

# PELLEH POULTRY - Bringing boutique poultry from their farm to your table.

## Who is Pelleh?

In the early 80's, R' Refoel Franklin (featured in Mishpacha issue 505), a longtime shochet, noticed some real problems within the kashrus of the meat market. After seeking guidance of his rebbe, R' Freifeld, he was told that he can't change the world or other's standards. What he could do is open his own poultry plant, so that those who seek premier standards in kashrus will have a place to go. And so, together with R' Dovid Miller, the Rav Hamachshir, Pelleh was born! The company is now run by R' Refoel and his son, Eliezer. Baruch Hashem, in the last 30 years, the kashrus of the industry as a whole has improved significantly.

## Pelleh's been around for 25 years. How come I've only been noticing them now?

Until 3 years ago, Pelleh remained a small, NYS regulated plant. They sold their poultry directly to their consumer base and not through grocery stores. When their business increased to a point where they were required to obtain (federal) USDA inspection, they began selling to private label butchers, like Klausenberg and Bnei Yoel to cover their extra costs. Slowly, they realized there's also room for specialty poultry in the retail market, and have started selling duck, duck products, and squab to grocery stores.

## So what sets Pelleh apart in the industry today?

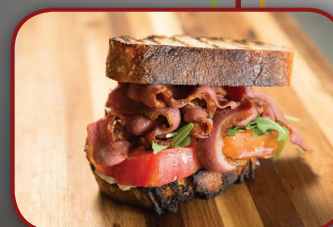
Pelleh's emphasis is still only focused on sustaining the highest level of kashrus, and as a side effect of that, they are able to offer unparalleled quality. A normal poultry plant can process as many as 90 birds per minute on an assembly line, while Pelleh only processes 9. That's where their boutique outlook on poultry comes in. Since they process a much smaller number of chickens and ducks they have the time to check each one by hand, on a table, not on a production line. That means the end result is a meticulously checked bird that's much cleaner, with an inherently lower margin of error. There's no way their output is sufficient to feed all of the masses, but they strive to maintain an incredibly high standard for the chicken, turkey, duck and squab they do process. They also have a proprietary line of products, like duck rillete, duck fat, duck fry, and duck sausage.

## What does the superior Pelleh hechsher mean to consumers?

A talmid of Reb Elya Ber Wachtfogel, the Rosh Yeshiva of Yeshiva of South Falsburg, was traveling in the US from Israel. Reb Elya invited him to his home for Shabbos, but the talmid resisted, saying he made a neder not to eat any American chicken because he was accustomed to a higher level of kashrus, only available in Eretz Yisrael. Reb Elya Ber told him that he could eat in his house, and there was absolutely no need to be matir neder, because the rosh yeshiva only eats Pelleh shchitah, and those chickens are better than what he's currently eating!

"We have gotten a lot of comments and praise from customers who have noticed the billboard ad! Thank you iCatch Media for the fantastic billboard location and to iCatch Media and Mishpacha Magazine for this opportunity."

-Eliezer Franklin,  
Pelleh Poultry



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