019 6:04 AM
261	Well taken care of	9/13/2019 6:04 AM
262	Raised with love	9/13/2019 5:58 AM
263	That they are conscientious about raising turkeys and thankful	9/13/2019 5:57 AM
264	Raised in a comfortable and conscientious way.	9/13/2019 5:56 AM
265	They care about the animals they raise	9/13/2019 5:46 AM
266	That they owners are aware of the correct and most natural way to raise the animals for an optimum consumer experience.	9/13/2019 5:34 AM
267	Thinking of humane treatment	9/13/2019 5:25 AM
268	Good	9/13/2019 5:24 AM
269	Respect for its life and treated humanely To assure the consumers and remove guilt	9/13/2019 5:12 AM
270	Good	9/13/2019 5:03 AM
271	Caring	9/11/2019 6:12 PM
272	It means ethically raised	9/11/2019 6:07 PM
273	9/11/2019 5:42 PM
274	watching what they eat	9/11/2019 5:25 PM
275	n.a	9/11/2019 5:18 PM
276	I think it means Humanely raised. We hear so much about the cruel practices used on farm animals by commercial industries - thoughtfully raised implies a sense of caring and providing an animal with a nice life before being slaughtered.	9/11/2019 4:52 PM
277	I think it means they're not caged and fed well	9/11/2019 4:07 PM
278	It's good.	9/11/2019 3:58 PM

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279	They care about the welfare of the animal, not just the end game.	9/11/2019 3:49 PM
280	High- quality feed and a free range existence.	9/11/2019 3:46 PM
281	Not raised with the sole purpose being comics. Humane treatment of animals.	9/11/2019 3:23 PM
282	Don't care about this at all. Has no interest to me	9/11/2019 3:20 PM
283	They are not a mass factory warehouse style of farming. Trying to convey they take care of the animals and the earth.	9/11/2019 3:20 PM
284	Natural	9/11/2019 3:12 PM
285	no comment	9/11/2019 3:08 PM
286	HTC is not a robot	9/11/2019 2:56 PM
287	don't no waa0m	9/11/2019 2:55 PM
288	the company portrays a feeling of actually caring about their turkeys! Why? Because they want to seem like they are very concerned about their commodity	9/11/2019 2:55 PM
289	Farmers care about all aspects of meat/eggs not just meat but the birds food home and the land	9/11/2019 2:46 PM
290	I think it means that they have put thought into the impact of farming and try to have more biodiversity and be humane in treatment	9/11/2019 2:43 PM
291	U	9/11/2019 2:41 PM
292	Considering all needs of a turkey from food to emotional and physical well being of them	9/11/2019 2:30 PM

Q6 What do you think the term "plenty of fresh air" in the marketing and communications materials means?

Answered: 292 Skipped: 40

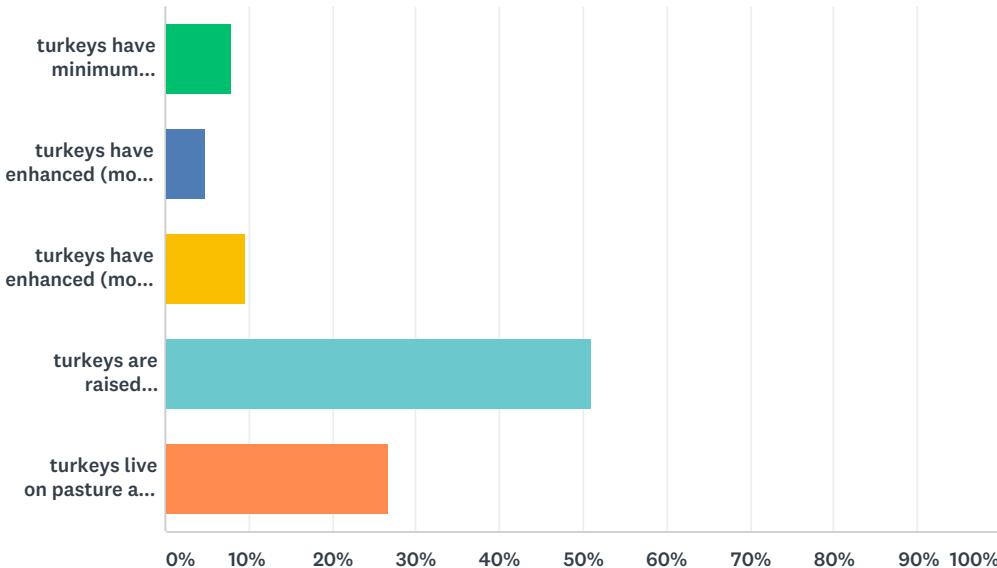


ANSWER CHOICES	RESPONSES	
turkeys are confined inside barns, but air can circulate in the barns.	2.05%	6
turkeys have limited access to outdoors or pasture. turkeys are not required to or made to go outside.	5.14%	15
turkeys have seasonal access to outdoors or pasture.	7.53%	22
turkeys live outdoors or on pasture when they are old enough with access to housing or shelter. turkeys may be brought inside during winter, but they must have daily access to the outdoors.	53.08%	155
turkeys live continuously outdoors or on pasture and are housed during extreme weather conditions.	32.19%	94
TOTAL		292

#	OTHER (PLEASE SPECIFY)	DATE
1	That's what I think it means in this instance. If Foster Farms said it I would think air circulated	9/16/2019 7:44 AM
2	Free range	9/16/2019 7:41 AM
3	Turkeys live indoor or outdoor with plenty of clean air	9/16/2019 7:16 AM
4	I liked the ad very much. It was very thought provoking. I think I will purchase the product next time I go to store.	9/16/2019 6:57 AM
5	Marketers can use it mean what ever they want. It implies to the customer that animals have access to the outdoors space and light when they want. But bc marketing does not have to tell the truth it could mean there is some air around the animal	9/11/2019 2:46 PM

Q7 What do you think the term "room to roam" in the marketing and communications materials means?

Answered: 292 Skipped: 40

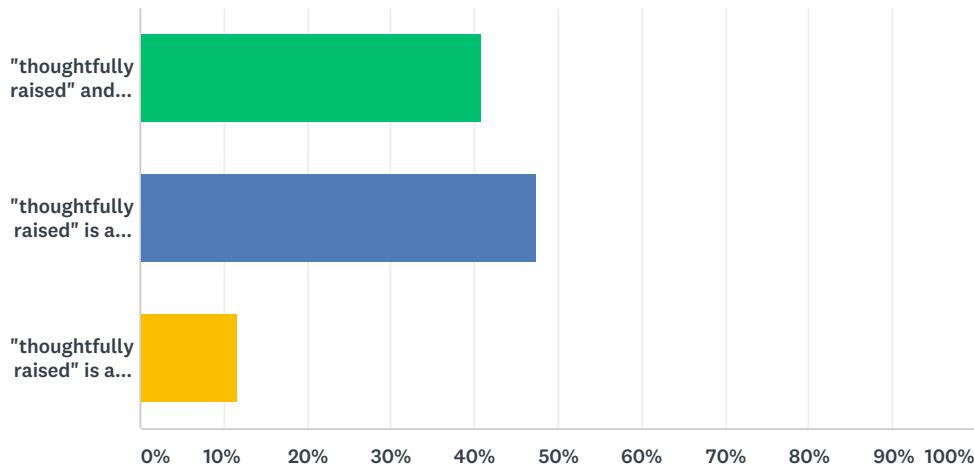


ANSWER CHOICES		RESPONSES
turkeys have minimum required indoor space (1 square foot for every 10-pounds of expected weight at slaughter) and no access to outdoors or pasture.	7.88%	23
turkeys have enhanced (more than minimum) indoor space and no access to outdoors or pasture.	4.79%	14
turkeys have enhanced (more than minimum) indoor space and seasonal outdoor/pasture access.	9.59%	28
turkeys are raised primarily outdoors or on pasture and have access to housing or shelter with enhanced (more than minimum) indoor space.	51.03%	149
turkeys live on pasture and with access to housing or shelter with maximum indoor space.	26.71%	78
TOTAL		292

#	OTHER (PLEASE SPECIFY)	DATE
1	It gives me the impression those turkeys have enough room to roam inside regardless of their access to outside	9/16/2019 8:29 AM
2	Not caged	9/16/2019 7:41 AM
3	Max indoor and outdoor room to grow	9/16/2019 7:16 AM
4	I liked the ad very much. It was very thought provoking. I think I will purchase the product next time I go to store.	9/16/2019 6:57 AM
5	As with air to breathe it's not a legal term so it could mean anything. Consumers will assume it means animals are outdoors as far away from others as the animal wants to be	9/11/2019 2:46 PM

Q8 Do you think "thoughtfully raised" means the same thing as "humanely raised"?

Answered: 291 Skipped: 41

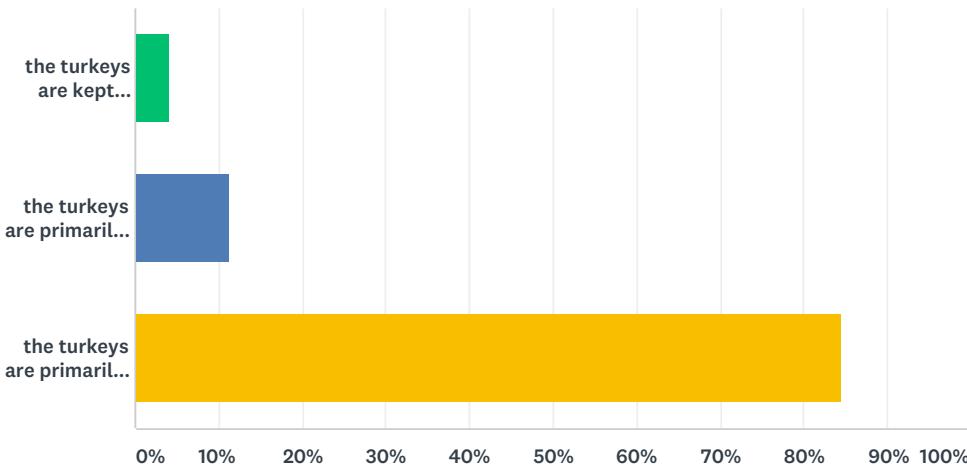


ANSWER CHOICES	RESPONSES	
"thoughtfully raised" and "humanely raised" are the same thing.	40.89%	119
"thoughtfully raised" is a higher standard than "humanely raised."	47.42%	138
"thoughtfully raised" is a lower standard than "humanely raised."	11.68%	34
TOTAL	291	

#	OTHER (PLEASE SPECIFY)	DATE
1	humanely is a subset of thoughtfully	9/16/2019 7:41 AM

Q9 What do you think the term "turkey ranch" in the marketing and communications materials means?

Answered: 291 Skipped: 41

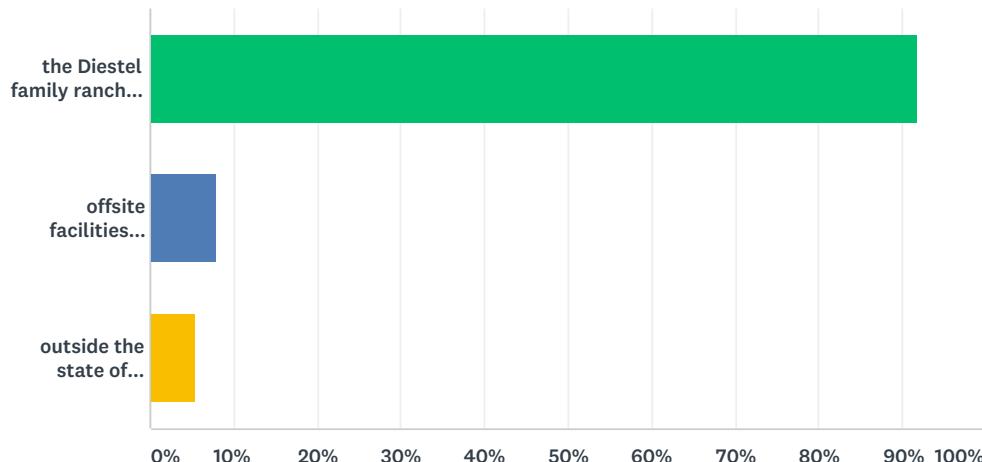


ANSWER CHOICES	RESPONSES	
the turkeys are kept indoors with no access to the outside.	4.12%	12
the turkeys are primarily kept indoors with limited access to the outside.	11.34%	33
the turkeys are primarily kept outside with access to the indoors.	84.54%	246
TOTAL	291	

#	OTHER (PLEASE SPECIFY)	DATE
1	That the ranch raises turkeys. My answer above means nothing	9/16/2019 7:48 AM
2	could be in and out, too vague	9/16/2019 7:38 AM
3	It's a farm for turkeys	9/16/2019 7:20 AM
4	To me it means a place that raises turkeys. It doesn't convey how they are raised. So picking one of the above does not fit my opinion, but forced to chose one.	9/11/2019 3:20 PM

Q10 Where do you think Diestel raises their turkeys? Select all that apply.

Answered: 291 Skipped: 41

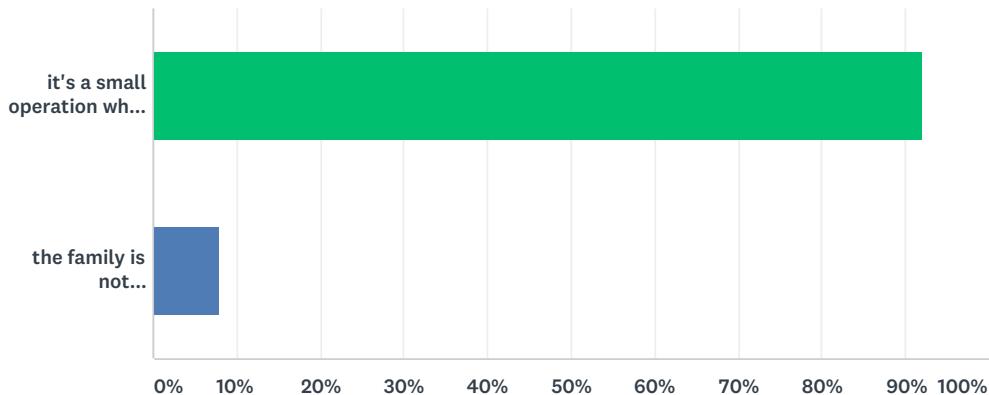


ANSWER CHOICES	RESPONSES
the Diestel family ranch in Sonora, California.	91.75%
offsite facilities outside of Sonora but in California.	7.90%
outside the state of California.	5.50%
Total Respondents: 291	

#	OTHER (PLEASE SPECIFY)	DATE
1	s carolina	9/16/2019 7:38 AM
2	Wow i missed that issue	9/16/2019 7:28 AM

Q11 What do you think the term "family farm" in the marketing and communications materials means?

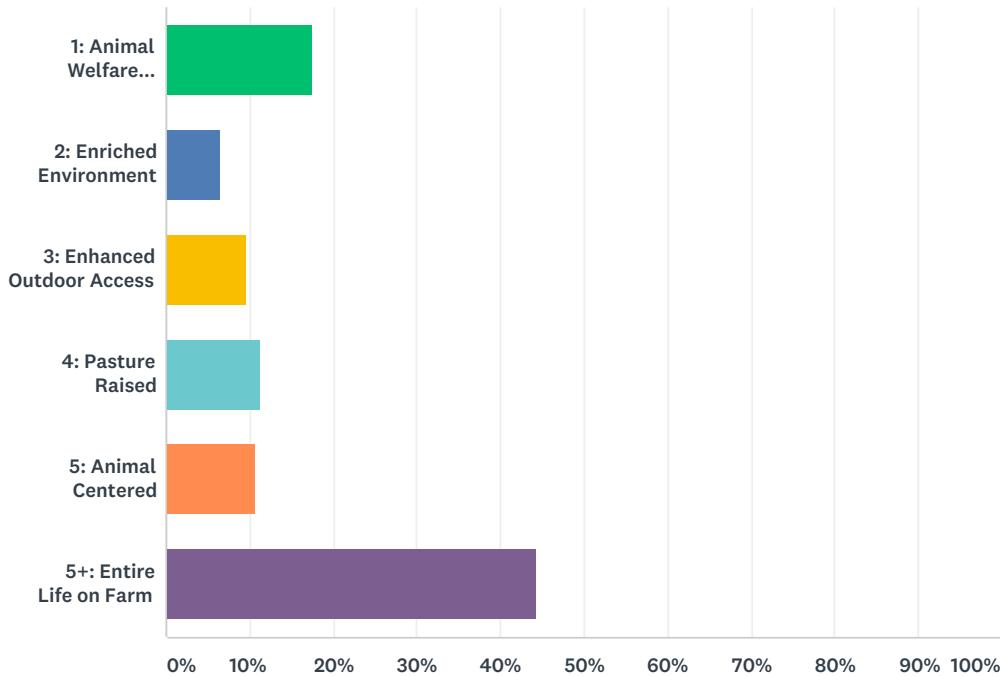
Answered: 291 Skipped: 41



ANSWER CHOICES	RESPONSES	
it's a small operation where a family member is regularly/normally personally involved/present for activities such as "walking the flock."	92.10% 268	
TOTAL	291	
#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q12 Above you see the Global Animal Partnership (GAP) Animal Welfare Standards for turkeys. From the marketing and communications materials you've seen, what standard do you believe Diestel follows?

Answered: 291 Skipped: 41

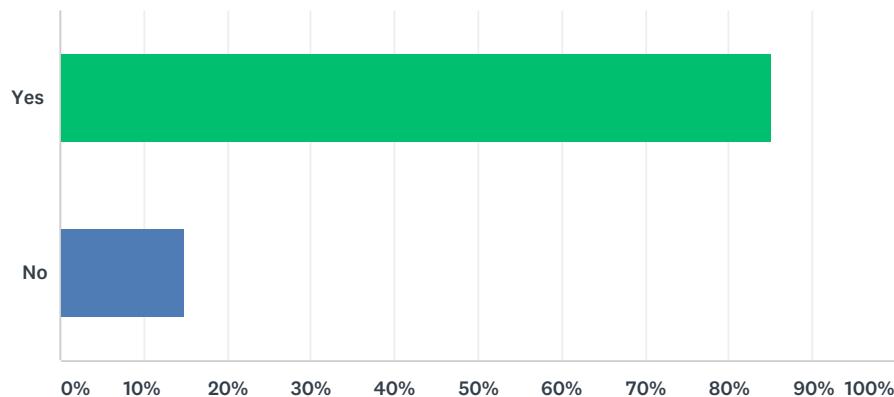


ANSWER CHOICES	RESPONSES
1: Animal Welfare Certified	17.53%
2: Enriched Environment	6.53%
3: Enhanced Outdoor Access	9.62%
4: Pasture Raised	11.34%
5: Animal Centered	10.65%
5+: Entire Life on Farm	44.33%
TOTAL	291

#	OTHER (PLEASE SPECIFY)	DATE
1	All of above.	9/16/2019 7:50 AM
2	The print is small and cannot be expanded	9/11/2019 2:46 PM

Q13 Are you willing to pay more for animals that are "thoughtfully raised" in "ranch-like" conditions?

Answered: 291 Skipped: 41

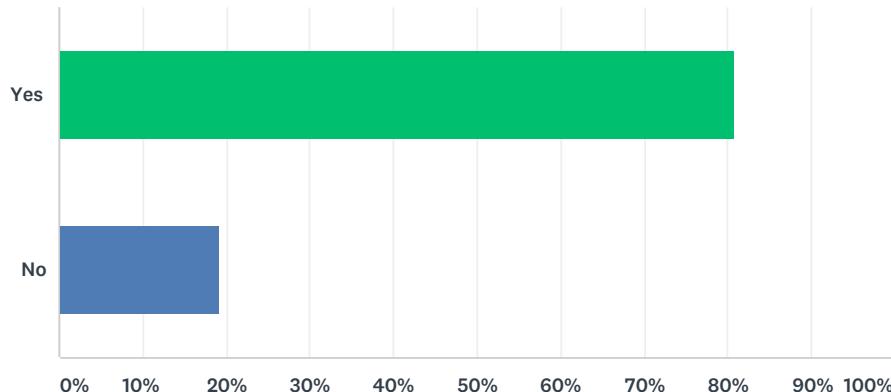


ANSWER CHOICES		RESPONSES	
Yes		85.22%	248
No		14.78%	43
TOTAL			291

#	OTHER (PLEASE SPECIFY)	DATE
1	depends on price	9/16/2019 7:43 AM
2	Depends how much more	9/16/2019 7:34 AM
3	Maybe. Depends on what it is	9/16/2019 7:21 AM
4	If still able to afford it in my family budget.	9/13/2019 5:56 AM

Q14 Are terms like "thoughtfully raised," "room to roam," and "family ranch" material to your purchase decision? Do they make the difference between buying or not buying?

Answered: 291 Skipped: 41

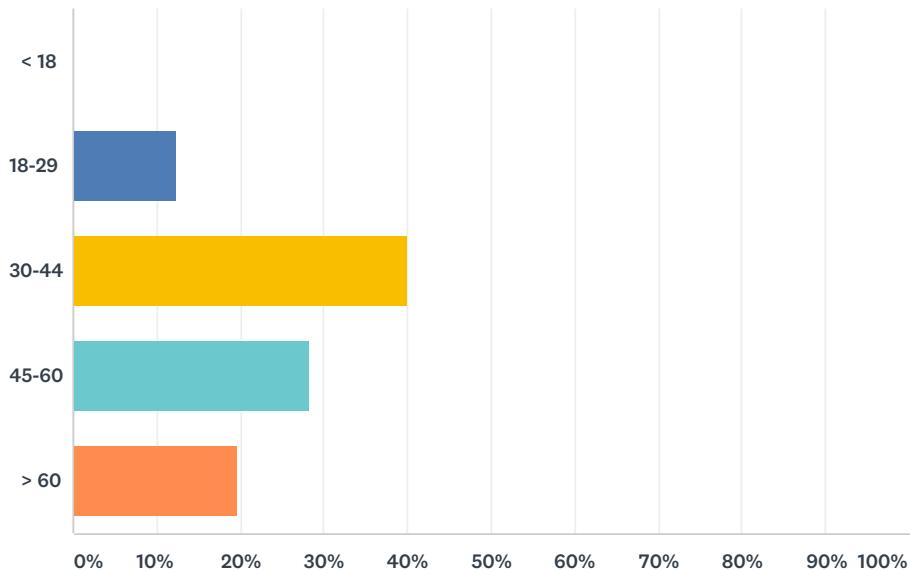


ANSWER CHOICES	RESPONSES	
Yes	80.76%	235
No	19.24%	56
TOTAL		291

#	OTHER (PLEASE SPECIFY)	DATE
1	I only purchase organic and pastured meats	9/16/2019 8:59 AM
2	if all else is equal	9/16/2019 7:43 AM
3	Depends on the product	9/16/2019 7:21 AM
4	Those terms would not give me confidence the animals were raised under humane conditions. So they would not motivate me to purchase.	9/11/2019 3:20 PM

Q15 Age

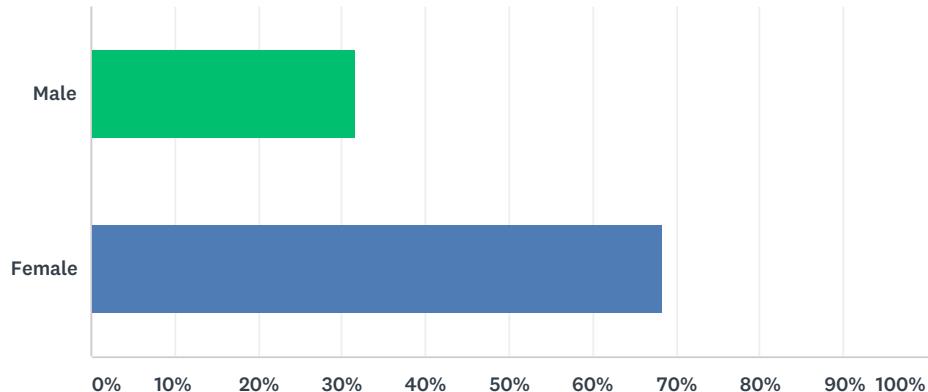
Answered: 291 Skipped: 41



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	12.37%	36
30-44	39.86%	116
45-60	28.18%	82
> 60	19.59%	57
TOTAL		291

Q16 Gender

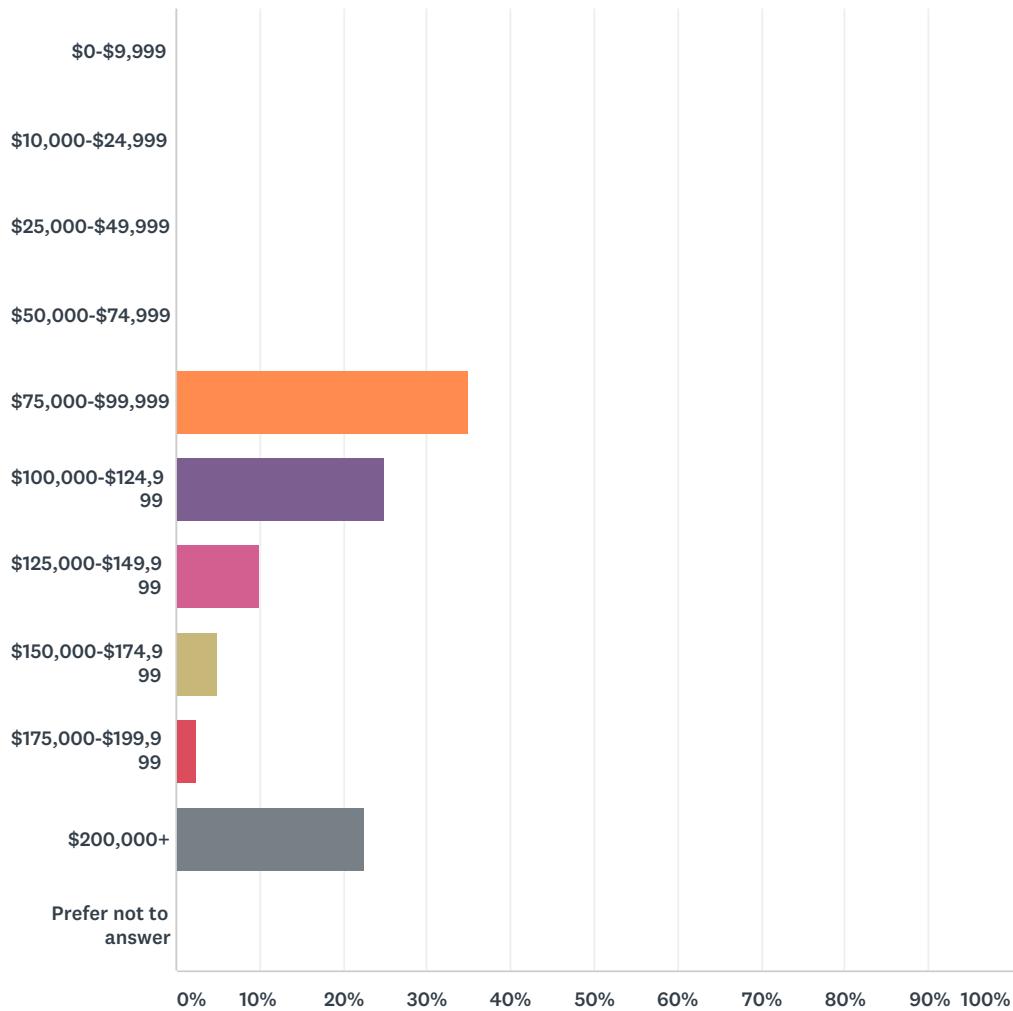
Answered: 291 Skipped: 41



ANSWER CHOICES	RESPONSES	
Male	31.62%	92
Female	68.38%	199
TOTAL		291

Q17 Household Income

Answered: 40 Skipped: 292



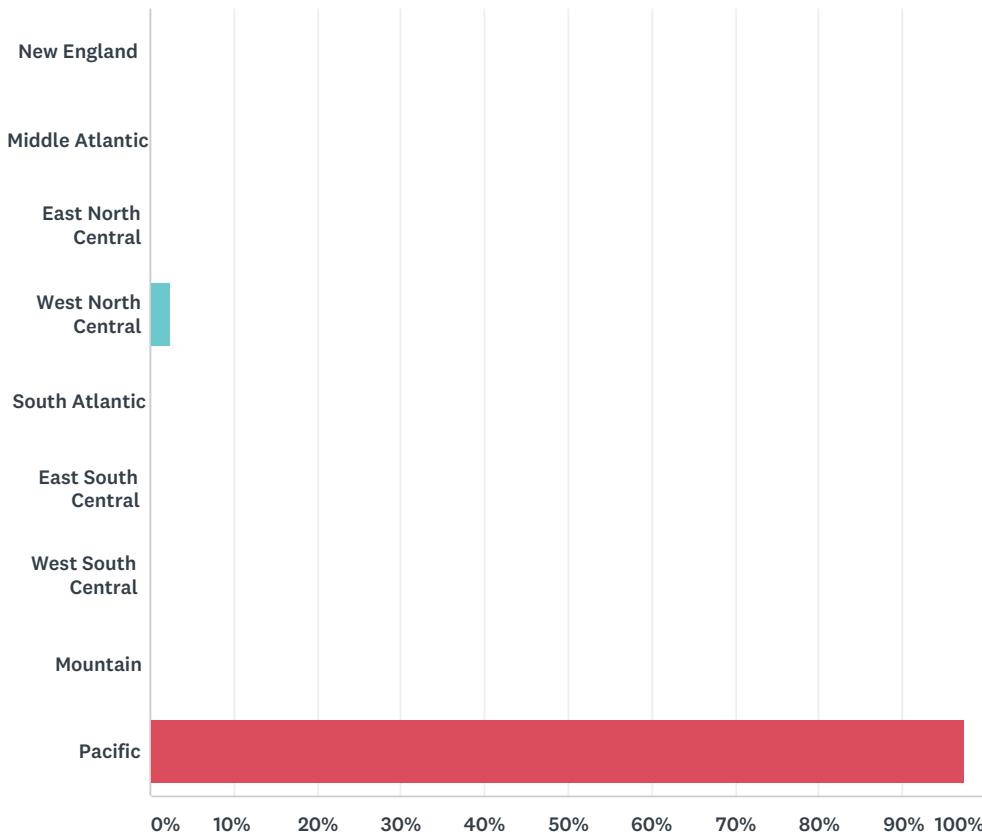
ANSWER CHOICES	RESPONSES
\$0-\$9,999	0.00% 0
\$10,000-\$24,999	0.00% 0
\$25,000-\$49,999	0.00% 0
\$50,000-\$74,999	0.00% 0
\$75,000-\$99,999	35.00% 14
\$100,000-\$124,999	25.00% 10
\$125,000-\$149,999	10.00% 4
\$150,000-\$174,999	5.00% 2
\$175,000-\$199,999	2.50% 1
\$200,000+	22.50% 9

Marketing and Communications Audience Reaction Survey

Prefer not to answer	0.00%	0
TOTAL		40

Q18 Region

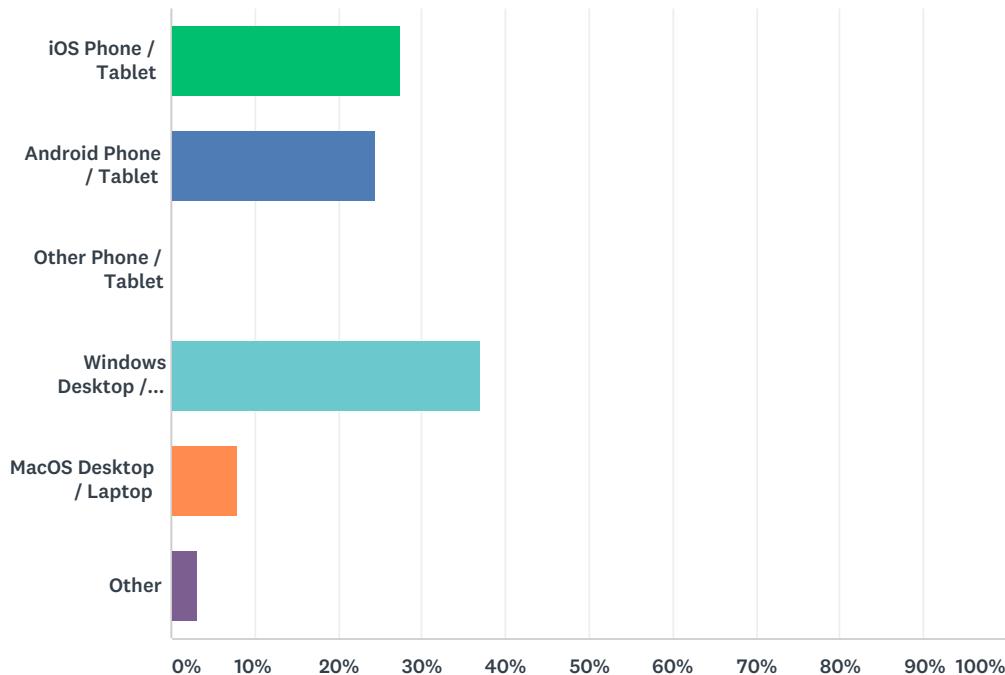
Answered: 40 Skipped: 292



ANSWER CHOICES	RESPONSES
New England	0.00% 0
Middle Atlantic	0.00% 0
East North Central	0.00% 0
West North Central	2.50% 1
South Atlantic	0.00% 0
East South Central	0.00% 0
West South Central	0.00% 0
Mountain	0.00% 0
Pacific	97.50% 39
TOTAL	40

Q19 Device Type

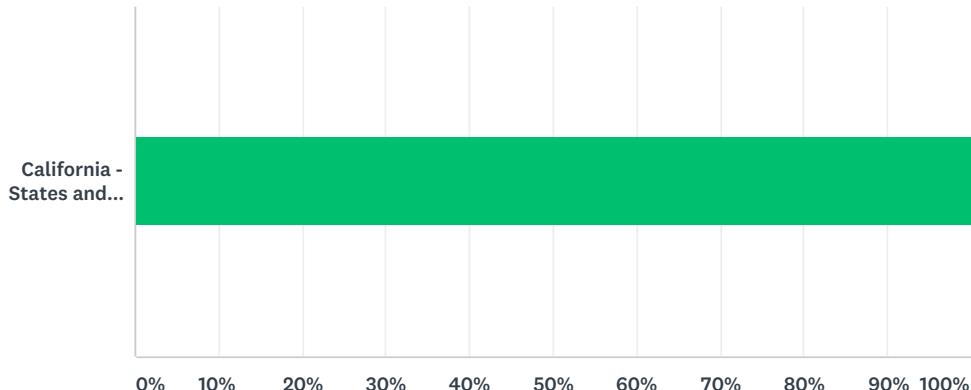
Answered: 291 Skipped: 41



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	27.49%	80
Android Phone / Tablet	24.40%	71
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	37.11%	108
MacOS Desktop / Laptop	7.90%	23
Other	3.09%	9
TOTAL		291

Q20 United States Region

Answered: 251 Skipped: 81



ANSWER CHOICES	RESPONSES	
California - States and Territories	100.00%	251
TOTAL		