

What People Are Saying About “Pumped-Up” Poultry:

" Consumers should be able to make an informed choice in the store, which is why we need to provide clear, informative labels that will help consumers make the best decisions about feeding their families,"

[Dr. Elizabeth Hagen, Undersecretary for Food Safety, U.S. Department of Agriculture](#)

"Some poultry producers are adding a solution of sodium and water to raw poultry products in order to enhance flavor or increase moisture content. USDA policies require producers to disclose this process on the label; however, this is usually done with euphemisms such as “Enhanced with up to X percent chicken broth” and written in a small font size. USDA also allows these products to be labeled as “natural.” USDA should change its policies to provide consumers with sufficient information about these products so that they can make informed decisions when they are purchasing poultry products.”

[Chris Waldrop, Consumer Federation of America](#)

“People shouldn’t be paying chicken prices for saltwater. But some unscrupulous poultry producers add as much as 15 percent saltwater — and then have the gall to label such pumped-up poultry products “natural.” Some in the industry euphemistically call chicken soaked or injected with salt water “enhanced chicken.” Of course this isn’t really about enhancing chicken, it’s about enhancing profits. Someone’s clucking all the way to the bank.

Adding injury to insult is the fact that these “enhanced” products are much less healthy for you than the natural, unenhanced versions, because they contain up to five times as much sodium. Sodium, of course, tends to increase blood pressure and the risk of heart attacks and strokes. Americans consume way too much sodium as it is, and the last thing we need is more sodium tucked surreptitiously into otherwise low-sodium foods. “

[Michael F. Jacobson, Center for Science in Public Interest](#)

The added sodium "has potential health implications" because most consumers aren't reading labels on "natural" chicken because they expect it to be free from any additives.

[Dr. Stephen Havas, Vice President the American Medical Association](#)

“We are pleased that the Agency is responding to concerns previously expressed by AHA and others regarding the use of added solutions, particularly those that contain saltwater or sodium. Although the Agency already requires enhanced products to contain supplemental labeling that informs the consumer of the presence of an added solution, this information has not been prominently displayed on the product and may often be overlooked or unnoticed by consumers.”

[Dr. Gordon F. Tomaselli, President, American Heart Association](#)

“For consumers who think they are purchasing poultry that is natural, they may be in for a rude awakening — particularly for those who have heart disease or hypertension, who are watching their sodium or who have other health concerns. Not to mention the economic impact of unknowingly buying chicken that contains up to 20 percent foreign ingredients by weight. Producers that improperly use "100% All Natural" claims are selling saltwater at chicken prices, hurting consumers at a time of ever-increasing food costs.”

[Amanda Loudon, National Association of Nutrition Professionals](#)