



A SIMPLE WAY TO HELP

Eating Fewer Chickens Makes the Biggest Difference

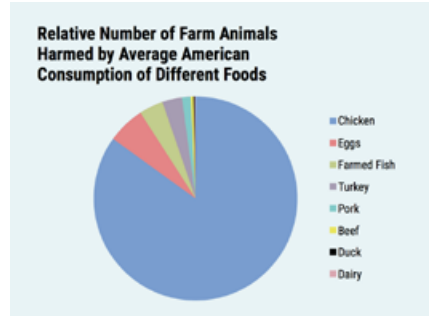


EAT LESS CHICKEN TO HELP THE MOST ANIMALS!

You may have heard about the cruel treatment of animals raised for food in today's factory farms. As you can see, most of the animals raised intensively for food are chickens.

While this booklet discusses the harm done to a range of farmed animals, you can make a difference for the most animals by cutting back or eliminating chicken.

Today there are wonderful new veggie chicken products and other plant-based foods you can enjoy. Veggie chicken is available from Gardein, Boca, Beyond Meat, and other companies.



“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.



MEET EMILY



Kim Gordon, a rescued pig

In 2009, a farm worker in Pennsylvania found a pig named Emily (above) had figured out how to escape from her cage. But Emily wasn't content with her own freedom. She went around unlatching the doors of other cages. Coworkers said this happened often: when one pig learned to escape, she usually tried to show other pigs how to do the same.

Emily and other pigs dream when they sleep. They are friendly and social, and they rub their noses together with close friends. Because they are so intelligent—even smarter than cats and dogs—they go crazy from being confined. Some repeatedly bite the metal cage bars until their teeth shatter. Others get depressed and lie on the filthy floor without moving. At just six months old, pigs like Emily are electrocuted or shot in the head with a metal rod. Pigs who don't die immediately are drowned in scalding water.



Chickens are thrown into transport crates, often causing injury.

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 plaguelike 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.



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 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.

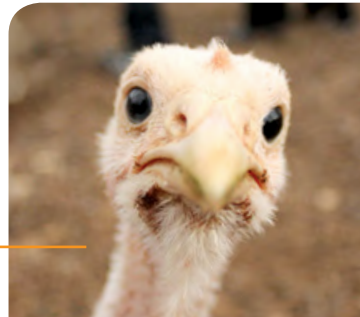


MEET THE ONES YOU SPARE

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



“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.

Fish like Calvin 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.

Dozens of
fish like Calvin



A BETTER YOU



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, reduced body fat, 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.

"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





“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.



Matt

“I’m a trainer and own a gym. I tell my clients about protein-rich nuts, lentils, vegetarian 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 stopped eating meat. 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

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

EASY MEAL IDEAS



GETTING GROCERIES

PANTRY



FRIDGE



FREEZER



MAKE A DIFFERENCE!

By reducing or eliminating chicken you can spare hundreds of animals from a lifetime of suffering.

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 justice for individuals who do not have the power to stand up for themselves!



By reducing chicken, you can spare hundreds of animals!



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GIVE IT A TRY

order your

FREE GUIDE

to cruelty-free eating, with recipes and health tips

TEXT: Starter to 55678

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