

As the video begins, tense and uneasy music plays accompanied by the sound of many chickens. The video is taken from a hand-held camera in a long tunnel-shaped building with bright white lights overhead. The ground is brown and long rows of automated feeders extend the length of the building. In between the feeders, a pile of chicks is being formed. A worker throws chicks out of a crate and onto the ground. Over the video, text appears that reads “Costco chicken cruelty exposed.”

A second video of the same building shows more crates of chicks being thrown onto the ground from about hip height. The next shot shows a chick in an investigator's hands; the chicken's eyes are closed, their head hanging, and they weakly kick one leg.

Another shot shows a chick on the mucky ground struggling to stand. They make a desperate cry and kick their leg in an attempt to get up.

The next shots show a similar building but the young chicks are now the size of adult chickens. They are so tightly packed that the ground between them cannot be seen. Text over this video reads “Crowded, filthy barns.” The sound of chicks changes to the sound of adult chickens.

The screen turns black and text appears that reads “Chickens struggling to walk under their own unnatural weight”.

The screen changes to a video taken at night inside a farm. A spotlight shows a single chicken limping and flapping her wings as they try to move around. The next video shows a spotlight on a chicken lying on their back. They look up at the camera but are unable to get up. They wave their legs in the air, trying to move. Text over this video completes the previous sentence, “and trapped on their back.” The video changes to a similar shot of a chicken lying on their back, moving their legs in an attempt to stand.

Next, a video shows an investigator holding a chicken up to reveal their stomach. They lack feathers and, instead, their bare pink skin is exposed, covered in brown muck. Text reads “Bodies burned bare from ammonia-laden litter.” Following is another shot showing the same thing.

The screen changes to a shot of a Costco supermarket. Text over this video reads “Now Costco is setting up in New Zealand.”

The following video shows another chicken being held up by the investigator. A cello begins to play, mirroring the emotional impact of the videos. The accompanying text reads “But we don’t want your chicken cruelty.” The text remains as the background video changes to another chicken who is struggling to walk with brown muck covering their back.

The screen turns black with text reading “Take action against Costco”. A final shot shows a worker holding a young chick; the chick is calling out frantically. Behind them, hundreds of other chicks can be seen in the same densely-packed setting that the adult chickens were in.

The screen becomes white and the Animals Aotearoa logo, the name of the organisation with a yellow shape of a chicken next to it, appears. Underneath is the organisation's website address: animalsaotearoa.org. The music fades out and the video ends.