



Boycott Cruelty



Go Vegan!

TURNING ANIMALS INTO FOOD

Many people believe (and hope) that animals raised for food for humans must be very well treated because sick, diseased or dead animals would be of no use to agribusiness. But this is not true.



FACTORY FARMING= INDUSTRIALISED CRUELTY

The pressure to produce inexpensive beef, chicken, pork, veal, fish, eggs, milk and dairy products has led modern farming to treat animals as mere commodities or machines. There is a trend worldwide to replace small family farms with intensive, industrialised, factory farms. The philosophy of mass production is what lies behind it all.

“...if 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, 1995.

Bernard Rollin is author of more than 150 papers and 10 books on ethics and animal science.



Hens in crowded cages suffer severe feather loss.



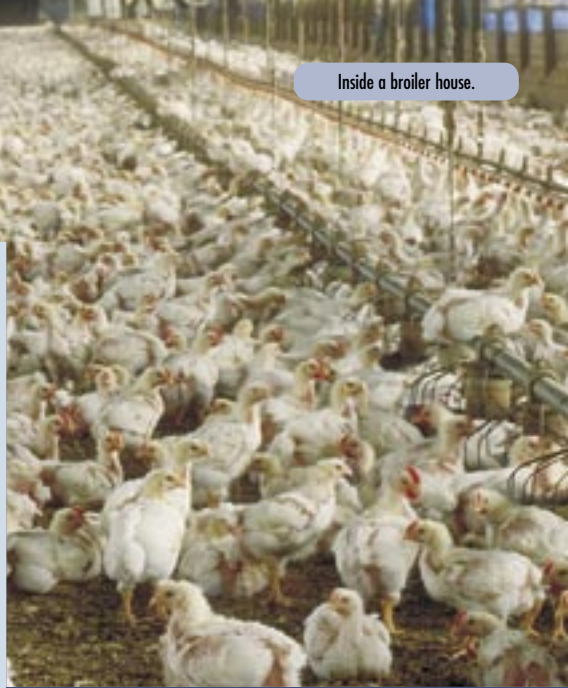
“The life of an animal in a factory farm is characterised by acute deprivation, stress, and disease. Hundreds of millions of animals are forced to live in cages just barely larger than their own bodies. While one species may be caged alone without any social contact, another species may be crowded so tightly together that they fall prey to stress-induced cannibalism... the victims of factory farms exist in a relentless state of distress.”

Humane Farming Association:
The Dangers of Factory Farming

Broiler Chickens Virtually all chickens in Australia raised for meat are factory farmed. Inside huge sheds up to 50,000 or more are crammed for the six weeks of their obscenely short lives and are left to stand in their own stinking excreta. These huge, waddling birds are forced to grow so unnaturally fast that their legs give way and break under their ballooning weight. Often their hearts can't cope, so many die.

Egg-Laying Hens In huge sheds, packed in tiny cages, hens can become immobilised and die of asphyxiation or dehydration. Decomposing corpses are often found in cages with live birds. Through selection, lighting and feed, hens are forced to produce an egg almost every day of their short lives. The life span of a commercial egg producing hen (whether battery, barn or free range) is approximately 18 months as apposed to 10–12 years in natural conditions. They lay so many eggs their bones snap from osteoporosis. Stress can make caged birds peck each other. To combat this, the ends of their beaks are cut off with hot blades, causing severe pain for weeks. Some, unable to eat after this procedure, starve. The unwanted by-products, day-old male chicks, are discarded either by gassing, suffocation or crushing to death. And when egg production declines, the hen is killed for chicken soup and stock cubes. This is how most eggs in Australia are produced today.

Chick being debeaked.



"One of the best things modern animal agriculture has going for it is that most people... haven't a clue how animals are raised and processed... 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, some, perhaps many of them, would swear off eating chicken and perhaps all meat. For modern animal agriculture, the less the consumer knows about what's happening before the meat hits the plate, the better."

PETER CHEEKE, PhD

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

Visit
www.animalsaustralia.org
to find out how animals
are reared on Australian
factory farms today.

Pigs Highly intelligent and social animals, pigs suffer enormously in close confinement — expressed by continually chewing the metal bars of their stalls, trying to clamber out of the pens, constant head weaving and pawing the floor. Many literally ‘go mad’. In over 2,000 factory farms throughout Australia sows are treated as breeding machines and endure a cycle of suffering and deprivation.

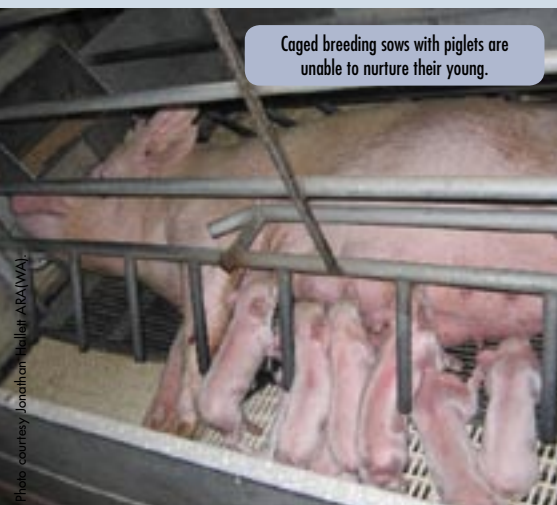
- Over 6 million pigs are slaughtered every year in Australia, with more than 98% being kept in intensive conditions for their entire, unnaturally short lives.
- Most breeding sows are kept inside sheds — continually pregnant and confined in small (0.6m x 2.0m) metal barred pens called dry sow stalls.
- A sow gives birth in a farrowing crate — a metal barred pen with a concrete

and needle (eye) teeth are clipped — all without anaesthetic. Piglets can die from the shock.

- Any pork products which have not been labelled free range or organic have been produced in an intensive facility.

Dairy Cows

- Today dairy cows are forced to produce milk way beyond their natural capacity and they suffer tremendously because of it.
- The modern dairy cow now yields around 35-50 litres of milk per day — about 10 times more milk than her calf would ever need.
- High milk production often leads to extremely painful udder ligament damage, mastitis, and lameness.



Caged breeding sows with piglets are unable to nurture their young.

“Dairy cows are probably the hardest worked of all farmed animals. They are one of the few to endure pregnancy and milking at the same time. Watch them as they walk and you will see distended udders. They will limp and lurch along with difficulty. Hardly surprising as one third at any one time suffers foot and leg problems and excruciating laminitis. Another third experiences the equally painful mastitis. Animals that can live into their mid-twenties are exhausted after two or three pregnancies and are slaughtered.”

TONY WARDLE

Associate Director Viva! (Vegetarians International Voice for Animals)

and slatted floor area. There is no straw or bedding so she gives birth onto the concrete floor — denied of her strong instinct to make a nest. Nurturing and interacting with her young is impossible as a cruel metal frame imprisons her. Her young are removed after three or four weeks, and within days of weaning she is again impregnated and returned to a single stall.

- So nothing impedes the efficiency of the production line, piglets’ tails are routinely docked to avoid stress-induced tail biting,



Cow with swollen udder on a modern dairy farm.

Transport Crammed together, often terrified and disorientated, animals stand in their own excrement while being exposed to extreme weather conditions as they are transported to the abattoir. These conditions often result in ‘downers’ — animals too sick or weak to walk, even when shocked with electric prods, or beaten. Downers are dragged by chains to slaughter, or to ‘dead piles’ where they are left to die.



Transportation Horrors.

Fish Fishing means pain and stress for millions of fish every year.

“Few people have much fellow feeling for fish, even though many fish are long-lived, have complicated nervous systems, and are capable of learning complicated tasks.”¹

PATRICK BATESON,
(UK Institute of Medical Ethics)

Industrial fishing is seriously damaging ocean ecosystems. Each year, in addition to countless fish, approximately 80,000 dolphins and thousands of other marine mammals are snagged in fishing nets worldwide. Most die.²

“... not only do fish feel the same pain as cats and dogs and humans, but they are also highly intelligent.. The most common form of cruelty in the world is fishing, and why? Because most people have no idea how sensitive and intelligent fish are.”

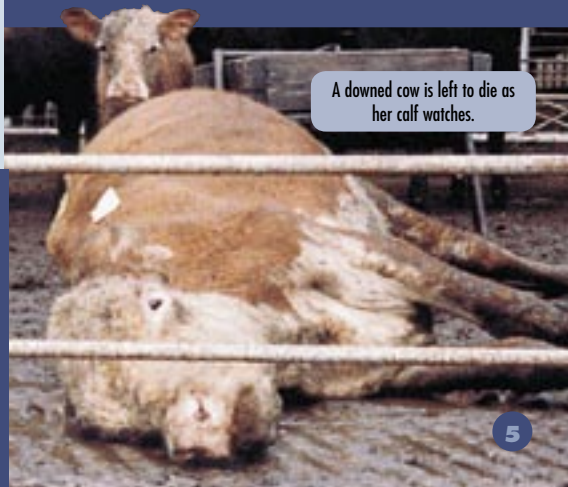
RICHARD JONES, Member of the NSW Legislative Council

“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.’”

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



A downed cow is left to die as her calf watches.

1 *New Scientist* 1992.

2 *Science* 1998.



"If slaughterhouses had glass walls, everyone would be vegetarian."

PAUL AND LINDA MCCARTNEY

If they survive the horrors of the farms and transportation, the animals, whether factory farmed, free range or organically reared, are slaughtered.

The 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 very difficult, and the rod often misses its mark.
- ▶ Electric stunning — a current produces a grand mal seizure; then the throat is cut. But insufficient amperage can cause an animal to be paralysed without losing sensibility.

"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.'"





► Pigs are dunked in tanks of scalding water after they are stunned to depilate and soften their hides for skinning. As a result, a botched slaughter condemns some pigs to being both scalded and drowned. Undercover video tapes have shown pigs squealing and kicking as they were lowered into the tanks.

► To induce paralysis in birds for ease of handling, electric stunning is normally used. However, it is not known whether stunning renders the birds unconscious; the shock may be an 'intensely painful experience.' Each year, large numbers of chickens, turkeys and ducks reach the scalding tanks alive and are either boiled to death or drowned.



"Animal factories are one more sign of the extent to which our technological capacities have advanced faster than our ethics."

PETER SINGER

Australian philosopher, Professor of Bioethics, author

"Various philosophers and religious leaders tried to convince their disciples and followers that animals are nothing more than machines without a soul, without feelings. However, anyone who has ever lived with an animal – be it a dog, a bird, or even a mouse – knows that this theory is a brazen lie, invented to justify cruelty."

**ISAAC BASHEVIS SINGER, Nobel Laureate,
author, philosopher**



"I grew up in cattle country – that's why I became a vegetarian. Meat stinks, for the animals, the environment, and your health."

K.D. LANG

Canadian singer and recording artist

STORIES FROM BEHIND CLOSED DOORS

Whether the stories come from Australia, the USA, the UK, Europe or Asia, they are the same the world over, wherever factory farming is practised. And if you go behind the closed doors the industry erects to hide the truth, you will find the situation worse than you could have ever imagined.



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

Not Your Childhood Image [Lauren Ornelas, Viva!USA.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, there were thousands of pigs housed in sheds. Many were dead or dying — one actually died right in front of me as I video taped. 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.





Just rescued from the manure pits a chicken's comb is caked with faeces.

"With increased knowledge of the behaviour and cognitive abilities of the chicken, has come the realisation that the chicken is not an inferior species to be treated merely as a food source."

LESLEY J. ROGERS, PhD,
University of New England, NSW

The Development of Brain and Behaviour in the Chicken, 1995

"... if one person is unkind to an animal it is considered to be cruelty, but where a lot of people are unkind to animals, especially in the name of commerce, the cruelty is condoned, and once large sums of money are at stake, will be defended to the last by otherwise intelligent people."

RUTH HARRISON *Animal Machines, 1964*

The average Australian meat-eater, in one lifetime, consumes 92 sheep, 17 beef cattle, 15 pigs, 1171 chickens, innumerable fish and other animals. Now Australia's most beloved icon, the kangaroo is being added to the list as a 'gourmet food'.



" Poor animals. How jealously they guard their pathetic bodies..which to us is merely an evening's meal, but to them is life itself."

T. CASEY BRENNAN, author

Kangaroo Slaughter

"It is interesting that outlets that sell kangaroo meat, and the industry, try to defend the kangaroo massacre, rather than admit that these wild animals are killed for money. Even State Governments in Australia concede that the huge numbers killed now has nothing to do with damage mitigation or population control; it is simply a profit making exercise. They die cruelly, painfully and needlessly in the greatest extermination of wild animals ever carried out on the planet."

JULIET GELLATLEY BSc (Zoology), Director of Viva! Under Fire

A Viva! Report on The Killing of Kangaroos for Meat and Skin



Photo courtesy Pat O'Brien



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

“As custodians of the planet it is our responsibility to deal with all species with kindness, love and compassion. That these animals suffer through human cruelty is beyond understanding. Please help to stop this madness.”

RICHARD GERE, actor

“I know, in my soul, that to eat a creature who is raised to be eaten, and who never has a chance to be a real being, is unhealthy. It’s like... you’re just eating misery. You’re eating a bitter life.”

ALICE WALKER

Pulitzer Prize Winner, author of *The Color Purple*

“ 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

Boycott Cruelty Go Vegan!



Male chicks, of no economic value to the egg industry, are gassed, suffocated or ground up alive. Other standard agricultural practices — often performed without anaesthesia — include castration, tail docking, debeaking, dehorning, toe trimming, and branding.

“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

The total amount of kangaroos and joeys killed legally (and illegally) every year in Australia is nine million.



Highly intelligent and social animals, pigs suffer enormously in close confinement.

A Healthy Way to Live

A vegan diet can be very healthy. 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.³

The *American Journal of Clinical Nutrition* has published a series of papers⁴ describing the benefits of basing one's diet on plant foods:

- ▶ High fruit and vegetable consumption is associated with a reduced risk of cardiovascular disease, several common cancers, and other chronic diseases (such as macular degeneration and cataracts).
- ▶ Legumes (eg, beans, peas, lentils, and peanuts) are excellent sources of protein, fibre, and a variety of micronutrients and phytochemicals that may protect against disease.
- ▶ Regular consumption of nuts is linked with a lower risk of heart disease and lower mortality rates.
- ▶ Whole-grain consumption is associated with a reduced risk of heart disease, diabetes, high blood pressure, and stomach and colon cancers.



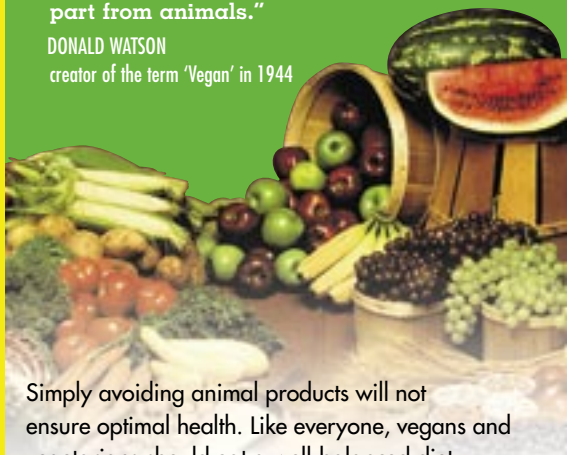
What is Vegetarian and Vegan?

The term 'Vegetarian' was coined in 1847 by the British Vegetarian Society from the Latin "Vegetus," meaning whole, sound, fresh, lively. Vegetarians do not eat animal flesh or fish.

"Veganism is a way of living which excludes all forms of exploitation of, and cruelty to, the animal kingdom, and includes a reverence for life. It applies to the practice of living on the products of the plant kingdom to the exclusion of meat, fish, fowl, eggs, honey, animal milk and its derivatives, and encourages the use of alternatives for all commodities derived wholly or in part from animals."

DONALD WATSON

creator of the term 'Vegan' in 1944



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

3 *J Am Diet Assoc*, 2003 Jun;103(6):748-65
(TinyURL.com/ystgn).

4 *Am J Clin Nutr*, 1999 Sep;70:429-634.



Vegan bacon bits and cheeses made from soy are available in supermarkets.

“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 favourites, 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 favourites.

You can generally shop for vegan foods at supermarkets, health shops, ‘green markets’ and co-ops. They might not always be marked ‘vegan’ — so always check ingredients. Most vegetarian restaurants serve vegan meals and there are usually selections on offer at Chinese, Indian, Italian, Vietnamese, Middle Eastern and Thai restaurants.

When baking you can substitute eggs with an egg replacer available at health shops, pure cornflour (3 teaspoons cornflour mixed with 2 tablespoons water) or bananas (half a banana per egg).



Soy, rice, and nut milks can be used in place of cow’s milk. These and other dairy alternatives — including vegan cheeses, yoghurts, and frozen desserts — can

be purchased, or prepared at home.

“I don’t understand why asking people to eat a well-balanced vegetarian diet is considered drastic, while it is medically conservative to cut people open and put them on cholesterol-lowering drugs for the rest of their lives.”

DEAN ORNISH MD, author and founder of the non-profit Preventive Medical Research Institute, California



Some simple meal ideas:



Soybeans are used to make milks, yoghurts, cheeses, and a wide variety of mock meats, such as deli slices and hot dogs.

► Breakfast

- Fresh fruit salad with soy yoghurt
- Wholemeal toast with peanut or almond butter, tahini, or yeast extract (eg Vegemite, Marmite or Vecon)
- Cereal or muesli with non dairy milk (rice or soy) and fresh fruit
- Porridge with soy milk, fresh fruit, nuts and maple syrup
- Fried mushrooms and tomatoes on toast
- Fresh fruit smoothie
- Rice cakes with avocado and tomato
- Baked beans on wholemeal toast.



► Lunch/Dinner

- Vegetable soup with wholemeal toast
- Baked sweet potato and salad
- Pasta and tomato sauce
- Pita bread with falafel, hummus and salad
- Selection of baked vegetables with vegan mayo
- Wholemeal bread roll with salad and vegetable pâté
- Lentil patties, jacket potato and salad
- Vegetable stir-fry with tofu, brown rice or rice noodles
- Vegetable curry with rice
- Nut roast, baked potatoes and salad.



Vegans enjoy delicious dairy-free desserts.





Becoming a Vegan

Becoming a vegan isn't about being perfect or pure—it's about making a conscious decision to reduce 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.



"...when non-vegetarians 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

Australian philosopher, Professor of Bioethics, author
Animal Liberation, 1975

For the planet's sake too

"Animal health and human health are both in the balance, but so is the health of the planet. Livestock production is at the heart of most of the world's environmental catastrophes - rainforest destruction, global warming, water depletion, spreading deserts, loss of soil fertility, soil erosion, ozone depletion, and the collapse of the world's oceans. Almost everything that humans currently do is unsustainable... the West's obsession with meat plays a direct role in starving the world's poorest people. Meat is a killer in every sense of the word.

The most conclusive and effective decision anyone can take to stop this descent into insanity is to give up meat and become vegetarian or vegan. In the meantime, a huge step forward can be made by outlawing factory farming. It isn't just rhetoric - we really do have to end factory farming before it ends us!"

TONY WARDLE

Associate Director Viva! – Vegetarians International Voice for Animals





"The time is always right to do what is right"

MARTIN LUTHER KING, JR



Suggested Reading

- ▶ *The Silent Ark* Juliet Gellatley
- ▶ *Introduction To Animal Rights: Your Child or The Dog?* Gary L. Francione
- ▶ *Becoming Vegan: Complete Guide to Adopting a Healthy Plant-Based Diet* Vesanto Melina, Brenda Davis
- ▶ *How It All Vegan!: Irresistible Recipes for an Animal-Free Diet* Sarah Kramer, Tanya Barnard
- ▶ *May All Be Fed: A Diet For A New World* John Robbins, Gia Patton
- ▶ *Animal Liberation* Peter Singer

Useful websites

- ▶ www.vegsoc.org.au (Vegetarian/Vegan Society of Queensland)
- ▶ www.veg-soc.org (Australian Vegetarian Society)
- ▶ www.animalliberationqld.org.au Animal Liberation, (Queensland)
- ▶ www.veganic.net (Vegan Voice)
- ▶ www.ivu.org (International Vegetarian Union)
- ▶ www.animalsaustralia.org (National animals advocacy group)
- ▶ www.rootsofcompassion.org
- ▶ www.notmilk.com (Things the dairy industry won't tell you)

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

DEXTER SCOTT KING

Son of Martin Luther King, Jr.



Photos are shown to indicate conditions, and are not necessarily country specific. Photos provided courtesy of: Compassionate Action for Animals; Compassion Over Killing; Farm Sanctuary; Mercy For Animals; People for the Ethical Treatment of Animals; USDA; Viva! USA; Animals Australia and Animal Liberation (Queensland). Special thanks to Jonathan Hallett ARA(WA) and Pat O'Brien, President Wildlife Protection Association of Australia.

"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*



The Five Freedoms

Few consumers realise how much farming animals for food has changed over the last fifty years. As long ago as 1965, a British report by Professor Brambell (The Brambell Report, UK) established five principles of welfare for farm animals:

Freedom from

- Hunger and thirst
- Discomfort
- Pain, injury or disease
- Fear and distress

Freedom to

- Express normal behaviours

These freedoms were regarded as the minimum standards of care that all livestock should enjoy. Australian Codes of Practice

for farm animals claim to offer the same basic welfare standards, but the intensive system itself patently excludes the possibility of guaranteeing these freedoms.

Remember, even 'free range' or 'organically reared' animals suffer pain and terror when they are slaughtered for our food. So why not **Boycott Cruelty and Go Vegan!**



To find out more about animal issues contact:

Vegetarian/Vegan Society of Queensland
www.vegsoc.org.au
vegsocq@tpg.com.au

Animal Liberation Queensland
www.animalliberationqld.org.au
alibqld@powerup.com.au



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