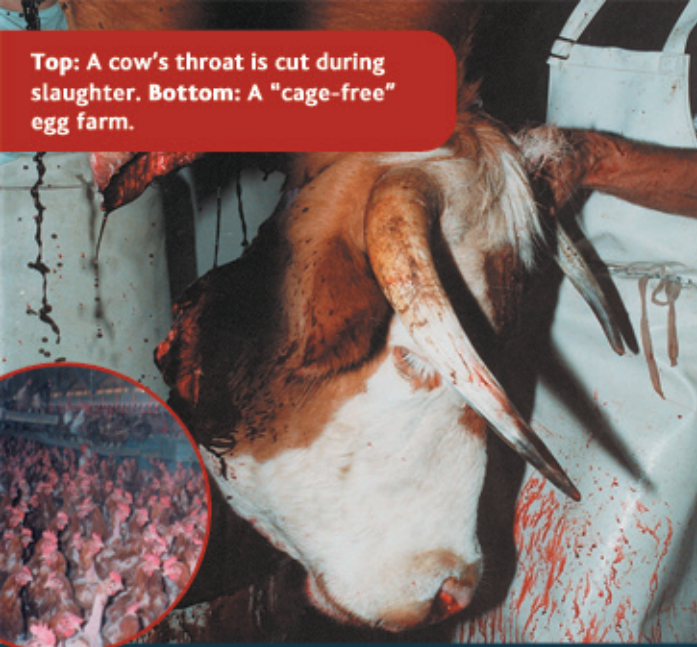


Top: A cow's throat is cut during slaughter. Bottom: A "cage-free" egg farm.



## "Humane" meat is a myth

Meat, eggs, and dairy products labeled "organic," "humane," "cage free," or "free range," still typically come from farms where animals are routinely mutilated without painkillers, roughly handled and denied veterinary care, and "unproductive" animals are killed using the crude methods previously described.

Many of these labels permit animals to be confined in overcrowded, filthy, disease-ridden sheds for the majority of their lives. All of the animals used will have their lives taken from them against their will.

Thankfully, we can promote the respectful treatment of animals by making truly humane food choices. The average vegetarian prevents the needless suffering and slaughter of over 50 animals each year – adding up to thousands of animals spared over a lifetime.

**“Until he extends the circle of his compassion to all living things, man will not himself find peace.”**  
- Albert Schweitzer

## What you can do

Every time we eat we put our ethics on the table. Please choose kindness over cruelty at each meal by adopting a vegetarian diet. Here are tips to get you started.

### Learn More

Visit [ChooseVeg.com](http://ChooseVeg.com) to learn more and order your free *Vegetarian Starter Kit* filled with delicious recipes, tips for transitioning, and health information.



### Be Vegetarian One Day A Week

This will allow you to try new foods, new recipes, and develop new habits. Keep adding on vegetarian days until you are fully vegetarian.

### Try Vegetarian Foods

There are vegetarian versions of hamburgers, hot dogs, cold cuts, sausage, milk, yogurt, ice cream and more. Find them in the health food section of your local grocers and give them a try.



### Eat Out Vegetarian

Ethnic restaurants, such as Mediterranean, Thai, and Mexican, offer wonderful vegetarian foods. Visit [VegGuide.org](http://VegGuide.org) to find vegetarian-friendly establishments in your area.



## Why love one but eat the other?



MERCY FOR ANIMALS

3712 N. Broadway, St. 560  
Chicago, IL 60613  
1.866.Veg.Tips  
[MercyForAnimals.org](http://MercyForAnimals.org)  
[ChooseVeg.com](http://ChooseVeg.com)



# All animals care about their lives

Chickens, fish, pigs, cows, and sheep have intelligence, personalities, and social and emotional lives, just like dogs and cats do. If you wouldn't eat your dog or cat, why would you eat any other animal? They all value their lives and wish not to suffer. Yet, on today's factory farms, billions of animals are abused, exploited, and treated as mere commodities.



Top: A pig confined in a "gestation crate" during her pregnancy.

## Meat is Cruelty on Your Plate

There are no federal laws that protect "food" animals from mistreatment during their lives on factory farms. Further, most state anti-cruelty laws exempt "standard agricultural practices" because cruelty, abuse and neglect toward animals is standard practice on most of today's farms.

For example:

- **Animals are bred for production, not good health.** Due to genetic, hormone, and feed manipulation they grow so large so fast that their bones cannot support their own weight, causing foot and leg disorders, respiratory problems, and heart failure.

“ There's a schizoid quality to our relationship with animals, in which sentiment and brutality exist side by side. Half the dogs in America will receive Christmas presents this year, yet few of us pause to consider the miserable life of the pig - an animal easily as intelligent as a dog - that becomes the Christmas ham. ”

– *The New York Times Magazine*  
Michael Pollan, "An Animal's Place"



Top: Egg-laying hens crowded in a cage. Right: Part of a chick's beak is cut off with a hot blade.

- **Animals are cruelly confined and overcrowded.** Most pregnant pigs, egg-laying chickens, and veal calves are confined in crates or cages so small they cannot freely turn around or even stretch their limbs. Other animals are confined by the hundreds or tens-of-thousands in filthy, overcrowded, disease-ridden sheds. These conditions thwart the animals' basic needs to exercise, play, explore, socialize normally and maintain proper hygiene.

- **Animals are mutilated without painkillers.** Tails, testicles, tusks, horns, beaks and toes are partially or fully chopped off; and no painkillers are used during these painful, routine mutilations.

- **Sick or injured animals are denied veterinary care.** "Productive" animals suffering with pneumonia, eye and ear infections, leg deformities, skeletal problems, and other sicknesses and injuries are typically left to suffer untreated.

- **Animals are painfully killed on the farm.**

Animals too small, sick, or injured to "produce" are killed using crude and violent methods such as: being stomped to death, having their necks wrung, having their head slammed into the concrete floor, being gassed or allowed to die slow deaths from dehydration or starvation.

- **Animals endure a violent slaughter.**

Birds, which account for over 95% of animals killed for food, have no federal protection from cruelty at slaughter. Slaughterhouse workers admit that many animals are still alive and conscious while they are dunked into scalding-hot water or have their feet cut off or skin ripped off.



Top: Many birds are conscious while their throats are cut during slaughter. Right: Calf chained inside veal crate.

“ All beings tremble before violence. All fear death. All love life. See yourself in others. Then whom can you hurt? What harm can you do? ” – *Buddha*

Visit [ChooseVeg.com](http://ChooseVeg.com) and see for yourself how the meat industry treats animals when it doesn't think anyone is looking.