

Turkeys are some of the most misunderstood and mistreated friends in the world. Some humans are surprised that non-human animals show intelligence, reason, affection and emotions. Attributing unintelligence to animals is human ignorance on display. Don't believe the caricatures. Educate your friends against turkey stereotypes & celebrate their sentience!

TURKEYS ARE VERY SMART

Most humans get hopelessly lost without their smartphone, while turkeys have intelligence that naturally exceeds our app-dependent selves. Turkeys can visualize precise details of their home and make a mental map of a territory over 1,000 acres in size. Yet, on turkey farms 1000's of turkeys are crammed into the same crowded barn, their brilliance never given an opportunity to shine.

TURKEYS ARE SINGER-SONGWRITERS

Turkeys recognize the voices of their other turkey-friends. Turkey voices have a degree of variation similar to what we associate with human voices. This individuality extends past speech, into their music. Turkeys have a refined language of song. Songs of happiness, affection, and contentment are a beautiful joy to listen to. Songs of encouragement, reassurance, caution, mourning are sung in a way easy for us humans to understand the general meaning (showing the deep connections between human and turkey songs). Variations in delivery, tone and acoustics of their estimated 30+ distinct sounds allow turkeys to communicate complex messages and emotions. Celebrate their song like your favourite singer-songwriter.

TURKEYS ARE POETS

Did you know that turkeys also communicate their emotions through colour changes on their face and head? Red, pink, blue, white, lavender or combinations of these colours are used to communicate how they are feeling. More than just overt emotions like being excited or distressed, turkey-friends can articulate subtle states of their emotional life to their turkey-friends or to turkey-strangers they meet. They can communicate complex emotional concepts as well as our best human poets — and do it with only colour, like our celebrated painters.

TURKEYS ARE MAGIC

Turkeys also have way better vision than we do and can see ultraviolet light as part of the color spectrum.

TURKEYS HAVE HOBBIES

Turkeys who aren't imprisoned on farms spend their days hanging out with their friends and families, building nests, searching for snacks, dust bathing, preening, and chillin' on the roost.

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TURKEYS ARE CATS

Turkeys are very affectionate and when they're cuddling with each other or a human-friend, they purr ...just like cats! Purring is a sound of contentment; have you made a turkey happy today?

TURKEYS ARE DINOSAURS

It's weird how long-dead dinosaurs are celebrated with movie-star glorification topped with a nearly unstoppable amount of cultural inertia, while their very-much alive cousins (turkeys) are dishonoured to the extreme. We'd never find a Tyrannosaurus rex on a dinner table, yet the only lineage of dinosaurs to survive the catastrophe that wiped them out 66 million years ago is now brutishly eaten as some regurgitation of mindless "tradition". Turkeys and chickens are closer to dinosaur ancestors than any other birds — meaning they experienced fewer genome changes than other birds as they evolved from their dinosaur ancestor. Say kids, if you dig dinosaurs, then be a true friend to turkeys, show them respect. Show them your love.

TURKEYS ARE EAGLES

Back in 1784, Benjamin Franklin wrote a letter to his daughter expressing that a turkey would be preferable to the eagle as a national symbol. Franklin explained that the bald eagle had a "bad moral character" and was a "rank coward" that merely steals its food from other birds, while turkeys were "a much more respectable bird" and a "bird of courage." — There is an overtly disproportionate celebration of eagles and a callous disregard for turkeys. This kind of imbalanced attitude is unbecoming. Let's celebrate both.

TURKEYS ARE ATHLETIC

Turkeys are natural athletes. They can run at speeds up to 40 km per hour and fly 90 km per hour. Farmed turkeys, on the other hand, are bred, drugged, and genetically manipulated to grow as large as possible and as quickly as possible to increase profits. In the last 50 years, the weight of the average turkey has increased by a staggering amount — causing most farmed turkeys to suffer from painful foot and leg problems, not to mention other health ailments.

TURKEYS ARE SOCIAL BUTTERFLIES

Like cats and dogs, turkeys are affectionate, sensitive and form strong social bonds with each other and with humans. Turkeys love greeting visitors, making new friends, and being around others. They can easily remember human faces. Turkeys need friends, and in more than just a safety-in-numbers sort of way, friendship is as important to them as it is to you. The emotional and social lives of turkeys speaks to their active and adaptive cognition.

Do not eat the life of this sensitive & intelligent friend. Choose Vegan.