

ELIMINATE CONFUSION WHEN SHOPPING FOR CHICKEN:

# LABEL CLAIMS EXPLAINED

We know you are looking for good choices in the chicken aisle, but deciphering the label claims can get confusing. In a recent Gold'n Plump® survey, 62% of chicken shoppers told us that they are confused by food labels.\* To help, bring this Gold'n Plump® Chicken Checklist on your next grocery shopping trip and enjoy the bonus chicken recipe on page 2.



## 1 NO ANTIBIOTICS—EVER

Nearly 40% of shoppers say this claim is important to them.\*

Not all antibiotic claims are created equal. Some companies claim to eliminate the use of antibiotics medically important to humans. Gold'n Plump All Natural chicken takes it a step further by restricting the use of antibiotics of any kind. Never. Ever. Our recommendation? Look for "No Antibiotics—Ever."

## 2 AMERICAN HUMANE CERTIFIED

1 in 4 shoppers is confused by all the different humanely raised claims.\*

Do you care about the safe and compassionate care of chickens? If so, you may be like many shoppers (42%) who believe humanely raised claims must be certified to trust them.\* A product can claim humanely raised, but official certification ensures unbiased proof that the label claim is correct. Look for chicken labeled as "American Humane Certified"— meaning proper animal care was audited by a third party and certified.



Good chicken is our mission.™

For more information, go to [GoldnPlump.com](http://GoldnPlump.com).

## 3 ALL NATURAL

The U.S. Department of Agriculture defines "All Natural" as a product containing no artificial ingredient or added color and is only minimally processed, meaning the product was processed in a manner that does not fundamentally alter the product. Under this definition, saltwater-enhanced products are allowed to carry the "Natural" label. However, Gold'n Plump believes "All Natural" chicken should be ALL chicken and should not include any injected sodium solution.

## 4 NO ADDED HORMONES

Chicken with "Added Hormones" is a myth! No chicken in the United States is raised with added hormones; it's illegal. Due to consumer demand, nearly all chicken, including Gold'n Plump, continues to claim "No Added Hormones" on the label.

## 5 USDA GRADE A

The U.S. Department of Agriculture certifies product quality with its Grade A seal. Gold'n Plump Grade A products must pass numerous quality inspections before packaging. Once packaged, the chicken is kept cold and delivered quickly to grocery stores to maintain freshness.

\*Gold'n Plump Chicken Labels Insights Study, March-April 2016

# AL FRESCO PICNIC CHICKEN



**PREP TIME:**  
15 minutes or less

**COOK TIME:**  
15 to 30 minutes

**TOTAL TIME:**  
30 minutes

**SERVINGS:**  
4

Season bone-in chicken pieces with a flavorful rub before either roasting them in the oven to wrap up and carry, or placing the uncooked seasoned chicken in a covered container to grill at the picnic. Bring along the smoky barbecue sauce to brush onto the meat during grilling or for dipping.

## Ingredients

3 tablespoons dark brown sugar  
1 tablespoon chili powder  
2 teaspoons coarse salt  
2 teaspoons dried mustard  
10 to 14 (3-1/2 pounds) Gold'n Plump® Chicken Drumsticks  
1-1/4 cups hickory-smoked barbecue sauce  
1 tablespoon Dijon mustard

## Instructions

Mix brown sugar, chili powder, salt, and dried mustard. Rub all over chicken pieces. Let stand for 15 minutes. Mix barbecue sauce and mustard; set aside.

Heat grill to medium-high heat. Grill chicken about 20 minutes, turning once, until no longer pink near bone (165°F). If you'd like, brush the chicken with some sauce in the last 5 minutes of cooking—or serve sauce alongside the chicken.

**Tips:** If you'd like, brush the chicken with some sauce in the last 5 minutes of cooking—or serve sauce alongside the chicken.

**Variations:** Nutritional information may change when substituting your chicken product. If you choose to substitute frozen chicken for this recipe, it's best to thaw before cooking.



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For more great recipes, go to [GoldnPlump.com](http://GoldnPlump.com).