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 10 percent in the past few years. And a whopping 21 million Americans have stopped eating chicken entirely.

You want to live a long and healthy life. Once you learn all the health benefits of cutting chicken out of your diet, you can decide what you really want to put on your plate. More and more people are learning that they can live a healthier, happier life — and spare dozens of animals each year — by replacing chicken with something better.

“Carrie Underwood is the latest big name to ditch animal products... No beef, no chicken, no fish... She says she not only loves [meat-free] food, but it’s the healthiest way to live.”

AOL Entertainment

“[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.”

Usher
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
Obesity is a major problem in the U.S. It’s linked to some of the leading causes of death, including diabetes, heart disease, and stroke.

People who cut out chicken and other meat are thinner and healthier. The National Institutes of Health found they weigh 5 to 30 pounds less on average. They also have much lower rates of type two diabetes and heart disease.

Want to shed a few pounds and have more energy in your daily life? Replacing chicken with something better can help you get there.

“The bad stuff that we eat, it goes into your body and it stays there...I’ve just decided not to eat it [chicken] and it feels wonderful... You’ll improve your performance.”

Arian Foster, All-Pro running back, Houston Texans
“Do you know what’s in your chicken? A multitude of chemicals and drugs...including monosodium glutamate, a cleaning agent, multiple antibiotics, and a form of arsenic.”

- THE DR OZ SHOW (April 12, 2012)

To keep them alive in their filthy sheds, chickens are fed large amounts of antibiotics. They are also fed a type of arsenic (a cancer-causing chemical) and other additives. The chemicals stay in the meat even after it’s been processed. Researchers worry about the long-term effects this has on people’s health.

A 2012 New York Times article showed half of all chicken products have feces on them. Consumer Reports found that 80% of grocery store chicken is coated in salmonella or other pathogens that can cause food poisoning.
“Every factory-farmed animal is, as a practice, treated in ways that would be illegal if it were a dog or a cat.”


Chickens live their entire lives inside dark, crowded sheds. They 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.

Hens raised for eggs have their beaks sliced off with a hot blade. They are then packed together into tiny cages. They are not able to spread their wings, and they can barely turn around. At the slaughterhouse, many hens end up being drowned alive in tanks of scalding hot water because they were not handled correctly.
Making The Switch

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.