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## Introduction & Objectives



- Chicken as global food
- How do these animals grow so fast?
- Why is a low cost meat?
- Hormon intake?

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## Meat characteristics & Anomalies



- Physicochemical meat characteristics of different Broiler ages
- Industrial chicken vs free range chicken
- Meat pathologies: WS, WB, SB

	INDUSTRIAL CHICKEN	FREE RANGE CHICKEN	QUALITY ANOMALIES
ASPECT	Fresh, free of stains and impurities	Fresh, free of stains and impurities	With bruises, and/or stains and impurities
COLOR	Uniform: pale Pink & slightly yellow	Uniform: More intense pink	Unusual coloration, and/or different shades in the piece
TEXTURE	Slightly moist, firm to the cut, but more tender	Slightly moist, firm to the cut, more consistent	Viscous and/or gelatinous
SMELL	Characteristic & smooth	Characteristic & smooth	Rancid
FLAVOUR	Smooth, less intense	More juicy & intense	Unpalatable

Table 1. Resume of main organoleptic characteristics of industrial chicken vs free range chicken and anomalies. Source: own.

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## Conclusions



- Broilers grow so fast due to a combination of four principal factors: genetic selection, management, feeding & health protocols
- NO hormon intake

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## The Broiler



- Previous animal description
- Phases of the Industrial Broiler farming
- Chicken processing

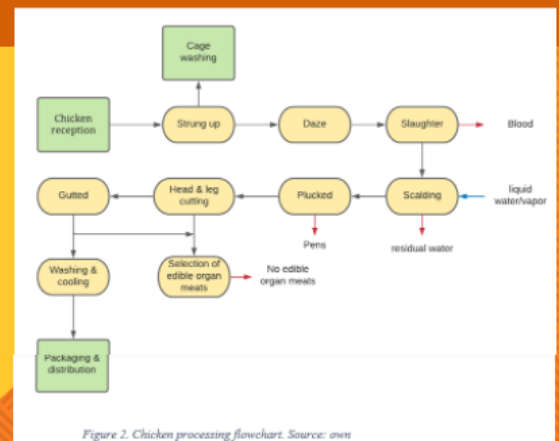


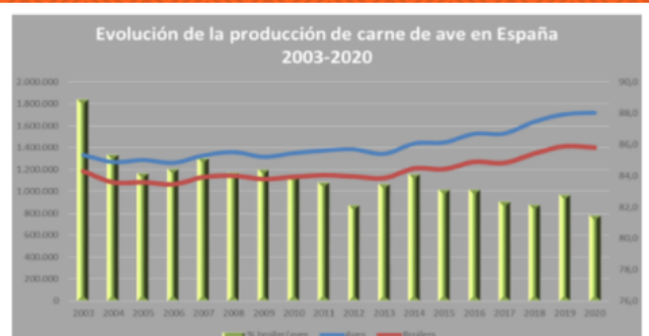
Figure 2. Chicken processing flowchart. Source: own.

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## Market Study



- Economic indicators: production, price and consumption
- Price comparison between three quality ranges: industrial, free range & eco.



Graphic 1. Poultry meat production in Spain (2003-2020). Source: MAPA