



## Our **BODIES** ♥ Chicken

High quality, **complete protein**.

Builds and **maintains muscle**, and **strengthens bones**.<sup>1</sup>

May **support weight loss** and flexes with various diets, such as Keto, Paleo, Whole30 and Dietary Guidelines for Americans.<sup>2</sup>

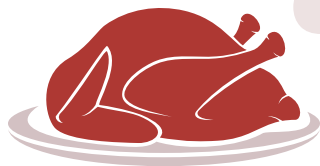
## Our **BRAINS** ♥ Chicken



Contains vitamin B12 and choline, which together, may promote **neurological function**, brain development and cognition.<sup>3,4</sup>

It has **tryptophan**, an amino acid linked with increasing levels of serotonin — the **“feel good”** neurochemical.<sup>5</sup>

# Why Ch♥♥se Chicken



## Our **PLANET** ♥ Chicken

Chicken is **more sustainable** than ever before.

Takes **75% fewer resources** to produce the same amount of chicken than it did in 1965.<sup>6</sup>

Requires **58% less water** and **72% less farmland** to produce the same amount of chicken than it did in 1965.<sup>6</sup>

## More **REASONS** to ♥ Chicken



Always in style and **loved by people of all ages**.<sup>7</sup>

**Affordable** and **accessible** source of protein.<sup>8</sup>

Contains **vital, under consumed vitamins** and **minerals**, including potassium, choline, magnesium, calcium, iron and vitamins A, D and E.<sup>9</sup>

Whether it's for health, value, taste, sustainability, versatility or family appeal — **chicken does it all**.  
Learn more about the health and nutrition benefits of chicken at **ChickenCheck.In**

### References:

- <sup>1</sup> Wu G. Dietary protein intake and human health. *Food & Function*. 2016;7(3):1251-1265.
- <sup>2</sup> Leidy HJ, et al. The role of protein in weight loss and maintenance. *Am J Clin Nutr*. 2015;101(6):1320S-1329S.
- <sup>3</sup> Office of Dietary Supplements - Vitamin B12. NIH Office of Dietary Supplements. Available at: <https://ods.od.nih.gov/factsheets/VitaminB12-HealthProfessional/>. Updated July 9, 2019. Accessed October 18, 2019.
- <sup>4</sup> Office of Dietary Supplements - Choline. NIH Office of Dietary Supplements. Available at: <https://ods.od.nih.gov/factsheets/Choline-HealthProfessional/>. Updated July 9, 2019. Accessed October 18, 2019.
- <sup>5</sup> Strasser B, et al. Mood, food, and cognition: Role of tryptophan and serotonin. *Curr Opin Clin Nutr Metab Care*. 2016;19(1): 55-61.
- <sup>6</sup> Putman B. A retrospective analysis of the United States poultry industry: 1965 compared with 2010. *Agricultural Systems*. 2017;157:17-117.
- <sup>7</sup> DuBois C, Neth J. The why behind the buy: A look forward. Available at: <https://nccwashingtonreport.com/wp-content/uploads/2019/07/NCC-Why-Behind-the-Buy-vFINAL-190722.pdf>. Accessed July 22, 2019.
- <sup>8</sup> Livestock & Meat Domestic Data. USDA ERS - Livestock & Meat Domestic Data. Available at: <https://www.ers.usda.gov/data-products/livestock-meat-domestic-data/>. Accessed August 27, 2019.
- <sup>9</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition.