

Even If You Like Meat...



You Can Help End This Cruelty



By just cutting your meat consumption in half, you can spare hundreds of animals from a lifetime of suffering

Oppose the Cruelties of Factory Farming



Thank you for accepting this booklet. As you read on, please bear in mind that opposing the cruelties of factory farming is not an all-or-nothing proposition: By simply eating less meat, you can help prevent farmed animals from suffering.

“When we picture a farm, we picture scenes from Old MacDonald and *Charlotte’s Web*, not warehouses with 10,000 chickens.... When we look, it’s shocking. Our rural idylls have been transformed into stinking factories.”

The Los Angeles Times

“The High Price of Cheap Food,” 1/21/04

Right: Today’s egg-laying hens are confined in battery cages. Above: Most breeding sows spend their adult lives inside stalls without room to turn around; others (below) live in crowded pens.



Most Canadian livestock production has shifted from small family farms to factory farms—huge warehouses where the animals are confined in crowded cages or pens or in restrictive stalls. Due to consumer demand for inexpensive meat, eggs, and dairy, these animals are treated as mere objects rather than individuals who can suffer.

Hidden from public view, the cruelty that occurs on factory farms is easy to ignore. But more and more people are becoming aware of how farmed animals are treated and deciding that it’s too cruel to support.



"In my opinion, if most urban meat eaters were to visit an industrial broiler house, to see how the birds are raised, and could see the birds being 'harvested' and then being 'processed' in a poultry processing plant, they would not be impressed and some, perhaps many of them would swear off eating chicken and perhaps all meat.

"For modern animal agriculture, the less the consumer knows about what's happening before the meat hits the plate, the better. If true, is this an ethical situation? Should we be reluctant to let people know what really goes on, because we're not really proud of it and concerned that it might turn them to vegetarianism?"

Peter Cheeke, PhD

Oregon State University Professor of Animal Agriculture
Contemporary Issues in Animal Agriculture, 2004 textbook

Birds Poultry production is among the most highly mechanized sectors in agriculture.¹ Inside the densely populated sheds, vast amounts of waste accumulate. The ammonia levels commonly cause painful burns to the birds' skin, eyes, and respiratory tracts.²

To cut losses from birds pecking each other, farmers remove a third to a half of the beak from egg-laying hens, breeding chickens, and most turkeys and ducks.³ The birds suffer severe pain for weeks.⁴



Above: Chickens in a typical broiler house, and turkey poults on a free-range farm. Left: A free-range turkey whose beak and toes have been trimmed, and a factory-farmed chick being "debeaked." Without pain relief, the beak is partially amputated with a heated blade (as shown); or the end is damaged with a laser, infrared beam, or powerful electric spark and sloughs off days later.⁴ Some birds, unable to eat afterwards, starve.⁵

Free-Range? Poultry meat may be labeled "free-range" if the birds were provided an opportunity to access the outdoors. No other requirements, such as space per bird or environmental quality, are specified.⁶ Although free-range farms may be an improvement over conventional factory farms, they are by no means free of suffering.

1 AAFC, "Poultry at a Glance," 5/21/10 (TinyURL.com/236nujn).
 2 *Poultry Perspectives* (MD Cooperative Extension), 2002;4(1).
 3 *Agricultural Research* (USDA ARS), 2005 Mar;53(3):4-7.
 4 G. John Benson, DVM, MS, and Bernard E. Rollin, PhD, eds., *The Well-Being of Farm Animals: Challenges and Solutions* (Blackwell Publishing, 2004).
 5 Bernard E. Rollin, PhD, *Farm Animal Welfare* (Iowa State University Press, 2003).
 6 Please see OpposeCruelty.org/freerange for more information.



Above: Caged hens commonly suffer severe feather loss. Below: Male chicks, of no economic value to the egg industry, are found dead and dying in a dumpster behind a hatchery. Typically, they're ground up alive or gassed.⁴



Egg-Laying Hens

Packed in battery cages (typically less than half a square foot of floor space per bird),⁷ hens can become immobilized and die of asphyxiation or dehydration. Decomposing corpses are found in cages with live birds.

Professor Bernard E. Rollin explains that “though each hen is less productive when crowded, the operation as a whole makes more money with a high stocking density: chickens are cheap, cages are expensive.”⁵



By the time their egg production declines, the hens' skeletons are so fragile that many suffer broken bones as they're removed from the cages.^{4,8} Some flocks are gassed on-site;⁷ those sent to slaughter often endure long journeys and sustain further injuries.^{4,8}

“[T]he American laying hen...passes her brief span piled together with a half-dozen other hens in a wire cage whose floor a single page of this [*New York Times*] magazine could carpet. Every natural instinct of this animal is thwarted, leading to a range of behavioral ‘vices’ that can include cannibalizing her cagemates and rubbing her body against the wire mesh until it is featherless and bleeding.... [T]he [5 percent]⁹ or so of hens that can't bear it and simply die is built into the cost of production.... [continued on page 5]

Some hens suffer paralyzing fractures^{4,8} or get trapped in the wires.⁵ Inside this single cage (right), two dead bodies are left with live birds.

The typical egg-laying hen spends one to two years inside a battery cage.^{4,7}





"Piglets in confinement operations are weaned from their mothers [2–3 weeks]⁴ after birth (compared with 13 weeks in nature) because they gain weight faster on their hormone- and antibiotic-fortified feed. This premature weaning leaves the pigs with a lifelong craving to suck and chew, a desire they gratify in confinement by biting the tail of the animal in front of them.... The USDA's recommended solution to the problem is called 'tail docking.' Using a pair of pliers (and no anesthetic), most but not all of the tail is snipped off. Why the little stump? Because the whole point of the exercise is not to remove the object of tail-biting so much as to render it *more* sensitive. Now, a bite on the tail is so painful that even the most demoralized pig will mount a struggle to avoid it."

The New York Times Magazine

"An Animal's Place" by Michael Pollan, 11/10/02



Castrating and tail docking piglets are standard procedures for which anesthesia is rarely used.⁴ Above: Breeding sows and their piglets are confined to stalls, while young pigs (left) are fattened for slaughter.

Pigs

In the September 1976 issue of the industry journal *Hog Farm Management*, John Byrnes advised: "Forget the pig is an animal. Treat him just like a machine in a factory."

Today's pig farmers have done just that. As Morley Safer related on *60 Minutes*: "This [movie *Babe*] is the way Americans want to think of pigs. Real-life 'Babes' see no sun in their limited lives, with no hay to lie on, no mud to roll in. The sows live in tiny cages, so narrow they can't even turn around. They live over metal grates, and their waste is pushed through slats beneath them and flushed into huge pits."¹⁰



Above: Most pigs are about six months old when trucked to slaughter.⁵ For more information on factory farming, including its impacts on resources and the environment, please see **OpposeCruelty.org**

- 7 United Egg Producers, *Animal Husbandry Guidelines 2010 Edition*.
- 8 *Poult Sci*, 2004;83:184–92.
- 9 Joy A. Mench, PhD, in "Scientist Discusses Hen Housing" by Rod Smith, *FeedstuffsFoodLink.com*, 9/28/07.
- 10 "Pork Power," *60 Minutes*, 6/22/03.



IF SLAUGHTERHOUSES HAD GLASS WALLS...

Federal law requires mammals be stunned prior to slaughter (exempting kosher and halal, which generally require animals be fully conscious as their necks are cut).¹¹ Typically, electric current is used to induce a heart attack and/or seizure; or a captive bolt gun is used to deliver a blow to the skull or shoot a rod into the animal's brain.¹¹

It's not uncommon for an animal to suffer one or two failed stuns.¹² In the case of a failed electrical stun, an animal may be paralyzed without losing sensibility.¹³ Unconscious animals whose necks are not cut soon enough may regain their senses after being hung on the bleed rail.¹¹

Birds account for more than 95 percent of land animals killed for food, yet there is no federal law requiring that they be handled humanely.¹¹ The pain birds suffer from being hung in shackles can be extreme and inevitably causes violent wing flapping, which may result in dislocated joints and broken bones.¹⁴ Above are photos from a 2005 slaughter plant investigation that found the neck-cutting machines often missed, slicing open the chickens' thighs (center), faces, or other body parts.



This photo by Professor Temple Grandin shows one of the conveyor systems commonly used to restrain cows and pigs during stunning.



"Do we, as humans, having an ability to reason and to communicate abstract ideas verbally and in writing, and to form ethical and moral judgments using the accumulated knowledge of the ages, have the right to take the lives of other sentient organisms, particularly when we are not forced to do so by hunger or dietary need, but rather do so for the somewhat frivolous reason that we like the taste of meat?"

Peter Cheeke, PhD

Contemporary Issues in Animal Agriculture, 2004 textbook

Left: Turkeys enter the slaughter area, hanging shackled by their legs. Due to their wingspan, turkeys are prone to painful pre-stun shocks.¹⁴



"The question is not, *Can they reason?* nor, *Can they talk?* but, *Can they suffer?*"

Jeremy Bentham

An Introduction to the Principles of Morals & Legislation, 1789

Hot weather and humidity are deadly to pigs; densely packed during transport, problems with heat stress may start to occur at temperatures as low as 60°F.¹³ Approximately 200,000 pigs die on their way to slaughter every year.¹⁸ Shown at left are pigs on a transport truck loaded in Oklahoma and destined for a slaughterhouse south of Mexico City—a journey that would last more than 30 hours.

To facilitate automated slaughter, birds are usually immobilized via electrical stunning. Hanging in shackles, the birds' heads are passed through an electrified water bath.⁴ It is not known whether this renders them unconscious,⁵ and the potential for birds suffering severely painful pre-stun shocks is difficult to eliminate.¹⁴ Each year, several hundred thousand chickens and turkeys reach the scalding tanks alive.^{15,16}

"Hogs, unlike cattle, are dunked in tanks of hot water after they are stunned to soften the hides for skinning. As a result, a botched slaughter condemns some hogs to being scalded and drowned. Secret videotape from an Iowa pork plant shows hogs squealing and kicking as they are being lowered into the water."¹⁷



During trucking or upon arrival at the slaughter plant, a large number of pigs become unable to walk due to acute stress or injury.¹⁸ The pig above has collapsed at the slaughterhouse in a pool of his own vomit.

- 11 USDA FSIS FSRE, "Humane Handling of Livestock/GCP in Poultry," 2/2/09.
- 12 U.S. GAO, Report to Congressional Requesters GAO-10-203, February 2010.
- 13 Temple Grandin, PhD, *Recommended Animal Handling Guidelines & Audit Guide 2010 Edition* (American Meat Institute Foundation).
- 14 European Food Safety Authority, Scientific Report AHAW/04-027, 6/15/04.
- 15 USDA NASS, *Poultry Slaughter 2010 Summary*, February 2011.
- 16 USDA FSIS Inspection Training, "Poultry Postmortem Inspection," 3/17/09.
- 17 "Modern Meat: A Brutal Harvest," *Washington Post*, 4/10/01.
- 18 *Prof Anim Sci*, 2009 Aug;25(4):404-14.

Recent Undercover Investigations into Poultry Slaughter

In January 2007, a Mercy For Animals investigator took a job at one of the nation's largest poultry slaughterhouses to witness the conditions firsthand:

Birds with broken legs and wings, open wounds, and large tumors were shackled and hung on the slaughter line; some of the injured were left writhing on the floor for hours beforehand. Workers



punched, kicked, threw, and mutilated live birds; they tore eggs from the birds' bodies to toss at coworkers, and ripped the heads off birds who were trapped inside the transport cages.

A year later, PETA released footage of two other large plants where many conscious birds were mangled by the killing machines or had their heads yanked off by workers.



"Day 52: I saw firsthand how clever and empathic pigs can be. A sow and her entire litter had escaped their crate and gathered in the hallway. I discovered the sow had loosened steel pegs in two different places. I told a coworker this story; she said when a sow figures out how to unlock her crate, she often goes around unlocking all of the others as well...."

"Day 66: Using a 'captive bolt pistol,' a worker fired a rod into the sow's head, but she didn't die. She just stood looking stunned as blood trickled from her forehead. She then got her bearings and tried to turn and run. After a struggle, the worker got in another shot, which sent her down. She continued to spasm for 15 minutes. Afterward, our supervisor told me she was dubbing my coworker 'Two-Shot' as he rarely kills a sow with one bolt."

from the diary of MFA investigator "Mike"



Piglets whose intestines fell out during castration were termed "ruptured" and dropped into the gas cart to be killed later, once enough had accumulated to economically justify expending the gas. Mike frequently found piglets still alive after the gassing process, eyes open and gasping for air. His supervisor told him death is supposed to occur within 5 minutes, but that it usually takes 10 or more. "It's incredibly cruel," she told him, "but it's how we're told to do it."



Breeding Misery

MercyForAnimals.org

During the spring of 2009, an MFA undercover investigator, "Mike," worked at a pig breeding facility in Pennsylvania. His diary and secret film provide a rare glimpse into the world of industrial pork production.



Pregnant pigs were confined in two-foot-wide stalls, only able to take one step forward or back. Many had deep, infected sores and scrapes from

constantly rubbing against the metal bars.

Workers clipped the piglets' tails with dull pliers; performed castrations, ripping out the piglets' testes with their hands; and tattooed sows by repeatedly driving a spiked mallet into the pigs' flesh—all without anesthesia.

Piglets were grabbed by their ears or legs, tossed between the workers, thrown across the room, and slammed into transport carts.

Mike never observed any veterinary care. Injured, sick, and runt piglets were slowly suffocated in overcrowded CO₂ gas carts. Sows deemed unprofitable to maintain were put to death with a captive bolt gun.

Are Canada's Animals Better Off?

ChickenOut.ca and HumaneFood.ca

Despite the fact that the vast majority of Canadian animals are raised on factory farms, the industry has always denied the type of cruelty that has been repeatedly exposed in the United States. Frustrated with this, investigators from Guelph, Ontario entered a local egg farm in June of 2005.



Given that the owner of the farm sat on a prestigious board at Canada's premier agricultural university, one would expect this farm to have high standards. In fact, the opposite was true. The farm was crowded and filthy—the manure fumes from thousands of birds were overpowering. The hens suffered severe feather loss, and the wire floors had disfigured their feet. Dead and dying birds were found inside cages, on the aisle floor, and in the manure pits below.

Unfortunately, 98 percent of Canada's eggs are produced using battery cages.

"[C]ontrary to what one may hear from the industry, chickens are not mindless, simple automata but are complex behaviorally, do quite well in learning, show a rich social organization, and have a diverse repertoire of calls. Anyone who has kept barnyard chickens also recognizes their significant differences in personality."

Bernard E. Rollin, PhD

Farm Animal Welfare, Iowa State University Press, 2003



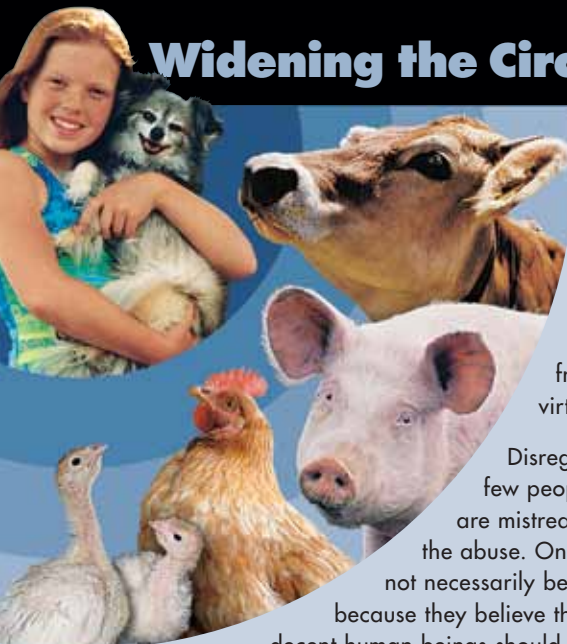
These three photos, taken by investigators at the egg farm in Guelph, document the overcrowded and filthy conditions in which the birds were found. The hen shown below is covered in feces from the birds housed in the tiers of cages above her. To view video footage of this farm, please visit ChickenOut.ca



Below: One of the hens rescued from the egg farm in Guelph was later named Matilda. Free of the cruel battery cage, she is now healthy and enjoying her life.



Widening the Circle of Compassion



If the anticruelty laws that protect pets were applied to farmed animals, many of the most routine Canadian farming practices would be illegal. Are dogs and cats really so different from chickens, turkeys, pigs, and cows that one group deserves legal protection from cruelty, while the other deserves virtually no protection at all?

Disregard for farmed animals persists because few people realize the ways these individuals are mistreated, and even fewer actually witness the abuse. Once aware, most people are appalled—not necessarily because they believe in animal rights, but because they believe that animals feel pain and that morally decent human beings should try to prevent pain whenever possible.

Most calves raised for veal are males from the dairy industry, typically taken from their mothers within 24 hours of birth.¹⁹ “Bob veal” calves are slaughtered within a few days; others are commonly tethered in individual stalls and fed a milk-replacer diet until killed at 16 to 20 weeks of age.¹⁹ In 2009, HSUS filmed a plant where baby calves, too weak to stand or walk, were being dragged, kicked, shocked, and skinned while still conscious.



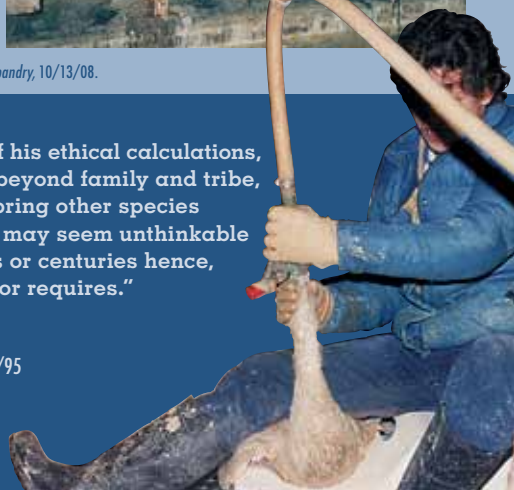
¹⁹ American Veterinary Medical Association, *Welfare Implications of the Veal Calf Husbandry*, 10/13/08.



“Historically, man has expanded the reach of his ethical calculations, as ignorance and want have receded, first beyond family and tribe, later beyond religion, race, and nation. To bring other species more fully into the range of these decisions may seem unthinkable to moderate opinion now. One day, decades or centuries hence, it may seem no more than ‘civilized’ behavior requires.”

The Economist

“What Humans Owe to Animals,” 8/19/95



Making a Difference: What You Can Do

Every single time you choose compassion, you're making a difference!

Although all factory farming involves cruel practices, you can spare more animals from suffering by avoiding eggs and the meat of birds and pigs.



Exploring a meatless diet is simple—opposing cruelty can be as easy as substituting

marinara for meat sauce, opting for bean burritos instead of chicken or beef tacos, and trying some of the many vegetarian products now available.

We no longer need to make a special trip to the health food store for veggie burgers or deli slices: today, nearly all supermarkets carry delicious, cruelty-free fare.



By avoiding the meat of chickens, turkeys, and pigs, you can prevent the suffering of more than two thousand of these animals during your lifetime!



“[C]limate change is the most serious challenge facing the human race.

“The livestock sector is a major player, responsible for 18 percent of greenhouse gas emissions measured in CO₂ equivalent.”

FAO of the United Nations

Livestock's Long Shadow, 2006 (TinyURL.com/z5kad)

Choosing vegetarian not only prevents suffering, but also protects the planet! Gardein buffalo wings, BBQ pulled shreds, and chick'n filets (above) and Tofurky kielbasa (right) are just a few cruelty-free alternatives to eating chickens and pigs.





"When I met my first vegetarian, he told me he had not eaten meat for fourteen years.

"I looked at him as if he had managed to hold his breath that entire time.

"Today I know there is nothing rigorous or strange about eating a diet that excludes meat."

Erik Marcus

Vegan: The New Ethics of Eating, 1998

Vegetarian options have come a long way in just the past few years. Dozens of different kinds of high-protein meat substitutes are now on the market, including chicken-, turkey-, ham-, and bologna-style lunchmeats for quick sandwiches, as well as a wide variety of veggie burgers and hot dogs.

There are also soy, rice, and almond milks and ice creams for those who are interested in replacing dairy.



Gardein "chick'n good stuff" is filled with vegan cheese and marinara.

Simple Meal Ideas

Breakfast Oatmeal • Cold cereal or granola with nondairy milk • Fruit smoothie
Pancakes • Bagel with tofu cream cheese
Toast with jelly • Tofu scramble with veggie sausage • Fruit-filled toaster pastry



Lunch/Dinner Vegetarian lunchmeat sandwich • Grain or soy burger • Veggie hot dog • Veggie pizza • Bean burrito
Peanut butter and jelly • Pasta and tomato sauce • Tofu lasagna • Baked tempeh or tofu sandwich • Soup or chili (over pasta or rice) • Baked, mashed, or fried potatoes
Tofu, tempeh, or seitan stir-fry

Snacks/Dessert Nondairy ice cream, yogurt, or pudding • Vegan cookies, pie, or cake • Fresh or dried fruit
Nuts or seeds • Trail mix
Pretzels or popcorn
Chips and salsa
Clif Bar





Explore new foods and experiment with different flavours and brands to find your personal favourites.

You might dislike one veggie burger, but think another is great!

Cruelty-free selections are usually offered at Chinese, Indian, Italian, Mexican, Middle Eastern, Thai, and other ethnic restaurants, as well as at many chains, such as Subway, Taco Bell, Burger King, Lick's, and Harvey's (see directory at Veg.ca).

Our *Guide to Cruelty-Free Eating* contains a vegan foods glossary, simple meal-planning tips, and easy recipes for breakfast, lunch, dinner, and dessert. Please see page 15 to order your free copy today!



Beans are a good source of protein and relatively inexpensive. Above is a homemade chili with beans as well as "textured vegetable protein," which is also less expensive than ready-made faux meats. You'll find this chili plus several other bean-based dishes in the recipe section of our online starter guide, and an array of heat-and-serve options at most supermarkets.



Staying Healthy

A well-planned vegetarian diet is good for your health! According to the American Dietetic Association, vegetarians tend to have lower body weights, cholesterol levels, and blood pressure, as well as lower rates of type 2 diabetes and heart disease.²⁰

With a bit of planning, anyone can maintain a healthy vegetarian diet. If you decide to eat little or no meat, eggs, or dairy, it's important to make sure that you're getting vitamin B12 and that you read "Staying Healthy on Plant-Based Diets"—an article available at VeganHealth.org and in our free *Guide to Cruelty-Free Eating*.

Above: A veggie and Gardein beefless strips stir-fry; Tofurky Italian sausage over pasta; Tofurky turkey-style roast, stuffing, and gravy served with mashed potatoes and green beans; and Amy's tofu, brown rice, and vegetable bowl.



²⁰ *J Am Diet Assoc*, 2009 Jul;109(7):1266-82 (TinyURL.com/2m4wpj).

Choose Compassion Whenever Possible



After reviewing this booklet, we hope you'll do what you can to oppose the cruelties of animal agriculture. Each time you choose to eat less meat and eggs, you'll remove your support from a cruel system and help create a more compassionate world.



Photos provided courtesy of Amy's Kitchen, Animal Place, Animal Protection Institute, Canadian Coalition for Farm Animals, Compassionate Action for Animals, Compassion Over Killing, East Bay Animal Advocates, Eden Foods, Farm Sanctuary, Garden Protein International, Temple Grandin, Whitney Lauritsen, Mercy For Animals, Kari Nienstedt, Pangea Vegan Products, PETA, StarLite Cuisine, Turtle Island Foods, and USDA.

If you decide to eliminate animal-derived foods from your diet, please remember: the objective is to reduce suffering, not to achieve personal purity or perfection.

Years of eating less meat and eggs will prevent more suffering than a brief stint on a vegan diet, so it's more important to take an approach you can sustain. If you make exceptions, such as eating meat on certain occasions, you'll still make a big difference by eating vegetarian the rest of the time.





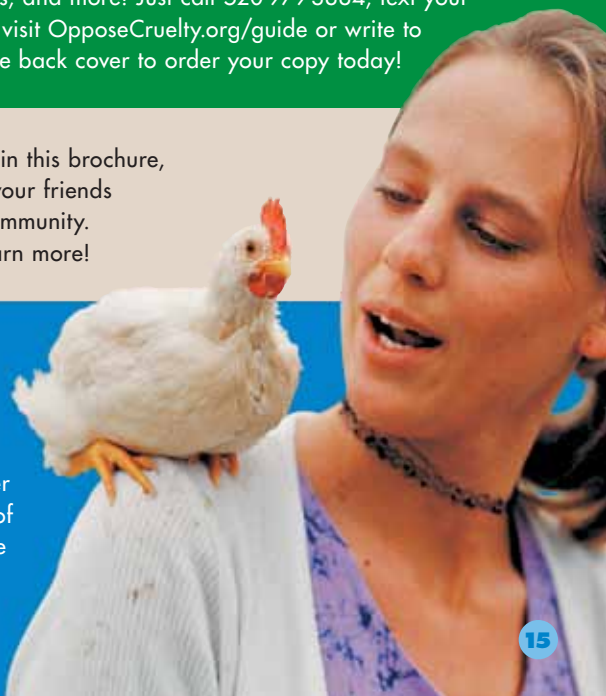
Request a FREE Guide to Cruelty-Free Eating!

Our starter guide includes meal ideas, cooking tips, and great recipes, as well as health information, Q&As, a list of resources, and more! Just call 520-979-3884, text your name and address to 774-526-5785, visit OpposeCruelty.org/guide or write to Vegan Outreach at the address on the back cover to order your copy today!

If you'd like to share the information in this brochure, we can provide you with copies for your friends and family or to distribute in your community. Contact us or visit our web site to learn more!

OpposeCruelty.org

You'll find lots more information on our web site, including our complete list of helpful resources. We also offer a free weekly electronic publication of news and tips. And, elsewhere on the Internet, many email lists and social groups are available for people exploring compassionate eating.





Make a Difference!

"There's a schizoid quality to our relationship with animals, in which sentiment and brutality exist side by side. Half the dogs in America will receive Christmas presents this year, yet few of us pause to consider the miserable life of the pig—an animal easily as intelligent as a dog—that becomes the Christmas ham."

The New York Times Magazine

"An Animal's Place" by Michael Pollan, 11/10/02



"I think everybody has that capacity to stop and think and say, 'If I knew you, I wouldn't eat you.'"

"And in some ways, it really is that simple."

Tom Regan, PhD

NCSU Professor of Philosophy, from *A Cow at My Table*



Distributed courtesy of...



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