

What's the DIFFERENCE between our eggs & chicken and other's?

Our CHICKENS are:

- ORGANIC
- PASTURED
- FREE RANGE
- HUMANELY RAISED
- LOCALLY & SUSTAINABLY PRODUCED

Why should I care about: ORGANIC Products?

Because it means:

- NO GMOs
- NO PESTICIDES
- NO ANTIBIOTICS
- NO MEDICATIONS
- NO GROWTH AGENTS
- More NUTRITIOUS food

All of the above have been shown to be detrimental to human health

Why should I care about: PASTURED Products?

Because it means:

- A much much more nutritious product

Results from a study comparing eggs from confined and pastured hens

Nutritional Values	Vitamin E (mg)	Vit. A Activity (IU)	Beta Carotene (mcg)	Omega 3s (g)	Cholesterol (mg)	Sat. Fat (g)
(per USDA Nutrient Database) Eggs from confined birds	.97	487	10	.22	423	3.1
(Mother Earth News 2007) Free Range Egg Averages	3.73	791	79	.66	277	2.4

- Better animal health which means better for HUMAN health
- The healthier the animal, the less risk of food safety issues.

Why should I care about: FREE RANGE Products?

Because it:

- Improves animal health & welfare

Why should I care about: HUMANELY RAISED Products?

Because:

- It's the RIGHT thing to do.

Why are your eggs & chicken more expensive than those at the supermarket?

Level of activity- Our chickens are allowed to practice natural behaviors like dustbathing, flapping their wings, ranging, and running in large paddocks. This uses more energy which uses more feed.

Feed - Certified organic feed costs nearly 3 times the price of conventional feed. Its use is the only way to be sure you are avoiding dangerous GMOs, pesticides, antibiotics, medications and growth agents. Our feeds are certified organic and produced right here in Western NY. They are comprised of wheat, oats, soybeans, corn and barley, with no GMOs, pesticides, antibiotics or medications. Pesticide and herbicide residues are particularly dangerous to children and cause a number of neurological disorders and cancers. Routine feeding of antibiotics to livestock has led to antibiotic resistant "superbugs" that threaten human health. One of the most popular growth agents used in poultry production uses arsenic (YES, ARSENIC) as the active ingredient.

Labor costs - We expect to earn a reasonable wage for our hard work and we expect to pay a reasonable wage for the hard work of others.

Quality - Let's face it, other than on food, who buys goods on the basis of price alone? If you only look for the cheapest food you will only get the poorest quality. The industrial food supply is doing our health more harm than good and we all need to realize that "cheap" food is rarely "good" food. We all need to eat better quality food and less of it.

Purity - All of our inputs, as well as the land, must be certified organic. This avoids contamination by toxic chemicals, herbicides and additives, but does have additional costs associated with it. Organic Certification also adds a small additional expense but assures the customer of impartial third party oversight.

Scale - It is impossible to produce this kind of product on an industrial scale. A smaller scale operation is more expensive to operate.

Our pricing compared to other's - Our pricing compares very favorably to similar products around the country. "Industrial" organic eggs are only a bit less expensive than our product and they do not have the benefits of pasturing like ours do. A national survey of pastured eggs shows a range of \$4 to \$9 per dozen. The lower priced pastured eggs are rarely certified organic.

Simply, we believe our eggs and chicken are the best (most nutritious, purest and the tastiest) eggs you can find anywhere at any price.

So remember, your health should be worth it. We all need to eat better quality food and less of it. Some say the cost of eating organic is too high. We believe the cost of NOT eating organic is TOO HIGH.

Your health & a whole foods diet

Calories are NOT the only part of the equation!

Our dietary tastes are coded to look for sugar, salt and fat, items that are relatively rare in whole unprocessed foods. These dietary "traps" are abundant in processed and refined foods because they are tasty and they sell the manufacturers' products. This is no accident, as the manufacturers have learned to use sugar, salt and fat to make food perform more like a drug than as food. Nutrition is NOT usually a significant concern of theirs. The main problem stems from the fact that this "tasty" highly processed food has very little nutritional value. Consequently, when you eat highly processed foods your body looks for the necessary nutrients to digest and utilize the food energy. When it is unable to find those desperately needed nutrients, it tells you to eat more to get those nutrients. Unfortunately, if you continue to eat this nutrient poor food, your body is never satisfied and it becomes a downward spiral. We believe this is a big part of why 1/3 of adults in the U.S. are overweight and another 1/3 are obese. It is predicted that of children born after the year 2000, 1 in 3 will become diabetic and among minorities 1 in 2 will become diabetic. Trillions of dollars will be spent on their health "care". Shouldn't a diet of whole foods that promotes health instead of disease be deserving of serious consideration?

Whole unprocessed foods, such as fresh fruits, fresh vegetables, grass fed meat and poultry, wild-caught seafood, grains, nuts, legumes and high quality dairy products are all vital to a maintaining a healthy body free of disease.

We live in a world with significant environmental and chemical contamination. It takes many of our bodies to the edge of health (and often past). More than ever, what we eat is the difference between health and disease. There is significant research and/or reason to believe that many of the modern foods and food additives can adversely affect our health. Because of this,

We recommend avoiding:

Soy (especially GMO soy & non-fermented products)	GMOs
MSG - Included in "Natural Flavorings"	pesticides
Aspartame	herbicides
Extruded breakfast cereals <small>(includes virtually all cereals that are packaged in a box)</small>	refined sugar
Modern Food Oils <small>(does NOT include Extra Virgin Olive Oil)</small>	HFCS <small>(High Fructose Corn Syrup)</small>
Cosmetics & Fragrances	Chemical Cleaners

Our world and your health will benefit from organic, fresh, unprocessed, local and sustainably grown products. Please remember, if your diet isn't perfect, don't give up! Every effort you make to improve your diet will benefit your health!



This is much more than a business to us. It is a mission. It started as a mission to provide wholesome food to our family and friends. Because of food issues with our own family, it has become a mission to help provide wholesome food to our community as well as to educate as to what industrialized farming and food processing has done to our food supply. We believe that we should all be good stewards of the gifts that God has given us, including our environment, our animals and our bodies.

Why buy Organic

Your Health & Quality of Life

Improve the levels of vitamins and other nutrients in your food and avoids disease and cancer causing toxins.

The Environment

Organic farming improves soil health and fertility and avoids toxic chemicals that can enter our bodies through the air, water and ground, and avoids contaminating everything around us.

Sustainability

Sustainable organic farming provides a means to supply us with food without taxing finite resources into "extinction".

The Economy

Localized organic farming reduces food miles, and builds opportunities for local employment. In the 1930's farming employed 50% of the population, now it employs just 1-2%. Organic uses fewer machines and more human power.

Biosecurity & National Security

Small scale organic farming disperses food production. It keeps heritage varieties alive. It keeps agriculture more genetically and biologically diverse. It keeps prices and availability more stable in the event of natural or man-made disasters.

"Organic" is not just a product label, it is a way of thinking and a way of life. Organic food is not for everyone. It is only for those who care about what goes into their body and want to live a longer and most importantly, a healthier life.

Improve your health, return to whole foods.

Clean water, organic meat & eggs, raw dairy, untainted fruits and vegetables and the proper carbohydrates are all things we need to live. Most people don't realize we NEED fat (the right kinds) and cholesterol to live. The key is balance and minimizing use of processed foods. Learn about your food and learn about yourself. We don't claim to be experts in lipid (fats) biology, but we do know of someone that is. You can read many articles from Mary G. Enig, Ph.D. as well as other experts at www.westonaprice.org.



Windy Ridge
Natural Poultry

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Certified Organic by: NOFA-NY Certified Organic LLC. www.nofany.org

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Without a doubt, an informed customer is the best consumer.

We believe consumers who research and understand the origins of their food will truly appreciate our efforts. We encourage everyone to do their own research on all the foods they eat. We spell out our practices rather than hiding behind some government label.

Our birds have free access to live pasture grasses every day (weather & season permitting). We use outdoor pens and fences for predator protection. The birds and their pasture pens are moved frequently (most up to 2 times a day) to allow grasses and insects to regenerate, and to avoid over application of nitrogen to the soil. This also allows for the control of pathogens without the use of medications or antibiotics. Fresh pasture, rain and plenty of fresh air and sunshine are nature's best disinfectants. We raise our animals in accordance with the standards set forth by several different humane organizations. We do not use the practice of starvation to force molting in our laying hens and we do not trim beaks.

What's Natural and What's Not?

What exactly is "natural" anyway? According to USDA, the term "natural" means "no artificial ingredients or colors were added, and that it was minimally processed." But what, then, does "artificial" mean? And what about "minimally processed"? Right now there are a lot more questions on this topic than there are definitive answers. All-in-all, the term really means next to nothing. "Natural" products may still contain GMOs, pesticides, antibiotics, hormones and growth agents which are certainly not "natural".

Cage-Free: As the term implies, hens laying eggs labeled as "cage-free" are uncaged inside barns or warehouses, but generally do not have access to the outdoors. They have the ability to engage in many of their natural behaviors such as walking, nesting, and spreading their wings. Beak cutting and forced molting through starvation are permitted. There is no third-party auditing.

Vegetarian-Fed: Chickens are not herbivores, they are omnivores. Enjoying a natural setting, ours eat insects and worms. We do not feed our animals other animals, animal parts or slaughter waste products. It is common to use, and we also use crab meal in our poultry rations.

Sustainably produced - a 10,000 cow feedlot (CAFO) is not a sustainable operation. It can't exist without thousands of gallons of diesel fuel and other "industrial" methods, nor do the animals get meaningful access to live grasses. However, there are large feedlot producers that are allowed to label their product "organic" because their inputs are certified organic. **Sustainability** means meeting the needs of the present without compromising the ability of future generations to meet their own needs. My definition is; a renewable system that can continue in perpetuity, or of endless duration. **Sustainable agriculture** is goal oriented agriculture that can continue in perpetuity without a net negative impact on the environment. The farmer leaves the land as he found it or better.

Pastured or grass fed Livestock and poultry that feed or graze on LIVING grasses and legumes and other plants. Why? many nutrients in harvested grasses & legumes begin to breakdown within a few minutes of being

harvested. This is why CAFOs (confined animal feeding operations or feedlots) cannot provide the same quality diet to their animals that a grazing operation can. Even freshly cut grass that is minutes or a few hours old cannot compare with grazing on living grasses. Legumes are plants that host nitrogen fixing bacteria like clover, beans and peas. They are higher in calcium and protein than grasses. Grasses are higher in fiber. The best animal diet consists of a balanced mix of the two, to the animals' own liking.

Free-Range: This term can mean different things to different people. At one end, it means many animals in one large enclosure that are free to move around. At the other end it means animals roaming at large with no containment whatsoever. While the USDA has defined the meaning of "free-range" for some poultry products, there are no standards in "free-range" egg production. Typically, free-range egg-laying hens are uncaged inside barns or warehouses and have some degree of outdoor access. They can engage in many natural behaviors such as nesting and foraging. However, there is no information on stocking density, the frequency or duration of outdoor access, or the quality of the land accessible to the birds. There is no information regarding what the birds can be fed. Beak cutting and forced molting through starvation are permitted. There is no third-party auditing. Free-Roaming, is also known as "free-range," This essentially means the hens are cage-free. There is no third-party auditing.

United Egg Producers Certified: The overwhelming majority of the U.S. egg industry complies with this voluntary program, which permits routine cruel and inhumane factory farm practices. By 2008, hens laying these eggs will be afforded 67 square inches of cage space per bird, less area than a sheet of paper. The hens are confined in restrictive, barren cages and cannot perform many of their natural behaviors, including perching, nesting, foraging or even spreading their wings. Compliance is verified through third-party auditing. Forced molting through starvation is prohibited, but beak cutting is allowed. This is a program of the United Egg Producers.

Certified Organic is process oriented. Food products produced in compliance with the standard set forth in the USDA's National Organic Plan (N.O.P.) Producers with less than \$5000 in annual sales of organic products are exempt from certification but MUST still comply with all of the N.O.P. regulations including record keeping.

Certified Organic Poultry: The birds are uncaged inside barns or warehouses, and are required to have outdoor access (although there have been concerns about lax enforcement, with some large-scale producers not providing birds meaningful access to the outdoors). They are fed an organic, all-vegetarian diet free of GMOs, antibiotics and pesticides, as required by the U.S. Department of Agriculture's National Organic Program. Beak cutting and forced molting through starvation are permitted. Compliance is verified through third-party auditing.

Humanely raised - Generally speaking, producing your livestock and poultry in a set of conditions that allows the animals to be healthy and happy and practice natural behaviors. It also addresses issues of slaughter and transport for slaughter. Under the **Certified Humane** program, the birds are uncaged inside barns or warehouses, but may be kept indoors at all times. They must be able to perform natural behaviors such as nesting, perching, and dust bathing. There are requirements for stocking density and number of perches and nesting boxes. Forced molting through starvation is prohibited, but beak cutting is allowed. Compliance is verified through third-party auditing. **Animal Welfare Approved** is another program and is one of the most stringent. Our laying hens are **Animal Welfare Approved**.

GMOs / GE - Genetically modified organisms / Genetically Engineered substances. A recent study found that GE products do not offer increased yields over conventional crops. When you factor in other costs, GMOs actually can cost more. When you consider the facts that; 1. Many nations will not buy GMO's; 2. Third world nations will not even accept GMOs as food aid; 3. The subsequent fact that this has greatly reduced world-wide demand for US grown grains (as well as all of the products that might contain them), you will find that GMOs have terribly eroded market prices of certain U.S. commodity grains. Overall, farmers have lost economic ground so the supposed economic "advantages" presented by GMOs do not really exist. In addition, nutritional values are frequently altered in a negative way. There are many other physical, environmental, and ecological implications of GMOs including greatly increased usage of toxic herbicides, as well as many unintended consequences, given the terrible lack of precision in gene splicing. In short, GMOs have been shown to be a very substantial risk to human and animal health as well as the future of food. There are also ethical issues given that GMOs are patented and users must pay high premiums to use the seed.

Irradiation - The use or application of ionizing radiation for the sterilization or preservation of food. Food is irradiated using radioactive gamma sources, or high energy electron beams. The gamma rays break up the molecular structure of the food, forming positively and negatively charged particles called free radicals. The free radicals react with the food (or our bodies) to create new chemical substances called "radiolytic products." Those unique to the irradiation process are known as "unique radiolytic products" (URPs). Some radiolytic products, such as formaldehyde, benzene, formic acid, and quinones are harmful to human health. Benzene, for example, is a known carcinogen. In one experiment, seven times more benzene was found in cooked, irradiated beef than in cooked, non-irradiated beef. Some URPs are completely new chemicals that have not even been identified, let alone tested for toxicity. In addition, irradiation destroys essential vitamins, including vitamin A, thiamin, B2, B3, B6, B12, folic acid, C, E, and K; amino acid and essential polyunsaturated fatty acid content may also be affected. A 20 to 80 percent loss of any of these is not uncommon. A compilation of 12 studies carried out by Raltech Scientific Services, Inc. under contract with the U.S. government examined the effect of feeding irradiated chicken to several different animal species. The studies indicated the possibility of chromosome damage, immunotoxicity, greater incidence of kidney disease, cardiac thrombus, and fibroplasia. In reviewing Raltech's findings in 1984, USDA researcher Donald Thayer asserted, "A collective assessment of study results argues against a definitive conclusion that the gamma-irradiated test material was free of toxic properties." Studies of rats fed irradiated food also indicate possible kidney and testicular damage and a statistically significant increase in testicular tumors. One landmark study in India found four out of five children fed irradiated wheat developed polyploidy, a chromosomal abnormality that is a good indication of future cancer development. We think it makes a lot more sense to focus on producing "clean" food, rather than trying to clean up "dirty" food.

Locally grown - Products grown within a close distance that reduce food miles and builds the local economy. Today, the average grocery store product travels about 1500 miles from start to finish.

What's the best approach?

That's easy; Eating certified Organic, pastured, free-range, humanely raised, sustainably & locally grown products assures you of the purest, safest, healthiest, most environmentally sound, tastiest products.

At Windy Ridge Poultry we are "all of the above" !

If your diet isn't perfect, don't panic. Do the best you can. Every little bit of improvement will help you and the earth and is worth the effort.



Windy Ridge
Natural Farms
Eggs & Chicken



One of our hens
enjoying her day



animalwelfareapproved.org

What's important to us ?

We believe that it is very important for people to know where their food comes from.

We believe that the relationship between farmer and consumer can and should benefit everyone involved.

We are committed to food quality and the environment.

We are committed to the humane treatment of all animals, including farm animals.

Simply the best!
windyridgepoultry.com