The words that the agriculture industry uses to describe how our food is produced shape our perception of food quality, safety and health. Take a look at these behind the scenes images. Which terms seem appropriate?

www.crystalcoastwaterkeeper.org.
AG INDUSTRY: “CONCENTRATED ANIMAL FEEDING OPERATION”

REALITY: CAFOs are massive, windowless production facilities where animals are confined in crates or stalls without access to sunshine, fresh air, or natural vegetation.

“FACTORY FARM”
AG INDUSTRY: “HEN HOUSE”

REALITY: Chickens spend their entire lives in a space smaller than an iPad as egg laying slaves.

“HEN PENITENTIARY”

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AG INDUSTRY: “HOG FARM”

REALITY: Factory hog facilities cram thousands of animals into pens inside air and temperature-controlled buildings, with slatted floors that allow manure and urine to fall below.

“ANIMAL FACTORY”

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AG INDUSTRY: “GESTATION CRATE”

REALITY: Artificially impregnated sows are confined for the duration of their pregnancy with no way to move or turn around.

“PREGNANCY CELL”

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AG INDUSTRY: “FARROWING CRATE”

REALITY: Despite strong mothering instincts, sows are constrained so they do not “damage future profits.”

“INDUSTRIAL NURSERY”

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Animals confined in factory farms experience high levels of stress, weakened immune systems, disease, and eventually death.
AG INDUSTRY: “TRANSPORT”

REALITY: Animals often experience fear, injuries and dehydration as they are crammed into cages and transported to slaughter plants.

“TRAUMA”

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AG INDUSTRY: “NUTRIENTS”

REALITY: Agriculture is the biggest polluter of US waterways as untreated animal wastes and agrochemicals are sprayed on fields, much of it contaminating surface and ground water.

“TOXIC WASTE”
AG INDUSTRY: “LAGOON”

REALITY: An earthen pit containing million(s) of gallons of untreated animal waste, adjacent to a “food production source.”
AG INDUSTRY: “AGRICULTURAL STORM WATER”

REALITY: Heavy rain and flood events can cause animal waste to overflow onto the land and public waterways.

“FECAL FLOOD”
AG INDUSTRY: “DISCHARGE”

REALITY: Factory farm waste is a slew of nitrogen, phosphorous, pathogens, heavy metals and pharmaceuticals that pollutes water and can make us sick.

“CONTAMINATION”

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AG INDUSTRY: “NATURAL DISASTER”

REALITY: When factory farm wastes wash into waterways, unnaturally high levels of nutrients and toxins can cause extensive loss of aquatic life and public health hazards.

“FISH KILL”
Ag Industry: “Nutrient Management”

Reality: Phosphorus from industrial agriculture runoff is a leading cause of dangerous algae blooms in lakes. A pound of phosphorus can produce up to 500 pounds of algae.

“Wrecked-reation”

www.crystalcoastwaterkeeper.org.
Residents living around CAFOs often endure horrific odors as well as pest infestations that can make them feel like prisoners in their own homes.

“NASTY NEIGHBORS”

www.crystalcoastwaterkeeper.org.
AG INDUSTRY: “ECO-TERORIST”

REALITY: When factory farms come into a community, residents often have no choice but to actively organize to protect public health and quality of life.

“CONCERNED CITIZEN”
AG INDUSTRY: “ELITIST”

REALITY: Small-scale livestock producers combine traditional and modern knowledge and technology with the highest standards for flavor, stewardship, nutrition and health.

“FOOD LEADER”
WE NEED
FULL TRANSPARENCY
WHERE CONSUMERS AND THE GENERAL PUBLIC
CAN MAKE THEIR OWN INFORMED CHOICES
ABOUT METHODS AND RISKS
OF FOOD PRODUCTION.

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