

Why Pastured Chicken is Different from Store-Bought Chicken

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If you're used to grabbing a chicken from the grocery store, you might be surprised to learn how different pastured chicken really is. Raised on open pastures, these chickens are larger, leaner, and have a more robust texture. This not only impacts their taste and nutrient profile but also how you should cook them. Curious about why pastured chicken is worth the extra attention? Let's dive in and explore how to prepare this delicious alternative that stands out from the crowd.

Ingredients:

- 1 whole pastured chicken
- Olive oil
- Salt and pepper, to taste



Instructions:

1. **Get the Chicken Ready:** Start by placing the whole pastured chicken on a roasting pan. Drizzle it with olive oil and give it a good rub to ensure the chicken is evenly coated. Sprinkle generously with salt and pepper, and don't be shy—massaging the seasoning into the skin ensures every bite is full of flavour.
2. **Preheat and Roast:** Preheat your oven to 350°F (175°C). Once it's heated, pop the chicken in and roast for about an hour and 10 minutes. For this video, we cooked it until the internal temperature reached 180°F and pulled the meat for a tender, shredded texture. If you prefer a whole bird, you can remove it at 165°F (74°C) for a juicy, intact roast.
3. **Let it Rest:** Once you've roasted your chicken to perfection, let it rest for about 20 minutes. This step helps the juices redistribute, keeping the meat tender and juicy. Whether you're planning to shred the chicken or serve it whole, letting it rest first makes a big difference.
4. **Serve or Save:** You can serve the whole chicken as a beautiful, flavour-packed centrepiece, or shred the meat and mix it with the rich drippings for extra depth. One of the best things about pastured chicken is how versatile it is. Planning to make multiple meals? One bird can easily stretch into several dishes—from hearty soups to fresh salads. Want to know how we made 24 meals from just one chicken? [Find out here.](#)



Why Choose Pastured Chicken?

Pastured chicken isn't just about flavour (though that's a big part of it!). These chickens are raised naturally on pasture, which means they're leaner and richer in nutrients. Compared to conventionally raised poultry, pastured chicken contains more omega-3s and other essential nutrients. It's also a more sustainable and ethical choice, supporting better animal welfare and environmental health. By choosing pastured chicken, you're not just opting for better taste—you're making a decision that benefits your health and the planet. Curious about how these chickens are raised? [Learn more about pastured chicken farming in Ontario.](#)

Conclusion:

Pastured chicken offers something unique—whether it's the richer flavour, the health benefits, or the ethical farming practices behind it. Whether you roast it as the main attraction or use it for a week's worth of meals, you'll notice the difference from the very first bite. Give it a try

and experience just how good chicken can really be.