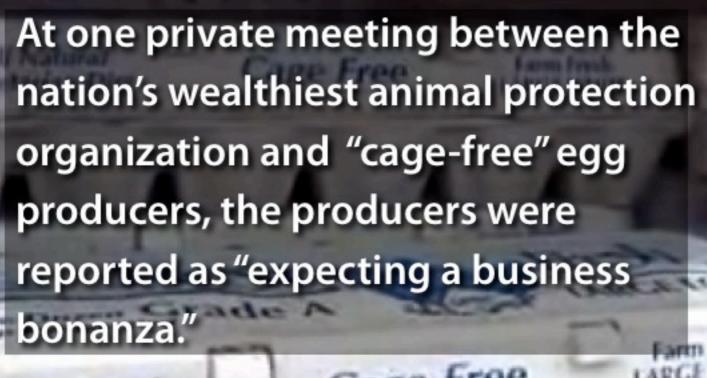


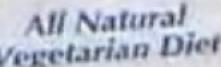


This slideshow is licensed for nonprofit educational use in classrooms and other community education venues, provided it is presented in its entirety and the content is not modified in any way. The text and many of the images are protected by copyright.

www.HumaneMyth.org

Over the last couple of years, some animal protection organizations have begun working together with a segment of the egg industry to promote the consumption of eggs labeled "cage-free."





Cage Free







Press release photos also suggest that chickens used to produce "cage-free" eggs live in idealized conditions.

Major Heartland University Has a Heart for Egg-Laying Hens

April 7, 2006

With more than 40,000 students, the University of Wisconsin at Madison is one of the nation's largest academic institutions. And now, thanks to its food services department, UW-Madison has become a leader in an important trend that is improving the lives of hundreds of thousands of animals across the country.

In April 2006, UW-Madison Housing Food Services enacted a policy to begin using eggs from cage-free hens—switching to organic, cage-free eggs for both shell and liquid eggs in its dining halls.

The school's Housing Food Services buys approximately 85,000 shell eggs and more than 65,000 pounds of liquid eggs a year, so this decision will improve the lives of approximately 3,000 egglaying hens.

www.humanemyth.org





But is the public being misled?



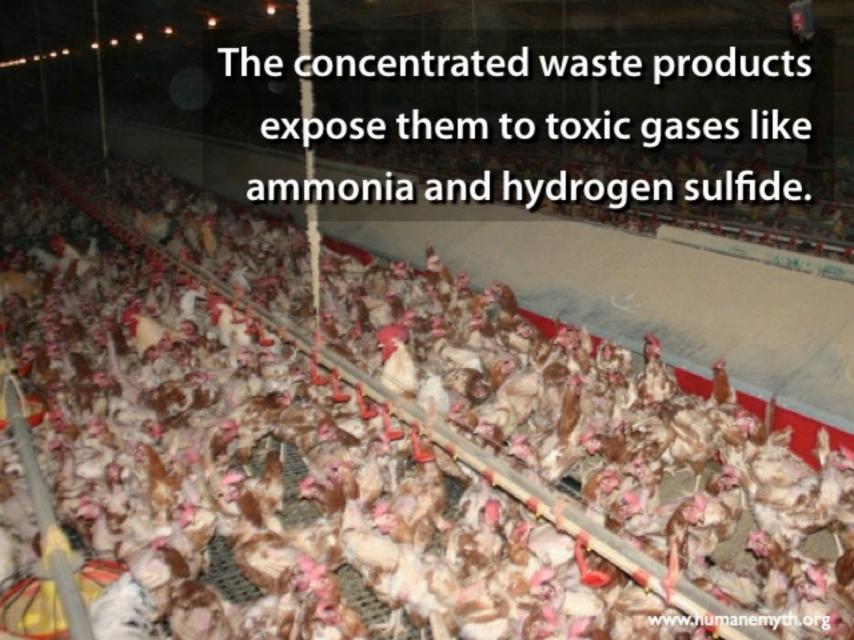
Let's take a look at the reality behind the myth...

...and pay a visit to Old MacDonald's "cage-free" egg farm.











If this is the reality of "cage-free" eggs, why are some animal protection organizations promoting their consumption?











These same animal protection organizations encourage well-meaning students and community activists to run campaigns to get universities, government institutions, and corporations to switch to buying eggs labeled "cage-free."

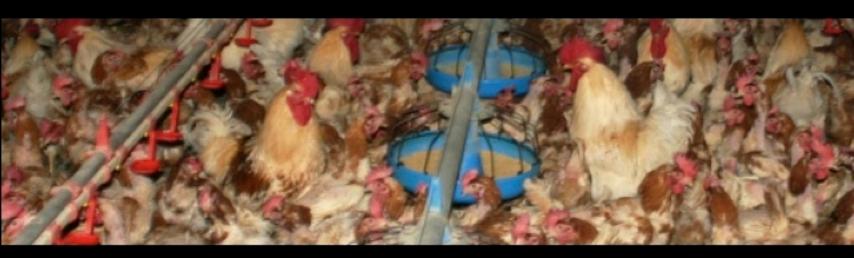
Media coverage of these campaigns emphasizes over and over that eggs labeled "cage-free" are good for

the animals, good for the environment,

and tastier, too.



In *The Harvard Crimson*, animal advocates were quoted, saying:



"Hens raised on cage-free farms can roam in barns and yards as the climate permits, nesting and running almost as they would in the wild." At another college, animal advocates were quoted in the media saying that if the university would switch to eggs labeled "cage-free":



"We could pride ourselves on knowing that these birds were living a decent life..." In The San Jose Mercury News, the food manager for a Fortune 500 company said this about switching to eggs labeled "cage-free:"



"We're happy to do it. There's a ripple effect that I think will happen. Other companies also will want to ensure humane treatment of animals."

That is what the public is being told...

but what is the reality?

Virtually all chickens used to produce eggs, including eggs labeled "cage-free," have their beaks forcibly mutilated to minimize the damage chickens cause each other when crowded together.

Beak Mutilation



Damaged beaks never grow back...





Hatcheries

Virtually all hens used in all forms of egg production, including "free-range" and "cage-free," at both large-scale and small-scale farms, come from hatcheries that kill all the male chicks.



In the U.S., hundreds of millions of newly hatched male chicks are suffocated and discarded each year, or ground up alive to produce fertilizer or feed.

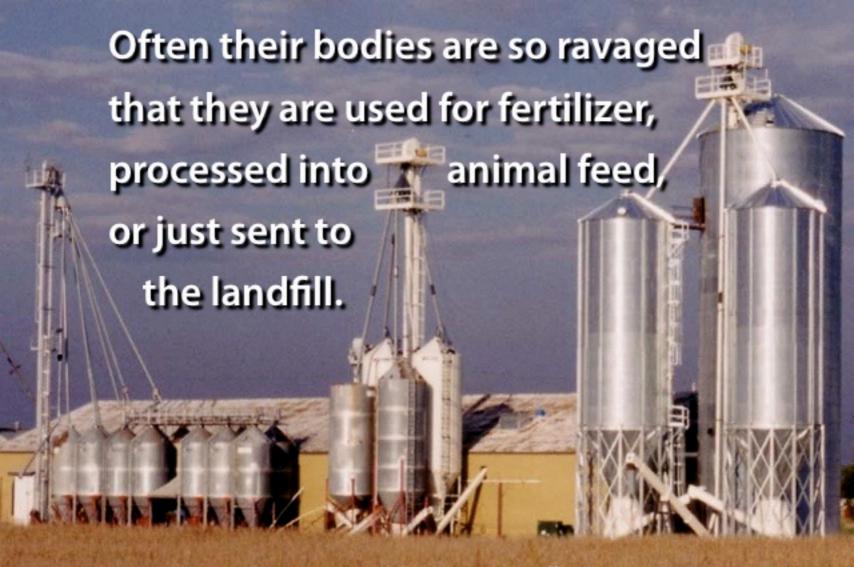


Parent Birds

The fertilized eggs required by hatcheries come from individuals who are forced to mate over and over, until they are too damaged to be productive.

Premature Death

All scales and styles of egg-producing operations kill laying hens when their production declines, typically within two years, as feeding these worn-out individuals cuts directly into profits.



"Spent hen" processing plant



In 2007, one investigator of a "cage-free" facility reported learning of 80,000 "spent hens" being packed into drums, gassed to death before being sent to the landfill.

Can any of this be fairly considered "respectful," "compassionate" or "humane?"

The truth of the matter

is that regardless of the style of farming, producing eggs is a business based on breeding animals into existence, controlling their lives, and killing them when their continued existence is no longer profitable.

The truth of the matter

is that a recent United Nations report identified animal agribusiness as the number one cause of greenhouse gas impact--more than all cars, trucks, buses, trains, ships and planes combined.

The truth of the matter

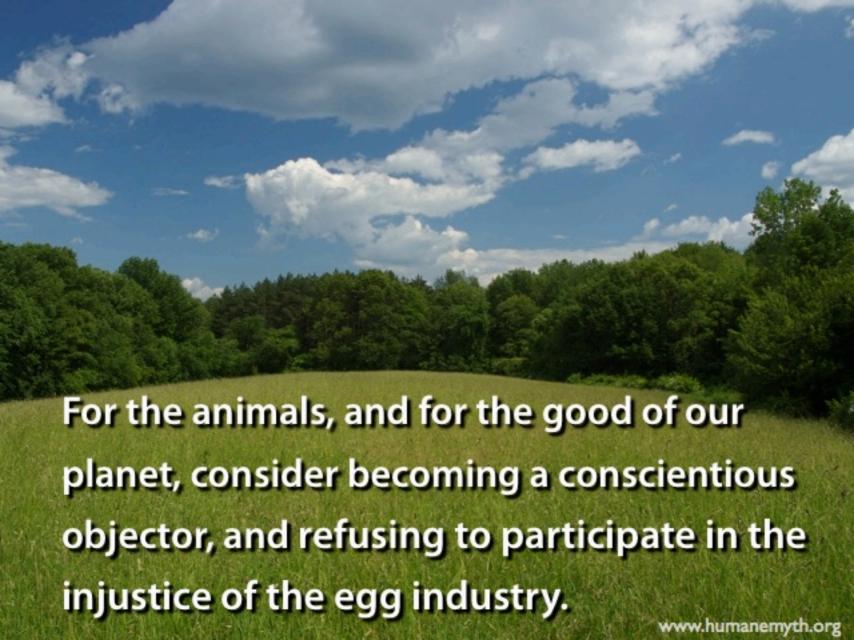
is that each purchase of eggs, or the many processed foods that contain them, means more chickens brought into existence, more male chicks killed, and more laying hens exploited, exhausted, and slaughtered.

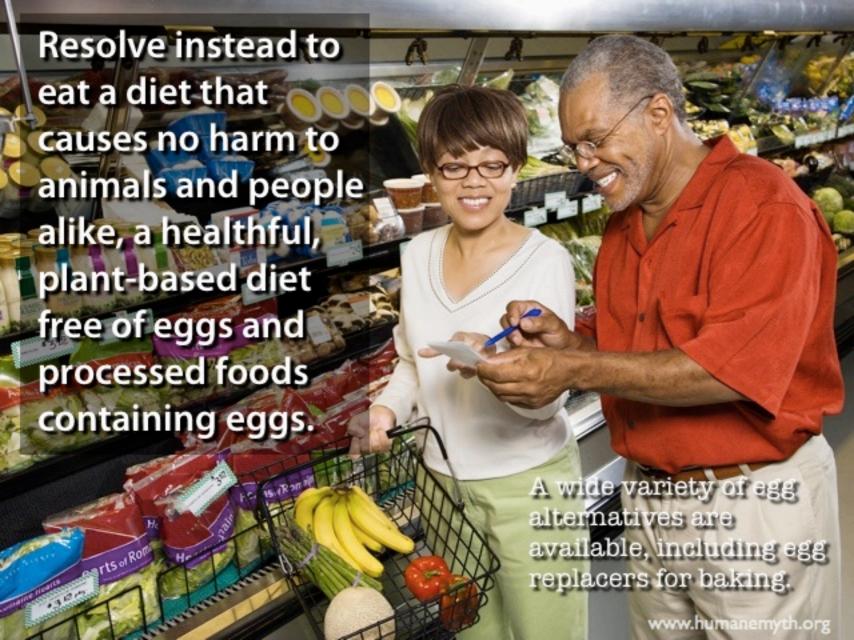
We can do better.













Don't buy into the humane myth!

www.HumaneMyth.org

Special thanks to:

Patty Mark and her team Animal Liberation Victoria www.alv.org.au

Michele Alley-Grubb and her team Peaceful Prairie Sanctuary www.peacefulprairie.org