

NATURALLY, WE CARE.

It's all about consistency. It began in 1951 when farming ducks at King Cole was truly a natural process. Six decades later and three generations of our family, our commitment to the natural farming process has never wavered. If anything, we're better!



natural farming
process since
1951

clean label

natural grains,
fresh well water

no hormones,
no medications,
gluten-free

free-run,
humane animal
C.A.R.E.

Natural begins with doing it all ourselves: R&D, Breeding, Hatching, Raising, Processing, Product Development and Cooking. That's the time-honored tradition of farming for the ultimate in quality control. That's consistency!

Our commitment to clean label products begins with our unique feeding program. Using a special blend of corn, wheat and natural source proteins created by our team of nutritionists. Only fresh well water is used to complete the diet.

We guarantee no growth hormones or medications in King Cole products. Our ducks are gluten free and you will never find a solution of added water and salt...you get 100% duck!

One of the keys to the quality of our product: our birds are raised *free run* in a stress-free environment. King Cole ducks are grown and raised in large, spacious, well ventilated barns with plenty of room to roam and develop naturally; protected from the elements, predators or outside viruses. As an element of our strict bio-security measures, the barns are washed down, disinfected and cleaned out daily.

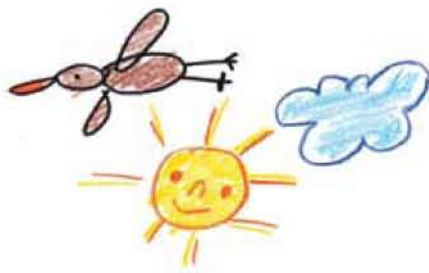
What do you get when you combine all these elements into one farming operation? You get the brand – the products – consumers, chefs and buyers alike trust most.

Naturally.



**KING
COLE**

www.kingcoleducks.com



Good Farming, Good Earth Practices. NATURALLY.

zero waste.

Every part of the duck is used. Bi-products including tongues and feet are prized in Asian communities as part of their cuisine. Necks and bones are sold to pet food companies and rendered into nutritional pet foods. We also operate a feather processing plant where the feathers and down are separated; ultimately used in bedding and clothing products.



tree re-forestation.

For 45 years we have been partners with the Lake Simcoe Conservation Authority in a large tree-planting program, turning unused land into a viable resource and increasing levels of oxygen into the air.

value chain cycle.

One of the many tangible ways we manage our role in this important cycle: we buy spruce, cedar and pine wood remnants from the building industry and recycle as bedding for our birds. That bedding, in turn, is recycled as part of our compost program.

smart farm.

Not only do we practice complete recycling for all our daily needs (paper, pop tins, building materials, etc.) we have reduced our carbon foot-print by using Gators and other small 4-wheel vehicles vs. larger trucks.



water treatment & recycling.

We opened our first water treatment facility in 1965. Then evolved to a newer process in 1989, which was upgraded in 2004 with an extensive network of trenches and holding reservoirs. Today, we are testing one of the most exciting new technologies: Aqua Wetland System. The result: waste water that is recycled and returned to sustain the local ecosystem – filtered by cattails, bulrushes and wildflowers – clean enough to drink right out of the rivers and streams!

great gardens compost.

We take our recycled nesting material, add waste water, mix and distribute in long rows and leave to let wind and sun work their magic. The resulting naturally-cooked material is an odourless, nutrient rich compost that is sold to home gardeners, landscape companies, farms and municipalities for use in parks and sports fields.



King Cole products are CFIA, USDA approved, HACCP-certified.

www.kingcoleducks.com

'Clean' and Green for 60 Years.

For our complete line of fresh, frozen and fully cooked products and menu innovations, please call us at 1-800-363-DUCK.

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