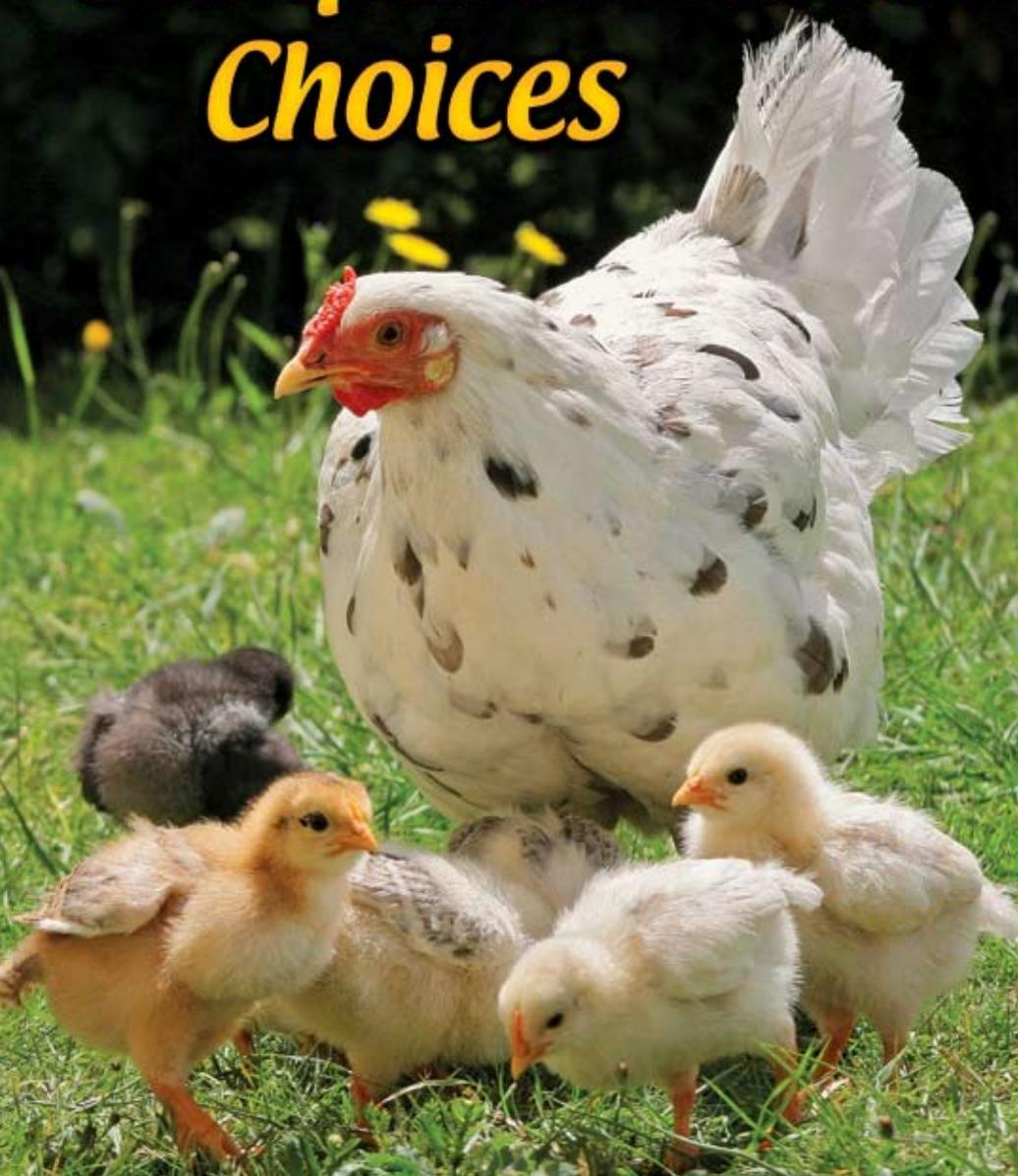


Compassionate Choices



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 products, suppliers are in constant competition to market their products at the lowest prices possible, regardless of the treatment of the animals.



The farmed animals who suffer are hidden from view and easy to ignore.

But millions have seen 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.



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.



"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. This is a higher share than transport."

FAO of the United Nations

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



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

Left: Calves raised for veal are chained by the neck in individual stalls. Below: Most breeding sows spend their adult lives inside stalls without room to turn around. Bottom: Inside a broiler house.

"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



"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





Free-Range? Birds may be labeled “free-range” if given access to the outdoors. In some cases, this amounts to one small exit in an overcrowded shed, as there are no requirements for either indoor or outdoor space. Visiting the farms and slaughterhouses is the only way to know how the animals are being raised and killed before the meat hits your plate.



Top: A free-range turkey whose beak and toes have been trimmed, and a factory-farmed chicken being debeaked.
Above: Poults at a free-range turkey farm.

“To visit a modern CAFO (Confined Animal Feeding Operation) is to enter a world that [is] 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....”



“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



“[It is] more economically efficient to put a greater number of birds into each cage, accepting lower productivity per bird but greater productivity per cage.... [I]ndividual animals may ‘produce,’ for example gain weight, in part because they are immobile, yet suffer because of the inability to move.... Chickens are cheap, cages are expensive.”

Bernard E. Rollin, PhD

Farm Animal Welfare, Iowa State University Press, 2003

Left: One battery cage holding at least 11 egg-laying hens.
Above: Pigs on their way to slaughter.



Above: Turkeys being trucked to slaughter. Below: Male chicks, of no economic value to the egg industry, are found dead and dying in a dumpster behind a hatchery. Typically they are gassed⁵ or ground up alive.⁸



Birds

Virtually all U.S. birds raised for food are factory farmed.¹

Inside the densely populated buildings, enormous amounts of waste accumulate. The resulting ammonia levels commonly cause painful burns to the birds' skin, eyes, and respiratory tracts.²

To reduce losses from birds pecking each other, farmers cut a third to a half of the beaks off chickens, turkeys, and ducks.³ The birds suffer severe pain for weeks.⁴ Some, unable to eat afterwards, starve.⁵

Egg-Laying Hens

Packed in cages (typically less than half a square foot of floor space per bird),⁶ hens can become immobilized and die of asphyxiation or dehydration. Decomposing corpses are found in cages with live birds.

By the time hens are sent to slaughter for low egg production, their skeletons are so fragile that many suffer broken bones during catching, transport, or shackling.⁷

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 *J Appl Anim Welf Sci*, 2001;4(3):207-21.

5 Bernard E. Rollin, PhD, *Farm Animal Welfare* (Iowa State University Press, 2003).

6 USDA APHIS VS, *Reference of 1999 Table Egg Layer Management in the U.S.*, 1/00.

7 *Poult Sci*, 2004;83:184-92.

8 USDA, *Animal Welfare Issues Compendium*, 9/97.

"[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 10 percent or so of hens that can't bear it and simply die is built into the cost of production.... [continued on page 7]



6 Right: Two dead egg-laying hens have been left inside battery cages with live birds.

A confined sow and her piglets. Castrating and tail docking piglets are standard procedures often performed without anesthesia.⁸



"Piglets in confinement operations are weaned from their mothers [2-3 weeks] 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

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.



In 2005, at an even larger facility, a PETA investigator saw many birds mangled by the throat-cutting machines; workers yanked the heads off birds who missed the blade.

Please see OpposeCruelty.org/video to view the undercover footage from these investigations.

Stories from **BEHIND THE WALLS**

Not Your Childhood Image

by lauren Ornelas, VivaUSA.org



Above: A sow in a gestation cage (left), and a pig with a large stomach rupture (right). Below: Pigs with a dead cellmate (left), and a rotting corpse left in the aisle between pens of live pigs (right).



When I saw what life is really like for pigs on today's farms, I was left feeling sick for days. I knew they lived on concrete, indoors in factory farms. However, I was not prepared for the awful reality of their boredom. In the gestation shed, sows continuously hit their heads against their cage doors as if trying to escape. After a while, some would give up and lie down, while others again took up their futile action.

I saw the pens where pigs are fattened up for slaughter—essentially concrete cells, each holding about a dozen pigs. In one pen, there was a pig missing an ear. Another had a rupture the size of a grapefruit protruding from his stomach. A dead pig was constantly nudged and licked by others. The stench in these places is overwhelming.



At the larger farms I visited in North Carolina, there were thousands of pigs housed in sheds. Dead pigs had been left in the pens with the living; other pigs had been tossed in the aisles—barely alive, unable to reach food or water.

Emery's Rescue

by Christine Morrissey, EastBayAnimalAdvocates.org

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.

During the summer of 2005, rescuers with East Bay Animal Advocates 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.



“Contrary 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. Forced to live on waste-soaked litter, the birds commonly suffer burns on their feet and bodies.²



Today's broilers have been bred to reach market weight in six weeks—twice as fast as their 1940s counterparts.³ This rapid growth rate has brought an increasing incidence of diseases 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

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 most routine U.S. 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 in which these individuals are mistreated, and even fewer actually witness the abuse. Once aware, most people are appalled—not 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.

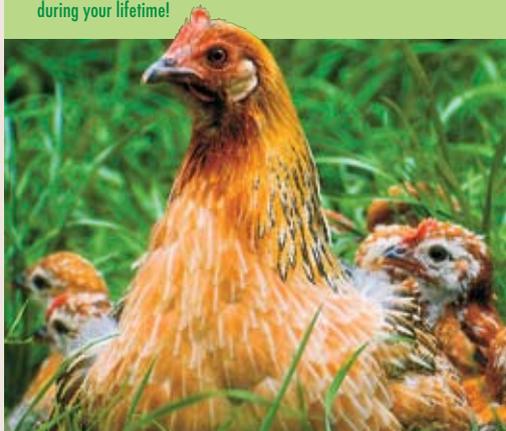


Exploring a meatless diet is simple—opposing cruelty can be as easy as substituting marinara for meat sauce, opting for bean burritos instead of beef tacos, and trying some of the many new vegetarian products.

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



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



"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.



Turtle Island Foods' Tofurky deli slices (above) are a veggie favorite. Left: A Tofurky beer brat, sizzling hot off the grill!



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

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!

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





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

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



Above & left: A Tofurky feast, complete with a turkey-style roast, cranberry-apple potato dumplings, stuffing, and gravy!



Staying Healthy

With a bit of planning (order our free guide or see VeganHealth.org for details), anyone can maintain a healthy, compassionate diet. The American Dietetic Association's position paper on vegetarian diets affirms:

"Well-planned vegan [pure vegetarian] and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence.... Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer."⁹



9 *J Am Diet Assoc*, 2003 Jun;103(6):748-65 (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 were provided courtesy of Amy's Kitchen, Animal Acres, Animal Place, Animal Protection Institute, Linda Bower, Compassionate Action for Animals, Compassion Over Killing, East Bay Animal Advocates, Farm Sanctuary, Noah Hannibal/Animal Liberation Victoria, Iowa Pork Producers Association, Kari Nienstedt, Pangea Vegan Products, PETA, Turtle Island Foods, USDA, and Viva! USA.

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. You can make exceptions, such as eating meat on certain occasions, and still make a big difference by eating vegetarian the rest of the time.





Order a **FREE Guide to Cruelty-Free Eating**

Our starter guide not only includes meal ideas, cooking tips, and great recipes, but also health information, questions & answers, an essay on advocacy, and a list of resources. Please visit OpposeCruelty.org/guide or write to Vegan Outreach at the address printed on the back cover of this brochure to order your free copy today!

If you would like to share the information in this brochure, we can provide you with copies to give to 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."

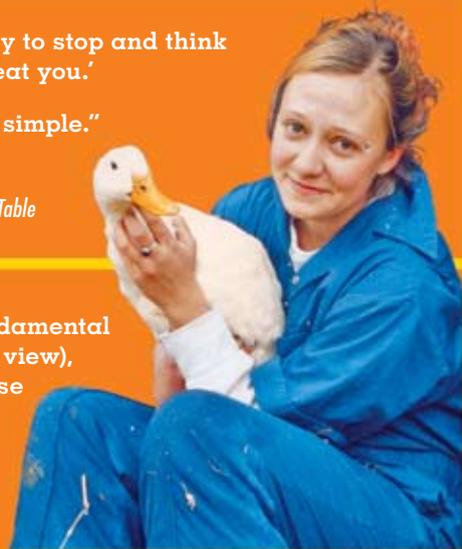
Tom Regan, PhD

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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