



WHY VEGAN

Becoming Vegan Is A Powerful Way To Oppose Cruelty To Animals





THE ANIMALS WE EAT

We love dogs and cats, and make them part of our families—if we were to witness them being slaughtered as farm animals are we'd be horrified. Yet pigs, cows, and chickens also have individual personalities, feel pain, and fear danger.

Protecting dogs and cats while exploiting cows, pigs, and chickens is *speciesism*—harming individuals because they belong to a different species. If it's wrong to kill our companion animals for food, then it's also wrong to kill

chickens and pigs, as there are no morally significant differences between them.

Our society turns a blind eye to farm animals—but it's time for that to change. Fortunately, you don't need to eat animal foods to be healthy or to have high-protein, satisfying meals. There are even plant-based versions of most of your favorite comfort foods.

Read on to find out how going vegan can help fight speciesism!



“Many of the nation’s most routine animal farming practices would be illegal if perpetrated against cats and dogs.”

Jonathan Lovvorn, Chief Counsel, The Humane Society of the United States



Male chicks being dropped into a grinding machine.

MEET SCARLETT



Cage-free laying hen, Scarlett. On the back cover, see Scarlett thriving a few months after being rescued.

Like all chickens, Scarlett has a unique personality. Studies show that chickens also have a sense of time and they anticipate the future.

Scarlett was raised for her eggs in a cage-free facility and was suffering terribly when she was rescued, but now she lives in a loving home.

Because egg farms—including free-range and cage-free—have no use for male chicks, they are often tossed alive into a grinding machine (pictured above). Others are thrown into garbage bags to suffocate or starve.



Egg-laying hens spend every minute packed in feces-filled cages. The cages are so small, hens can barely turn around and cannot spread their wings.

Chickens raised for meat spend their lives packed in massive warehouses. Bred to grow extremely fast, by the time they are one month old it's painful for many of them to walk. The ammonia from their own waste is so concentrated it burns their skin and lungs.

When chickens get sick, they can be clubbed on the head with a metal rod or left to suffer to death. At the slaughterhouse, they are electrically paralyzed before having their throats cut. If they avoid the blade, as many birds do, they will drown in a tank of scalding hot water.



"So our animals can't turn around for the 2.5 years they are in the stalls...who asked the sow if she wanted to turn around."

Dave Warner, Director of Communications, National Pork Producers Council



MEET LUCILLE

Lucille (below) managed to flee from a transport truck on the way to auction. She ended up at Animal Place farmed



animal sanctuary and is now living a peaceful life. Lucille loves belly rubs and comes when called. Pigs are quite smart and perform as well as dogs and chimps in intelligence tests.

Mother pigs are typically kept confined in cages so small they cannot turn around (pictured above). In these cages, they develop severe psychological problems, such as biting the bars until their teeth break and banging their heads.

Baby pigs are often born on metal grating. At just six months old, pigs raised for meat are electrocuted or shot in the head with a metal rod. Some don't immediately die and are drowned in scalding water.



Only minutes old, this calf won't see her mother again.

HOW DAIRY HARMS COWS

From 1940 to 2015, average milk production from a U.S. dairy cow rose from 2 to 11 tons per year. Producing so much milk leads to udder enlargement and breakdown. Cows can suffer from foot problems due to the conditions (pictured below).

In order to produce profitable amounts of milk, a cow must be impregnated on a yearly basis. While the bond between mother and baby is one of the strongest in nature, dairy calves are taken away within hours of birth—they won't be together again.

The normal lifespan of a cow is twenty years, but modern dairy cows are slaughtered at about five when their milk production starts to decline.





The slaughter line moves so fast that many birds will miss the throat-slitting blade.

AN AGONIZING DEATH

Animals who survive the harsh conditions of farms must face the horror of slaughter.

Chickens are roughly gathered, which can break their fragile bones. Like all animals, they are trucked to the slaughterhouse in blistering hot and freezing cold weather.

At the slaughterhouse, workers jam the birds' legs into shackles that hold them in place upside down on the killing line. Their heads are run through an electrified tub of water, which paralyzes them. The next stage is the automated throat-slitting blade, but many chickens get past the blade without having their throats cut. Some will go on to the next stage—



Chicken put in scalding tank alive

scalding tanks meant to loosen the birds' feathers—while still conscious. These birds can often be identified because their flesh turns bright red as they drown in the scalding tank.

Sometimes while still alive, cows will have their hooves and hides cut off and pigs will be submerged in scalding water that removes their hair.

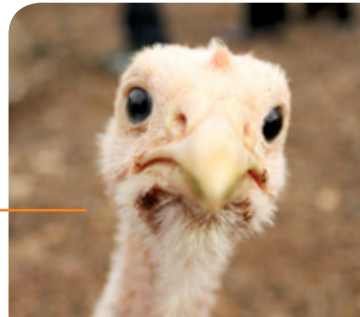


MEET THE ONES YOU SPARE

Agricultural economists have found that when people eat less meat, producers raise and kill fewer animals. Here are some of the individuals you help spare each year.



Chickens like Tilly



A turkey like Clove



A pig like
Bob Harper



A cow
like Meghan



“They’re like floating pig farms...Disease and parasites [on fish farms] run rampant.”

The Los Angeles Times, “Fish Farms Become Feedlots of the Sea”

About half of the fish consumed by humans don’t come from the wild. Fish farms are often crowded enclosures where stress and filthy water cause death and disease. The manure drifts into neighboring rivers and oceans creating areas that no longer sustain life.

In the ocean, large driftnets catch everything in their path, including sea turtles, sharks, whales, and dolphins whose bodies are then discarded.

Fish pulled from the water suffocate for up to ten minutes. When dragged from deep ocean waters, their eyes bulge and their stomachs turn inside out from the change in pressure.

Dozens of fish
like this beautiful catfish

Fish have long-term memories and are smart enough to learn tricks. Like all farmed animals, fish are badly abused—they just can’t cry out.



HEALTH BENEFITS



Mindy Collette, bodybuilder

The Academy of Nutrition and Dietetics, the largest organization of nutrition professionals in the world, says that eating vegetarian or vegan has many benefits and is safe for people of all ages, including pregnant women.

While type 2 diabetes has become a health crisis, vegans are much less likely to develop this disease. Eating fewer animal products often results in lower cholesterol, lower blood pressure, and a reduced risk of cancer.

Many elite athletes and bodybuilders are vegan.

"The thing I like most about being vegan is that I'm conscious of how my choices affect others (animals). I live every day to do the least amount of harm possible."

Will Tucker, four-time Natural Bodybuilding Champion, America's Vegan Trainer™





"As a medical doctor, I consider adopting a plant-based diet to be one of the most important things someone can do to prevent the leading causes of disease."

Dr. Michael Greger, NutritionFacts.org

DOING IT RIGHT

Eating high-protein foods such as beans, peanuts, and vegetarian meats will fulfill your daily protein requirement and provide satisfying meals. Plant-based diets are high in iron, and eating vitamin C at meals helps you absorb it. Consider a multivitamin with B12 to cover your bases. Order our *Guide* (see back cover) or visit VeganHealth.org for nutrition tips.



Chef Babette

"I like not harming other sentient beings. Helping others transform their lives through healthy meals keeps me going. I love that heading towards age 68, I can still run hills, do planks, and bend down without any issues getting up."



Julio and Angélica

"Thinking about how we love and care for our dogs and cats made us realize we shouldn't be killing and eating farmed animals when there are now so many high-protein, plant-based meats available in most grocery stores!"

EATING OUT

INTERNATIONAL RESTAURANTS

ITALIAN



THAI



MIDDLE EASTERN



INDIAN



MEXICAN



CHINESE



CHAIN RESTAURANTS

- **TACO BELL** – bean burritos, bean tacos, potatoes, guacamole
- **CHIPOTLE** – burrito, bowl, or tacos with sofritas and fajita veggies
- **JOHNNY ROCKETS** – Streamliner burger and fries
- **OLIVE GARDEN** – pasta with marinara, breadsticks, minestrone soup
- **NOODLES & COMPANY** – Japanese pan noodles, spaghetti with marinara

VEGAN PIZZA GALORE!



While cheeseless pizza with lots of fixings is always a tasty option, many chains now carry vegan cheese and meats!

Check out Mellow Mushroom, Pie Five, PizzaRev, MOD Pizza, Pieology, Pi Pizzeria, and many more!

EASY MEAL IDEAS



JOIN WITH US!



According to a 2016 Harris poll, there are approximately 3.7 million adult vegans in the U.S., up from half a million in the mid-1990s.

Our numbers are growing, but most people still eat meat out of convenience. While it's easier to go with the flow, you'll feel good taking a stand against exploitation and abuse—the animals need you!

By joining the growing movement of people who don't support the suffering inflicted on animals used for food, you'll help reach a tipping point at which millions of animals will be spared. It feels great to be part of the solution!

COMMUNITY SUPPORT

If you want to succeed, it helps to connect with others. There may be

vegan groups in your area who hold social events—search on social media and Meetup.com.

We have a Vegan Mentor Program to put you in touch with an experienced vegan in your area who can tell you the best places to shop and dine. Check it out at VeganOutreach.org/VMP.

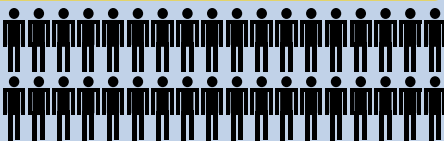
ADULT U.S. VEGANS

(in Hundreds of Thousands)

1994



2016



YOU CAN HELP

By eliminating animal products, you can help put an end to the exploitation of farmed animals!

Research shows that people who make a more gradual transition in becoming vegan are more likely to stick with it.

You don't have to sacrifice your favorite meals—high-protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals. Include them in your routine until there's no room left for the old animal products!



Animals are individuals who have a value independent of their usefulness to others.



Choosing vegan means not supporting the violence inflicted on farmed animals!



PO Box 1916, Davis, CA 95617 • VeganOutreach.org/Contact

PHOTOS: HQuality/Shutterstock.com (cover upper); Edgar's Mission (p2 lower); Anonymous for Animal Rights, Israel (p3 upper & lower); Humane Society of the United States (p4 upper); Mercy For Animals (p4 middle & bottom); Animal Equality (p5 upper); Adrienne Szamotula (p5 lower); Jo-Anne McArthur/We Animals (p6 all); Mercy for Animals (p7 lower); Farm Sanctuary (p8 chicken, pig); Toni Okamoto (p8 turkey); Casey Morris/CC BY-NC-SA-2.0 (p8 cow); © Can Stock Photo Inc./Johannesk (p9 upper); Art Phaneuf Photography (p9 lower); Traci Giles (p10 upper); Melissa Schwartz (p10 lower); © iStock.com/dulezidar (p12 Italian); © iStock.com/SochAnam (p12 Thai); © iStock.com/kcline (p12 Middle Eastern); bonchan/Shutterstock.com (p12 Indian); Brownble.com (p12 Mexican); ilovevegan.com (p12 Chinese); © iStock.com/dulezidar (p12 Italian); © iStock.com/SochAnam (p12 Thai); © iStock.com/kcline (p12 Middle Eastern); bonchan/Shutterstock.com (p12 Indian); Follow Your Heart (p12 lower); Jennifer from Vancouver, Canada/CC 2.0 (p13 veggie burger); LivelyDays (p13 soup); © iStock.com/StockSolutions (p13 pizza); Stephanie Lundstrom (p13 stir-fry); Suzutte/CC BY 2.0 (p13 bagel); Alex in Leeds/CC BY (p13 veggie dog); Lively Days (p13 PBB); Renee Press (p13 nachos); Direct Action Everywhere (back cover).

“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.”

Dr. Tom Regan, professor of philosophy



Scarlett was rescued from a cage-free facility (see her before picture on p. 4).

READY TO TRY VEGAN EATING?

Our weekly email series will help you replace one food per week with a delicious vegan version. After 10 weeks, you’ll have all the food recommendations, nutrition info, and recipes you need to make a big difference for animals!

VeganOutreach.org/Guide-WV • [10 weeks to **vegan**](#)

MENTOR PROGRAM

Get free individual help in going vegan: VeganOutreach.org/VMP



Follow us on Facebook, Instagram & Twitter