

POULTRY PRODUCTION THEN VS NOW

THEN: Chicken meat is a luxury. The average chicken raised for food weighed just **2.89 lbs.** in the 1940s.



NOW:

Chicken is one of the nation's most affordable and nutrient-rich proteins.

After years of selective breeding by poultry scientists, the average broiler market weight is **6.18 lbs.**¹



THEN: In 1940, one farmer fed just **19 people.**²



NOW: Today, each farmer produces enough food to feed **165 people** for an entire year.³

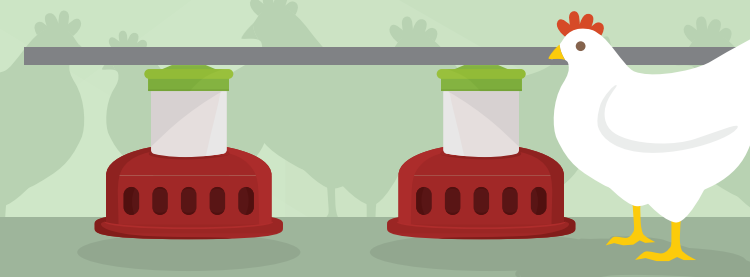
THEN: Chickens live in the barn with other animals or outside. Birds are left to forage for food, exposed to the elements and predators.



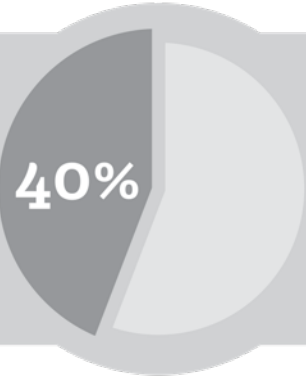
NOW:

Chickens live in biosecure houses with access to unlimited food and water.

The birds' diets are specially formulated by poultry nutritionists.

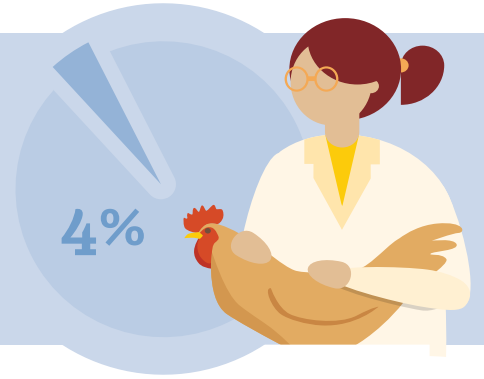


THEN: The mortality rate for chickens in the early 1900s was around **40%**.⁴



NOW:

In 2017, the **mortality rate is only 4%**, thanks to veterinarian supervision and advances in breeding and technology.¹



THEN:

Little to no governmental oversight existed for poultry production and processing, and there were no rules regarding use of hormones or steroids.



NOW:

The USDA FSIS has a strict set of regulations and frequently performs tests on all federally inspected poultry prior to sale.

In 1959, federal inspection of broilers became mandatory.

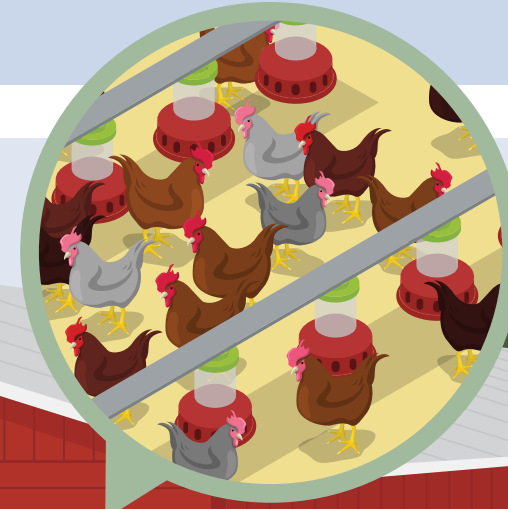
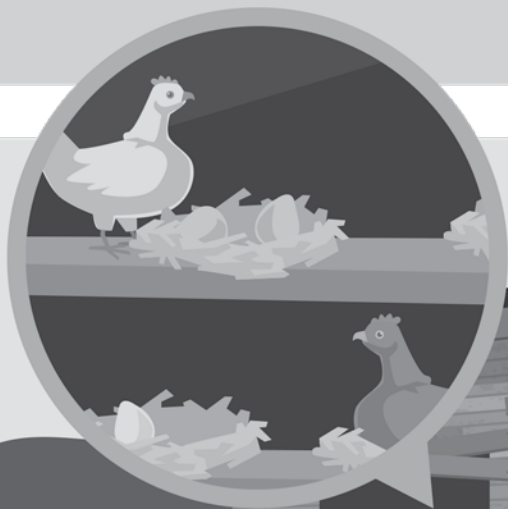
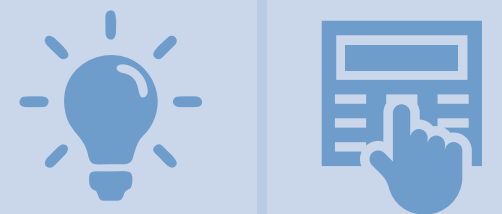
THEN:

Consistent year-round production of chicken is not possible, due to temperature extremes.



NOW:

After years of technological advances, chicken houses are equipped with computerized lighting systems and are climate-controlled.



¹ National Chicken Council

³ American Farm Bureau Foundation

² USDA

⁴ American Egg Board