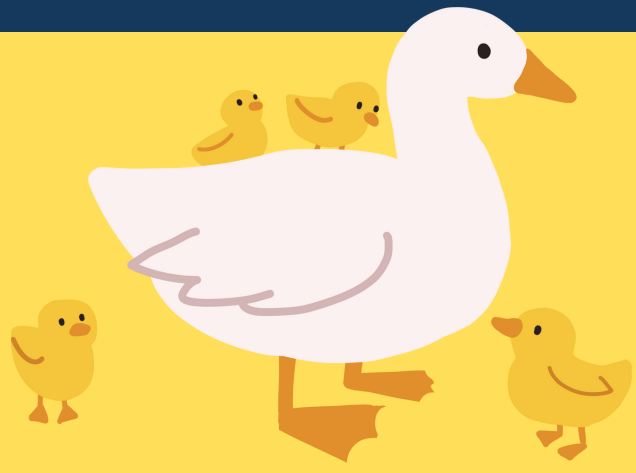


WHAT'S WRONG WITH HATCHING PROGRAMS

QUACKERS' STORY

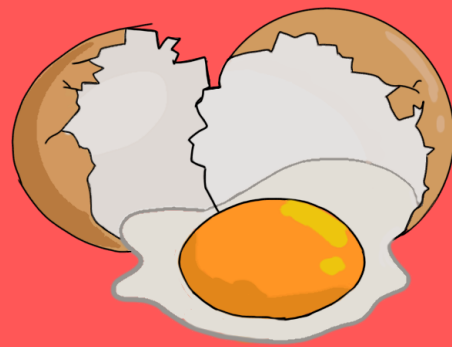


Quackers started his life in a school hatching program. Sadly, he was the only duckling to hatch from 17 eggs. Being all on his own, he imprinted on the humans around him very quickly, but sadly they could not stay with him all the time, which was very stressful for the tiny duckling.



A MOTHERS LOVE

To a mother hen or duck, caring for her brood is her top priority. Hatching programs disregard the importance of mothers to the chicks and ducklings at their core.

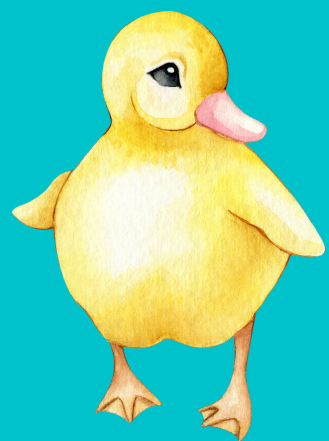


INCUBATION ISSUES

Eggs have to be turned often to avoid the chick getting stuck, but this is difficult in a school setting, so many chicks hatch with deformities and illnesses, or don't hatch at all. Issues or malfunctions with incubators can also threaten the developing chicks.

MISHANDLING

Ducklings are very fragile and they get injured easily when handled. They are also very easily stressed in classroom environments.

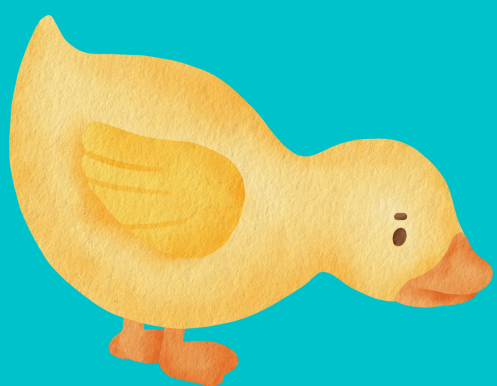


IMPRINTING

Eggs and chicks are left to fend for themselves in the evening and on weekends, this is quite cruel for birds who have likely formed bonds through imprinting on their humans.

WHAT NEXT?

Half of all eggs that hatch will be male. It is very difficult to find roosters home, and if returned to the company male chicks will likely be killed.



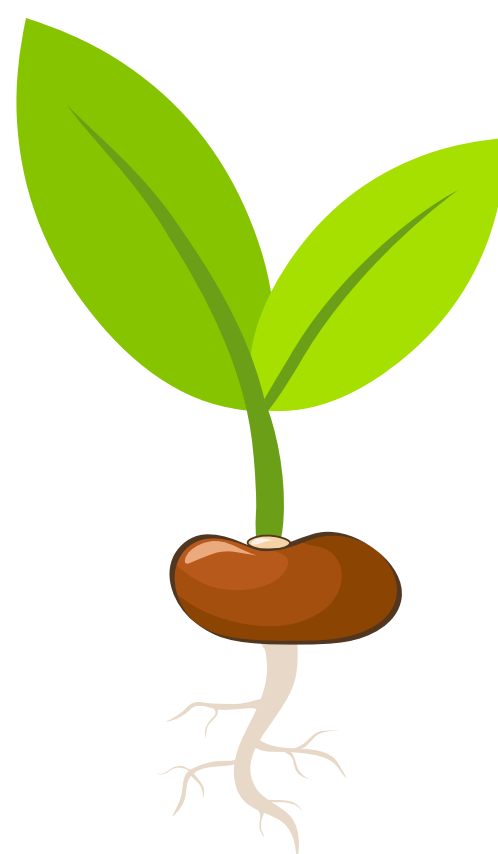
UNINTENDED LESSONS

Even if a hatching program goes 'perfectly' to plan and all chicks or ducklings hatch as healthy birds, there are many unintended lessons that are often taught to kids including that animals are disposable and can be discarded once our intended purpose for them has been fulfilled.



CHOOSE KINDER ALTERNATIVES

Visit an Animal Sanctuary to learn more about animals, what's important to them and how to create a world that is kinder.



OPTIONS

Alternatives ranging from growing and observing plants to recreating your own "Mother Hen" experience using toys ensure that there is no need to put live chicks or ducklings at risk of the perils of a hatching program. Visit our website for more details.