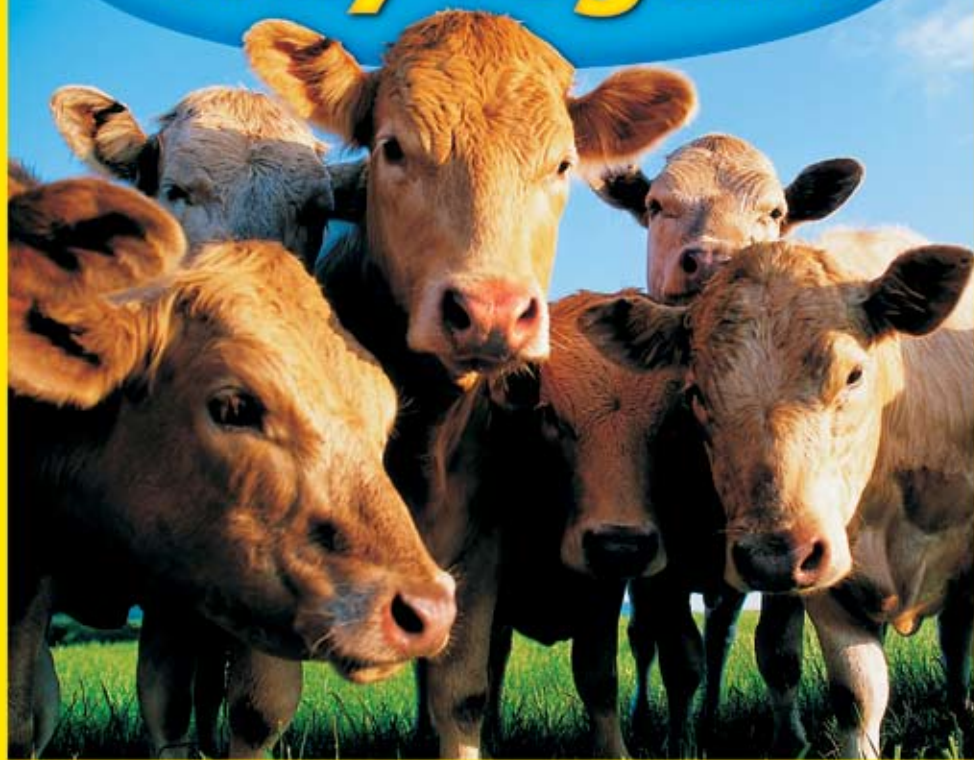


Why Vegan?



Boycott Cruelty!

THE TRANSFORMATION OF ANIMALS INTO FOOD

Many people believe that animals raised for food must be treated well because sick or dead animals would be of no use to agribusiness. This is not true.



INDUSTRIALIZED CRUELTY: FACTORY FARMING

The competition to produce inexpensive meat, eggs, and dairy products has led animal agribusiness to treat animals as objects and commodities. The worldwide trend is to replace small family farms with “factory farms”—large warehouses where animals are confined in crowded cages or pens or in restrictive stalls.

“U.S. society is extremely naive about the nature of agricultural production.

“[I]f the public knew more about the way in which agricultural and animal production infringes on animal welfare, the outcry would be louder.”

BERNARD E. ROLLIN, PhD

Farm Animal Welfare, Iowa State University Press, 2003

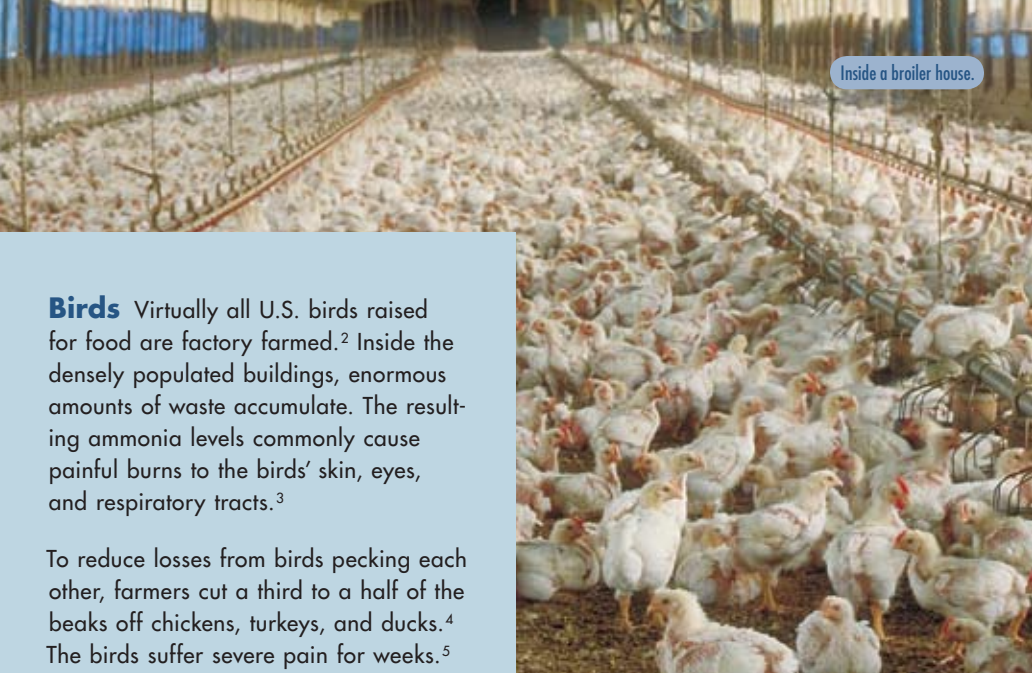


Hens in crowded cages suffer severe feather loss.



Bernard Rollin, PhD, explains that 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... individual 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.”¹

In a November 1993 article in favor of reducing space from 8 to 6 square feet per pig, industry journal *National Hog Farmer* advised, “Crowding pigs pays.”



Birds Virtually all U.S. birds raised for food are factory farmed.² 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.³

To reduce losses from birds pecking each other, farmers cut a third to a half of the beaks off chickens, turkeys, and ducks.⁴ The birds suffer severe pain for weeks.⁵ Some, unable to eat afterwards, starve.¹

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 production, their skeletons are so fragile that many suffer broken bones during catching, transport, or shackling.⁷

"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?"

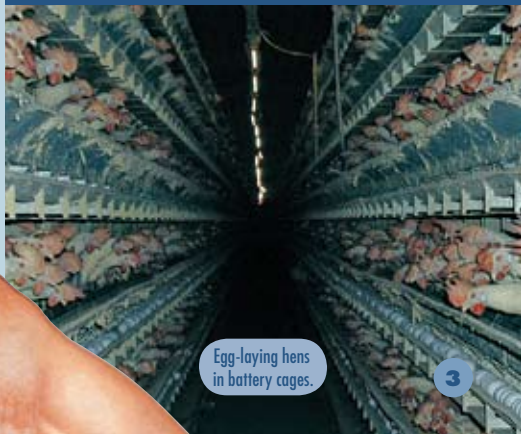
PETER CHEEKE, PhD

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

- 1 Bernard E. Rollin, PhD, *Farm Animal Welfare*, 2003.
- 2 Peter Cheeke, PhD, textbook *Contemporary Issues in Animal Agriculture*, 2004.
- 3 *Poultry Perspectives* (MD Cooperative Extension), 2002,4(1).
- 4 *Agricultural Research* (USDA ARS), 2005 Mar;53(3):4-7.
- 5 *J Appl Anim Welf Sci*, 2001;4(3):207-21.
- 6 USDA APHIS VS, *Reference of 1999 Table Egg Layer Management in the U.S.*, 1/00.
- 7 *Poult Sci*, 2004;83:184-92.



Chick being debeaked.



Egg-laying hens in battery cages.

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 [motion picture *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.”⁸

Most breeding sows spend their adult lives inside stalls without room to turn around.



Cow with swollen udder on modern dairy farm in California.

Dairy Cows From 1940 to 2008, average per-cow milk production rose from 2 to 10 tons per year;⁹ some cows have surpassed 30 tons.¹⁰ High milk production often causes udder breakdown, leading to early slaughter.¹¹

It is unprofitable to keep cows alive once their milk production declines. They are usually killed at 5–6 years of age,¹¹ though their normal life span exceeds 20.

Dairy cows are rarely allowed to nurse their young.¹¹ Many male calves are slaughtered immediately, while others are raised for “special-fed veal”—kept in individual stalls and chained by the neck on a 2–3 foot tether for 18–20 weeks before being slaughtered.¹⁰

“Mrs. DeBoer said she had never milked a cow by hand, and never expected to. In the factory that is her barn, the employees, almost entirely Latino, manage the machinery.

“‘It’s just a factory is what it is,’ she said. ‘If the cows don’t produce milk, they go to beef.’”

Calves raised for veal.



Transport Crammed together, animals must stand in their excrement while exposed to extreme temperatures in open trucks, sometimes freezing to the trailer.¹² Approximately 200,000 pigs arrive dead at U.S. slaughter plants each year;¹³ many of these deaths are caused by a lack of ventilation on trucks in hot weather.¹⁴

U.S. pigs on a transport truck loaded in Oklahoma and destined for a slaughterhouse south of Mexico City, more than 30 hours away.



Workers shock the animals with electric prods, which increases the incidence of “downers”—animals too sick or injured to stand.^{12,14} Downers are hauled from the trucks with skid loaders and forklifts.¹²

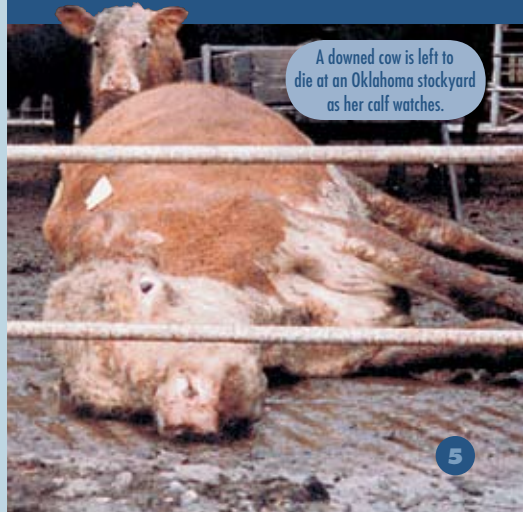
Fish FAO classifies 80% of world marine stocks as fully exploited, overexploited, or depleted.¹⁵ Hundreds of thousands of mammals, including dolphins, die in nets each year.¹⁶ The fastest growing animal food-producing sector is fish farming.¹⁵ Inappropriate stocking densities on farms cause poor water quality, stress, aggression, injuries, disease, and mortality.¹⁰

“Like this bull I had last year—this bull was one of the biggest bulls I’ve ever seen. It was at the very front of the trailer. And the spirit it had, he was just trying his hardest to get off the trailer. He had been prodded to death by three or four drivers...but his back legs, his hips have given out. And so basically they just keep prodding it. So it took about 45 minutes to get it from the front nose of the trailer to the back ramp....

“Then from there it was chained with its front legs, and it fell off the ramp, smashed onto the floor, which I don’t know how many feet that would be but quite a racket...I just said, ‘Why don’t you shoot the damn thing? What’s going on? What about this Code of Ethics?’

“This one guy said, ‘I never shoot. Why would I shoot a cow that can come off and there’s still good meat there?’ When I first started, I talked to another trucker about downers. He said, ‘You may as well not get upset. It’s been going on for many years. It will go on for the rest of my life and your life. So just calm down about it. It happens. You’ll get kind of bitter like I did. You just don’t think about the animals. You just think that they aren’t feeling or whatever.’”

interview with a Canadian livestock trucker
from *A Cow at My Table*, 1998 documentary



A downed cow is left to die at an Oklahoma stockyard as her calf watches.

8 “Pork Power,” *60 Minutes*, 6/22/03.

9 USDA NASS, <http://www.nass.usda.gov/QuickStats>; retrieved 5/20/09.

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

11 Textbook *Scientific Farm Animal Production*, 8th edition, 2004.

12 USDA, *Survey of Stunning & Handling*, 1/7/97.

13 USDA FSIS Animal Disposition Reporting System, 2002.

14 “Don’t Let Stress, Heat be a Downer for Pigs,” *Pork* (May 2005): 16–18.

15 Food and Agriculture Organization of the United Nations, *The State of World Fisheries and Aquaculture 2008* (Rome, 2009).

16 *Conservation Biology*, 2006 Feb;20(1):163–69.



IF SLAUGHTERHOUSES HAD GLASS WALLS...

If they survive the farms and transport, the animals—whether factory-farmed or free-range—are slaughtered.

Federal law requires that mammals be stunned prior to slaughter (exempting kosher and halal). Common methods:

- ▶ Captive bolt stunning – A “pistol” is set against the animal’s head and a metal rod is thrust into the brain. Shooting a struggling animal is difficult, and the rod often misses its mark.¹⁷
- ▶ Electrical stunning – Current produces a grand mal seizure; then the throat is cut. According to industry consultant Temple Grandin, PhD, “Insufficient amperage can cause an animal to be paralyzed without losing sensibility.”¹⁷

“It takes 25 minutes to turn a live steer into steak at the modern slaughterhouse where Ramon Moreno works....

“The cattle were supposed to be dead before they got to Moreno. But too often they weren’t.

“‘They blink. They make noises,’ he said softly. ‘The head moves, the eyes are wide and looking around.’

“Still Moreno would cut. On bad days, he says, dozens of animals reached his station clearly alive and conscious. Some would survive as far as the tail cutter, the belly ripper, the hide puller.

“‘They die,’ said Moreno, ‘piece by piece.’”





"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."

PETER CHEEKE, PhD

Contemporary Issues in Animal Agriculture, 2004 textbook

"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."¹⁸



At the slaughterhouse, this pig has collapsed in his vomit.

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.

To ease handling, birds raised for meat are usually paralyzed via electrical stunning. However, it is not known whether stunning renders the birds unconscious;¹ the shock may be an "intensely painful experience."¹⁹ Each year, large numbers of chickens, turkeys, ducks, and geese reach the scalding tanks alive and are either boiled to death or drowned.^{13,20}

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

For the undercover footage and further details on these and other slaughterhouse investigations, please see VeganOutreach.org/video



17 Temple Grandin, "Animal Welfare and Humane Slaughter," 11/04.

18 "Modern Meat: A Brutal Harvest," *Washington Post*, 4/10/01.

19 "Humane Slaughter of Poultry: The Case Against the Use of Electrical Stunning Devices," *J Ag & Env Ethics*, 7/94.

20 USDA FSIS, *Meat and Poultry Inspection Manual*, part 11.



A rotting corpse left in the aisle between pens of live pigs.

Stories from **BEHIND THE WALLS**

If you go behind the walls the industry erects to hide the truth, you will find the situation worse than you could have imagined.

Not Your Childhood Image by lauren Ornelas, VivaUSA.org

When I saw what life is really like for pigs on today's farms, I was left feeling physically sick for days. I suppose I knew they lived on concrete, indoors in factory farms. However, I was not prepared for the intensity of their confinement, and the awful reality of their boredom.

"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?"

"In essence, should we know better?"

PETER CHEEKE, PhD

Contemporary Issues in Animal Agriculture, 2004 textbook

In the gestation shed, I heard a constant clanging noise. It was the sows hitting 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.

Pig with stomach rupture.

At the larger farms I visited in North Carolina, there were thousands of pigs housed in sheds. Many were dead or dying—one actually died right in front of me as I videotaped. 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.





Hope, alive in a trash can filled with dead hens, moments before being rescued.

"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



Hope, just rescued.

Hope's Rescue from EggCruelty.com

On a cold December morning in 2002, while documenting the conditions inside an egg factory farm in Versailles, Ohio, two Mercy For Animals investigators discovered a hen who would later be named Hope. She had been tossed in a trash can and left to die amid the rotting bodies of countless dead hens.



Hope, six months after rescue.

Hope was given a second chance at life when investigators reached into the rusted steel bin and lifted her frail body to safety. After being left for dead

by the egg industry, Hope has now fully recovered. Free of the cruel battery cage, today Hope enjoys sunbathing, running through the grass, dust bathing, perching, and the company of the other rescued chickens that live with her at the farmed animal sanctuary.

Hope is one of 38 hens rescued from factory farms since 2001 by Mercy For Animals investigators. All of the hens were in severe need of veterinary care. Unfortunately, approximately 280 million hens remain in U.S. battery cages, where they are denied almost every natural behavior.



The skin on Jenna's neck was impaled by a sharp piece of cage wire, exposing muscle and veins, when rescuers found her.

"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



Cecilia takes her first steps of freedom after being rescued from a battery cage.





Male chicks, of no economic value to the egg industry, are found dead and dying in a dumpster behind a hatchery. Typically they are 'gassed' or ground up alive.¹⁰ Other standard agricultural practices—often performed without anesthesia—include castration, tail docking, debeaking, dehorning, toe trimming, and branding.¹⁰

Entangled in the bars of her cage, a hen is left with no access to food or water.

"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."

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

Widening the Circle

"True human goodness, in all its purity and freedom, can come to the fore only when its recipient has no power.

"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.

"And in this respect humankind has suffered a fundamental debacle, a debacle so fundamental that all others stem from it."

MILAN KUNDERA
The Unbearable Lightness of Being, 1984

Crated calves live in their own excrement.

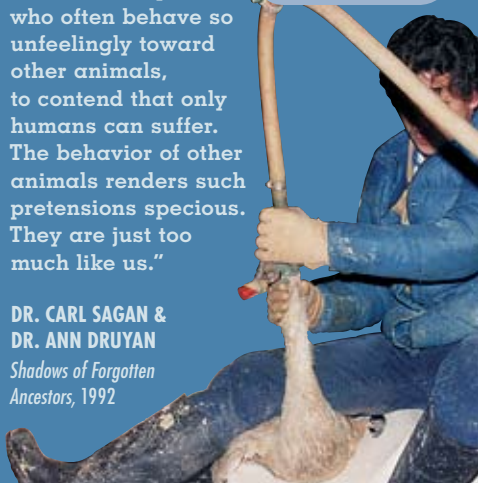


"Humans—who enslave, castrate, experiment on, and fillet other animals—have had an understandable penchant for pretending animals do not feel pain. A sharp distinction between humans and 'animals' is essential if we are to bend them to our will, make them work for us, wear them, eat them—without any disquieting tinges of guilt or regret.

"It is unseemly of us, who often behave so unfeelingly toward other animals, to contend that only humans can suffer. The behavior of other animals renders such pretensions specious. They are just too much like us."

DR. CARL SAGAN &
DR. ANN DRUYAN
Shadows of Forgotten Ancestors, 1992

Ducks and geese are forced to produce liver pâté.



Free-Range Farms?

Products may be labeled “free-range” if the animals had USDA-certified access to the outdoors, but no other criteria are included in this term. While free-range farms may be an improvement over standard factory farms, they are by no means free of suffering. Please see WhyVegan.com for more information.



Left: A free-range turkey whose beak and toes have been trimmed.
Above: Hens who lay brown eggs sold in health food stores.

A Healthy Way to Live

A vegan diet can be very healthful. In fact, many people initially stop eating animal products to benefit their health.



According to the American Dietetic Association’s position paper, vegetarians on average have lower body weight, cholesterol, and blood pressure, and lower rates of type 2 diabetes, heart disease, prostate cancer, and colon cancer.²¹

But, simply avoiding animal products will not ensure optimal health. Like everyone, vegans should eat a well-balanced diet. Protein, vitamins B12 and D, omega-3 fats, calcium, and iodine are important.

Fortunately, there are plenty of nutritious and convenient options for vegans today, including various high-protein meat substitutes and fortified dairy alternatives.

Please visit VeganHealth.org and/or contact us for a free copy of our [Guide to Cruelty-Free Eating](#), which contains a detailed article with recommendations based on the latest nutrition research.

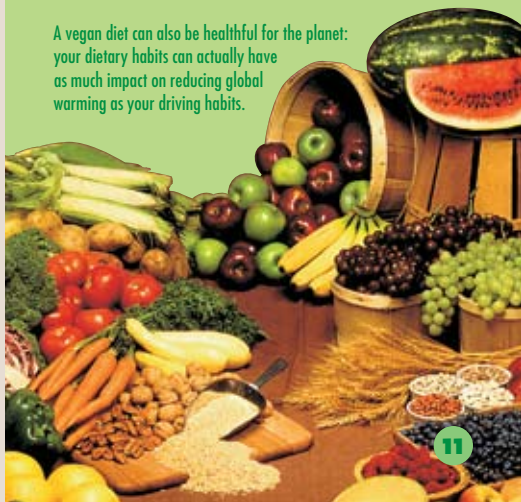
“[C]limate change is the most serious challenge facing the human race.

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

FAO OF THE UNITED NATIONS

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

A vegan diet can also be healthful for the planet: your dietary habits can actually have as much impact on reducing global warming as your driving habits.



21 *J Am Diet Assoc*, 2003 Jun;103(6):748–65 (TinyURL.com/2m4wpj).



Turtle Island Foods' Tofurky beer brats, sizzling hot off the grill!

"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



Popular favorites, such as burgers and apple pie, can be prepared with vegan ingredients.

What to Eat?

When changing your diet, it may take time to explore new foods and develop a routine. There are many different products to choose from—keep experimenting to find your personal favorites.

You can generally shop for vegan foods at supermarkets, natural food stores, and co-ops. Vegan selections are usually offered at Italian, Chinese, Mexican, Indian, Thai, Middle Eastern, and other ethnic restaurants, as well as at many chains, such as Subway, Johnny Rockets, Papa John's, and Taco Bell—just ask!

When baking, you can substitute eggs with Ener-G Egg Replacer, cornstarch (2 T per egg), or bananas (one per egg).

Soy, rice, and nut milks can be used in place of cows' milk. These and other dairy alternatives—including vegan cheeses, yogurts, and frozen desserts—can be purchased, or prepared at home.



Vegan twists on familiar recipes, often made with seitan (or "wheat meat") and other meat substitutes, can be found in many cookbooks (such as *Vegan Vittles*) and on a large variety of Internet web sites.

Our **Guide to Cruelty-Free Eating** contains a vegan foods glossary and several easy recipes, including seitan and "cheezes." Contact us for a free copy today!



Some simple meal ideas:

► Breakfast

- Pancakes
- Soy yogurt
- Fruit smoothie
- Bagel or toast with jelly
- Oatmeal or other hot cereal
- Cereal or granola with nondairy milk

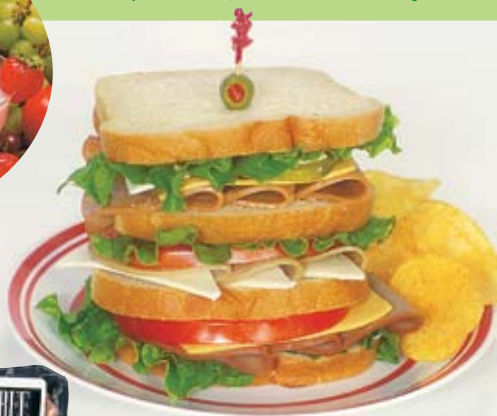


► Lunch/Dinner

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



A growing number of vegan products are on the market. Soybeans are used to make milks, yogurts, cheeses, and spreads, as well as a wide variety of mock meats, such as deli slices and hot dogs.



Vegans enjoy delicious dairy-free desserts.

► Snacks/Dessert

- Vegan pie, cookies, cake, or ice cream
- Raisins, figs, or dried apricots
- Peanuts, almonds, or walnuts
- Banana, apple, or orange
- Pretzels or popcorn
- Chips and salsa
- Trail mix
- Clif Bar





Vegan Outreach

Being vegan isn't about being perfect or pure—it's about reducing suffering.

Instead of supporting the hidden cruelties of factory farms and slaughterhouses, we can each choose to act with compassion by boycotting animal agriculture.

Making humane choices is the ultimate affirmation of our humanity.



"[W]hen nonvegetarians say that 'human problems come first' I cannot help wondering what exactly it is that they are doing for human beings that compels them to continue to support the wasteful, ruthless exploitation of farm animals."

PETER SINGER
Animal Liberation, 1990

Over the course of a lifetime, one person's food choices affect hundreds of animals. In order to prevent the most suffering, it's important we each take an approach we can sustain. After reviewing this booklet, some people may decide to go vegan immediately; others may choose to eat fewer animal products and explore more vegetarian meals.

Remember: Veganism is not an end in itself. It should not be thought of as a religious doctrine prohibiting a list of evil ingredients. Rather, veganism is best viewed as a tool for reducing suffering.





Based on a 2006 survey conducted by Harris Interactive, the Vegetarian Resource Group estimates that there are about two and a half million vegan adults in the United States.

More Info and Free Recipes!

Our free **Guide to Cruelty-Free Eating** brochure contains lots more information: "Staying Healthy on Plant-Based Diets," an article important for optimal health; delicious recipes, meal ideas, cooking tips, and a glossary of new foods; plus, essays, questions & answers, and a list of other helpful resources.

To request your free copy of the guide, please visit VeganOutreach.org/guide or write to Vegan Outreach at the address printed on the back of this brochure.

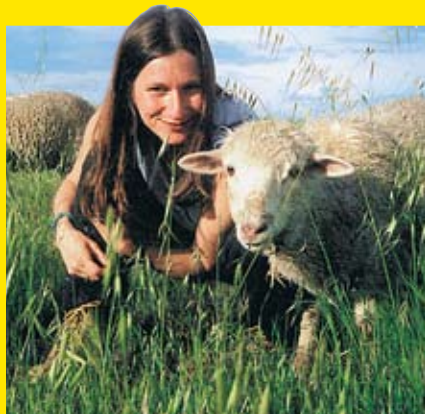
We can also provide you with copies of our brochures to share with friends and family or to distribute in your community. Please contact Vegan Outreach or visit VeganOutreach.org/catalog to order our literature, as well as books, videos, and other resources.



"Veganism has given me a higher level of awareness and spirituality."

DEXTER SCOTT KING

son of Rev. Martin Luther King, Jr.
Vegetarian Times, 10/95



Photos were provided courtesy of Amy's Kitchen, Animal Protection Institute, Compassionate Action for Animals, East Bay Animal Advocates, Farm Sanctuary, Suzanne Haws, Iowa Pork Producers Association, Mercy For Animals, Kari Nienstedt, PETA, Turtle Island Foods, USDA, and Viva! USA.

"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

North Carolina State University Professor of Philosophy
from *A Cow at My Table*



"It is easy for us to criticize the prejudices
of our grandfathers, from which
our fathers freed themselves.

"It is more difficult to distance
ourselves from our own views,
so that we can dispassionately
search for prejudices among
the beliefs and values we hold."

PETER SINGER

Princeton University Professor of Bioethics
Practical Ethics, 1993

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