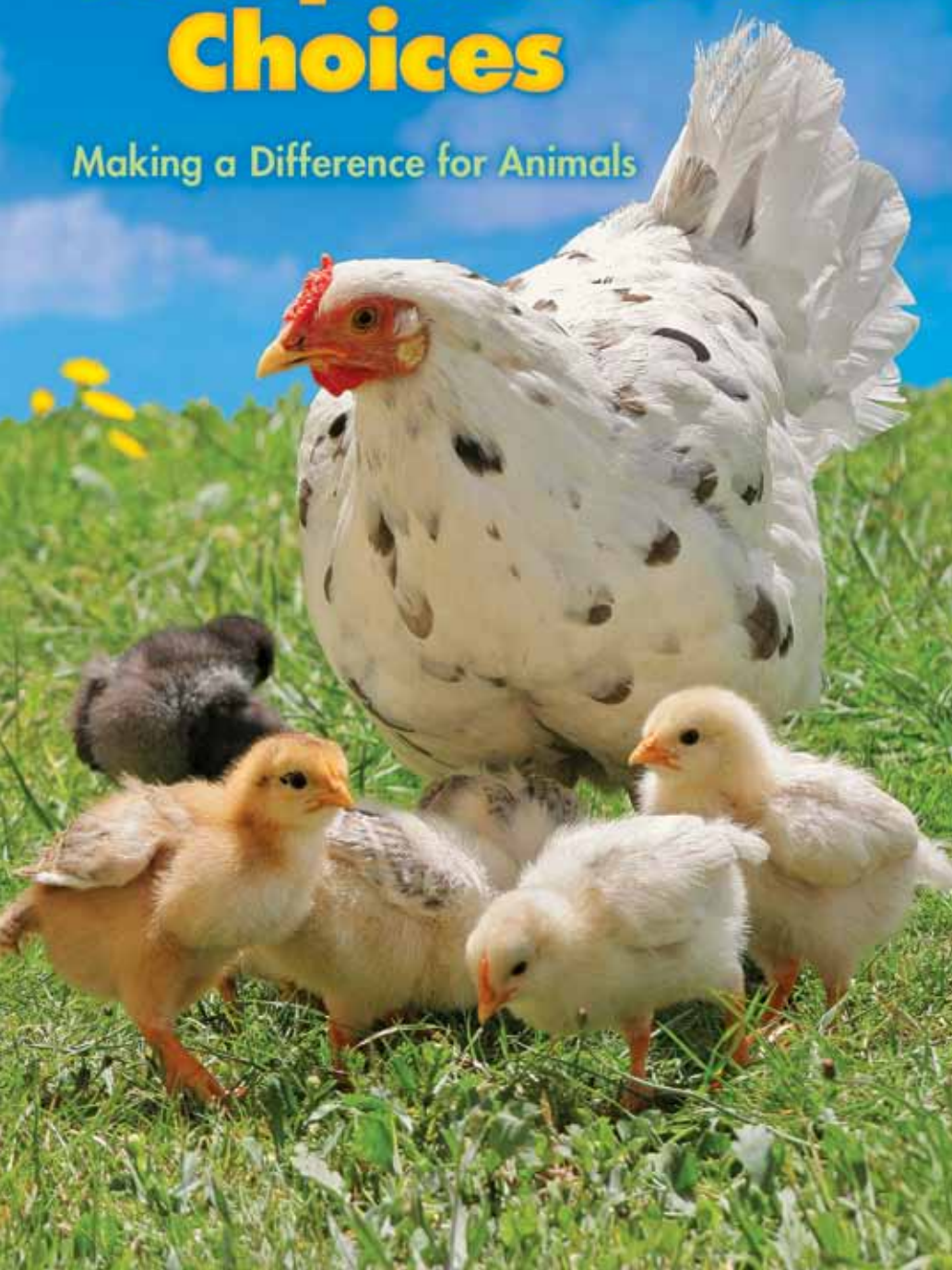


Compassionate Choices

Making a Difference for Animals



You Can Help End Cruelty to Animals



"Much as we have awakened to the full economic and social costs of cigarettes, we will find we can no longer subsidize or ignore the costs of mass-producing cattle, poultry, pigs, sheep and fish to feed our growing population. These costs include hugely inefficient use of freshwater and land, heavy pollution from livestock feces, rising rates of heart disease and other degenerative illnesses, and spreading destruction of the forests on which much of our planet's life depends."

Time Magazine

Visions of the 21st Century, "Will We Still Eat Meat?"
11/8/99 (TinyURL.com/2lvbww)



Thank you for accepting this booklet.

Due to consumer demand for inexpensive meat, eggs, and dairy, suppliers are in constant competition to market their products at the lowest prices possible, no matter how the animals are treated.



The farmed animals who suffer are hidden from view and easy to ignore. But millions of people have discovered the reality of factory farming and have decided that it's too cruel to support.



Some of the photos in this pamphlet are hard to look at, but the information is important to consider if we are to make informed, humane choices.



"With rising temperatures, rising sea levels, melting icecaps and glaciers, shifting ocean currents and weather patterns, climate 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)

As you read on, please bear in mind: Opposing the cruelties of factory farming is not an all-or-nothing proposition. From eating more meat-free meals to going vegetarian or vegan, we can all help create a better world through our everyday choices.

What we choose to eat makes a powerful statement about who we are. Actions speak louder than words, and making ethical, compassionate choices affirms our fundamental humanity.



For more on how our food choices affect global warming, please see **TrulyInconvenientTruth.org**

Oppose the Cruelties of Factory Farming

"It is all very well to say that individuals must wrestle with their consciences—but only if their consciences are awake and informed. Industrial society, alas, hides animals' suffering."

The Economist

"What Humans Owe to Animals," 8/19/95



"To visit a modern CAFO (Confined Animal Feeding Operation) is to enter a world... designed according to Cartesian principles: animals are machines incapable of feeling pain. Since no thinking person can possibly believe this any more, industrial animal agriculture depends on a suspension of disbelief on the part of the people who operate it and a willingness to avert your eyes on the part of everyone else...."

"When we picture a farm, we picture scenes from Old MacDonalld 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



Please visit OpposeCruelty.org for more on factory farming, including its impacts on resources and the environment.



"Our own worst nightmare such a place may well be; it is also real life for the billions of animals unlucky enough to have been born beneath these grim steel roofs, into the brief, pitiless life of a 'production unit.'"

The New York Times Magazine

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

Left: Most calves raised for veal are males from the dairy industry; they're commonly tethered by the neck in individual stalls and fed a milk-replacer diet until killed at 16 to 20 weeks of age. Above, left: Most breeding sows spend their adult lives inside stalls without room to turn around. Above: Pigs and turkeys are trucked to slaughter.



“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 Virtually all U.S. birds raised for food are factory farmed.¹ Inside densely populated sheds, vast amounts of waste accumulate. The resulting 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 cut 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 given access to the outdoors. This may amount to one small exit in an overcrowded shed, as there are no USDA requirements for indoor or outdoor space.⁶ Visiting the farms and slaughterhouses is the only way to know how the animals are actually being raised and killed.

1 Peter Cheeke, PhD, textbook *Contemporary Issues in Animal Agriculture*, 2004.
 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.



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

Roughly 95 percent of U.S. commercial eggs come from hens in battery cages.⁷ Below: Male chicks, of no economic value to the egg industry, are found dead and dying in a hatchery dumpster. Typically, they’re ground up alive or gassed.⁴



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}

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.

“[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 7]



Some hens suffer paralyzing fractures^{4,8} or get trapped in the wires.⁵ Inside this single cage (above), two dead bodies are left with live birds. Each week, hundreds of thousands of laying hens die on U.S. farms.^{7,9} Most spend one to two years inside battery cages.^{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.

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.

Emery's Rescue

East Bay Animal Advocates (TinyURL.com/36lxzq8)

Emery was destined to become one of the many chicken breast fillets advertised as "all natural" at the local supermarket. However, in a string of luck, this plump rooster made an unusual detour from the normal life of a bird raised for meat.

In the summer of 2005, EBAA rescuers discovered the disabled four-week-old chicken at a factory farm. Leaving the California Central Valley behind, Emery relocated to the Bay Area. This night changed his life.



Emery, before (above) and after (below) being rescued from the farm.

A "poster chicken" of the broiler industry, Emery has a crippling case of splay leg—a limb deformity common among broilers.

Factory farmed chickens suffering from splay leg often struggle to gain access to food and water and are denied veterinary care.



"[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



Like turkeys, broiler chickens are confined inside sheds with tens of thousands of other birds.³ Forced to live on waste-soaked litter, the birds commonly suffer burns on their feet and bodies.²



Today's broiler reaches market weight in about one third the time it took the traditional broiler.⁵ This rapid growth rate has been accompanied by an increasingly high incidence of conditions that cause suffering, such as ascites and painful skeletal deformities.⁴ To avoid problems of reproduction and lameness associated with obesity, broilers used for breeding are severely feed restricted.^{2,4}

During EBAA's investigation, 39 sick and injured chickens were rescued, including Yosemite (top of page), Laci, and Scooter (below).



Widening the Circle of Compassion



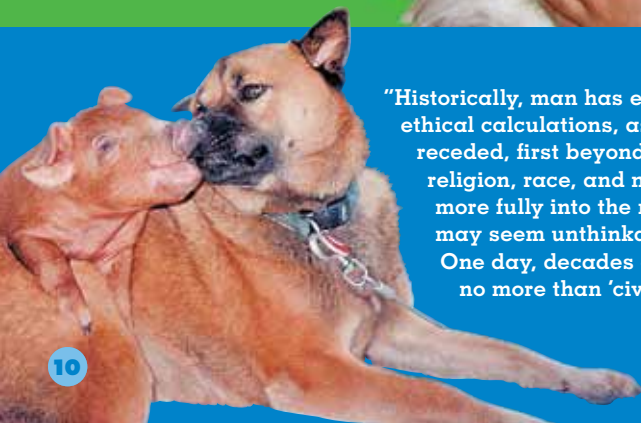
If the anticruelty laws that protect pets were applied to farmed animals, many of the nation's most routine farming practices would be illegal in all 50 states. Are dogs and cats really so different from chickens, turkeys, pigs, and cows that one group deserves legal protection from cruelty, while the 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.

“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



“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

Whenever we choose not to buy meat, eggs, and dairy products, we help shift demand from the cruelty of factory farms to the production of vegetarian foods. As more individuals opt for vegetarian fare, fewer animals will be raised and killed.



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 sampling 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!

Tofurky hickory-smoked deli slices (right), Gardein buffalo wings and crispy tenders (left), Tofurky kielbasa (above), and Gardein chick'n filets (below) are just a few of the many cruelty-free alternatives to eating the meat of chickens, turkeys, 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 flavors and brands to find your personal favorites.

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 Chevy's, Little Caesars, Papa John's, Subway, Johnny Rockets, and Taco Bell.

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.¹⁰

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.



¹⁰ *J Am Diet Assoc*, 2009 Jul;109(7):1266-82 (TinyURL.com/2m4wpj1).

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 Acres, Animal Place, Animal Protection Institute, Linda Bower, Compassion Over Killing, East Bay Animal Advocates, Eden Foods, Farm Sanctuary, Garden Protein International, Noah Hannibal/Animal Liberation Victoria, Whitney Lauritsen, Mercy For Animals, Italia Millan, 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.





Choose Kindness!

"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

"Humanity's true moral test, its fundamental test (which lies deeply buried from view), consists of its attitude towards those who are at its mercy: animals."

Milan Kundera

The Unbearable Lightness of Being, 1984



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