



“MR. COOK’S EGG MACHINE”

Quiet, beautiful and efficient, there’s not much about the Buff Orpington chicken breed that *doesn’t* fit perfectly with the modern American lifestyle.

“I think it’s a fantastic idea,” beams Michael’s wife, Sarah. Her eyes light up and Michael can almost see her mind activate, processing all the exciting possibilities. “The kids will definitely get a kick out of it, and they might learn a thing or two about where their food really comes from.” Michael is thinking of raising a small flock of backyard chickens, and decided to get Sarah’s take.

The other day, he was reading an article on the subject and was reminded of his childhood when his parents would take him to spend a week or two on his uncle’s farm during the summer. These are fond memories, owing especially to twelve roosters and hens his uncle kept. They were very entertaining animals to watch, and for flavor and nutrition, the eggs they laid (that he ate every morning for breakfast) were superior to what little Michael’s family usually bought in a grocery store.

Now, thirty years later, eggs are a favorite of his *own* family. They use them for quiche lorraine, frittatas, omelets, eggs benedict, and so many more of their favorite breakfast, lunch and dinner meals. So the idea of having access to fresh eggs raised to their own personal standards is very appealing.

After confirming that there are no restrictive ordinances in their suburban township, Michael and Sarah decide to look for six pullets - the equivalent of chicken teenagers - all laying hens. Michael, his son and daughter begin building a small coop the following weekend.

But there is one more consideration that will determine the success or failure of the family’s new endeavor.

WAIT JUST A MINUTE!

Have you, too, decided to venture into the world of backyard chickens? Do you have your coop built and are looking forward to fresh, delicious eggs? Are you looking to reconnect with America’s agrarian traditions without the commitment of purchasing acres of farmland and quitting your day job? After all, you’re not a farmer. You’re a computer programmer, or an architect, or an accountant. And you work 40 to 60 hours a week. Are backyard chickens something you can handle?

What you may not yet realize is that this depends heavily on what *breed* of chicken you decide to raise. So *before* you decide, let us tell you about one that will make raising backyard chickens incredibly easy and hassle-free. It is the Buff Orpington, and for your modern American lifestyle, it is ideal.

FROM THE NATION THAT BROUGHT YOU ROLLS ROYCE AND THE BEATLES

The Orpington chicken, introduced in 1886 by an Englishman named *William Cook*, is a hybrid that takes the best traits of several popular egg laying breeds of

the isles. The big, friendly birds were originally bred in black (among white and buff varieties) so that, when they were shown at exhibitions in *industrial age* London, their color would hide the soot and ash that constantly filled the air.

Buff Orpingtons, a variety with beautiful gold-colored feathers, were shown at Madison Square Garden in 1895 - their first appearance in the Americas - and became an instant sensation. You’re about to find out why.



THEY’LL NEVER BUY EGGS AGAIN

As Michael and Sarah will discover, Buff Orpington eggs are a gorgeous brown variety, and like the birds themselves, are larger than average.

Unlike other breeds, Buff Orpingtons do not stop laying in winter and can lay as many as 250 eggs per year, per hen. For a flock as small as 3 birds, that’s over a dozen eggs a week... all year long.

A HARDIER BREED

It’s five degrees below zero. Meteorologists had been predicting record cold temperature from a rare *polar vortex* that, even in the deep south, dropped temperatures to negative double-digits. How many of your chickens will succumb to the cold?

Not one. Buff Orpingtons are thickly feathered, and therefore hardier and better protected from harsh North America winters and their accompanying weather anomalies.

Other farmers and backyard chicken owners with different breeds will not be so fortunate when mother nature sends their region into a deep freeze.

PARTY ANIMALS?

If you live in a neighborhood with small parcels of property, are raising 20 Bantam chickens (an adventurous, noisy breed) including a rooster or two, your neighbors might get a little upset.

But Buff Orpingtons were bred to be more docile, less prone to cause a ruckus, and less apt to wander great distances from their home. These attributes will protect your neighbors from any dis-

turbances. In fact, your small flock of Buff Orpington hens will likely go unnoticed.

And even if you choose to tell your neighbors about your new endeavor and get their approval (which you probably should), you can confidently explain to them your choice of breed and how it will eliminate noise and uninvited adventures into *their* back yard.

JUST A CLICK AWAY

“So Buff Orpington it is.” Sarah thinks, almost bracing herself for disappointment as she navigates online classified ads. Is this a rare collector’s breed that she’ll have trouble finding? And if she does find some, will it be in the price range of only Saudi Arabian royalty?

“Oh wow!” she exclaims a minute later. “Here’s a farmer in the next county who’s got pullets for \$4 each. And here’s another guy selling chicks... organically raised... \$3 each... huh. It looks like half of these ads are for Buff Orpingtons!”

No trouble finding reputable online dealers who sell through e-commerce storefronts, either. We bet that before we know it, Buff Orpingtons will even be sold on *amazon.com*. Yes, these chickens are just as popular and even more accessible than they were in the nineteenth century, and it’s no wonder.

SO ARE YOU READY?

Do not make the mistake of thinking that all chicken breeds are the same. Far from it. And you’ve now been informed as to how the Buff Orpington is *the* choice for both serious organic farmers and hobbyists with a taste for eggs.

Birds of this breed are just a click, a phone call and/or a short drive away. Get going.

MT&A

Leicester, NC 28748

IF, AFTER READING THIS AD, YOU FEEL COMPELLED TO GET YOURSELF A SMALL FLOCK OF BUFF ORPINGTON HENS, MAYBE YOU SHOULD GET IN TOUCH WITH MATT FOR YOUR NEXT DIRECT RESPONSE CAMPAIGN.

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