



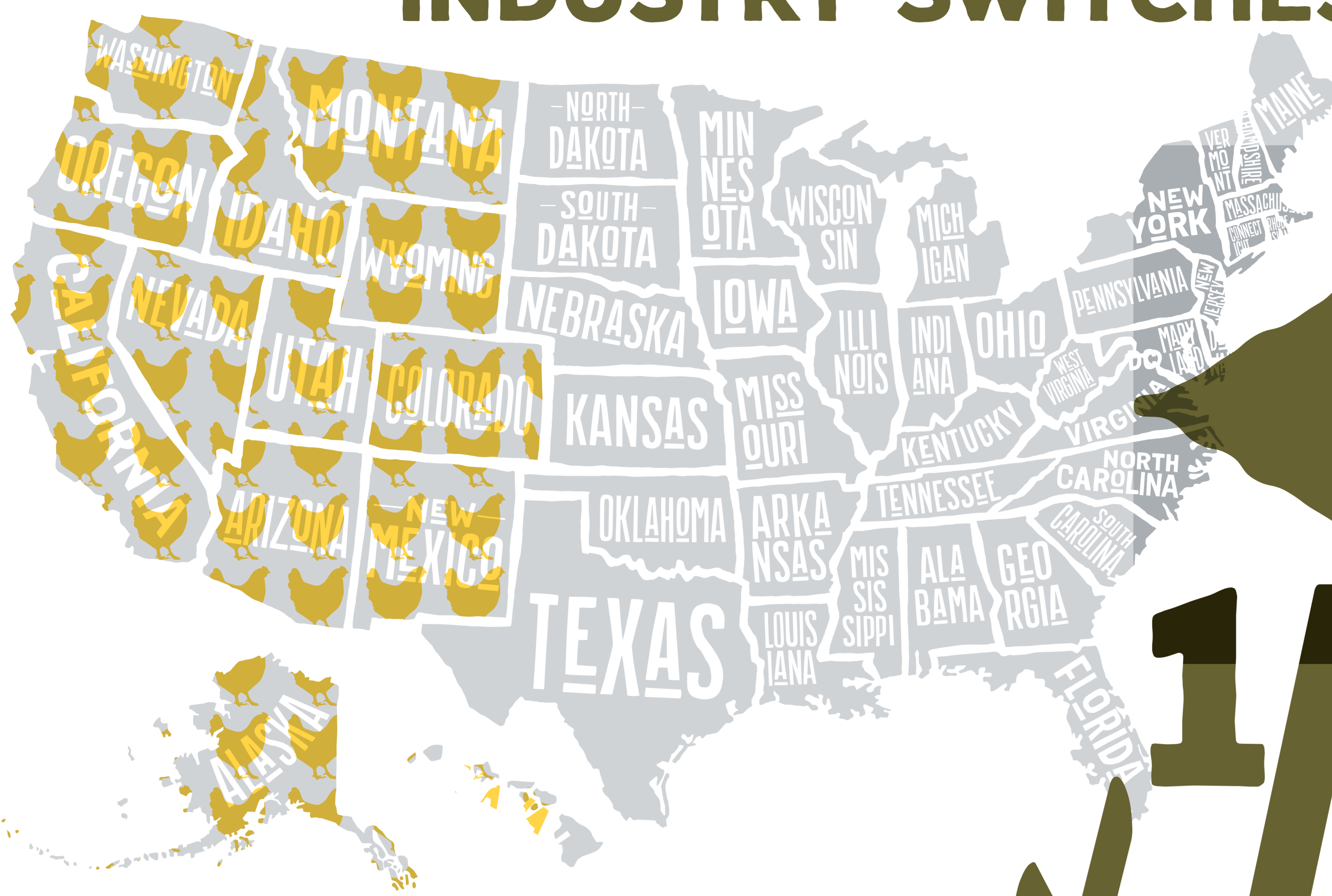
SLOW GROWTH CHICKEN ENVIRONMENTAL IMPACT

Raising chickens for an **ADDITIONAL 2 WEEKS** can negatively impact our environment, the birds and consumer prices. As an industry, we strive to balance the good for all, and it's important you know the potential impact of this change.

LET'S SEE THE IMPACT

IF ONLY

ONE-THIRD OF THE INDUSTRY SWITCHES



20K
HOUSES

1/3 OF THE INDUSTRY

↑ **ADDITIONAL BIRDS NEEDED**

OVER **1.5+ BILLION** MORE BIRDS / YR!
TO PRODUCE THE SAME AMOUNT OF MEAT

↑ **ADDITIONAL ON-FARM DEATHS**

72.4+ MILLION BIRDS/YR

↓ **ANNUAL SHORTAGE IN PRIME MEAT**

27.5 BILLION LESS CHICKEN MEALS
THAT'S OVER **5.5 BILLION LBS / YR!**

↑ **ADDITIONAL LAND NEEDED TO GROW FEED**

THE SIZE OF MARYLAND
OR OVER **7.6 MILLION ACRES / YR!**

↑ **ADDITIONAL MANURE**

A PILE ACROSS THE FIELD THAT'S **27X'S HIGHER THAN BALTIMORE M&T BANK STADIUM**
SLIGHTLY OVER **28.5 BILLION LBS / YR!**

↑ **WATER CONSUMED** APPROXIMATELY

8 THOUSAND OLYMPIC SIZED POOLS
JUST OVER **5.1 BILLION GAL / YR!**

↑ **ADDITIONAL FEED REQUIRED**

670K TRACTOR TRAILERS FILLED WITH FEED
MORE THAN **33.5 BILLION LBS / YR!**

↑ **ADDITIONAL PRODUCTION COST**

\$9,000,000,000
NINE BILLION DOLLARS

↓ **64 MILLION LESS PEOPLE FED / YEAR**

THAT'S EQUAL TO THE COMBINED POPULATION OF **CALIFORNIA & TEXAS**

NATIONAL CHICKEN COUNCIL

SOURCES: THE SUSTAINABILITY IMPACTS OF SLOW-GROWING BROILER PRODUCTION IN THE US, ELANCO ANIMAL HEALTH, AUGUST 2016.

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