

Why

LOVE one but EAT the other?



- ✓ Like the animals we cherish as our companions, chickens by nature are inquisitive, affectionate, and personable.
- ✓ Chickens are intelligent problem-solvers who possess some cognitive abilities more advanced than those of cats, dogs, and even some primates.
- ✓ Chickens have close family ties. They will fight foxes and eagles to protect their family members and they mourn the loss of a loved one.
- ✓ A mother hen begins bonding with her chicks before they even hatch by softly clucking to her unborn, who chirp back to her from inside their shells.



Yet each year in Canada, over 600 million chickens raised for food live and die in nightmarish conditions. Crammed by the thousands into filthy windowless sheds, they get trampled and suffocated from overcrowding, have their beak tips amputated without anaesthetic, suffer ammonia burns from the waste-laden environment, and are genetically bred to grow so large they become crippled under their own weight. Egg-laying chickens are packed so tightly together into wire battery cages they're barely able to move for their entire lives. Male chicks have no value to the egg industry, so annually tens of millions of chicks are thrown away, literally as trash, within hours of being hatched.

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The factory farming photos above were taken in Canada and the U.S. and are courtesy of Vancouver Humane Society and Farm Sanctuary.

MERCY FOR

ANIMALS