


Fowl Play: Pumped and Plumped Meat

by Dr. Kaayla T. Daniel, Ph.D., CCN - October 12, 2010

Dr. Daniel provides a deeper view into commercial chicken processing and even more reason for consumers to seek out pastured poultry at local farms. Related Video - [CAFO vs Pastured Poultry Nutrients](#) 

Ever wonder about those plump well-endowed DD cup chickens at the supermarket? Yes, chickens today are bred to be mostly breasts, but that's not all. Such chickens -- or at least their parts -- could well be examples of "reformed meat technology" also known as "pumped meat." Same might be true of supermarket turkeys, hams, beef and even fish.

To create simulated "whole cuts," food processors start with pieces of real meat, poultry or fish, then mix in -- or inject -- some form of soy protein along with soy or another vegetable oil, food colorings, salt, phosphates, flavorings (including MSG) and other additives. These are then massaged, shaped and bound into familiar meat-like shapes -- such as chicken nuggets. After fabrication, these products may be sliced, ground or dried. [1,2]

Such products sell poorly in supermarkets -- where ingredient labels are required--but briskly at fast food establishments where customers rarely ask nosy questions about what's in those meaty nuggets and nobody is required to tell them. In 1990 Clyde Boismenu, a longtime distributor for Archer Daniels Midland, said in an interview with William Shurtleff of the Soyfoods Center [now named the Soyinfo Center] in Lafayette, California, that one of the main obstacles in the U.S. to gaining consumer acceptance for his products was the "obnoxious meat labeling requirement." [3] Specifically, he was upset that "if isolates are injected into ham, it must be sold as 'smoked pork ham with soy protein isolate product'." [4] Seems the soy industry has been hot and bothered by such labeling requirements for years. Back in 1969 *Soybean Digest* reviewed the regulatory problems and complained that "new product concepts" would be canceled because of "standard of identity" problems as well as failure to secure prompt government approvals. [5] Pity.

So what about those plump chickens at the supermarket? If they look like chickens, they are probably not reformulated, but they might well be plumped -- meaning pumped up with a broth-like liquid containing sodium, water and other solutions and then sold as "all natural chicken." These additives can legally make up fifteen percent of "all natural" chicken, a situation that Dr. William Campbell Douglass II has described as "the most clucked up nonsense I've ever heard!" [6]

Dr. Douglass goes on to say such "bizarre logic" could only be found in Washington because anyone with "even a bird-sized brain knows that broth and sodium solutions are no more a 'natural' part of a chicken than a McNugget." [7] Even Perdue -- a major purveyor of low-quality, factory-farmed chickens -- has asked the USDA to change this regulation.

Interesting that Perdue, a company whose founder claimed "It takes a tough man to make a tender chicken," has decided to take a tough stance against the USDA and protest the unnatural ways its competitors tenderize chickens. As for Perdue, the best thing that can be said about its factory-farming operation is that its famous slogan has been hysterically mangled in translation, leading to laughter heard around the world. Billboards in Mexico for a brief time said, "It takes a hard man to make a chicken aroused." In other countries, it was translated into "It takes a virile man to make a chicken pregnant." Meanwhile, Kentucky Fried Chicken has had its own translation problems. In China, the slogan "finger-lickin' good" came out as "eat your fingers off." Hopefully, such advertising scared people into buying locally!



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ENDNOTES – All citations are included in the book, *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, 2005) [see chapter/note references].

1. Visser A, Thomas A. Review: Soya protein products -- their processing, functionality and application aspects. *Food Reviews International*, 1987, vol. 3; 1&2, 20, 21. [ch.8/note14]
2. Lusas EW, Rhee KC. Soy protein processing and utilization. In *Practical Handbook of Soybean Processing and Utilization*. David R. Erickson ed. (AOCS Press, 1995); 145-155. [ch.8/ note15]
3. Boismenu, Clyde. The market for soy protein isolates, concentrates, textured soy protein products and soy flour in America today. Interview with William Shurtleff, SoyaScan Notes. November 12 1990. Summarized by William Shurtleff and Akiko Aoyagi in *Bibliography and Sourcebook on Seventh Day Adventists, 1866-1192* (Lafayette, CA; Soyfoods Center); Entry #1495. [ch.8/note16]
4. Ibid.
5. Martin, RE. Legal problems faced by soy proteins on state and national levels. *Soybean Digest*, November 1969; 19, 51. [ch.8/note17]
6. Douglass II, WC. Unnatural debate over natural chicken. *The Douglass Report*, <http://douglassreport.com/receive-the-daily-dose/>. Posted 21 August 2010 at <http://www.szone.us/f20/unnatural-debate-over-natural-chicken-48521/>
7. Ibid.

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Hyperlinks for PDF

CAFO vs Pastured Poultry Nutrients – UK video, “Where’s the Nutrients? Comparing CAFO with Pastured Chicken” =
<http://farmtoconsumer.org/news/news-chicken-video.htm>

The Whole Soy Story: The Dark Side of America's Favorite Health Food - New Trends Publishing =
<http://newtrendspublishing.com/SoyStory/index.html>