

ENGLISH TEXTS

Written and Visual Texts (Cartoons)

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DESPITE THE READY FREE-RANGE ALTERNATIVE, **86% OF EGGS** PURCHASED IN NEW ZEALAND ARE PRODUCED VIA THE **BATTERY HEN** METHOD.

THE WIRE MESH FLOOR IS SLOPED SO THAT THE EGGS WILL ROLL TO THE FRONT TO BE COLLECTED.

HENS ALREADY **FRAIL** FROM INACTIVITY & **CALCIUM DEPLETION** CONSTANTLY STRUGGLE TO **STAND UP** STRAIGHT.

WITH THEIR NATURAL **PECKING ORDER** THROWN INTO DISARRAY THE **CONFUSED AND FRUSTRATED** BIRDS TURN UPON THEIR **CELLMATES**.

TO MINIMISE **COLLATERAL DAMAGE** SOME FARMERS 'DEBEAK' CHICKENS WITH A **LASER** DURING INFANCY.

THIS **CRUEL PRACTICE** CAN RESULT IN **LIFE-LONG NERVE DAMAGE** AND IMPAIR THE BIRD'S ABILITY TO **EAT**.

BATTERY HEN FARMS ARE RUN WITH **RUTHLESS EFFICIENCY**.

THE BIRDS ARE **PACKED TOGETHER 5-8 PER CAGE**, UP TO **60,000** PER SHED.

COLONY FARMS HOUSE UP TO **60 BIRDS** PER CAGE, ALLOWING EACH CHICKEN **LITTLE MORE SPACE** THAN THE DIMENSIONS OF **THIS SHEET OF PAPER!**

AS THE HENS **VIE** FOR POSITION THEY PAINFULLY PRESS UP AGAINST EACH OTHER AND THE **BAR** OF THEIR **PRISON**.

BEFORE LONG THEIR **BODIES ARE A RUIN**, FEATHERS **WORN OFF** & FLESH **RUBBED RAW**.

THE **CAGED HEN** WAKES EACH DAY INTO A RECURRING **NIGHTMARE** WHICH DENIES HER **NATURE** & TURNS HER **INSTINCTS** AGAINST HER.

NATURE'S HEN TAKES HER NIGHT'S SHELTER IN THE **TREES ABOVE**, AND DAY'S SUSTENANCE FROM THE **EARTH BELOW**.

SHE PECKS HER **FOOD** FROM THE **GROUND** AND BATHES HER **FEATHERS** IN ITS **DUST**.

WHEN READY TO LAY SHE FINDS A **SECLUDED SITE** AND SCRATCHES HER NEST INTO THE **SOIL**.

THE **CAGED HEN** IS **FOREVER** BEREFT OF **MOTHER EARTH**.

HER BEAUTIFUL **FEATHERS** ARE WORN AWAY BY THE **PRISON BARS**, EXPOSING **INFLAMED FLESH** TO THE MISGUIDED **PECKING** INSTINCTS OF HER **SISTERS**.

WHEN READY TO LAY NATURE **COMPELS** HER TO SEEK **PRIVACY**.

SHE **THROWS** HERSELF AT CAGE AND INMATES BUT THERE IS **NO ESCAPE**.

SOCIETY SURROUNDS HER.

FOR THE SAKE OF **CHEAP EGGS** BATTERY HENS ARE SENTENCED TO **LIFE IMPRISONMENT** UNDER **HORRIFIC CONDITIONS**.

THE **HEN'S LAMENT** FALLS UPON **DEAF EARS**, BUT THE **CONSUMER'S VOICE** IS **IGNORED** AT THE MARKET'S PERIL. YOU **CAN** MAKE A DIFFERENCE.

EVERY **DOLLAR** YOU SPEND IS A **VOTE** CAST FOR **TOMORROW'S WORLD**.

LOOK INTO YOUR **HEART** AND **ASK YOURSELF...**

WHAT COMES FIRST, THE **CHICKEN** OR THE **EGG?**