

Commodity Fact Sheet

Poultry

Information compiled by the California Poultry Federation

How Produced – Turkeys and chickens are raised on ranches throughout the state. Turkeys are the result of 18 months of careful effort. First, eggs are purchased from a “primary breeder” who specializes in producing superior genetic stock. In 28 days, they hatch into potential breeders. Those that pass a rigorous selection process are placed in a breeding program that produces market turkeys. After hatching, the turkeys are ready for market in four to five months.

Raising chickens for market is much faster. Incubation takes only 21 days. Eggs are placed in an incubator, located in a chick hatchery. After hatching, they are counted and graded before delivery to the customer’s farm. There are two types of egg laying chickens - the meat-type breeder and the egg-type breeder. Chicks raised for meat are ready in 40-45 days. Hens kept for egg laying are kept in production for 44 to 60 weeks before being sold to market.

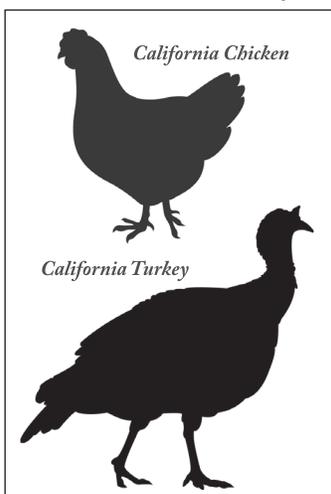
History – The first known domesticated poultry are believed to be the red jungle fowl, a member of the pheasant family, which lives in the forests and bamboo jungles of India and Southeast Asia. Jungle fowl were captured and kept for their eggs and for meat by about 2000 B.C. in Asia. It is thought that all domestic poultry in the world today are descended from this one species.

Over the past 100 years, poultry production has grown from backyard flocks and small, local businesses into highly efficient businesses. In the 1800s and early 1900s many families had backyard flocks for eggs and for meat. By the 20s and 30s, the broiler chicken evolved, and was raised specifically for its meat. In the 40s, 50s and 60s, feed mills, hatcheries, farms and processors were still all separately run businesses. Vertical integration began in the mid-1960s, meaning poultry businesses operated all aspects from growing chicks to transporting the finished product. In the late 60s and early 70s, television and media began to market chicken under brand names. Today, most California poultry is sold under a few family-owned farms.

Varieties/Breeds – More than 300 breeds of chickens exist but only a few are appropriate for meat-type commercial production. Meat producers are frequently New Hampshire, White Plymouth Rock, Cornish or hybrid strains developed by combining breeds to meet producers’ needs.

Turkeys have roamed North and South America for 10 million years. Wild turkeys still exist but they are not very similar to

the tender, broad-breasted bird seen in the market. These birds weigh three and a half times as much as the wild turkeys eaten by the Pilgrims. Today’s turkey consumes 30% less feed and requires one month less growing time to reach market weight than turkeys did 40 years ago. The most common commercial turkey comes from strains developed over the years to produce a white, broad-breasted turkey.



Commodity Value – The U.S. poultry industry produced broilers, eggs, and turkeys for a combined value worth \$48.3 billion in 2014. In California, broiler chickens alone ranked 13th out of the top 20 commodities valued at more than 1 billion dollars! In 2015, California chicken producers raised more than 250 million birds, which ranks California among the top 9 chicken producing states. In 2015, California turkey producers raised 15 million

birds which is about 435 million pounds of meat. California ranks among the top 8 turkey producing states. California poultry companies process more than 700,000 broilers per day and more than 750 different California chicken products are sold in supermarkets and grocery stores throughout the West. California companies are producing new products every year, from fresh chicken to deli lunch meats, prepared entrees and corn dogs.

Top Producing Counties – The Central Valley is the primary poultry producing area. Fresno, Merced, Stanislaus, San Joaquin, and Sonoma are top producing counties for chicken. Fresno, Merced, Kings, Stanislaus, and San Joaquin are top producing counties for turkey. Fresno and Merced counties are the top chicken production counties in the state. Stanislaus and Fresno counties are top producers of turkey. These rural areas allow room for ranches while allowing access to quick and economical transportation to market.

Nutritional Value – Poultry is in the protein food group and provides nutrients that are important for your body. Nutrients include B-vitamins (niacin, thiamin, riboflavin, and B-6), vitamin E, iron, zinc, and magnesium. Turkey and chicken are low in fat and calories while providing a high-protein meat source. For more information on chicken and turkey nutrition, please visit www.nationalchickencouncil.org and www.eatturkey.com.

For Additional Information:
California Poultry Federation
(209) 576-6355
cpif.org



Poultry Activity Sheet



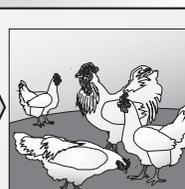
Primary Breeders
Develop strains of poultry for best meat and efficient feed conversion.

1



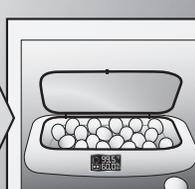
Feed Mills
Create formulas for different stages of growth in poultry.

2



Breeders
Raise chicks to adults. Produce fertile hatching eggs.

3



Hatchery
Hatches eggs in incubators that maintain temperature and humidity.

4

POULTRY PRODUCTION

Transportation & Marketing
Products are transported in refrigerated trucks to stores and restaurants.



8

Further Processing
Whole chicken is further processed by breasting, marinating, or cooking.



7

Processing Plants
Birds are harvested and USDA inspected.



6

Grow Out Ranches
Raise newly hatched chicks to market weight.



5

Lesson Ideas

- Compare market chickens with market turkeys. Have a debate.
- Create a timeline and give a presentation on poultry history.
- Create a Jeopardy poultry game.
- Research and compare the nutritional value of poultry with other meats.
- Research and identify different breeds. Compare their qualities and create a card set.
- Create a Thanksgiving or poultry dinner meal, identify where all of the foods came from (adapted from NAITC matrix).
- Research and compare other vertically integrated businesses.
- Graph the production of broilers or turkeys for a year and compare.

Fantastic Facts

1. About 15,000 people work for California's poultry companies.
2. It takes about 10 pounds of feed to produce a 5-pound market-ready chicken.
3. California's poultry companies are all family-owned.
4. Foster Farms produces 1.3 million corn dogs per day.
5. Most corn dogs are made from chicken.
6. California consumers eat more chicken than any other state, more than 3 billion pounds per year. That's about 30 chickens per person!
7. The majority of chickens and turkeys you eat are produced in California's Central Valley.
8. The chicken and turkey you eat today is thought to be descended from India and Southeast Asia.

Lesson Plan: Taco Tuesday Taste Test

Introduction: Tacos can be a fun way for students to discuss the flavors of chicken and turkey. This lesson will allow students to have a taco party and learn along the way!

Objective: Students will work in groups to create an advertisement, calculate the cost of each taco, and conduct a taste test to determine the best ingredient combinations.

California Standards: CC ELA: SL.4.1, SL.5.1, 4, 5, SL.6-8.1, 4, 5, SL.9-12.1, 4; CC Math: 4.NBT.4, 5, 6; 5.NBT.5, 6, 7; 6.NS.2, 3; 7.NS.1, 3

Materials: Taco ingredients - flour or corn tortillas, shredded or ground cooked turkey and chicken, grated cheese, sour cream, salsa, lettuce, tomatoes, and other selected ingredients. Serving utensils, plates, napkins, large construction paper for advertisement posters, colored paper, markers, and scissors.

Procedure:

1. Introduce the Taco Tuesday Taste Test with your class. Brainstorm popular ingredients to include in a taco. Students

sign up to bring different ingredients. Have students save all receipts and record costs on a classroom chart for all groups to use.



2. In groups, students compete to create the best taco, and calculate how much it costs per taco.
3. Have each group create and present a commercial for their taco.
4. Finish with a taste test competition to select the class favorite.
5. Additional ideas - have students learn what food group each ingredient comes from, the serving size, and the nutritional value.

Suggestions:

- Fill a corn tortilla with cooked ground turkey, shredded lettuce, diced tomatoes, shredded cheddar cheese and sliced olives. Drizzle with favorite red or green salsa.
- Layer a flour tortilla with mashed black beans, shredded cooked chicken, shredded cheese, dollop of greek yogurt and favorite red or green salsa. Gently fold in half and enjoy!

