

WHEEL OF CHICKEN

Understanding your choices



Ever wonder what all those chicken labels mean?

Do you know the difference between free range and free run?

Take a look and understand your choices when it comes to being chicken!

When you're at the grocery store, make sure you ask for chicken with the Raised by a Canadian Farmer brand – this ensures you get fresh, safe, high quality Canadian chicken that you and your family will love!

RAISED WITHOUT ANTIBIOTICS

Raised without antibiotics on the label means that the chicken was not treated in any way with antibiotics

FREE RUN

Free run is different than free range in that chickens do not necessarily need to be raised outside but they are required to be able to move around freely within the barn. All chickens raised for meat in Canada are considered free run.

VEGETARIAN GRAIN FED

Vegetarian grain fed means that the feed contains only vegetable protein such as soy, which can alter the flavour and colour of the meat. While chickens are omnivores, chickens can be raised on vegetarian feed, as long as an appropriate protein level is achieved.

KOSHER

Kosher refers to the content and production requirements, not to any specific cuisine. In Hebrew, kosher means "fit" or "proper," indicating the food products meet the dietary requirements of Jewish law. These laws are known as the laws of kashruth and deal with what foods may be eaten together and how those foods are to be prepared.

HORMONE/STEROID FREE

Though it is rare, some marketers still classify their chicken as "hormone-free." This is little more than a marketing tactic, since the use of hormones and steroids in raising poultry have been banned since the 1960s in Canada.

HALAL

With respect to food, Islamic laws are very specific and Muslims seek to eat foods defined as "Halal," which is defined by Muslims as "that which is allowed" by God, or "Allah," the Law-Giver. Muslims are taught that the animals must be well-rested and handled in a way that minimizes suffering.

FREE RANGE

Free range birds must have access to the outdoors. However, since there is no legal definition of free range in Canada, this can vary from farm to farm.

GRAIN FED

Since all chicken in Canada is given a feed that consists of over 85% grain, this term is typically just used for marketing. Chicken labeled as "grain fed" is stating the obvious, though some brands will mention special types of grain.

ORGANIC

Chicken sold as organic is raised to a specific standard laid out by the Canadian General Standards Board, in addition to the standards set by an organic certification board. Organic chicken must be raised with a certified organic feed that contains no animal by-products or antibiotics, and any supplements, such as vitamins, must be approved by a certification body.

