



Steve Troxler
Commissioner

North Carolina Department of Agriculture
and Consumer Services
Meat and Poultry Inspection Division

W. Alan Wade
State Director

May 20, 2013

CERTIFIED MAIL/RETURN RECEIPT REQUESTED

Victor Giroux
What's Your Beef
14021 Conlan Circle
Charlotte, NC 28277

NOTICE OF WARNING

We have an investigative case report showing that you violated the North Carolina Compulsory Meat Inspection Law and the North Carolina Poultry Products Inspection Law. The reported violations were discussed with you on April 25, 2013. Specifically, our investigation revealed that you made false and/or misleading claims about meat and poultry products that you offered for sale at your store, on your company website and on the front glass of your meat and poultry display case. These false and/or misleading claims included the following: "Locally Raised" with "No Antibiotics", "No Steroids", "No Hormones" and "All Natural".

Please be advised that the sale of misbranded and/or non-inspected meat and poultry products are a violation of the North Carolina General Statutes (N.C.G.S.) §106-549.23 and (N.C.G.S.) §106-549.56 with civil and/or criminal penalties. Please be advised that you will not receive any further warning with regard to this violation. If you should continue to sell misbranded and/or non-inspected meat and poultry products, we will pursue legal action against you to invoke the penalties associated with these continued violations. I certainly hope this expensive action will not be necessary. An officer from this department will visit you periodically to verify compliance.

Sincerely,

W. Alan Wade
State Director

cc: Mr. Barry Bloch, Assistant Attorney General
Mr. Joe Reardon, Assistant Commissioner