

Farm Marketing Solutions

Young Farmer Seeks to Raise 1 Million Chickens on Grass

Kent CT, March 2017 -- Chicken tastes like everything because we have forgotten what chicken actually tastes like. The right way to raise chicken was temporarily lost, but not forgotten. A movement of grass-based farmers and homesteaders seeks to bring the flavor and nutrition back into poultry.

Change comes from many people taking purposeful actions toward a common goal. Globally roughly 20 million chickens are consumed every day. Under such demand, poultry has become a commodity as well as a uniform, tasteless, sad lump of biomass that requires a lot of spices to make it taste like anything.

Thanks to the efforts of such people as the “beyond organic” farmer Joel Salatin and organizations like the American Pastured Poultry Producers Association (APPPA) there are a growing number of people putting the flavor and nutrition back into chicken -- by putting the chickens back on grass. Pasture-raised chickens have more omega-3 fatty acids, more beta carotene, and a lot more flavor.

Through years of misguided agricultural policy we have lost the general knowledge of growing our own food. That is beginning to shift as we see more people gardening, more backyard chicken coops, and a rise in the popularity of the Slow Food Movement.

With the desire to teach people an alternative to conventional poultry, John Suscovich has published *Stress-free Chicken Tractor Plans* which walks you through step-by-step how to build a mobile broiler chicken coop called a “chicken tractor”.

To encourage others to create change, John has started the 1 Million Chicken Initiative. Each copy sold of *Stress-free Chicken Tractor Plans* represents at least one chicken tractor built. Each chicken tractor comfortably houses 25 chickens at a time. Forty thousand chicken tractors represents 1 million chickens raised the way our great grandparents did it.

John has also put together a free library of resources on raising broilers at <http://farmmarketingsolutions.com/resources/broilers> with hundreds of videos, PDFs, and other resources.

About Farm Marketing Solutions

Farm Marketing Solutions seeks to educate and inspire the next generation of farmers. We accomplish this by sharing practical farming and small business advice based off years of experience and research. The story we tell follows Camps Road Farm, a 52 acre diversified farm run by the Founder of FMS, John Suscovich.

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Initiative Hub: <http://farmmarketingsolutions.com/grow-more-chickens>