HEALTHIER WAY FORWARD WITH PASTURED POULTRY

EatPastureRaised.com

ABOUT THE VIDEO

Is pastured poultry poultry nutritionally different from conventionally raised and free range poultry and eggs?

The short answer is YES, pasture raised is more nutritionally dense compared to non-pastured options. "Healthier Way Forward" from American Pastured Poultry Producers Association (APPPA) showcases those laboratory confirmed differences.

WHAT IS PASTURE RAISED?

"Pasture raised" describes a method of raising poultry where the birds **move to fresh pasture often**. They **live a majority of their lives ON pasture**—not in a barn that never moves. Chickens that live their entire lives in a stationary barn with pasture access may never go outside, and that's not pasture-raised.

PASTURE RAISED NUTRITION HIGHLIGHTS

Compared to non-pastured chicken and eggs, pasture raised chicken and eggs have the following nutritional benefits:

Pasture Raised Chicken:

- 91% more Omega 3 fatty acids
- 52% less saturated fats
- 407% more Vitamin E

Pasture Raised Eggs:

- 286% more Omega 3 fatty acids
- 13% less saturated fats
- 73% more Vitamin A
- 200% more Vitamin E

APPPA PUBLISHED RESEARCH

- "Nutritional Analysis of Pastured Poultry Products" by Barb Gorski. APPPA Grit. Winter 2000.
- "Pasture and Feed Affect Broiler Carcass Nutrition" by Mike Badger. APPPA Grit. March/April 2014.

INFO

MEET THE FARMERS

"Healthier Way Forward" was filmed on location in Vermont, Rhode Island, and Pennsylvania. The video also features comments from real pasture poultry farmers from across the country.

Bruce Hennessey
Maple Wind Farm
Vermont

Pat McNiff
Pat's Pastured
Rhode Island

Craig Haney
Carversville Farm
Pennsylvania

Nate Beaulac
Prairie Creek Farms
Oklahoma

Paul Greive
Pasturebird
California

Matt Cadman
Shady Grove Ranch
Texas

FIND A FARMER NEAR YOU

EatPastureRaised.com

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ABOUT APPPA

American Pastured Poultry Producers Association (APPPA) is a member based trade association that advocates for pastured poultry farmers and consumers. The association provides educational resources and networking opportunities.

APPPA
American Pastured Poultry Producers Association

FOR IMMEDIATE RELEASE

MAKING NUTRIENT DENSE CHICKEN AND EGGS: THE MOVEMENT MATTERS

Healthier Way Forward is the latest video release in the Real Pastured Poultry video marketing campaign from American Pastured Poultry Producers Association (APPPA). Healthier Way Forward showcases pasture raised poultry through farmer stories, stunning visuals, and human nutrition.

Healthier Way Forward presents results that show pasture raised chicken and eggs are more nutritionally dense than non-pasture raised. The nutritional values summarized throughout the video are the result of independent laboratory testing conducted on real-world pastured poultry products. That means the chickens were raised using pastured poultry best practices regarding movement, feed, and husbandry.

The nutritional results summarized in Healthier Way Forward were originally published in the APPPA Grit, the pastured poultry community's journal of record since 1997. Peer reviewed research trials and independent farmer nutritional testing corroborate the findings published by APPPA.

The evidence is overwhelmingly clear. How we raise chickens and what we feed them matters to the health of the people who eat the chickens and eggs.

Healthier Way Forward features the stories of farmers from across the United States, including Matt Cadman of Shady Grove Ranch in Texas. In the video, Matt's provides a dietary wake-up call. "I was on $700 of medication a month. My wife and I said, this has got to be diet related." Matt and his family included pastured poultry in total pursuit of better health. "I'm the poster child for what a total lifestyle change can accomplish. I haven't taken a pill in eight years," he says.

When it comes to making a more nutrient dense chicken and egg, the movement matters. There are companies who try to market pasture raised eggs based on access to 108 square feet of space per hen from an immovable barn with chickens that may never go outside. That's a historically inaccurate understanding of pasture-raised because it removes the critical foundation of movement to fresh forage. APPPA asserts that birds that only have access to the outdoors, the free range reality, are different from birds raised on pasture. The peer reviewed research provides support for this assertion. When independent laboratory testing or university research incorporates a movement-based pasture model, the nutritional differences are clearly noticeable. When the nutritional composition of free range birds are tested, the results are less predictable.

When you watch Healthier Way Forward, you see real pastured poultry farms incorporating moveable shelters that enable the farmer to provide a steady supply of fresh rooted in soil vegetation to the flock. The steady access to fresh forage is the foundation for the health of the chicken and the nutrient density of the eggs and meat produced from a pastured system.

You can't identify real pastured poultry by certifications and labels. You identify real pastured poultry based on movement. The best way to find a pastured poultry farmer is to visit EatPastureRaised.com.

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RESOURCES

ADDITIONAL RESEARCH

The scientific research has long ago attributed differences in nutrition of eggs and meat to differences in the production model. Studies from 1974 and 1998 (listed below) studied free range production while the more recent studies, including those cited by APPPA in "Healthier Way Forward," examined the effects of a pastured poultry model. However, as you read the research and examine the context of each production system, you will learn the distinction between free range and pasture raised matters.

In a 1974 article in the British Journal of Nutrition, researchers didn't find any differences in the Omega 3 content of a free range egg when compared to a caged hen's egg; however, Vitamin B12 and Folic Acid were significantly higher in the free range birds. The research by APPPA and Pennsylvania State University show a significant difference in the Omega 3 levels in the pasture raised meat and eggs compared to a non-pastured chicken and eggs, representing a repeatable shift in research. The differences between pasture raised and free range production models highlight several points:

1. Free range is not synonymous with pasture raised and the terms can't be used interchangeably.
2. It's the movement on pasture that matters and that differentiates pasture raised.
3. Companies that fake pasture raised from an immovable barn where most birds may never go outside to forage compromises consumer expectations and product quality.

The following resources provide a broad picture of how the nutrition of eggs and chicken meat change as a result of the supplemental diet provided by pasture forage.

SOURCES

"Chemical composition of eggs produced under battery, deep litter and free range conditions," Tolan, Jean Robertson, et. al. British Journal of Nutrition, 31, 185. 1974.

"Effect of free-range feeding on n-3 fatty acid and a-tocopherol content and oxidative stability of eggs," Lpoz-Bote, C.J. et. al. Animal Feed Science Technology 72 1998 33–40.

"Fatty acid composition of breast meat in two lines of slow-growing chickens reared conventionally or on pasture," Popova, Teodora, et. al. Maya. Food Science and Applied Biotechnology, [S.l.], v. 1, n. 1, p. 70-76, mar. 2018.

"Meet Real Free-Range Eggs," Long, Cheryl; Alterman, Tabitha. Mother Earth News. October/November 2007.

"Nutritional Analysis of Pastured Poultry Products," Gorski, Barb. APPPA Grit, Issue 11, Winter 2000.

"Pasture and feed affect broiler carcass nutrition," Badger, Mike. APPPA Grit, Issue 80, March/April 2014.

"Vitamins A, E and fatty acid composition of the eggs of caged hens and pastured hens," Kartsten, H.D., et al. Renewable Agriculture and Food Systems: 25(1); 45-54. 12 January 2010.