



## **“What’s so great about Pastured Poultry?”**

“Pastured poultry” refers to chickens that have been raised for the majority of their lives on grass. There are a number of ways to do this, but basically the birds are in mobile pens with access to grains and fresh grass, bugs, sunshine, and fresh air. So, why is this so special? Here are some of our findings based on research and experience:

\***QUALITY** of the meat is superior. You will notice pastured chickens have firmer meat and more flavor. Professional chefs love this. The meat has not been bleached or irradiated, so there’s no chemical changes to destroy the natural flavors and textures.

\***LESS FAT, CALORIES, AND CHOLESTEROL** in the meat. Less grain and more grass produces a leaner meat all the way around. Pastured birds are exercising, so it stands to reason that they do not have as much fat packed in the meat. They are not dry or tough, however, since they are given plenty of good feed and develop naturally. All that’s missing is the unnecessary fat that add calories. You will notice the fat left in the pan is softer and yellower. This is another sign of less saturated fats and associated cholesterol.

\***MORE OMEGA-3 FATTY ACIDS** to balance the Omega-6’s. A balance of Omega-3 fatty acids with Omega-6 fatty acids appears to decrease cancer risks. Omega-3’s are stored in grass, which means pastured animals pass that balance on to you.

\***MORE VITAMINS E & D**, since grass contains 20% more vitamine than grain and sunshine is encourages vitamin D. Birds outside in the sunshine, eating grass as they want will naturally have higher amounts in their muscles. After all, you are what you eat!