

The video begins with a shot of a large, unlit building containing thousands of chickens. The ground beneath them is brown and they are tightly packed together. The sound of many chickens is heard and, as the camera pans across the room to reveal its extent, text appears over the video reading “This is a free-range chicken farm in South Auckland.” The shot changes to a close-up of some chickens, their wings are stained and they push past each other.

The text fades as the video cuts to another close-up shot of a chicken lying under a tray of food. She flaps her wings and kicks her legs in an attempt to stand up. As she struggles, text appears reading “This bird can’t stand. She’s in pain.” Another shot of the chicken shows her trying, unsuccessfully, to pull herself onto the tray of food. Text over this shot reads “She tries desperately to get food.” Then, to another shot of several chickens standing with their necks stretched upwards to reach drops of water being released from tubes above them. Text over this shot reads “Water is also out of her reach.” The camera returns to the struggling chicken, still under the food tray, seemingly exhausted. Text appears, reading “She will die here.” The final shot shows a dead chicken on the floor of the farm, she has very few feathers, and other chickens wander around her body – their wings are stained. The text over this video reads “She is just one of thousands.”

The screen fades to black with white text over it, reading “Suffering is just business as usual in the chicken meat industry.” This text fades and a new sentence reading “Sign now to demand change” appears.

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.