

What Is Pastured Chicken? Discover the Health and Environmental Benefits

Picking the perfect chicken goes way beyond just taste – it's about making choices that feel good, do good, and frankly, are good all around. That's where pasture-raised chicken comes strutting in, turning heads and winning hearts of folks who care about their health, our feathery friends, and this big green planet. It's not just a trend; it's a whole vibe that's getting all the right kind of buzz.

The Benefits of Choosing Pasture-Raised Chicken

1. It's Healthy



REAL PASTURED CHICKEN VS. CONVENTIONAL STORE-BOUGHT CHICKEN

Actual numbers from independent testing done Jan 2021

25%

less calories

41%

less fat

9%

less cholesterol

43%

less saturated
fatty acids

71%

less trans-fatty
acids

61%

less monounsaturated
fatty acids

6%

More Protein

2x

Higher Omega 3

86%

better ratio
of Omega 3:6s



Pasture-raised chickens get to wander outdoors, munching on a natural diet of seeds, bugs, and plants. This lifestyle doesn't just make the chickens happier; it makes their meat healthier for us too. Compared to chickens raised indoors, pasture-raised chickens offer meat that's richer in Omega-3 fatty acids, vitamins, and minerals. These nutrients are great for keeping our hearts in tip-top shape and fighting off inflammation. **Why it matters:**

- Omega-3 fatty acids: Super important for a healthy heart.
- Vitamins and minerals: They help reduce inflammation in our bodies.

2. The Taste is Unbeatable

Taste is personal and can vary greatly depending on how a dish is prepared and individual preferences. While we can't claim that pasture-raised chicken universally "tastes better," many of our customers share a sentiment that resonates deeply with us. They often say our chickens "taste like the ones their grandmother used to make." We believe this reflection of cherished memories and timeless quality is a testament to the exceptional flavour our pasture-raised chicken brings to the table.

3. Good for the Earth, Good for Us



Choosing pasture-raised chicken doesn't just benefit our health; it's also a vote for the environment. This farming method is eco-friendly, allowing chickens to live more naturally. It's better for the soil, promotes more plant and animal life, and helps us all by reducing our carbon footprint.

4. Strengthening Our Community Through Local Support



Choosing pasture-raised chicken does more than just bring high-quality food to our tables; it creates a ripple effect throughout our local economy. By supporting Ontario farmers, we're not just buying chicken; we're helping those farmers invest back into local businesses. This cycle of support fosters a thriving community, ensuring that we enjoy the freshest, most ethically raised chicken, and simultaneously

paving the way for a healthier, more sustainable future for all of us.

5. Understanding the Labels

It's easy to get mixed up between free-range and pasture-raised chickens. Both get to enjoy the outdoors, but pasture-raised chickens have a diet that's more natural because they're raised on grass. This difference makes their meat better for our health and the planet.

In Conclusion: A Choice That Goes Beyond the Dinner Plate

Picking pasture-raised chicken is more than just a food choice; it's a statement. It says we care about animal welfare, our health, and supporting local farms. The research backs it up – choosing pasture-raised chicken brings a nutritional boost to our meals and champions sustainable farming practices.

Going for pasture-raised signals that we think our food choices matter. We're ensuring what's on our plate is good for us, kind to animals, and contributes to a greener planet. Want to see the impact of choosing pasture-raised chicken in Ontario? [Check out more info right here.](#)