

Coulee View Difference

COULEE VIEW CHICKEN

- Unvaccinated
- Full Beak (no cannibalism)
- Probiotics (immuno-stimulant)
- Carbon/Nitrogen Ratio 30:1
- Practically No Ammonia Smell (vapor)
- No Medications
- No Synthetic Vitamins
- No Hormones
- No Appetite Stimulants
- Natural Trace Minerals (Kelp)
- Small Groups (300 or fewer)
- Low Stress (group divisions)
- Clean Air
- Fresh Air & Sunshine
- Plenty of Exercise
- Fresh Daily Salad Bar
- Short Transport to Processing
- Killed by Slitting Throat
- Carefully Hand Eviscerated
- Guts and Feathers Composted and Used for Fertilizer

CONVENTIONAL CHICKEN

- Vaccinated (immuno-suppressant)
- Debeaked (cannibalism is a problem)
- Antibiotics ((immuno-depressant)
- Carbon/Nitrogen Ratio 12:1
- Hyper-Ammonia Toxicity
- Routine Medications
- Routine Synthetic Vitamins
- Routine Hormones
- Routine Appetite Stimulants (arsenic)
- Manufactured & Acidulated Trace Minerals
- Huge Groups (10,000 or more)
- High Stress
- Air Hazy with Fecal Particulate (damages respiratory tract & liver)
- Limited Air and Practically No Sunshine
- Limited Exercise
- No Green Material or Bugs
- Long Transport to Processing
- Killed by Electric Shock (inhibits bleeding after throat is slit)
- Mechanically Eviscerated (prone to breaking intestines and spilling feces)
- Guts Cooked & Rendered, Then Fed Back to Chickens

COULEE VIEW CHICKEN

- Effluent Used for Irrigation
- Customer Inspected
- No Injections During Processing
- Dead Birds Composted
- Sick Birds Nursed Back to Health – most get well
- Manure Falls Directly on Growing Forage and Active Soil for Efficient Nutrient Cycling – converted to plants

- Cooking Loss 9% of Carcass Weight
- Long Keepers (more than a year)
- No Drug-Resistant Diseases

- Low Saturated Fats
- No Chlorine Baths

- No Irradiation

- Environmentally Responsible

- Promotes Family Farming
- Decentralized Food System
- Promotes Entrepreneurial Spirit
- Rural Revitalization
- Consumer/Producer Relationship
- Rich & Delicious Taste

CONVENTIONAL CHICKEN

- Effluent Treated as Sewage
- Government Inspected
- Routine Injections (tenderizers, dyes)
- Dead Birds Incinerated or Buried
- Sick Birds Destroyed

- Manure Fed to Cattle or Spread Inappropriately (ammonia vaporization – air pollution; nitrate leaching – water pollution)

- Cooking Loss 20% of Carcass Weight
- Short Keepers (freeze only 6 mo or less)
- Drug-Resistant Diseases (R-factor Salmonella)

- High Saturated Fats
- Up to 40 Chlorine Baths (to kill contamination)

- FDA-Approved Irradiation (no label req'd)

- Environmentally Irresponsible (hidden costs)

- Promotes Feudal/Serf Agriculture
- Centralized Food System
- Promotes Low-Wage Employment
- Urban Expansion
- Consumer/Producer Alienation
- Poor, Flat Taste