



LABEL CLAIMS explained

WWW.GOLDNPLUMP.COM

GOLD'N PLUMP® MISSION: TO DEFINE GOOD CHICKEN

Looking for delicious and healthy choices in the chicken aisle can be confusing, especially if you're not sure what the label claims on the package mean. To help, bring this Gold'n Plump Chicken Checklist with you on your next grocery store trip to help make sense of the important claims on each package of Gold'n Plump chicken.



NO ANTIBIOTICS—EVER

Fact: Antibiotic free is not the same as No Antibiotics—Ever. 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.



ALL NATURAL

Gold'n Plump believes "All Natural" should apply to ALL chicken. That goes above and beyond the USDA's regulations, which defines "All Natural" as a product containing no artificial ingredient or added color and is only minimally processed, meaning it was processed in a manner that does not fundamentally alter the product. Under this definition, saltwater-enhanced products are allowed to carry the "All Natural" label. But not to Gold'n Plump: our products do NOT include any saltwater solution.



NO ADDED HORMONES OR PRESERVATIVES

Chicken with "Added Hormones" is a myth! Federal regulations prohibit the use of hormones in chicken in the United States. Due to consumer demand, nearly all chicken, including Gold'n Plump, continues to claim "No Added Hormones" on the label. But we take it a step further with no added preservatives, which further supports our mission to be All Natural.



USDA INSPECTED

The USDA-Food Safety and Inspection Service ensures that meat and poultry products sold in the U.S. are safe, wholesome, and correctly labeled and packaged. Every Gold'n Plump product label is reviewed and approved by the USDA-FSIS to ensure that all product claims are accurate and truthful.



FAMILY FARM RAISED

There's the golden rule. Then there's the Gold'n Plump rule. Our chickens are raised the right way, by family farmers. They're given the best care, fresh, filtered water, and locally sourced nutritious vegetable and grain feed.

chicken

checklist



Chicken raised with
NO ANTIBIOTICS—EVER

NO ADDED hormones**
or preservatives

INSPECTED
US
*Minimally processed. No artificial ingredients.
**Federal regulation prohibits the use of hormones in poultry.
Up to 1% retained water.
KEEP REFRIGERATED