



Available from Four Seasons starting January 2023!

Chicken tastes better when it's changing the world.

It's more than great-tasting chicken. It's a delicious way to fight food waste and combat climate change.



Whether it's baked with dinner, fried, or spiced up with buffalo sauce - our fresh chicken has quality you can taste. Because Do Good Chicken™ is a Carbon Reduced Protein™, choosing Do Good Chicken is Good for Plate and Planet™.

Scan (or click) QR code for more info



Mouth-watering taste.

Our chicken tastes like chicken because it is chicken.



100% all-natural.

No artificial ingredients, antibiotics or steroids.



Carbon-reduced.

We're on a mission to actively combat climate change.



U.S. farm-raised.

Our chickens are hatched, raised, and harvested in the U.S.A.



Cage-free.

Free to spread their wings, chickens are raised in Humane Society-approved conditions.

Combat climate change from your kitchen.

How does Do Good Chicken impact food waste and combat climate change?

In the U.S., about 40 percent of all the food is thrown away. At Do Good Chicken™, we take that fresh surplus grocery food to our facility and turn it into a chicken feed - putting fresh food to use and creating a closed-loop process. By reusing fresh food, we reduce the greenhouse gas emissions that food would create in a landfill. As a result, each Do Good Chicken™ reduces approximately 3lbs of greenhouse gases.



Grocery



Surplus Food



Surplus Pickup



Feed Facility



Reduced Landfill Methane



CONTACT YOUR FOUR SEASONS REP TO LEARN MORE ABOUT OUR FRESH CATEGORY OFFERINGS.



Good for the Planet.

Our chickens are raised on a diet that includes ingredients made with nutritious surplus grocery food. That means when you choose to cook with our chicken, you become a part of something bigger – fighting food waste and climate change at the same time.

Each of our delicious Do Good Chicken™ stops approximately 4 lbs of surplus groceries from being thrown away, thus reducing nearly 3 lbs of greenhouse gases (CO₂e).

- ✔ 100% natural (minimally processed, no artificial ingredients)
- ✔ NO antibiotics ever, NO hormones, or NO steroids
- ✔ Hatched, raised, and harvested in the USA
- ✔ Cage-free

Learn more about this amazing sustainability story at dogoodchicken.com!



CODE: 2304020



CODE: 234022



CODE: 234024



CODE: 234026



CODE: 234030



CODE: 234030

COST	DESCRIPTION	PK/SZ
234020	CV Chicken BLSL Breast ABF	12/1-1.5 Do Good Chicken
234022	CV Chicken Tenders ABF	12/1lb Do Good Chicken
234024	CV Chicken Drumsticks ABF	12/1-1.5lb Do Good Chicken
234026	CV Chicken Wings ABF	12/1-1.5lb Do Good Chicken
234028	CV Chicken BLSL Thigh ABF	12/1lb Do Good Chicken
234030	CV Chicken Bone in Thigh ABF	12/1-1.5lb Do Good Chicken
234032	CV Chicken BLSL Breast BULK ABF	40lb Do Good Chicken

IN-STOCK PROGRAM STARTING JANUARY 2023!

Talk to your rep for more info.



PHONE: 1.800.422.8384 | www.fsproduce.com





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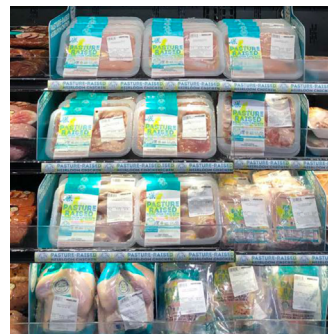
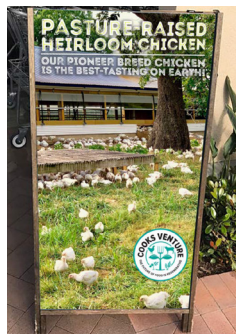
cooksventure.com/pages/our-story

**PASTURE-RAISED | HEIRLOOM BIRDS | NON-GMO | NO ANTIBIOTICS EVER
AIR-CHILLED | G.A.P. ANIMAL WELFARE CERTIFIED | CERTIFIED HUMANE | SLOW GROWTH**



CODE	DESCRIPTION	PK/SZ
232285	CV Chicken BSL Breast NGMO	12/1-1.25lb Cooks Venture Heirloom
232288	CV Chicken Split Breast NGMO	12/1-1.25lb Cooks Venture Heirloom
232291	CV Chicken Party Wings NGMO	12/1-1.25lb Cooks Venture Heirloom
232293	CV Chicken Bone in Thigh NGMO	12/1-1.25lb Cooks Venture Heirloom
232295	CV Chicken BSL Thighs NGMO	12/1-1.25lb Cooks Venture Heirloom
232316	CV Chicken BSL Tenders NGMO	12/1-1.25lb Cooks Venture Heirloom
232318	CV Chicken Drumstick NGMO	12/1-1.25lb Cooks Venture Heirloom
232320	CV Chicken Leg Whole NGMO	12/1-1.25lb Cooks Venture Heirloom
232282	CV Chicken Whole Pasture NGMO	12/3.5-4lb Cooks Venture Heirloom
230750	CV Chicken BSL Breast Bulk NGMO	40lb Cooks Venture Heirloom

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OUR FARMS

PASTURE-RAISED CHICKEN

Our heirloom, slow-growth birds spend their days exploring the outdoors. This is the best chicken on the market because, at Cooks Venture, health and flavor come first for our pasture-raised birds.

Our livestock develops juicier meat that is deeply flavored and more tender than that of conventional chicken. We air-chill our birds, so the skin is crispier when cooked and the meat has a noticeably better texture. In 10 out of 10 blind taste tests, our chicken is preferred over the competition!

- + Decades of breeding & husbandry to develop our special heirloom breed
- + Unlimited outdoor access on our 800-acre farm in Northwest Arkansas
- + Non-GMO Project Verified feed
- + Air-chilled
- + No antibiotics ever

IT'S ABOUT HOW WE FARM

Animal welfare and environmental impact is at the center of it all. Every step of farming - from breeding and raising animals humanely, to implementing **regenerative agriculture system**.

We work with nature, not fight against it. And you can taste the difference.

PROCESSING FACILITIES

To truly commit to changing the food system, we must commit to fair labor practices and livable wages. Cooks Venture is proud to be part of the Oklahoma Quality Jobs program at our poultry processing plant. Participation in the program demonstrates our commitment to livable wages in our county for our employees.

As a vertically integrated business, our chickens are processed at our facility by hand and air-chilled on-site. We only work with partners whose values align with our own. We must be stewards, not only of the land, but everyone on it.

COOKS VENTURE HEIRLOOM BREED	CONVENTIONAL MAINSTREAM BREED*
VS	
COOKS VENTURE HERITAGE LINE PIONEER	CORNISH CROSS
SUMMARY	
<ul style="list-style-type: none"> + Upright, healthy chicken to eat + Easy to stand, walk and fly + Able to easily exhibit its natural instincts 	<ul style="list-style-type: none"> Sedentary bird Has problems with leg health Prono to sickness and malformities
BREED	
<ul style="list-style-type: none"> + Heirloom birds selected for flavor and health + Strong organs and bones + Able to run and roost throughout its entire life 	<ul style="list-style-type: none"> Hybrid birds selected for feed conversion Overworked, painful organs and joints Enlarged breasts encourage sedentary lifestyle
FEED	
<ul style="list-style-type: none"> + Diverse Non-GMO Project Verified grains + Apple cider vinegar and herbal supplements 	<ul style="list-style-type: none"> GMO corn and soy May contain antibiotics and ionophores
PROCESSING	
<ul style="list-style-type: none"> + Unrestricted outdoor access + Houses get lots of natural light and fresh air 	<ul style="list-style-type: none"> Minimal—if any—outdoor access Houses are dark and have poor air quality
LIVING ENVIRONMENT	
<ul style="list-style-type: none"> + Certified Humane, GAP Step 4 + Air chilled: improved texture, longer shelf life 	<ul style="list-style-type: none"> Minimal animal welfare standards Water bath: water retention, food safety concerns
EATING QUALITY	
<ul style="list-style-type: none"> + Richly flavored, juicy meat, crispy skin + Improved nutritional profile + Slow growth creates fine texture in meat 	<ul style="list-style-type: none"> Bland flavor, prone to over-drying Lower levels of omega-3s, higher saturated fat Fast growth leads to woody and striped breast meat

FOR MORE INFO, CHECK OUT THESE VIDEOS:



What Pasture-Raised Means at Cooks Venture

youtu.be/mAWuzQ8yR4o



The Untold Story of Chicken

youtu.be/CaxeaKTVW-c



Cooks Venture & RAD: 20,000 Trees & Counting

youtu.be/SJ0WRUtnf4c