



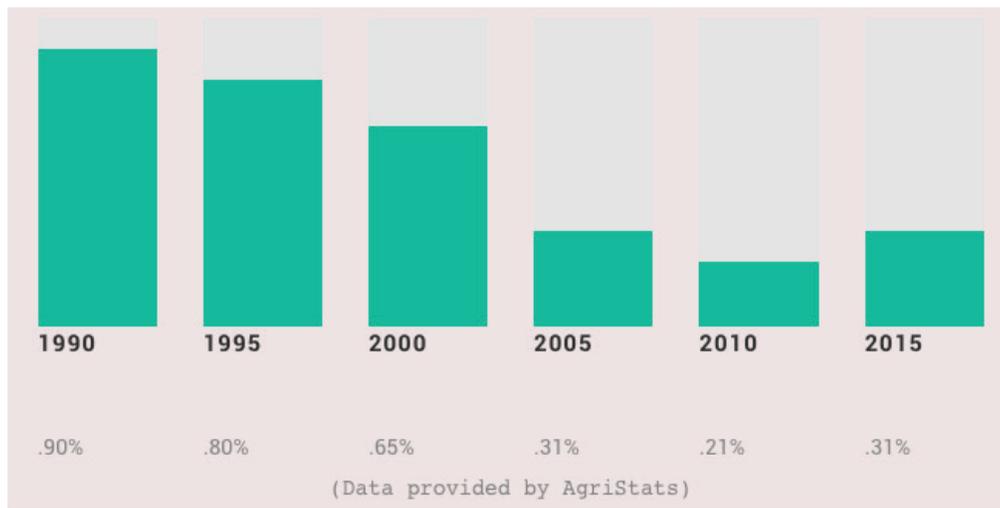


# SUPERSIZED CHICKENS

continued

Once the chicken moves to processing, we continue to look for indications of health. All poultry meat is carefully inspected for quality, signs of disease, limb and leg problems and bruising – all good indicators of the bird's health before it was processed. Chicken meat that does not pass this inspection is removed from the food supply. Even as chickens have increased in size, there has been major decline in the amount of poultry meat that has been rejected during this phase of inspection (the technical term for which is "condemnation") – showing that bird health has been consistently improving over time.

## % WHOLE BIRD FIELD CAUSED CONDEMNATION U.S. BROILER INDUSTRY 1990 TO 2015



(Data provided by AgriStats)

Another good measure showing improvements in bird health is the fact that today's chickens are able to gain weight quicker, which means less natural resources are used and less waste is created in the process. Compared to 25 years ago, chickens now require seven percent less feed per pound to grow.

All of these improvements have led to chickens' on-farm mortality rates dropping 450 percent, compared to only several decades ago. That's a number we're proud of, but we also know there's still work to do to continue improving how we care for our birds.

If you want to learn more about why chickens are bigger today than before, check out this infographic on [chicken growth over time](#).