



| Solar Harvest Farm Pastured Poultry 262-662-5278 | Conventional Supermarket Poultry |
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| Floorless Solar Brooder allows early access to grass, seeds, soil, and grit. | No access to natural habitat or natural diet during brooding period. |
| Floorless pasture shelters allow full-time access to fresh air, sunshine, pasture, soil, bugs and grit while at the same time providing shelter from the elements and predators. These shelters are moved onto fresh pasture every day. | No access to natural habitat or natural diet during growing period. |
| Shelters provide ample room to run, spar, scratch, flap their wings and establish a societal pecking order. | Confined to batteries of stacked cages or high density floor reared, neither of which allow for full range of movement or ability to exhibit natural chicken-like behavior. |
| Wastes are evenly distributed on pasture allowing soil to assimilate nutrients without overload or leaching. Daily movement of shelters distances the birds from their wastes thereby reducing potential for sickness. | The manure generated from tens of thousands of birds falls from the top cages down through the bottom, resting on every surface. The birds inhale this dust. Workers must wear respiratory protection. Some operations process the manure and sell it as a protein source for other livestock. |
| Small groups of birds. Low stress. | 10,000-100,000 birds in broiler operations. Millions in egg facilities. High stress. |
| Natural biorhythms of day-time exercise and night-time rest. | 24 hour artificial lighting promotes growth. Natural biorhythms are stressed. |
| Immune system is stimulated by fresh air and sunshine. Natural sunlight is known to stimulate the pituitary gland as well as providing a natural vitamin source. | Immune system is antagonized by fecal dust in air, ammonia vapors and total absence of fresh air and sunshine. |
| Beak is left natural. Cannibalistic behavior is generally not exhibited when given exposure to a more natural environment. | Tip of beak is cut off to prevent cannibalism. This behavior is stress-induced due to the extremely unnatural environment the birds are raised in. |
| No antibiotics, growth hormones or arsenic. | Antibiotics and hormones are prevalent in most industrial operations, however, some companies are now marketing as raised without hormones. Some are also attempting to reduce antibiotic use yet they are unsure how to accomplish this without increasing death losses and limiting growth. Arsenic is fed as an appetite stimulant. |
| Diet consists of fresh forage, seeds, bugs and a natural grain mix. | Diet is devoid of fresh forage and natural insect protein. In addition to natural grains, protein is supplemented with rendered by-products. These byproducts are generally derived from numerous animal sources and may include the offal of chickens. |
| Solar energy produces forage directly on site while grain is grown and procured from local farms. Energy efficient. | Grain is grown in Mid-west, sold to corporate grain handlers then transported to centralized growing facilities in the east coast and southern states. Energy intensive. |
| Marketing is direct from farm to consumer. Consumers are given opportunity to witness the actual conditions that their food is raised and processed in while at the same time developing a relationship of trust with the farm. | Consumers are given little opportunity to know where or how their food is raised. Marketing advertisements to the consumer depict red barns and green pastures along with the words "farm fresh". Consumers must trust or assume that the marketing depiction is accurate as centralized production does not lend itself to verification. |
| Processing is done in clean, low-volume conditions in a modern facility located directly on the farm. All work is performed by family members. When the owners of a business actually perform the work, the customer is assured of "top-level" expectations, motivation and accountability. Customer inspected. | Processing is done in facilities that slaughter hundreds of thousands a day. Inspectors are expected to assure quality when birds are moving past them at 1.67 birds per second. Workers earn low wages while exposed to dangerous, repetitive work resulting in high turnover. |
| Low-volume processing with long rest periods between process days creates an environment that is significantly less conducive to pathogens. All equipment is thoroughly cleaned before and after use. Each bird is hand processed and inspected by a family member. Chill tanks are crystal clear and cold. No chlorine is used in the chill tanks nor is irradiation a part of the process. | Continuous high-volume processing promotes the growth and spread of pathogens. Birds are eviscerated by machine creating intestinal breakage. The contents of the intestines are splashed onto the meat resulting in the build-up of fecal sludge in the chill tanks. Up to 40 chlorine baths and/or irradiation are required in order to subdue pathogens. The industrial cleaner tri sodium phosphate |
| Meat is high in vitamin A and the essential omega 3's while lower in calories, saturated fats and cholesterol. Extremely low bacteria count. | High levels of saturated fats, omega 6 fats and cholesterol. Very high bacteria count. High risk for sickness if not handled properly and cooked thoroughly. |
| Promotes sustainable family farming. Local producers marketing directly to local customers creates a financial ripple-effect within local communities. | Creates high risk, high volume, low pay agriculture. Regional producers contract with corporate supplier who integrates production, slaughter and sales to large retailers. |
| Decentralized. Diverse. Independent. Environmental sustenance. Cultural sustenance. | Centralized. Monoculture. Monopoly. Environmental liability. Culturally destructive. |
| So good you'll savor every bite! | Tastes fine with barbecue sauce...lots of barbecue sauce! |

"You are what you eat"! Put some sunshine on your table and taste what food was like before the industrial revolution!