

NAME: \_\_\_\_\_

## CHICKEN: WHAT DO THESE LABELS MEAN TO ME?

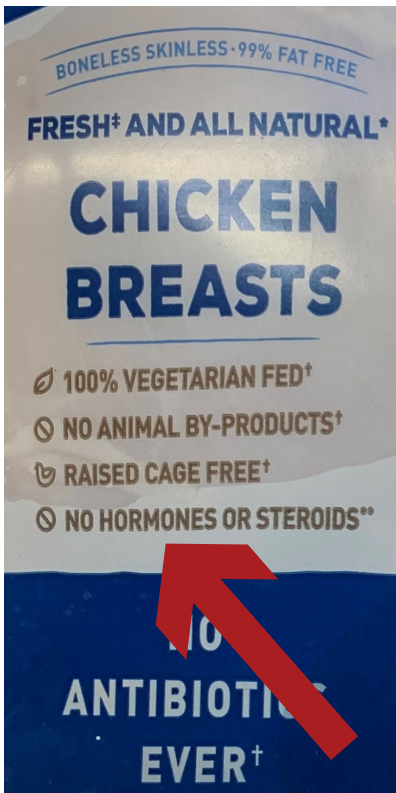
Look at some actual labels that were on chicken meat products sold in a grocery store. For specific terms/claims used, write down what you think they mean.

## Think about:

- Is it related to how the chicken was raised? If so, how? Is it important to you?
- Is it related to how the chicken was processed? If so, how? Is it important to you?
- Does it indicate something NOT done? Does that mean others do? Is it important to you?
- Is it related to something fed? Does that mean others do feed it? Is it important to you?

It is okay to admit if you don't know! Guess at what you think it MIGHT mean.

### The statement 'No added hormones' tells me:

This image shows a single sheet of white paper with ten horizontal green lines spaced evenly apart, resembling notebook paper. The lines are thin and extend across the width of the page. There is no handwriting or other markings on the paper.

- Is it related to how the chicken was raised? If so, how? Is it important to you?
- Is it related to how the chicken was processed? If so, how? Is it important to you?
- Does it indicate something NOT done? Does that mean others do? Is it important to you?
- Is it related to something fed? Does that mean others do feed it? Is it important to you?

## The statement 'Raised Cage Free' tells me:



## Think about:

- Is it related to how the chicken was raised? If so, how? Is it important to you?
- Is it related to how the chicken was processed? If so, how? Is it important to you?
- Does it indicate something NOT done? Does that mean others do? Is it important to you?
- Is it related to something fed? Does that mean others do feed it? Is it important to you?

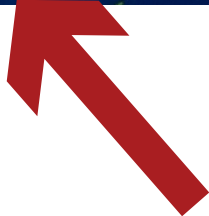
It is okay to admit if you don't know! Guess at what you think it MIGHT mean.

**The statement 'All Natural' tells me:**

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- Is it related to how the chicken was raised? If so, how? Is it important to you?
- Is it related to how the chicken was processed? If so, how? Is it important to you?
- Does it indicate something NOT done? Does that mean others do? Is it important to you?
- Is it related to something fed? Does that mean others do feed it? Is it important to you?

### The statement ‘No antibiotics ever’ tells me:



- Is it related to how the chicken was raised? If so, how? Is it important to you?
- Is it related to how the chicken was processed? If so, how? Is it important to you?
- Does it indicate something NOT done? Does that mean others do? Is it important to you?
- Is it related to something fed? Does that mean others do feed it? Is it important to you?

## The statement '100% Vegetarian fed' tells me:

