



Supermarket Poultry Including “All Natural” “Free-Ranged” “Amish Raised” “Organic”.	Pastured Poultry Solar Harvest Farm www.solarharvestfarm.com
No access to natural habitat or natural diet.	Fresh air, sunshine, grasses, clovers, soil and insects available at will.
Raised in large pole barns, high density, very crowded. No forage, bugs or seeds to scratch for.	Daylight hours on pasture. Overnight in hoophouses.
Wastes from thousands of birds accumulates between batches resulting in high ammonia levels.	Manure is evenly distributed on pasture allowing soil to assimilate nutrients without overload or leaching.
6,000-20,000 birds in broiler operations – 100,000 and up with layers. High stress.	Small groups of birds. Low stress.
Extensive use of artificial lighting promotes growth. Natural biorhythms are stressed.	Natural biorhythms of day-time exercise and night-time rest.
Immune system is antagonized by fecal dust in air, ammonia vapors and total absence of fresh air and sunshine.	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.
Tips of laying hens beaks are cut off to prevent cannibalism. This behavior is stress-induced due to the extremely crowded, unnatural environment the birds must exist within.	Beak is left natural. Cannibalistic behavior is generally not exhibited when given exposure to a more natural environment.
Antibiotics are prevalent in most industrial operations, however, some companies are now marketing as raised without antibiotics while using ionophores. 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.	No antibiotics or arsenic.
Diet is devoid of fresh forage and natural insect protein. In addition to GMO grains, protein is often supplemented with rendered by-products. These byproducts are generally derived from numerous animal sources and may include the offal of chickens.	Diet consists of fresh forage, seeds, bugs and certified organic grain mix.
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.	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.
Processing is done in facilities that slaughter 65,000 – 250,000 chickens a day. Workers earn low wages while exposed to dangerous, repetitive work resulting in high turnover.	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 and approved.
Continuous high-volume processing promotes the growth and spread of pathogens. Birds are eviscerated by machine sometimes leading to intestinal breakage. The contents of the intestines are sometimes splashed onto the meat resulting in the contamination and build-up of fecal sludge in the chill tanks. Multiple chlorine or trisodium phosphate baths are required to subdue pathogens. This liquid is absorbed into the meat.	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 or trisodium phosphate is used nor needed in the chill tanks nor is irradiation a part of the process.
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.	Meat is high in vitamin A and the essential omega 3’s while lower in calories, saturated fats and cholesterol. Extremely low bacteria count.
Creates high risk, high volume, low pay agriculture. Regional producers contract with corporate supplier who integrates production, slaughter and sales to large retailers. Centralized. Monoculture. Monopoly. Environmental liability. Culturally destructive.	Promotes sustainable family farming. Local producers marketing directly to local customers creates a financial ripple-effect within local communities. Decentralized. Diverse. Independent. Environmental sustenance. Cultural sustenance.
Industrial chicken tastes fine...until a person thinks about how it was raised and processed.	Taste buds will rave! Does Peace-of Mind influence taste? Absolutely!

You are what you eat!

Put some *sunshine* on your table and taste what food was like before the industrial revolution!