

LET US SHOW YOU REAL PASTURE RAISED EGGS



ABOUT THE VIDEO

Free range, cage free, all natural, organic, pasture raised. All these labels compete for consumer attention in the egg aisle, but what are the differences, really?

APPPA wants to help consumers see past the marketing to be able to choose pasture raised eggs from a farm near them.

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 EGG NUTRITION HIGHLIGHTS

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

Pasture Raised Eggs:

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

99% OF 'PASTURE RAISED' EGGS IN THE GROCERY STORE ARE RAISED IN A BARN, NOT ON PASTURE.



INFO



MEET THE FARMERS

This video was filmed on location in Vermont, Rhode Island, and Pennsylvania. The video also features interviews from real pastured poultry farmers from across the country.



Bruce Hennessey
Maple Wind Farm
Vermont



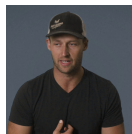
Pat McNiff
Pat's Pastured
Rhode Island



Craig Haney
Carversville Farm
Pennsylvania



Christian Alexandre
Alexandre Family Farms
California



Paul Greive
Pasturebird
California



Dave & Ginger Shields
Pastured Life Farm
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Grady Phelan
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 [GetRealEggs.com](https://www.youtube.com/GetRealEggs.com)

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.

FOR IMMEDIATE RELEASE

LET US SHOW YOU REAL PASTURE RAISED EGGS

The video “Let us show you real pasture raised eggs” clears up the label confusion common in the grocery store aisle by setting a clear expectation of what pasture-raised means. Pasture raised hens move to fresh pasture often. They live a majority of their lives on pasture and not in a barn that only gives access to pasture. Movement to fresh pasture ensures that the benefits of the pastured poultry farming model come together into an egg that is documented to be more nutrient dense in important vitamins and fats when compared to non-pasture raised eggs.

The key to perceiving the difference between real pasture raised eggs, as it’s been done for the last 30 years and other egg labels is understanding the difference between the words “on” and “access.” Pastured poultry live on rooted-in-soil vegetation, actively growing pasture.

The use of the term “access to pasture” in egg marketing is a sign that management behind those eggs may not live up to the decades of historical principles used by the pastured poultry community. In this video, Ginger Shields of Pastured Life Farm in Florida sums up the problem. “We have to do a fair amount of de-education for our customers because so many of them are misled by grocery store labels. They assume that a free-range chicken would be the same [pasture raised] product that we’re selling. It’s not.”

The legal definition for Free Range poultry regulates “access” to the outdoors, but it’s an open secret in the poultry industry that the doors on a free-range barn may never open. If the barn doors do open, there’s no enforced standard that requires there to be vegetation outside the doors or that the birds step through the door. Likewise, when you see certifications that market 108 square feet of pasture per hen, it’s a warning that you may not be getting what you expect. In these systems, the 108 square feet replaces the core principle of movement to fresh, rooted in-soil vegetation by providing “access” to a large amount of space that the hens cannot properly utilize.

How do you get what you expect?

In “Let us show you real pasture raised eggs,” Grady Phelan from Heritage Valley Farm in Texas, says succinctly, “Know the first name of your farmer.”

APPPA helps consumers know the first name of their farmer by maintaining a searchable directory of pastured poultry farms at <https://getrealchicken.com>. American Pastured Poultry Producers Association (APPPA) is a trade association for farmers who raise pastured chicken, turkey, eggs, and more. Get Real Chicken is a project of APPPA that provides resources to help consumers buy pasture raised poultry and eggs that meet their expectations.

WHY PASTURE RAISED?

PASTURE RAISED MEETS EXPECTATIONS

	Organic	Cage Free	Free Range	Certified Humane	Pasture Raised
Lives on Pasture	No	No	No	No	Yes
Moves to Clean Pasture	No	No	No	No	Yes
"Access" to Outdoors	Yes	No	Yes	Yes	Yes
Seasonally Raised	No	No	No	No	Varies by Geography
Primary Diet	Balanced Feed	Balanced Feed	Balanced Feed	Balanced Feed	Balanced Feed
Diet from Supplemental Forage	None	None	None	Limited	Seeds, grass, legumes, insects, worms

Chart comparing common labels to pasture raised. Source: getrealchicken.com.

ADVANTAGES OF PASTURE RAISED



Connects you to the local farmer behind your food



Imparts a deeper flavor and firmer texture to the meat



Reduces the need for antibiotics and medications



Turns manure into an asset that builds fields, soils and wildlife ecology



Builds a relationship with a farm in your community



Harnesses the good things about nature



Offers the highest animal welfare



Empowers local and rural economies

Benefits of Pasture Raised Poultry and Eggs. Source: getrealchicken.com.