

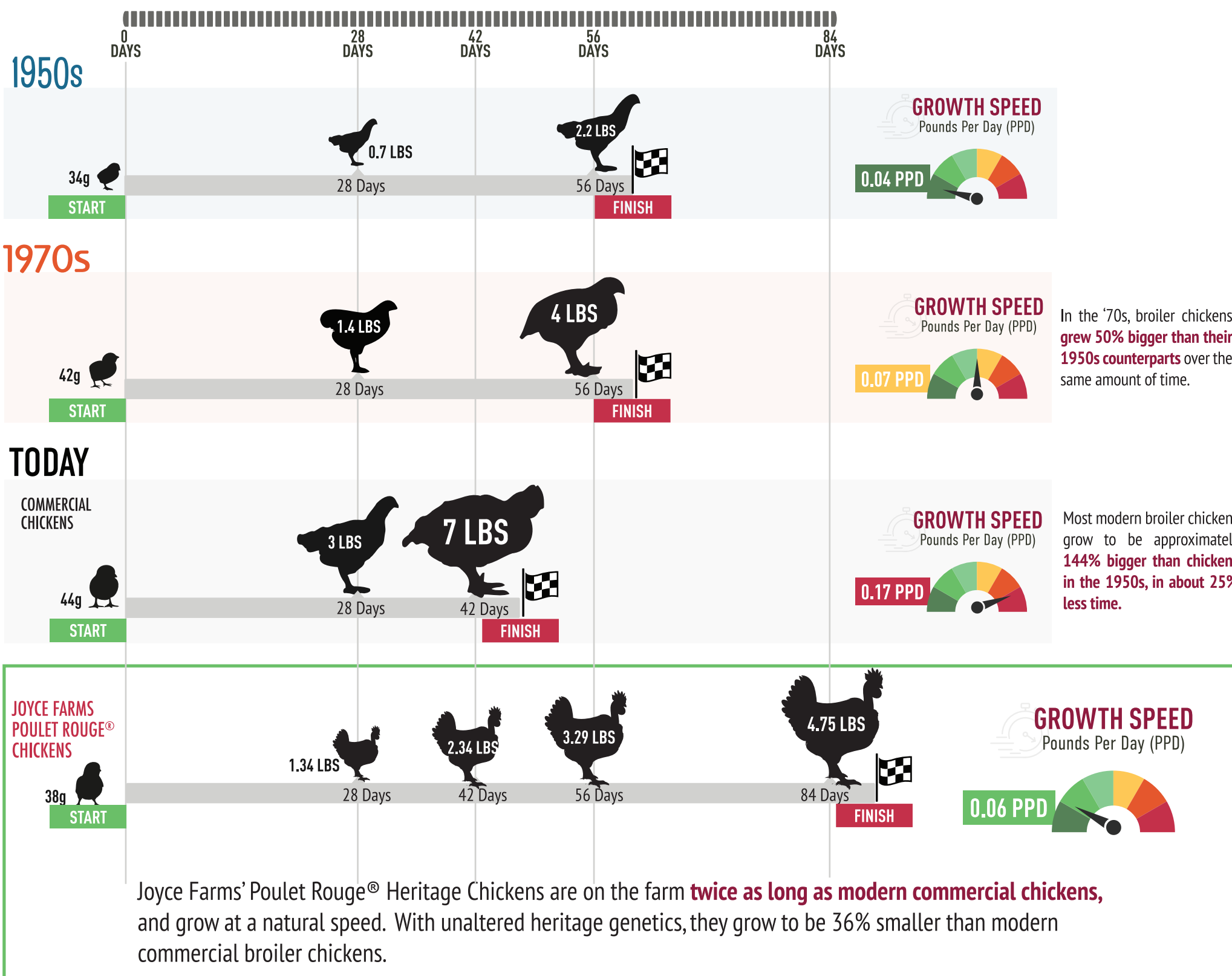
# WORTH THE WAIT



THE EVOLUTION OF CHICKEN GROWTH AND THE SLOW-GROWING POULET ROUGE® DIFFERENCE



## THE GROWTH RACE: COMMERCIAL BROILERS OVER DECADES VS. JOYCE FARMS' SLOW-GROWING POULET ROUGE®



### BENEFITS OF SLOW-GROWING CHICKEN BREEDS

#### IMPROVED FLAVOR & QUALITY

A longer growth period allows for more developed muscles and intramuscular fat, resulting in a succulent texture and rich, deep flavor. Slower growing chickens are less likely to develop quality issues such as "woody breast," a condition common in fast-growing breeds where the breast muscle becomes tough and fibrous.

#### BETTER ANIMAL WELFARE

Slower growth rates mean that chickens are not pushed to reach market weight at an unnaturally fast pace. This leads to healthier, less stressed birds with fewer skeletal problems and cardiovascular diseases, common in fast-growing breeds.

#### CONSUMER HEALTH BENEFITS

Chickens raised without the use of pesticides, animal by-products, hormones, growth stimulators, or antibiotics are healthier for consumers. They are less likely to carry antibiotic-resistant bacteria and other contaminants.

#### PRESERVATION OF HERITAGE BREEDS

By focusing on slower growing, heritage breeds, farmers help preserve genetic diversity in poultry. This is crucial for maintaining resilient flocks that can adapt to changing environmental conditions and resist diseases.

### MODERN COMMERCIAL CHICKENS GROW 325% FASTER THAN THEIR 1950S COUNTERPARTS.

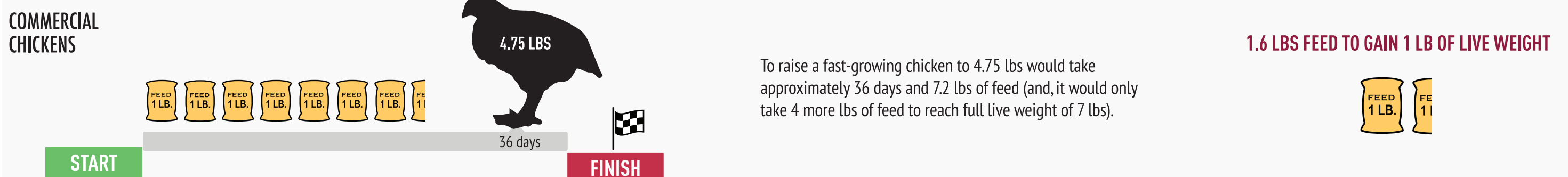
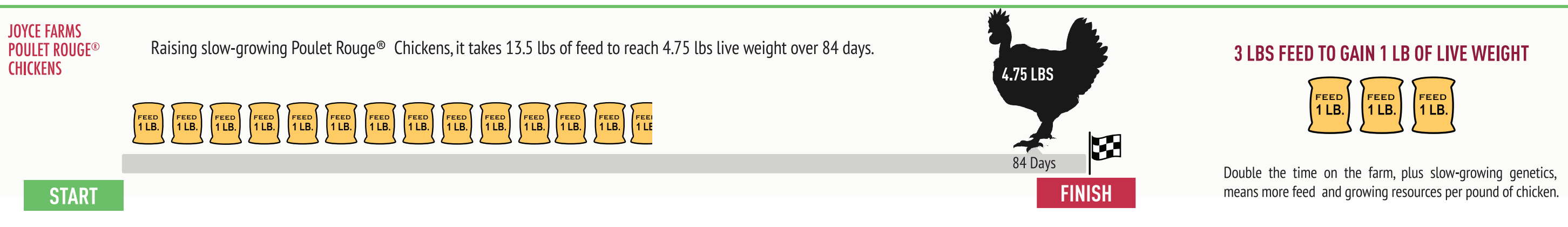
To put that in perspective, if a child's growth were altered at the same rate, your average 3-year olds would weigh almost 150lbs, surpassing 200 lbs by age 7!

NATURAL GROWTH	7.5 lbs	22.5 lbs	29 lbs	34 lbs	37.5 lbs	42 lbs	45 lbs	50 lbs
BIRTH	Age 1	Age 2	Age 3	Age 4	Age 5	Age 6	Age 7	
ACCELERATED GROWTH*	7.5 lbs	95.6 lbs	123.2 lbs	144.5 lbs	159.4 lbs	178.5 lbs	191.3 lbs	212.5 lbs

### INVESTING IN QUALITY: THE VALUE OF SLOW GROWING BREEDS LIKE JOYCE FARMS' POULET ROUGE® HERITAGE CHICKEN

Investing in slow growing breeds, such as heritage chickens, represents a commitment to superior quality and sustainable farming practices. While these chickens require more time, feed, and care to raise, the benefits are clear: exceptional flavor, enhanced nutrition, and better animal welfare. This investment in quality not only supports ethical farming but also ensures a superior dining experience.

The following graphic illustrates the feed conversion ratio and overall cost implications of raising these premium birds, highlighting why they may come with a higher price tag for consumers.



Sources: World Health Organization (2006). WHO Child Growth Standards. Available at: WHO Growth Standards, Centers for Disease Control and Prevention (2020). Growth Charts. Available at: CDC Growth Charts, American Academy of Pediatrics. Pediatric Nutrition Handbook, Behrman, R.E., Kliegman, R.M., & Jenson, H.B. (2016). Nelson Textbook of Pediatrics, 20th Edition., Data sourced from Our World in Data, 2024. Available at: Our World in Data