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# Chicken is Nutritious & Delicious

## Protein comes out on top

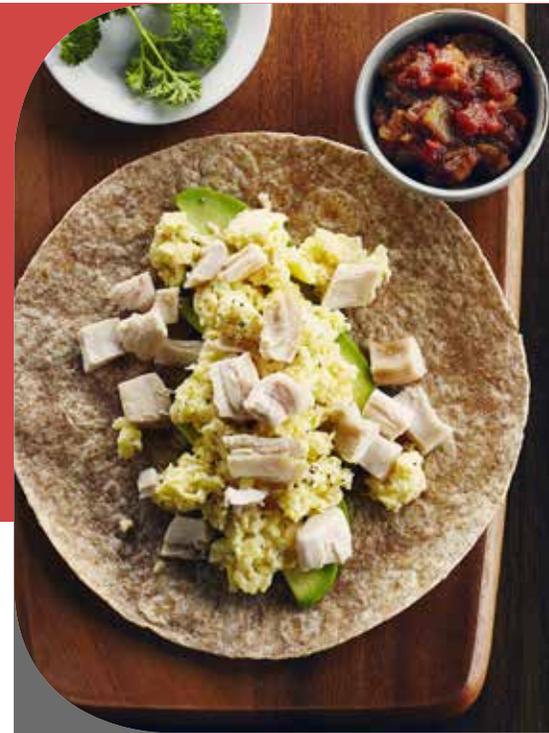
When it comes to health benefits, protein has a lot to offer. Several studies have shown that moderate increases in protein intake can be part of several strategies when it comes to weight management. Protein is unique in its ability to help us feel full longer after eating, which can help to control appetite. By helping to maintain a healthy body weight, higher protein intakes may play a role in reducing the risk for heart disease, high blood pressure and type-2 diabetes.

A lot of people might be surprised to learn that our bones are partly made of protein. While calcium, phosphorus, magnesium, and vitamin D all play a role, protein is an essential nutrient needed for healthy bones too. Higher protein diets help to preserve bone mass as we age.

Getting protein at every meal will also help you to hang onto precious muscle – especially during weight loss and as we grow older.

## How much protein do we need?

The current recommendation for healthy adults is 0.8 grams per kilogram (or 0.36 g per pound) of body weight per day. As an example, based on this recommendation a person weighing 75 kg (165 pound) would need 60 grams of protein a day. However, newer research suggests we need more; about 50% or 1.2 grams per kilogram (or 0.54 g per pound) of body weight. This means that the same 75 kg (165 pound) person would need 90 grams of protein from all sources every day.



*It's no wonder  
chicken is Canada's  
number one meat  
protein. The average  
Canadian eats over  
31 kg per year.*



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**Per kilogram of body weight,** children need more protein than adults to help their growing bodies. For example, the current recommended protein requirement for a 35 kg (77 pound), nine-year-old boy is about 33 grams per day or 0.95 grams per kg (or 0.43 g per pound) of body weight. The same newer research for adults applies to all age groups, including children, which would see protein requirements increase to 54 grams per day, or 1.55 grams per kilogram (or 0.70 g per pound) of body weight; a difference of 21 grams.

As well, it's not just the total amount of protein that's important, timing matters too. Many people tend to eat a small amount of protein at breakfast, a bit more at lunch with most of their protein eaten at dinner time. The latest research suggests it's best to spread the amount of protein equally over the three main meals to best take advantage of what dietary protein has to offer.

#### RECOMMENDED PROTEIN DISTRIBUTION

	ADULTS	CHILDREN
BREAKFAST	30 G	15 G
LUNCH	30 G	15 G
DINNER	30 G	15 G

### Tip from our kitchen lab:

For delicious juicy chicken every time, roast chicken with the skin on and remove it after cooking, this retains the moisture and essentially has the same amount of fat and calories as a skinless cut.

## Other important nutrients in chicken

Chicken has much more to offer than just protein. It contains several vitamins and minerals. Skinless chicken breasts are high in potassium which helps to maintain a healthy blood pressure. A single (100 g) serving of chicken breast has as much potassium as a medium banana.

Dark meat chicken is also an excellent source of zinc, a mineral that supports a healthy immune system and zinc is important for growing children and pregnant women. Dark cuts are also a source of iron which is needed by the body to produce red blood cells.

Chicken is also a good source of the bone and teeth-building mineral, phosphorus.

Dark meat has more B vitamins such as B1, B2, B3 and B12, zinc, and iron than white meat does, making room for variety of cuts of chicken as part of a healthy diet.

NUTRITIONAL COMPARISON – WHITE VS. DARK MEAT 100 G SERVING			
NUTRIENTS	CHICKEN THIGHS (SKINLESS)	CHICKEN LEGS (SKINLESS)	CHICKEN BREAST (SKINLESS)
CALORIES	175	155	146
FAT	8.43 G	6.59 G	1.73 G
SATURATED FAT	2.60 G	1.90 G	0.59 G
PROTEIN	25.95 G	23.84 G	32.58 G
% DAILY VALUE			
B1	11	10	7
B2	16	19	7
B3	36	27	74
B12	42	60	14
IRON	7	7	3
ZINC	25	25	11
PHOSPHORUS	19	18	24
POTASSIUM	8	9	12

### Did you know:

Canadian chicken has NOT been given hormones or steroids; many consumers might be surprised to learn that their use is illegal and has in fact been banned in Canada since the 1960s.

### Chicken recipe — breakfast

Breakfast tends to be the meal with the lowest amount of protein. Getting more protein at breakfast is critical for starting your day right.

Our **Grab and Go Breakfast Burrito** has 22 g of protein, but only 163 calories and can be a great breakfast building block.