

The Hen's Journey

More Than Just a Label

A scientific and ethical exploration of cage-free egg production, examining animal welfare, environmental impact, and what it means for your choices.



animalNEPAL.org

Part 1: The Problem

A Life Confined



NATURAL INSTINCTS

Every hen is born with natural instincts: to forage, to perch, to dustbathe, and to nest.

THE CAGE REALITY

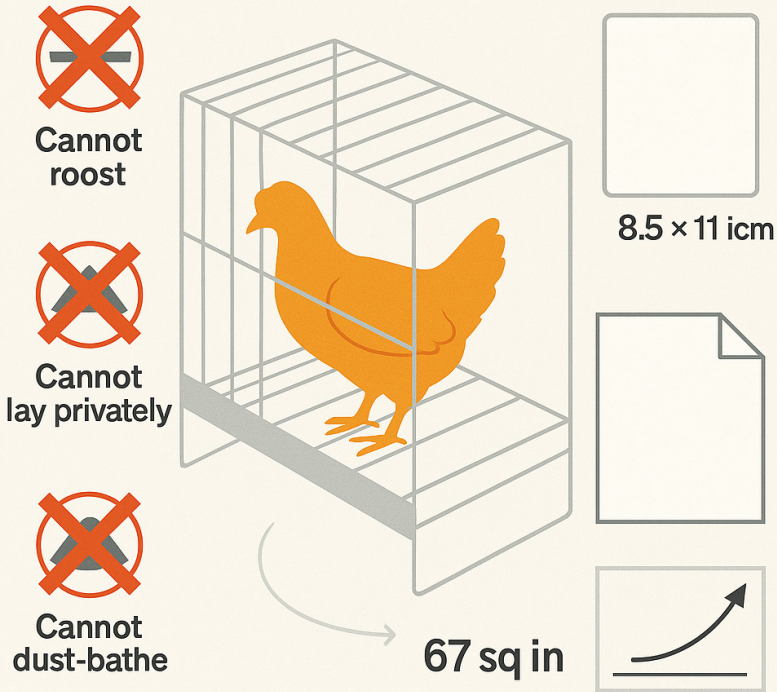
But in caged system, this need is impossible. She lives her entire life on a wire, unable to perform any natural behaviour.



A LIFETIME OF CONFINEMENT

This is more than confinement; it is a life of relentless frustration. Every instinct she has to scratch, to perch, to nest is met with the unyielding barrier of a wire cage. This is the hidden cost of many eggs.

Imagine a lifetime in a space smaller than an A4 sheet of paper. This is her entire world.

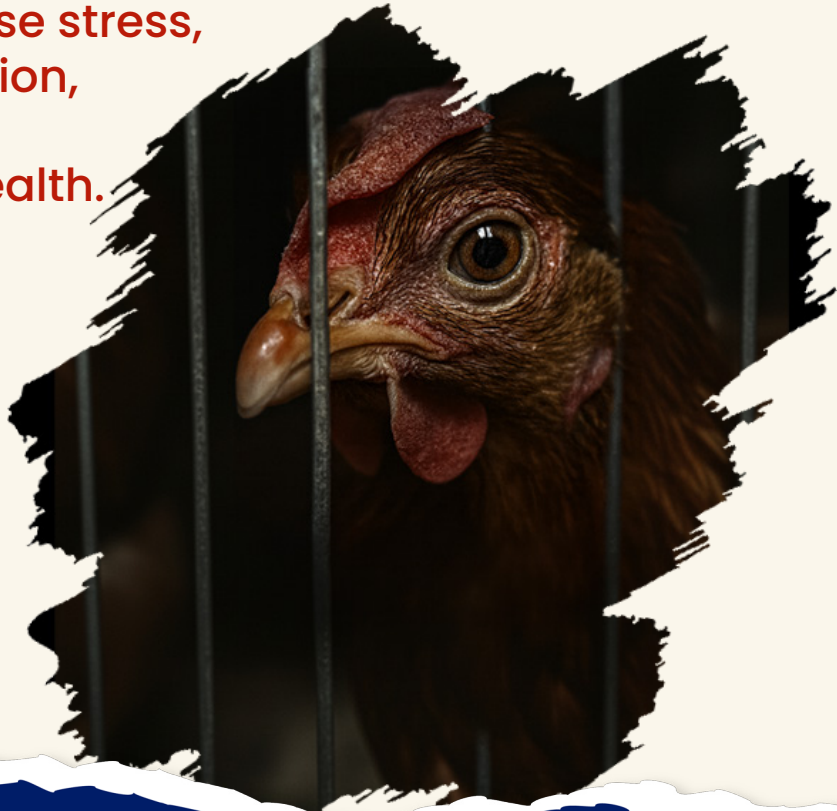


COULD YOU LIVE YOUR WHOLE LIFE HERE?

The wire floor wounds her feet and wears down her feathers. But the psychological damage is deeper: the inability to ever perch, nest, or stretch her wings leads to profound stress, aggression, and despair.

THE PSYCHOLOGICAL TOLL

This severe confinement causes immense stress, frustration, and poor health.



A LIFE OF FRUSTRATION

The frustration of instincts denied manifests as mental anguish and physical decline.

THE SOLITARY CONFINEMENT

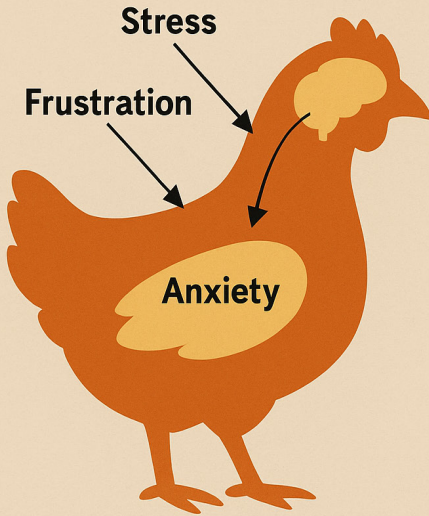


SOLITARY CONFINEMENT IS RECOGNISED AS TORTURE. FOR HENS, IT'S STANDARD PRACTICE.

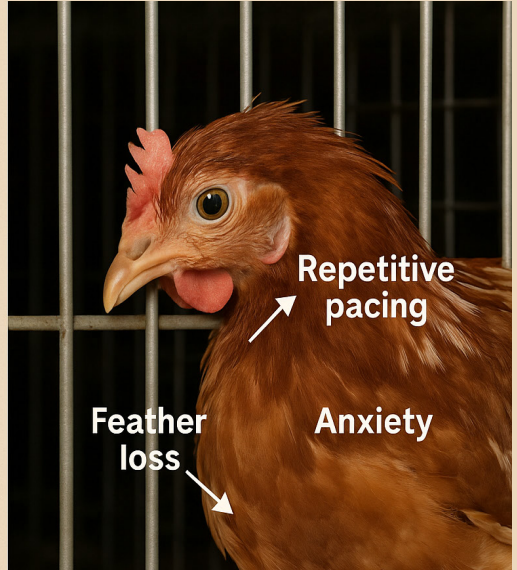
THE EVIDENCE IS CLEAR!

The science of animal welfare proves that environments matter. A cage-free system, while not perfect, reduces the worst cruelty of intensive confinement. It provides some freedom to perform basic natural behaviours, leading to healthier hens and a clearer conscience.

HER SUFFERING ISN'T IMAGINED, IT'S PSYCHOLOGICAL



CAGE-FREE



BATTERY CAGE

HER SUFFERING

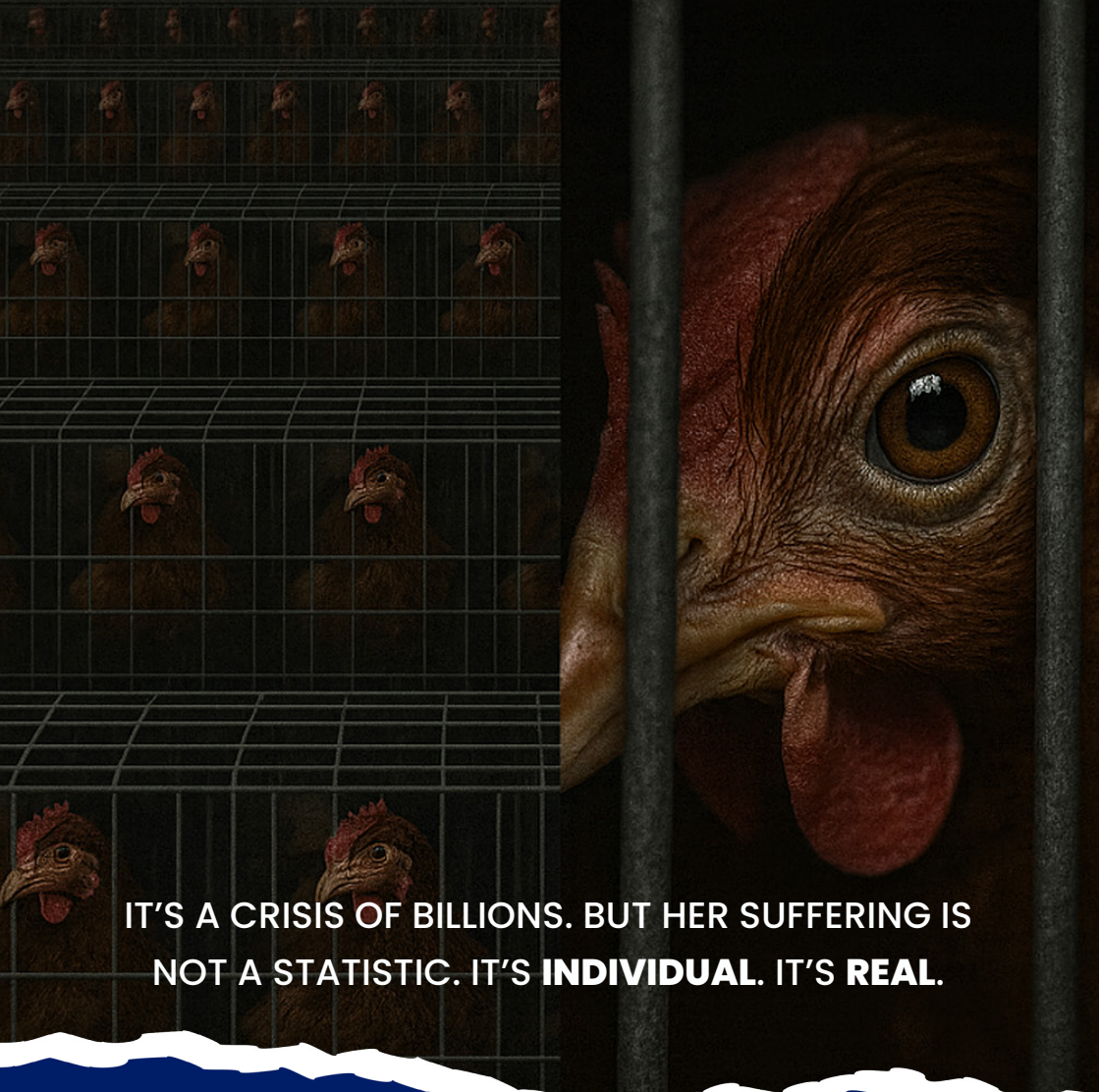
It's Scientific. Extreme confinement causes proven psychological distress—**anxiety, frustration, and psychosis**—in both humans and animals. Her pain is as real as her cage.

**The Cage
Doesn't Just
Trap Her Body;
It Suffocates Her
Very Nature.**



THIS ISN'T LIVING; IT'S A DENIAL OF HER EXISTENCE.

A hen's identity is defined by her natural behaviours: the deep need to scratch the earth, dustbathe for cleanliness, and seek a quiet nest. The cage makes every one of these instincts a source of frustration, leading to profound psychological and physical distress.



IT'S A CRISIS OF BILLIONS. BUT HER SUFFERING IS
NOT A STATISTIC. IT'S **INDIVIDUAL**. IT'S **REAL**.

THE SCALE OF SUFFERING

It's easy to see a system. It's harder to see the individual life trapped within it. But we must look closer.

Part 2: The Paradox Why Do We Accept This?



SAME BIRD 2 DIFFERENT WORLDS

WHICH WORLD WILL YOU CHOOSE FOR HER?

In one world, she is confined to a barren cage. In the other, she at least has some space to walk, perch, and express her natural behaviours. These two realities exist side-by-side. The only difference is the label you choose at the store.

One Sees The Sun The Other Sees A Bulb



CAGE-FREE



BATTERY CAGE

TWO WORLDS. ONE CHOICE.

Their quality of life is defined by the most basic elements: light, air, and space.

It's a crisis of billions. But her suffering is not a statistic. It's individual. It's real. Do we want our food to come from suffering?



The Double Standards of Cruelty.

If a dog or cat were kept this way,
it would be a crime. Why not a hen?

THE CONSUMER'S BLIND SPOT

The reality of your breakfast is often hidden in plain sight.

Will you look?

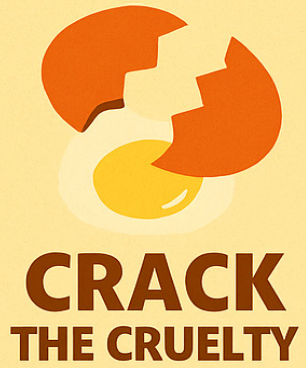


The product on the shelf tells a comfortable story. The reality of its production tells another. A happy image on the box often hides a sad reality.

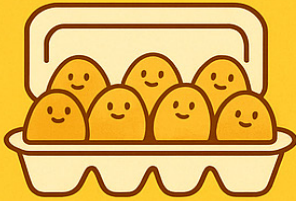


**CHOOSE
CAGE-FREE**

**NOT ALL
EGGS COME
FROM HAPPY
HENS**



**CRACK
THE CRUELTY**



**EVERY EGG
COUNTS**



**LET HENS
BE FREE**



**BUY A
KINDER EGG**

**BREAK
FREE
FROM
CAGES**

**FREEDOM
TASTES
BETTER**



**ZERO CAGES.
MORE
COMPASSION.**

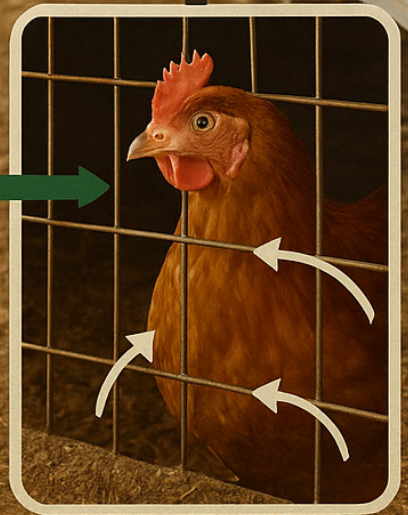
NOT ALL EGGS COME FROM "HAPPY HENS"

Many come from hens trapped in cramped cages, unable to move or act naturally. But you can change that. Look for the 'Cage-Free' label. It's your choice of better welfare.

Part 3: The Solution A Life Worth Living

SOCIALIZE

PERCH



WHAT CAGE-FREE REALLY MEANS?

A step toward dignity for billions of hens.

“Cage-free” doesn’t mean pasture or outdoor access and it doesn’t mean total freedom. Cage-free hens are still kept indoors in large barns or sheds, often with internal fencing to manage space and flock health.

But here’s what sets it apart and why it matters:



No battery cages

Hens are not trapped in tiny wire cages where they can't even turn around.



Nesting freedom

They have private nest boxes to lay eggs in; meeting one of their deepest instincts.

Room to move

They can walk, stretch their wings, dustbathe, and perch, behaviours completely denied in cage systems.

It's not perfect. These are still commercial farms. But the difference in quality of life in physical and mental health is better.

Cage-Free means choosing compassion over cruelty and recognising that hens are sentient beings, not egg machines. And for billions of animals, your choice makes a difference.



No Cages



Nesting Freedom



Room to Move



THE CAGE-FREE ALTERNATIVE

For a hen, a life worth living is built on simple choices: to perch or rest on the ground, to socialize or find a quiet spot, to dustbathe in clean litter, or to lay her egg in a private nest. Cage-free systems return these essential freedoms to her to a certain extent.

**Cage-Free means
Freedom to Act Like a Hen
To Dustbathe, To Perch, To Walk,
and To Nest**



FREEDOM TO ACT

This is what animal welfare looks like: the freedom to express natural behaviour.



Clean, Dry Environment For Natural Behaviour Healthy Hens Start From The Ground Up

HEALTH AND HYGIENE

This is the heart of a cage-free barn: deep, absorbent litter. This isn't just flooring it's a foundation for natural behavior. Hens use it to dustbathe, which keeps their feathers clean and smothers parasites. A dry environment means healthier feet and a reduced risk of disease, creating some form of well-being.

DIGNITY, NOT A LUXURY



Cage-Free isn't a luxury, but still it's the baseline for a life with dignity: space, socialising, perches, and nests.



THESE ARE FUNDAMENTAL NEEDS, NOT EXTRAS

To deny them is to deny her a life without constant frustration and stress. Your choice can provide this baseline of decency. Cage-free is the bare minimum for humane treatment.

THE UPGRADE



**From a lifetime on wire to
a world on solid ground.**

**IT'S NOT A SMALL CHANGE. IT'S AN
UPGRADE TO HER QUALITY OF LIFE.**

The Result of Better Welfare

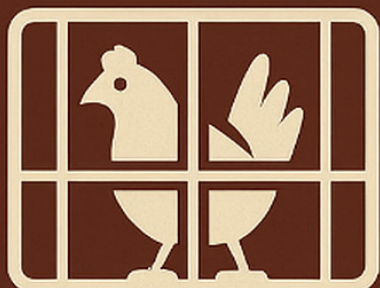


With space to move and act naturally, their well-being improves.

REDUCED STRESS MEANS HEALTHIER ANIMALS. IT'S A SIMPLE EQUATION.

Choosing Cage-Free Ensures Basic Welfare

BATTERY CAGES



END THE CAGE AGE

CAGE-FREE



END CRUELTY. CHOOSE WELFARE

CAGE-FREE = A BETTER LIFE FOR HENS

Always look for the cage-free label. You can end their suffering.

Part 4: The Empowerment Your Role in Her Story

A close-up photograph of a person's hand holding a light brown cardboard egg carton. The words "CAGE FREE" are printed in bold, green, sans-serif capital letters on the top surface of the carton. The background is blurred, showing stacks of similar egg cartons in a grocery store setting. The image is framed by a white, torn-edge border.

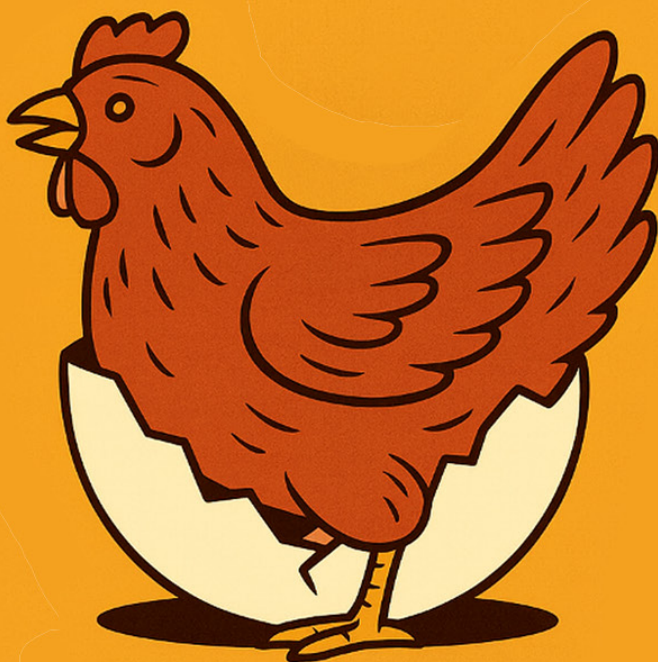
**CAGE
FREE**

This better life is possible because of one thing: Your choice at the grocery store.

THE POWER OF YOUR CART

Their better life is possible because of one thing: your choice at the grocery store. You are not just a consumer. You are a voter at the checkout, casting a ballot for kindness.

CHOOSE CAGE FREE FREEDOM TASTES BETTER



There is a unique satisfaction that comes from a meal you can feel good about. Choosing cage-free supports hen welfare, and many believe that less stress and better living conditions contribute to a higher quality egg.

The choice is yours.

A brown hen with a red comb and wattle is the central focus, looking directly at the camera. To its left, a hand holds a large, dark metal key. To its right, a cardboard egg carton is visible with the words 'CAGE FREE' printed in green. The background is a blurred indoor setting, likely a farm or hatchery. The top left corner features the text 'LET HENS BE FREE' in white, bold, sans-serif font. The bottom half of the image is a solid dark blue area containing the main headline and body text in white, sans-serif font, separated from the top image by a white, torn-paper-like border.

**LET HENS
BE FREE**

THE POWER IS IN YOUR CART

Every time you shop, you cast a vote. You can vote for continued cruelty in cages, or you can vote for compassion and freedom. There is no neutral choice. Choose Cage-Free and be the key to unlocking a better life for millions of hens.

#NoCages #CageFree #ChooseCompassion

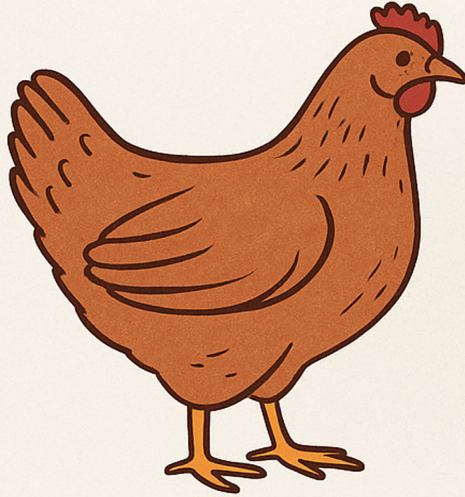
You Shape The Future of Farming



YOUR CHOICE MATTERS

Every carton you choose is a vote for compassion over cruelty. By demanding cage-free eggs, you support a system that values animal behavior and welfare. You are not just a consumer; you are a catalyst for change. Together, we are building a kinder food system, one egg at a time.

SHOULD HENS BE CAGE-FREE?



Vote to let us know!

YES

NO