



EVEN IF YOU LIKE MEAT

You Can Help End This Cruelty



By cutting your meat intake in half, you can spare hundreds of animals a lifetime of suffering.

"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 like Kevin are killed by being dropped into a giant grinding machine.

MEET KEVIN

Kevin is one lucky chick. He was bred by the egg industry, but like all male chickens he can't lay eggs. Male chicks like Kevin are typically killed by being tossed alive into a giant grinding machine. Thankfully, Kevin was rescued and is now living out his life at an animal sanctuary.

Like all chickens, Kevin has a unique personality. Studies show that chicks like Kevin are able to count as high as ten. They have a sense of time, and they anticipate the future: they will give up a small reward now to get a larger one later.



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 a massive warehouse. They have been bred to grow so fast that by the time they are one month old it hurts many of them to walk. Ammonia from waste is so concentrated it burns their eyes, 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



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

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.

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 right).

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.





Chickens are thrown into transport crates, often causing injury.



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

A MISERABLE LIFE

"Your eyes tear constantly from the fumes of your own urine, you wheeze and gasp like a retired miner, and you're beset every second of the waking day by mice and plague like clouds of flies. If you're a broiler chicken (raised specifically for meat), thanks to 'meat science' and its chemical levers—growth hormones, antibiotics

and genetically engineered feed—you weigh at least double what you would in the wild, but lack the muscle even to waddle, let alone fly. Like egg-laying hens—your comrades in suffering—you get sick young with late-life woes: heart disease, osteoporosis. It's frankly a mercy you'll be dead and processed in 45 days, yanked from your floor pen and slaughtered. The egg-layers you leave behind will grind on for another two years or so (or until they're 'spent' and can't produce any more eggs), then they're killed too."

Rolling Stone Magazine
 "In the Belly of the Beast" 12/10/13

Chickens are manipulated to grow so fast that many collapse under their own weight.



AN AGONIZING DEATH

Animals who survive the harsh conditions of farms are rewarded with 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 of these will go on to the next stage—



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.

Pigs can also enter the scalding tank while alive and struggling. Cows can have their hooves cut off and hides ripped before they are finished dying.

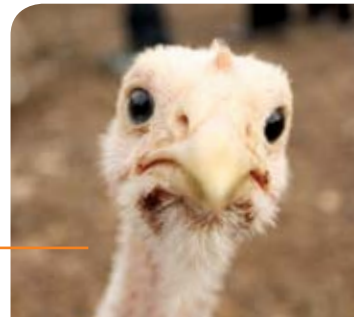


MEET THE ONES YOU SPARE

Agriculture 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.



21 chickens like Tilly,
and even more if you
also cut out eggs



A turkey like Clove



A pig like
Bob Harper



A cow
like Meghan



© Can Stock Photo Inc./Johannesk

"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 do not come from the wild. They are raised in crowded enclosures where stress, crowding, and filthy water cause death and disease.

Because they are stressed by the crowding, fish sometimes bite off the fins, tails, and eyes of other fish.

Fish who are pulled out of the water suffocate as their gills collapse. It can take up to ten minutes before they die. When they are dragged up from deep in the ocean, 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 don't have the vocal cords to scream.



HEALTH BENEFITS



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, vegetarians 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 vegetarian or vegan. You can order our *Compassionate Athlete* booklet at VeganOutreach.org.



"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.

"I can honestly say that being vegan is not only the most efficient way to be full-body strong, it's also the most humane."

David Carter, NFL Player



Matt

"I'm a trainer and own a gym. I tell my clients about protein-rich nuts, lentils, vegan meats, beans and vegan protein shakes. The old myths about meat and muscle have been crushed and the results speak for themselves."



Georgie

"I did my homework about staying healthy when I went vegan. I eat a wide range of whole foods, and also take a B12 supplement. There are other supplements out there, like iron, if you need them."

EATING OUT

EASY MEAL IDEAS

A WHOLE NEW WORLD - INTERNATIONAL RESTAURANTS

ITALIAN



THAI



MIDDLE EASTERN



INDIAN



MEXICAN



CHINESE



WHAT CAN I ORDER AT MY FAVORITE CHAIN RESTAURANTS?

CHIPOTLE

- Try a burrito, bowl, or tacos with sofritas and fajita veggies
- Add guacamole, pinto or black beans, salsa, lettuce, and cilantro

TACO BELL

- Try a bean or 7-Layer Burrito fresco style
- Get the Crunchwrap Supreme fresco style, sub beans for beef and add potatoes and guacamole

DENNY'S

- Order the veggie burger with a variety of toppings
- Choose seasoned fries or hash browns on the side

OTHER CHAINS

- Ask your server what dishes they could prepare for you without meat
- Ask to substitute vegetables for meat in your favorite dishes
- Order a few side dishes if there are no meatless meals



GETTING GROCERIES

MAKE A DIFFERENCE!

PANTRY



FRIDGE



FREEZER



You can replace animal products with something better!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

Because many more chickens are killed to produce the same amount of meat as from cows and pigs, you'll prevent more animal suffering by first eliminating chickens.

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!

Thank you for caring about the suffering of individuals who do not have the power to stand up for themselves!



Once you've decided what will work for you, just get started and stick with it!



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FREE GUIDE

Get your cruelty-free eating guide with recipes and health tips:

Text: "Starter" to 55678

Visit: VeganOutreach.org/Guide

MENTOR PROGRAM

Get free individual help in going meat-free:

VeganOutreach.org/VMP

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