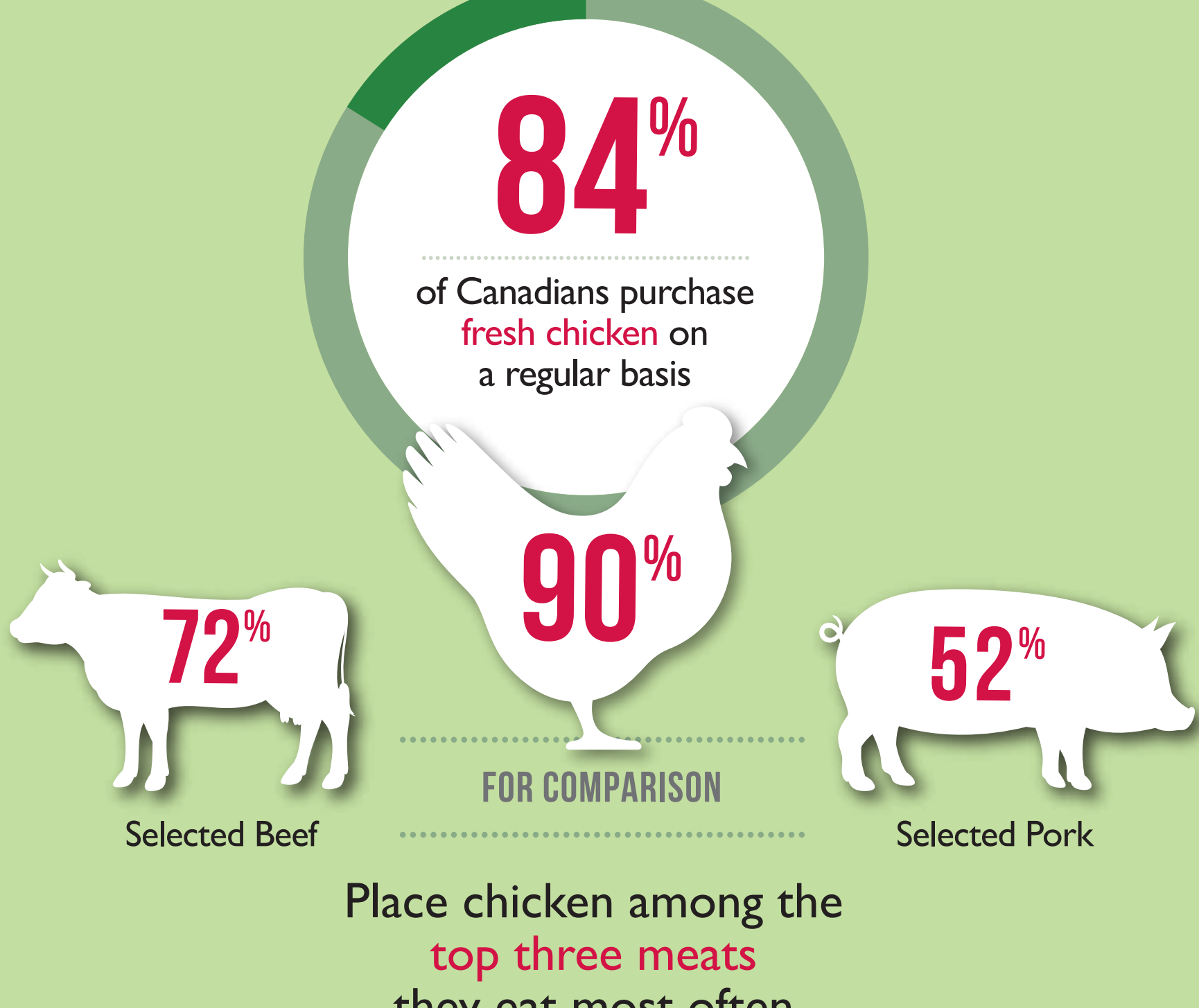
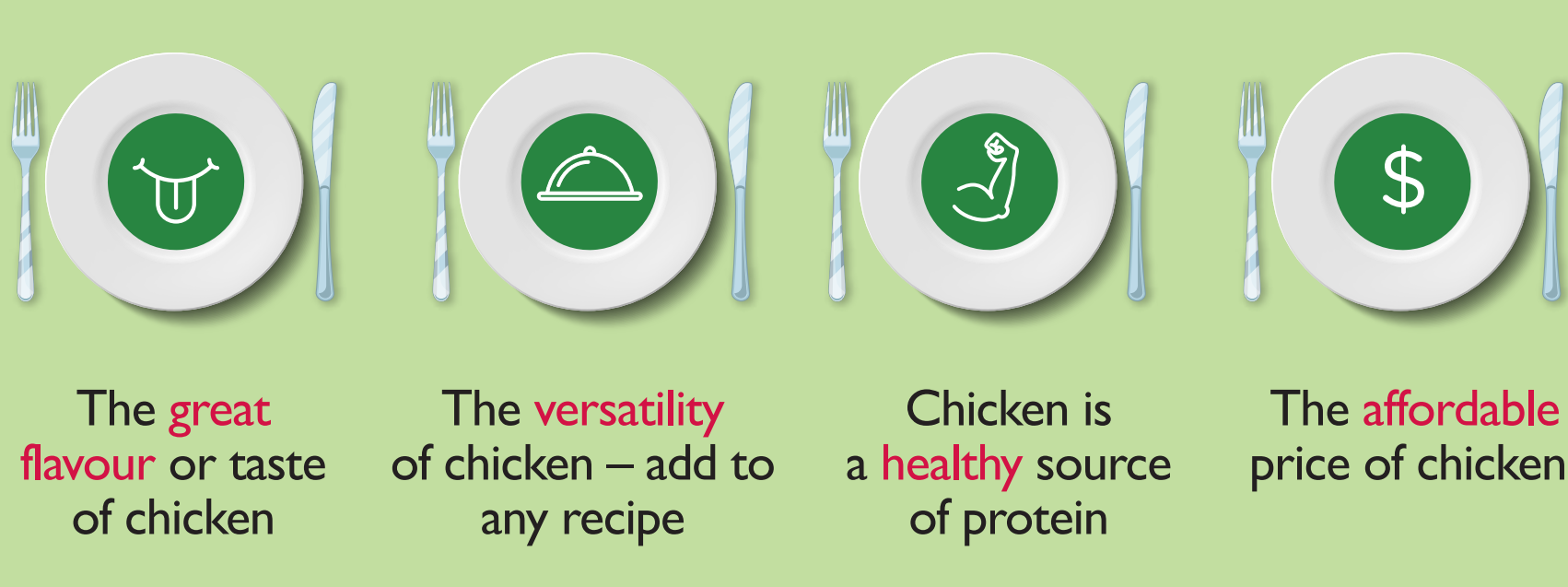


# GETTING THE FACTS STRAIGHT WHEN IT COMES TO CANADA'S FAVOURITE MEAT PROTEIN

## CHICKEN CONTINUES TO BE CANADA'S FAVORITE MEAT, CONSUMED MORE THAN BEEF OR PORK



## IT'S NO WONDER THAT **84%** OF CANADIANS LIKE SOMETHING ABOUT CHICKEN



## MANY CANADIANS DO NOT HAVE THE FULL STORY OF THE CANADIAN CHICKEN FARMING INDUSTRY

Canada is home to

**2,800**  
chicken farms  
and over



are family  
owned and  
operated



HORMONES AND STEROIDS  
ARE **NOT USED** IN CANADIAN  
CHICKEN PRODUCTION  
– THEY HAVE BEEN ILLEGAL  
FOR MORE THAN 50 YEARS

## CANADIAN CHICKEN FARMS LEAD THE WAY IN SUSTAINABILITY WHILE PROVIDING AFFORDABLE FOOD TO CANADIANS

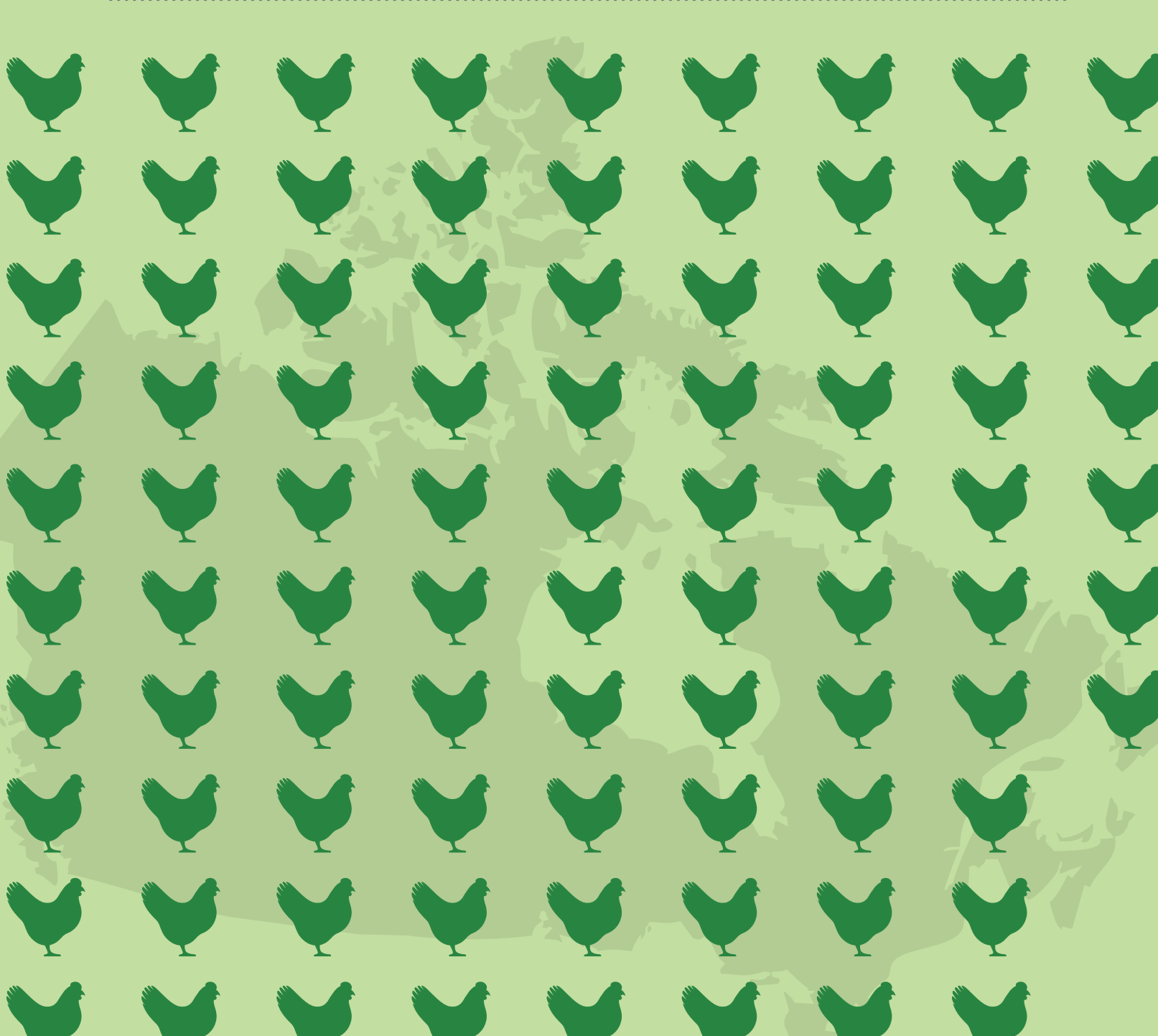
AMONG ALL LIVESTOCK  
COMMODITIES, CHICKEN FARMS  
**PRODUCE THE FEWEST**  
GREENHOUSE GAS EMISSIONS



CANADIAN CHICKEN FARMERS  
**ARE SUBJECT TO**  
MANDATORY, CONSISTENT  
ANIMAL WELFARE STANDARDS



The Canadian chicken industry is a  
key economic driver, sustaining  
**87,000 jobs** and contributing billions  
to our GDP without any government subsidies



🐔 = 1000 JOBS