



# 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 (CO<sub>2</sub>e).

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

Learn more about this amazing sustainability story at [dogoodchicken.com](http://dogoodchicken.com)!



CODE: 234020



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](http://www.fsproduce.com)







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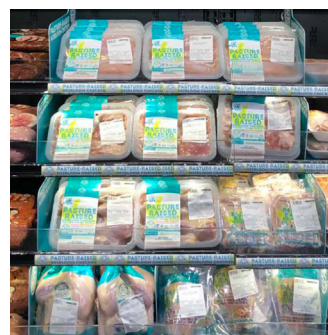
[cooksventure.com/pages/our-story](https://cooksventure.com/pages/our-story)

**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.

|  |  |
|--|--|
|  <p><b>COOKS VENTURE HEIRLOOM BREED</b></p>   |  <p><b>CONVENTIONAL MAINSTREAM BREED*</b></p> <p>* 99% of Chicken in the US, Regardless of Brand. Also Dominantly Used in Organic, Free Range, and Pasture-Raised Production.</p> |
| <div>VS</div>  |  |
| <b>COOKS VENTURE HERITAGE LINE PIONEER</b>   | <b>CORNISH CROSS</b>   |
| <b>SUMMARY</b>   |  |
| <ul style="list-style-type: none"><li>+ Upright, healthy chicken to eat</li><li>+ Easy to stand, walk and fly</li><li>+ Able to easily exhibit its natural instincts</li></ul>               | <ul style="list-style-type: none"><li>Sedentary bird</li><li>Has problems with leg health</li><li>Prone to sickness and malformities</li></ul>   |
| <b>BREED</b>   |  |
| <ul style="list-style-type: none"><li>+ Heirloom birds selected for flavor and health</li><li>+ Strong organs and bones</li><li>+ Able to run and roost throughout its entire life</li></ul> | <ul style="list-style-type: none"><li>Hybrid birds selected for feed conversion</li><li>Overworked, painful organs and joints</li><li>Enlarged breasts encourage sedentary lifestyle</li></ul>   |
| <b>FEED</b>  |  |
| <ul style="list-style-type: none"><li>+ Diverse Non-GMO Project Verified grains</li><li>+ Apple cider vinegar and herbal supplements</li></ul>   | <ul style="list-style-type: none"><li>GMO corn and soy</li><li>May contain antibiotics and ionophores</li></ul>  |
| <b>PROCESSING</b>  |  |
| <ul style="list-style-type: none"><li>+ Unrestricted outdoor access</li><li>+ Houses get lots of natural light and fresh air</li></ul>   | <ul style="list-style-type: none"><li>Minimal—if any—outdoor access</li><li>Houses are dark and have poor air quality</li></ul>  |
| <b>LIVING ENVIRONMENT</b>  |  |
| <ul style="list-style-type: none"><li>+ Certified Humane, GAP Step 4</li><li>+ Air chilled: improved texture, longer shelf life</li></ul>  | <ul style="list-style-type: none"><li>Minimal animal welfare standards</li><li>Water bath: water retention, food safety concerns</li></ul>   |
| <b>EATING QUALITY</b>  |  |
| <ul style="list-style-type: none"><li>+ Richly flavored, juicy meat, crispy skin</li><li>+ Improved nutritional profile</li><li>+ Slow growth creates fine texture in meat</li></ul>         | <ul style="list-style-type: none"><li>Bland flavor, prone to over-drying</li><li>Lower levels of omega-3s, higher saturated fat</li><li>Fast growth leads to woody and striped breast meat</li></ul>   |

## FOR MORE INFO, CHECK OUT THESE VIDEOS:



What Pasture-Raised Means at Cooks Venture

[youtu.be/mAWuzQ8yR4o](https://youtu.be/mAWuzQ8yR4o)



The Untold Story of Chicken

[youtu.be/CaxeaKTVW-c](https://youtu.be/CaxeaKTVW-c)



Cooks Venture & RAD: 20,000 Trees & Counting

[youtu.be/SJOWRUtn4c](https://youtu.be/SJOWRUtn4c)