



Where Does Chicken Meat Come From?

OBJECTIVE

Understand the **origin of chicken meat**, the path to reach the plate and reflect on more **informed and conscious choices**.

YOUR MISSION

Choose a **chicken meat product** that you usually consume and investigate its origin.

Step 1 - Identify the product

- **Product Chosen:** _____
(e.g., chicken breast, thighs, whole chicken)
- **Way of Purchase:** ☐ Fresh ☐ Frozen ☐ Prepared

Step 2 – Verify the source

Check the **packaging** or point of sale information and record:

- **Country of origin:** _____
- **Place of creation (if indicated):** _____
- **Slaughter site (if indicated):** _____

Step 3 – Imagine the trip

Reflect on the journey of chicken meat until it reaches you:

- Do you think it came from **near** or **far**?
- What stages do you imagine it has gone through (breeding, transporting, slaughtering, distribution)?

REFLECTION:



Step 4 – Conscious Choice

Tick what applies:

- Local/national production
- European production
- Production outside Europe

FINAL REFLECTION

It answers the following questions:

1. Why can knowing the **origin of chicken meat** be important for health, the environment and animal welfare?

2. Does this information influence your choices at the supermarket or butcher? Why?

FOODWISELAB TIP

Whenever possible, opting for chicken meat of **known origin**, produced locally or nationally, helps reduce transport and support closer food systems.