

# PASTURED POULTRY ECOSYSTEMS COEXIST WITH WILDLIFE



## ABOUT THE VIDEO

Well managed pastured poultry benefits the soil, which builds the foundation of a healthy ecosystem. This video not only addresses flock safety, but it also reveals the pastured poultry ethos. Pastured poultry is an interconnected system that builds healthy soil, healthy environments, healthy chickens, and healthy people.

## 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.

## WAYS TO KEEP THE FLOCK SAFE

An important part of making sure pastured poultry coexist with the local wildlife population is to take steps to keep the flock safe. The video showcases the following **methods of flock**

### protection:

- Fencing
- Movement
- Shelter Design
- Guardian Animals
- Wildlife Corridors



# 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



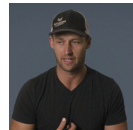
Pat McNiff  
Pat's Pastured  
Rhode Island



Grady Phelan  
Heritage Valley Farm  
Texas



Daniel Salatin  
Polyface Farms  
Virginia



Paul Greive  
Pasturebird  
California

## FIND A FARMER NEAR YOU

 [FindRealChicken.com](https://www.youtube.com/watch?v=FindRealChicken.com)

## CONTACT

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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.



# FOR IMMEDIATE RELEASE

## KEY QUOTES FROM "PASTURED POULTRY ECOSYSTEMS COEXIST WITH WILDLIFE"

It's important for farmers to realize that **we're a part of a much bigger ecosystem.** –Daniel Salatin, Polyface Farms in Virginia

I believe that raising chickens on pasture is so important that **I'm willing to take on the burden of caring for a chicken outside.** –Grady Phelan, Heritage Valley Farm in Texas

**I love the idea that we can heal the soil** and provide healthy, nutrient dense food for people and be a benefit to the community, which includes the wildlife community. –Paul Greive, Pasturebird in California

We want to create a vibrant ecosystem and that involves predators, prey, pollinators and everything. **When the land improves, we see a lot more animals.** We do see more raptors and birds we're concerned about. But that's a healthy sign. –Pat McNiff, Pat's Pastured in Rhode Island

APPPA helps consumers know the first name of their farmer by maintaining a searchable directory of pastured poultry farms at [getrealchicken.com](http://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.