

# REVIEW REGARDING BROILER PRODUCTION SYSTEMS AND MEAT QUALITY

**A.-E. Moise<sup>\*</sup>, M. Tudorache, I. Custură, G.M. Pîrlea (Gheciu Pîrlea),  
T.Ș. Vlad, I.Ș. Bordei (Bololoi), V.-D. Lungu, D. Drăgotoiu**

*University of Agronomic Sciences and Veterinary Medicine,  
Animal Production Engineering and Management,  
Marasti Boulevard, no. 59, sector 1, Bucharest, Romania  
\*e-mail: eandrada62@yahoo.com*

## **Abstract**

*This paper investigates the influence of intensive, free-range and organic broiler production systems on growth performance, meat quality, animal welfare and consumer perception. Based on literature data, the analysis considers parameters such as stocking density, slaughter age, genotype, feeding and microclimate conditions, as well as their impact on composition, color, texture, pH, water-holding capacity, oxidative stability and microbiological safety. The synthesis shows that intensive systems ensure efficiency and yield but may compromise welfare and certain sensory traits, while alternative systems provide nutritional and sensory benefits and greater consumer acceptance, although with higher production costs and oxidative susceptibility. The review highlights the need for integrated approaches that balance productivity, sustainability and ethical standards in poultry production.*

**Key words:** broilers, nutrition, quality, sustainability, welfare