

KEEP OUR FRESH CHICKENS FRESH LONGER

THE RIGHT TEMPERATURE HELPS ENSURE GREAT CHICKEN

Proper storage makes all the difference in keeping our chickens fresh and your sales and profits healthy. And that means nothing more than following a few simple guidelines.

ALWAYS REFRIGERATE AT PROPER TEMPERATURES

Proper refrigeration protects against spoilage. And increases shelf life. 28° - 32° is the ideal temperatures setting for you're case or cooler. Bacteria doubles and redoubles in direct relation to the temperature and amount of time a chicken sits at a higher temperature.

BACTERIA DOUBLES

- Every half hour – at 90°F.
- Every hour – at 70°F.
- Every 2 hours – at 60°F.
- Every 3 hours – at 50°F.
- Every 6 hours – at 40°F.
- Every 20 hours – at 32°F.
- Every 60 hours – at 28°F.

ORDER WISELY

Overstocking leads to spoilage. Out of stocks mean no sales. Accurate records mean better chicken sales.

WATCH YOUR DISPLAY CASE

Rotate the cooler stock by date. And stock below the air-line to assure cold air-flow. Try rotating the chicken from the front to back of the case occasionally, as the temperature can vary in your cooler.

