

Just like a mother?

The recent NECC Ad saying their chicken are treated just like babies a crude joke, I don't know on whom, the mother whose selfless love for her kid is beyond comparison or the hapless chicken whose life and death are a epitome of pain and suffering.

The standard poultry magazines and manuals repeatedly reminds the farmer to stop thinking of the chicken as an animals

- What are you? : Chicken is no bird, its only identified by its food value, layer if it lays eggs, broiler if its for meat.
- Happy birthday : The male chicks that are born layers a picked on their birth and dumped it containers to suffocate and finally mashed and “recycled” into the poultry feed. Lucky guys
- Lot of room : Each bird gets room than a A4 sheet of paper, a bird in its life time cannot flap both its wings at a time.
- Some ruffles : Their feet are so immobile that their feet grow over the wired cages they stand on. Most have wounds all their wings by wounds formed in friction with the cages.
- Clean air: They live in storeys of cages that are stacked one above other, with all the excretion and leftover food making the place infested with flies and pests.
- Some slant : They stand on torturous slanted base making it a pain to stand (slant so that the egg can roll to the edge)
- They are in total kept alien to their natural urges, are infested with infections and diseases. So much so that larvicides and anti-biotic are a standard supplement in their food. 73 % of anti-biotics worldwide goes to farm animals not human being.

And NECC says they care about the chicken just like mother hen. Ha