SOMETHING BETTER
Why Millions of People Are Changing What They Eat
A National Trend

“The drop in chicken [consumption has been] dramatic over the last five years or so...we’re eating less because we want to eat less.”


More and more people are deciding to replace chicken with tasty meat-free meals. Average chicken consumption in the U.S. has dropped nearly ten percent in the past few years. And a whopping 20 million Americans have stopped eating chicken entirely.

You care about animals and don’t want them to suffer. Once you see what modern farms look like, you can decide whether or not you really want to support them by buying chicken products. More and more people are learning that they can spare dozens of animals each year — and live a happier, healthier life — by replacing chicken with something better.

“[I] stopped eating all meat a few years ago. I would feel guilty that what was on my plate was walking around yesterday. Either I could live with that or stop eating meat. I chose the latter, and I’m happier for it.”

Carrie Underwood

“Usher is the latest big name to ditch animal products...

No beef, no chicken, no fish...
He says he not only loves [meat-free] food, but it’s the healthiest way to live.”

AOL Entertainment
Chickens live their entire lives inside dark, crowded sheds. They will never feel the sun on their backs or the grass beneath their feet.

Today’s chickens have been bred to grow so fat so quickly that their legs can’t even support their weight. By the time they are one month old, a third of them are in constant pain and have trouble walking. As a result, they spend nearly all of their time lying in the feces that coat the shed floor. Others suffer broken legs or heart attacks. At just six weeks of age those who are still alive are sent to the slaughterhouse.
“About 95 percent of American egg-laying hens are still raised in small battery cages...hens are crammed together, each getting less space than a letter-size sheet of paper. The tips of their beaks are often sheared off so they won’t peck each other to death.”

- THE NEW YORK TIMES, “Cleaning the Henhouse” (September 1, 2010)

“They lie covered in their own urine and excrement, with broken legs from trying to escape or just to turn, covered with festering sores, tumors, ulcers, lesions.”

-MATTHEW SCULLY, Speechwriter for President George W. Bush

Chickens raised for eggs have their beaks sliced off with a hot blade. They are then packed together into tiny cages. Each hen has less space than the size of a sheet of paper to live her entire life in. They are not able to spread their wings, and they can barely turn around.

Hens often lose their feathers from constantly rubbing against the cage bars. Many develop crippled feet from standing on the wire flooring. They often live for weeks on top of the rotting bodies of other hens that died after getting stuck in the cage bars.

Because they can’t lay eggs, male chicks are killed by being tossed into a giant grinding machine.
“We know that if someone offers to show us a film on how meat is produced, it will be a horror film.”

-JONATHAN SAFRAN FOER, New York Times Bestselling Author

Hens who get sick or injured do not receive veterinary care. They are left to suffer and slowly die on their own in the sheds. Sometimes they are killed by being clubbed in the head with a metal rod.

Hens often have their hips, legs, and wings broken by rough handling. At the slaughterhouse, chickens are electrocuted and have their throats cut. Many end up being drowned alive in tanks of scalding hot water because they were not handled correctly.
Replacing chicken with something better doesn’t mean changing what you believe. It just means putting your beliefs into action – for a better you and a better world.

Meats like chicken are linked to many health problems. Chicken and eggs are two of the biggest sources of saturated fat intake. That’s one reason they are linked to higher death rates from breast cancer. Chicken also has high levels of cancer-causing chemicals such as dioxin, arsenic, and mercury.

“I realized how absurd the notion of ‘needing’ meat like chicken in the diet was. From that point on, I never looked back...View it as a positive change and look forward to all of the new healthy and delicious foods you can eat.”

-MAC DANZIG, Ultimate Fighting champion

According to the Academy of Nutrition and Dietetics, people who replace chicken and other meat with something better have:

- lower body weight
- less heart disease
- less cancer
- lower cholesterol
- lower blood pressure
- lower rates of type 2 diabetes
Taking chicken off your plate is one of the best things you can do for your animals and your health.

But it’s important to eat right. Filling up on soda and French fries is easy, but it’s not healthy. Whatever your reasons for ditching chicken, it’s important to make the switch in a healthy way. Here are two simple recommendations when cutting out (or cutting back on) chicken.

1. **MAKE SURE TO EAT THE RIGHT AMOUNT OF CALORIES EACH DAY** to get the protein your body needs. Beans, nuts, plant-based meats, tofu, whole grains, and dairy-free protein shakes are great sources of protein.

2. **IRON IS IMPORTANT.** Whole grains like oatmeal and wheat, beans, and dark leafy greens are filled with iron. People with low iron levels should discuss iron supplements with their doctor.
Meat-Free Meals: Delicious and Convenient

Replacing chicken with something better can be fun and delicious. You can keep many of the foods and flavors you already love – and try a few new ones.

You already eat lots of meat-free foods. So just replace chicken with the foods you know and love! Good, simple breakfast choices include cereal, bagels, granola, toast, muffins, waffles, and fresh fruit.

Familiar lunch and dinner options include a veggie sub with chips, pasta with tangy marinara sauce, bean burritos packed with guacamole and salsa, stir-fried vegetables and tofu over rice, creamy mashed potatoes, and hearty lentil soup.

Next, replace chicken with plant-based meats. There are so many mouth-watering options now that you’ll wish you had tried them before! They are also very convenient – just warm and serve in minutes. Satisfy your craving with protein-packed meat-free chicken patties, chicken nuggets, and deli slices, or other meatless meats like burgers, meatballs, hot dogs, ribs, ground beef, and more.