

# PRICE·TAG

# COST·TAG



Change the world and your foodshed with a fork, wallet and brain

## CHICKEN PRICE TAG

The \$1.00/pound you might pay for chicken at the supermarket reveals little about the social and environmental issues behind its production, processing, and distribution.

## CHICKEN COST TAG FOOD MILES

Chicken production is centralized in Maryland and Arkansas where big corporations dominate.



## GENETIC DIVERSITY

90% of the 7.5 billion meat birds produced in the U.S. are "commercial broilers" based on limited genetic stock.



## SOCIAL COST

Small farms throughout the U.S. once provided chickens for local markets; today fewer than 40 corporations produce 97% of chickens consumed. Corporate control and large markets magnify potentially small food safety issues into significant health

risks for large numbers of people. To keep pace with economic conditions, poultry workers now handle up to 91 carcasses a minute. This has led to dramatic increases in repetitive motion injuries.

## ENVIRONMENTAL IMPACT

Centralized production and processing means large concentrations of manure and offal, creating water pollution and odor problems.



## WHAT CAN YOU DO?

Buy chicken directly from local farmers. Seek out farms that use natural, humane production practices, such as pasture systems. "Pastured poultry" is a promising form of small-scale agriculture. Many proponents claim the meat from pasture-raised birds is better tasting and more nutritious than conventionally raised birds.



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