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
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

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

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

### PASTURE RAISED MEETS EXPECTATIONS

<table>
<thead>
<tr>
<th></th>
<th>Organic</th>
<th>Cage Free</th>
<th>Free Range</th>
<th>Certified Humane</th>
<th>Pasture Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lives on Pasture</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Moves to Clean Pasture</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>&quot;Access&quot; to Outdoors</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Seasonally Rotated</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Varies by Geography</td>
</tr>
<tr>
<td>Primary Diet</td>
<td>Balanced Feed</td>
<td>Balanced Feed</td>
<td>Balanced Feed</td>
<td>Balanced Feed</td>
<td>Balanced Feed</td>
</tr>
<tr>
<td>Diet from Supplemental Forage</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Limited</td>
<td>Seeds, grass, legumes, insects, worms</td>
</tr>
</tbody>
</table>

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

### ADVANTAGES OF PASTURE RAISED

- **Connects you to the local farmer behind your food**
- **Imports a deeper flavor and firmer texture to the meat**
- **Reduces the need for antibiotics and medications**
- **Turns waste 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**