

USEFUL INFORMATION

PASTURED

This means it's raised on pasture instead of indoor confinement. They feed on grass and bugs, as well as soy and corn.

HERITAGE

A heritage chicken must be from breeds whose genetic line can be traced back multiple generations. It has a moderate to slow rate of growth, reaching appropriate market weight in no less than 16 weeks.

AIR-CHILLED

It's chilled while hanging in the air as opposed to a cold water bath, which dilutes flavor and adds water weight that can add to its cost.

ORGANIC

This label is regulated by the USDA and indicates that the chickens were given feed that is certified USDA organic. These birds also have been given no drugs, antibiotics or hormones.

AVOID

NATURAL

No artificial ingredients have been added to the meat, which is standard for ALL plain chicken. Doesn't say anything about where it came from, what it ate or how it was raised.

15% NATURAL BROTH

Some chicken producers add broth to its meat to plump it up and increase its weight.

ANTIBIOTIC-FREE

Not the same as "Raised Without Antibiotics," where chickens are given no antibiotics during their life.

CAGE-FREE

Cage-free doesn't mean that chickens have adequate space to move or have access to the outdoors.



CHICKEN LABEL CHEAT SHEET



KNOW BEFORE YOU BUY