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**chicken.ca**



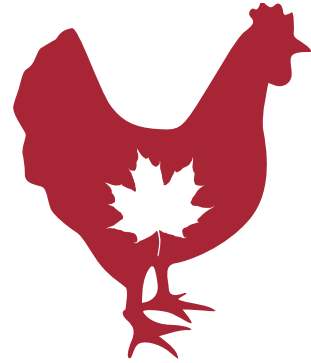
# HEALTHY, CANADIAN CHICKEN

What else is there to know?

# CANADIAN CHICKEN LABEL

There are many reasons why chicken is Canada's number-one choice for meals. High in protein, easy to prepare, and versatile enough to cater to any taste, Canadian farmer-raised chicken is the perfect choice for a healthy meal – and now it's even easier to identify.

We're helping consumers know that they're buying the highest quality chicken with a special mark that reads "Raised by a Canadian Farmer." Ask for this logo on fresh chicken in your local grocery store.



*Raised by a*  
**CANADIAN  
FARMER**

*Élevé par un*  
**PRODUCTEUR  
CANADIEN**

# DID YOU KNOW?

- Canadian farmer-raised chicken has NOT been given hormones or steroids (they are illegal, and have been since the 1960s). It's also grain-fed.
- Our 2,800 chicken farmers pride themselves on raising fresh, high-quality chicken. They follow a government-recognized On-Farm Food Safety Program and an auditable Animal Care Program to meet nationally-established standards.
- Canadian chickens raised for meat are free-run. They roam freely in clean, well-ventilated barns, eat and drink whenever they want, and are protected from predators and the harsh Canadian climate.
- Purchasing Canadian farmer-raised chicken helps support your local and national economy by sustaining jobs both directly on the farm and indirectly for people in the processing, retailing, and restaurant industries.
- Chicken raised by a Canadian farmer has exceptional nutritional benefits. It is very high in protein and lower in saturated fat than most other meats.
- Fresh Canadian chicken is trans fat-free, naturally low in carbohydrates and sodium, and contains many essential nutrients for optimal health.
- Canadian chicken is available in a wide variety of cuts to suit a range of tastes and budgets. You can also find different types with the seal, including traditionally-raised, organic, and free-range.



ASK YOUR  
GROCER TO  
CARRY CHICKEN  
LABELLED "RAISED  
BY A CANADIAN  
FARMER."



# FRESH CHICKEN, HEALTHIER YOU

Well-planned meals that include fresh ingredients are an excellent way to take control of your health and limit foods that are high in sugar, sodium, and fats. Chicken offers essential nutrients and is a healthy choice when paired with whole foods or as a quick snack.

What does chicken raised by a Canadian farmer offer your family? Here are the results from one of our nutrient studies:

## EXCELLENT SOURCE OF PROTEIN

All cuts of chicken are an excellent source of high quality protein ranging from 20 to 30 grams per 100 g serving. Studies show that eating adequate protein (25-30 grams) at each meal helps optimize growth, maintain and repair body tissues, muscles, and cells. Getting adequate protein throughout the day can help you manage your weight by keeping you satisfied longer.

## EXCELLENT SOURCE OF B12

Chicken is a good source of several B vitamins, which are essential for a number of processes in the body, from converting food into energy to the development of

healthy skin, nails, and hair. Dark meat from thighs and legs contains an excellent source of vitamin B12, an important nutrient for neurological function and red blood cell formation. Dark meat without skin is also not as high in fat as you might think.

## EXCELLENT SOURCE OF ZINC

While all cuts of chicken contain zinc, chicken legs have the most. A 100 g serving is an excellent source, containing 25% of the recommended daily value. Zinc is a mineral that we need every day to stay healthy. It helps strengthen our immune system and heal wounds, and is required for proper smell and taste. Zinc is also needed to help the body grow and develop, which is especially important for infants, children, adolescents, and pregnant women.

# HEALTHY MEALS NEVER TASTED SO GOOD

## HIGH IN POTASSIUM

Potassium is best associated with foods like fruits, vegetables, and whole grains, so you may be surprised to know that chicken contains this important mineral. When compared to dark meat, chicken breasts have the highest source of potassium (430 mg per 100 g serving) which is as much as a medium-sized banana.

## HIGH IN MAGNESIUM

Magnesium is an important mineral that many of us are not meeting the recommended intake of and is involved in numerous metabolic reactions vital to health. While all cuts of chicken contain magnesium, skinless breasts have the most. A 100 g serving contains 15% of the recommended daily value. Other good food sources include quinoa, whole grains, nuts and seeds, spinach, and legumes.

## NUTRIENT FLASH!

Adequate intakes of magnesium are associated with lower rates of osteoporosis, high blood pressure and stroke, diabetes, and migraines.

## HIGH IN PHOSPHORUS

Chicken is also a good source of phosphorus which helps build healthy teeth and bones. The main sources of phosphorus are the protein food groups of meat and milk. Phosphorus is needed to help balance and use other vitamins and minerals, including B vitamins, magnesium, and zinc. A 100 g skinless chicken breast offers 25% of your recommended daily value.

\*Nutrient claims are based on 100 g serving from data collected by Silliker Labs.

## COOK HEALTHY CHICKEN WITH SKIN ON

Most of us will agree that a skinless cut of chicken contains less fat and calories than a cut with the skin on. But, did you know that a skin-on cut has similar nutritional value if the skin is removed after roasting?

That's right. In fact, chicken roasted with the skin on and removed after has more moisture and less fat and calories than a skinless cut.

This means that you can cook your chicken with the skin on, retaining all the moisture and flavour you love, and then remove it prior to serving to achieve the same health benefits as a skinless cut.

# Visit chicken.ca

CHICKEN.CA – the nation’s leading resource for cooking techniques, recipes, health & nutrient information and conversations with consumers. Check it out! We have:

- **Recipes** – Hundreds of recipes with nutrition information to help you make healthy choices. Browse our database by category to suit your dietary needs and taste.
- **Cooking Tips** – Our inventory of step-by-step How-To-Videos will teach you everything from poaching chicken to making an awesome stir fry.
- **Health Information** – Peruse our Health section for printable nutrition factsheets and articles on topics such as nutrition, exercise, kid-friendly meals, and managing diet-related health issues.
- **Cooking Times & Food Safety Info** – Check out our Chicken School section for a wealth of information on keeping your family safe from food-borne illness. Use our chicken cooking times chart to ensure your chicken is cooked to juicy perfection every time.
- **Chicken Farmers** – Visit our On the Farm section to learn about our chicken farmers. Find out how your favourite protein gets from a family farm to your table safely.

**You can find more information about Canada’s chicken farmers and get inspiration for your next meal at [chicken.ca](http://chicken.ca). Follow us on ,  &  where we straight-talk nutrition and health and post our best nutritious recipes.**

A top-down view of a white plate containing a salad. The salad consists of cooked chicken pieces, broccoli florets, sliced bocconcini cheese, sliced cucumbers, shredded carrots, and small white beans. A silver fork is placed on the right side of the plate. The text 'BROCCOLI, BOCCONCINI & CHICKEN SALAD' is overlaid in large white letters on the bottom right of the image.

# BROCCOLI, BOCCONCINI & CHICKEN SALAD

Developed for CFC by Nancy Guppy, RD, MHSc



6 cups (1.5 L) broccoli, stalks and florets, sliced

1 pkg bocconcini pearls, 24% MF, (fresh mozzarella), drained

2 cups (500 mL) cooked chicken, shredded

2 cups (500 mL) carrots, grated

1/4 cup (60 mL) red onions, minced

1/4 cup (60 mL) raisins

1 tsp (5 mL) sugar

3 tbsp (45 mL) olive oil

3 tbsp (45 mL) red wine vinegar

1/4 tsp (1.25 mL) paprika

2 tsp (10 mL) thyme, fresh

2 tsp (10 mL) rosemary, fresh, minced

1 tsp (5 mL) sage, fresh

2 cloves garlic, minced

1/4 tsp (1.25 mL) salt

1/4 tsp (1.25 mL) black pepper, freshly ground

# BROCCOLI, BOCCONCINI & CHICKEN SALAD

Slice broccoli stalks into rounds. Separate heads into florettes. Steam until tender crisp and still bright green. You can also make this salad with raw broccoli if you prefer. Add to large salad bowl.

Shred the cooked chicken and add to bowl.

Grate carrots and mince onion and toss into salad bowl along with the raisins and bocconcini.

Add sugar, olive oil, red wine vinegar, paprika, thyme leaves, minced rosemary and sage, minced garlic, salt and freshly ground pepper. Toss well. Refrigerate until ready to serve.

Notes: Bocconcini are available in a variety of sizes of balls and here the “pearls” are used.

Serves: 6 | Prep Time: 15 min. | Cook Time: 10 min.

CAL. 290 | PROT. 24 G | FAT 15 G | CARBS 17 G | FIBRE 4 G | SUGAR 8 G | SODIUM 190 MG



# POLENTA CHICKEN PIZZA BITES

Developed for CFC by Nancy Guppy, RD, MHSc

# POLENTA CHICKEN PIZZA BITES

2.2 lb (1 kg) cornmeal (polenta), firm, tube

1/4 cup (60 mL) corn flour or wheat flour

3/4 lb (0.4 kg) boneless, skinless chicken thighs

5 tbsp (75 mL) olive oil

2 cloves garlic, minced

1 cup (250 mL) tomato basil pasta sauce, low-sodium or 1 cup (250 mL) your favourite marinara

2 cups (500 mL) mozzarella cheese, part skim, 16.5% MF, grated

3 tbsp (45 mL) thyme, fresh or 1 tbsp (15 mL) thyme, dried

Make polenta circles by first cutting the tube of polenta in half. Then slice each half into 8 equal width circles (16 total).

Spread flour out on a dinner plate. This recipe uses corn flour but white or whole-wheat flour works well too. Push the circles down on the flour coating lightly on both sides. Set aside.

Heat 1 Tbsp (15 mL) of olive oil over medium-high heat in a skillet. Lightly brown polenta slices on both sides - about 4-5 minutes per side. Work in batches of 4 to 6 pieces at a time depending on the size of your pan. Add 1 Tbsp (15 mL) more olive oil at start of each batch. Coat a baking pan with vegetable oil spray and spread browned pieces of polenta out on the baking pan.

Heat 1 Tbsp (15 mL) of olive oil in non-stick skillet. Sauté minced garlic a few minutes to soften. Add chicken thighs and sauté until cooked through and the internal temperature

reaches 165°F (74°C). Cut chicken thighs across the grain into strips to yield 16 pieces.

Top each polenta bite with 1 Tbsp (15 mL) tomato sauce and use a spoon to spread over the base. Top each polenta with a slice of chicken thigh. Sprinkle each with 1 Tbsp (15 mL) grated cheese. Finish with 1/2 tsp (2.5 mL) fresh thyme leaves.

Preheat the broiler. Broil for 2-3 minutes or until the cheese is bubbling and lightly browned. Keep an eye on them as they can burn easily.

\*If you don't need a gluten free version you can substitute whole wheat flour for the corn flour in this recipe.

Remove thyme leaves from stem by holding the top of the sprig between your thumb and forefinger and pulling downwards towards the base. Discard the central woody stalk.

**Serves: 16 | Prep Time: 30 min. | Cook Time: 45 min.**

**CAL. 160 | PROT. 9 G | FAT 8 G | CARBS. 7 G | FIBRE 1 G | SUGAR 1 G | SODIUM 310 MG**



# HICKORY DICKORY CLUCK CHICKEN SANDWICH

Centurion Conference and Event Center

# HICKORY DICKORY CLUCK CHICKEN SANDWICH

## **Marinade:**

1/4 cup (60 mL) apple cider vinegar  
3 tbsp (45 mL) prepared coarse-ground mustard  
3 cloves garlic, peeled and minced  
1 lime, juiced  
1/2 lemon, juiced  
1/2 cup (125 mL) brown sugar  
1 1/2 tsp (7.5 mL) salt ground black pepper, to taste  
6 tbsp (90 mL) olive oil  
6 boneless, skinless chicken breast halves

## **Creamy Coleslaw:**

1/2 cup (125 mL) mayonnaise  
3 tbsp (45 mL) finely-chopped red onion  
1 1/2 tbsp (25 mL) apple cider vinegar  
1 tsp (5 mL) celery seed  
1/2 tsp (2.5 mL) kosher salt  
1/2 tsp (2.5 mL) freshly-ground black pepper  
1/2 head of green cabbage, thinly-sliced or shredded  
1/2 head of purple cabbage, thinly-sliced or shredded hot sauce, to taste

## **Other:**

Hickory-smoked BBQ sauce

In a large glass bowl, mix the apple cider vinegar, mustard, garlic, lime juice, lemon juice, brown sugar, salt, and pepper. Whisk in the olive oil. Place chicken in the mixture. Cover, and marinate 8 hours, or overnight.

Preheat an outdoor grill for high heat.

Grill the chicken breasts on each side for 3 to 4 minutes or until the internal temperature reaches 165°F (74°C).

Brush with a hickory-smoked BBQ sauce.

## **Creamy Coleslaw**

Combine cabbages and red onion in a large bowl. Set aside.

To make dressing, combine mayonnaise, apple cider vinegar, celery seed, salt and pepper in a small bowl. Add hot sauce to taste. Whisk to combine.

Toss dressing with the cabbage and onion mixture. Let stand 20-30 minutes or preferably overnight to allow flavours to marry.

## **Sandwich**

Place grilled BBQ-basted chicken breast on a fresh Kaiser roll and a helping of Creamy Coleslaw.

Serves: 6 | Prep Time: 45 min. | Cook Time: 20 min.



# CHICKEN AND RICE OH SO NICE

Recipe created by Henry and Nelly Baker 2009 Recipe Contest Winner (3<sup>rd</sup> place)

# CHICKEN AND RICE OH SO NICE

3 chicken thighs  
3 chicken drumsticks  
2 chicken breast(s), halved  
3 onion(s), medium, diced  
1 red pepper(s), diced  
1 tomato(es), diced  
1 tbsp (15 mL) paprika  
1 tbsp (15 mL) seasoned salt  
1/4 tsp (1.25 mL) Cajun seasoning  
1/4 tsp (1.25 mL) curry powder  
2 tbsp (30 mL) barbecue sauce  
2 tbsp (30 mL) smoky habanera sauce  
2 cups (500 mL) water  
2 cups (500 mL) vegetables,  
fresh or frozen  
1 can condensed cream of  
celery soup  
1 cup (250 mL) instant rice

In a skillet, layer onion, red pepper and tomato.

Add chicken. Sprinkle chicken with paprika, seasoned salt, Cajun seasoning and curry powder.

Add barbecue sauce and smoky habanera sauce.

Add water and vegetables, cook over low heat for approximately 30 minutes, and then turn chicken over.

Add soup and cook for additional 45 minutes. Turn chicken over again after about 25 minutes.

Add rice and cook for another 15 minutes. The chicken is cooked when it reaches an internal temperature of 165°F (74°C).

Serves: 6 | Prep Time: 15 min. | Cook Time: 2 hours

CAL. 250 | PROT. 16 G | FAT 6 G | CARBS 35 G | FIBRE 5 G | SUGAR 9 G | SODIUM 950 MG

A close-up photograph of a rustic ceramic bowl filled with a pasta dish. The pasta is bowtie-shaped and coated in a light sauce. It is topped with several ingredients: a golden-brown fried chicken cutlet, sliced mushrooms, bright green peas, and small pieces of cooked bacon. The bowl sits on a light-colored wooden surface. In the background, a wooden cutting board holds several pieces of bread, and a glass of water is partially visible on the left. The overall lighting is warm and natural.

# FALL FOR CHICKEN BOWTIE PASTA

Chicken Farmers of Saskatchewan



# FALL FOR CHICKEN BOWTIE PASTA

7 oz (200 g) chicken breast cut  
into 1" thick strips

3/4 cup (175 mL) frozen peas

1/2 cup (125 mL) diced roasted  
red peppers

1/2 cup (125 mL) cut up fresh  
mushrooms

1/2 cup (125 mL) diced onions

1 garlic clove minced

36 oz (1025 g) ready-made  
Alfredo Sauce

1 tsp (5 mL) thyme

2 tbsp (30 mL) fresh parmesan  
cheese

32 oz (910 g) bowtie pasta

chopped parsley salt and pepper  
to taste

Cook pasta as directed on package.

In a dutch oven lightly sauté chicken  
over medium-high heat. While chicken is  
browning add garlic, onions, red peppers  
and mushrooms. Continue to sauté until  
chicken is thoroughly cooked.

Add alfredo sauce, frozen peas and  
season with thyme, salt and pepper.  
Simmer until hot.

Add cooked bowtie pasta to the chicken  
mixture and gently stir.

Serve family style and garnish with  
chopped parsley and parmesan cheese.

Serves: 4

A close-up photograph of a holiday-themed chicken sandwich. The sandwich is served on a white plate with a thin gold rim. It features a golden-brown, toasted bun filled with a creamy chicken salad, fresh cranberries, and a slice of Swiss cheese. The sandwich is accompanied by a side of roasted Brussels sprouts and sliced onions. The background is a light-colored marble countertop, decorated with a red napkin, a small floral arrangement, and a glass of amber liquid. The overall scene is festive and appetizing.

# HOLLY JOLLY HOLIDAY CHICKEN

Developed for CFC by Monda Rosenberg

# HOLLY JOLLY HOLIDAY CHICKEN

4 skinless boneless chicken breasts  
1/4 cup (60 mL) chopped fresh or dried whole cranberries  
1/4 cup (60 mL) creamy goat's cheese  
2 tsp (10 mL) dried leaf sage  
2 tbs (30 mL) butter pinch of salt  
1/2 cup (125 mL) white wine

Working with one chicken breast at a time, make a horizontal slit about 1 ½ inches (3.5 cm) long in the thickest side of the breast. Insert index finger into the slit and wiggle to form a small wide pocket. If using dried cranberries, cover with boiling water and let sit about 5 minutes to plump. Then drain well.

In a bowl, combine cranberries with cheese and 1 tsp (5 mL) dried leaf sage. Work with your fingers to make sure sage is evenly mixed. Pick up about a quarter of the mixture and stuff into the pocket of one chicken breast. Stroke and gently press the top of the breast to spread mixture throughout the breast. Repeat with remaining chicken. If making ahead, cover and refrigerate up to a day.

To cook, melt 1 Tbsp (15 mL) butter in a frying pan over medium heat. Add chicken. Generously sprinkle with salt on both sides. Then cook until golden on both sides, from 2 to 3 minutes a side.

Sprinkle chicken with 1 tsp (5 mL) dried leaf sage. Pour wine over the chicken. Cover, then reduce heat to low and cook until chicken feels springy when pressed, from 4 to 6 minutes a side. Remove chicken to plates.

Turn heat to high. Add remaining tablespoon (15 mL) butter to pan. Stir constantly until sauce just coats the bottom of the pan. Pour over chicken.

Notes: Mashed potatoes and green beans or brussels sprouts with crisp bacon bits are good companions.

Serves: 4 | Prep Time: 20 min. | Cook Time: 18 min.

CAL. 280 | PROT. 38 G | FAT 7 G | CARBS 1 G | FIBRE 0 G | SUGAR 1 G | SODIUM 179 MG



CHICKEN.CA

# PROVINCIAL CHICKEN BOARDS

**British Columbia Chicken Marketing Board**

32450 Simon Avenue, Suite 101  
Windermere Court, Abbotsford, BC V2T 4J2  
[www.bcchicken.ca](http://www.bcchicken.ca)

**Alberta Chicken Producers**

2518 Ellwood Dr. SW  
Edmonton, AB T6X 0A9  
[www.chicken.ab.ca](http://www.chicken.ab.ca)

**Chicken Farmers of Saskatchewan**

224 Pacific Avenue, Suite 201  
Saskatoon, SK S7K 1N9  
[www.saskatchewanchicken.ca](http://www.saskatchewanchicken.ca)

**Manitoba Chicken Producers**

1357 Kenaston Boulevard  
Winnipeg, MB R3P 2P2  
[www.manitobachicken.ca](http://www.manitobachicken.ca)

**Chicken Farmers of Ontario**

3320 South Service Road, P.O. Box 5035  
Burlington, ON L7R 3Y8  
[www.ontariochicken.ca](http://www.ontariochicken.ca)

**Les Éleveurs de volailles du Québec**

555, Roland Therrien Boulevard, Suite 250  
Longueuil, QC J4H 4G1  
[www.lepoulet.qc.ca](http://www.lepoulet.qc.ca)

**Chicken Farmers of New Brunswick**

277 Main Street, Suite 103  
Fredericton, NB E3A 1E1

**Chicken Farmers of Nova Scotia**

531 Main Street  
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**Chicken Farmers of Newfoundland & Labrador**

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