

What's wrong with eating meat?

Pigs, cows, and chickens are individuals with feelings—they experience love, happiness, loneliness, and fear just as dogs, cats, and people do.



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Animals on factory farms spend their brief lives cooped in their own excrement, drugged, and bred to grow so quickly that they often become crippled under their own weight. Their bodies are mutilated without pain relief, and they never breathe fresh air or feel the sun on their backs. At slaughter, they are hung upside-down and their throats are slit, often while they're fully conscious.

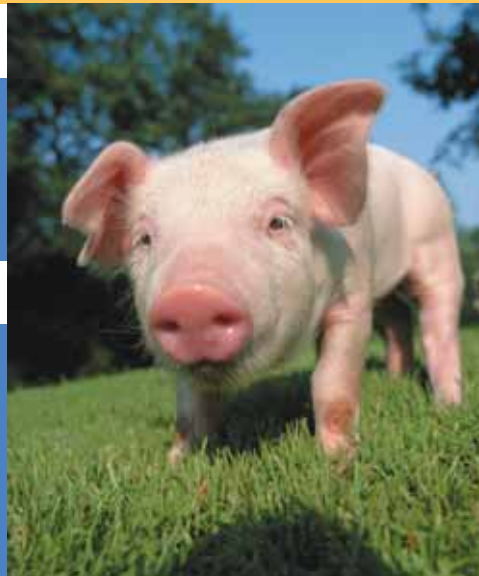
Fish undergo excruciating decompression when dragged from the ocean depths. Then they're tossed on board, where many slowly suffocate or are crushed to death. Others are still alive when their throats and bellies are cut open.

What they don't tell you

Pigs are very clean animals who take to the mud primarily to cool off and evade flies. They are more intelligent than dogs and are friendly and gregarious.

How about fish?

According to Sylvia Earle, Ph.D., former chief scientist of the U.S. National Oceanic & Atmospheric Administration, "Fish are our fellow citizens with scales and fins. ... They're so good natured, so curious. You know, fish are sensitive, they have personalities, they hurt when they're wounded."



What's wrong with and milk eggs?

Egg-laying hens and dairy cows suffer terribly on factory farms and are eventually killed for their flesh.

Farmers drug and breed dairy cows to give 10 times as much milk as their babies would naturally consume, resulting in painfully swollen udders, crippling because of a lack of calcium in their bones, and other problems. Male calves, the "byproducts" of the dairy industry, are crammed into tiny crates and slaughtered for veal.

Egg-laying hens have their beaks severed with a hot blade and are crammed into cages without room to turn around or spread one wing. When they stop laying enough eggs, they are starved in order to shock their bodies into another laying cycle. Their worn-out bodies are shipped through all weather extremes to slaughter.

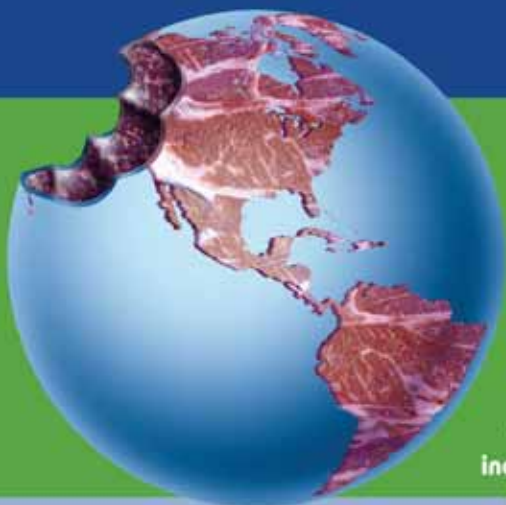


What they don't tell you

Chickens do as well on cognition tests as cats, dogs, and even some primates. When allowed to roam freely, they form friendships, recognize one another, love and care for their young, and enjoy a full life. Cows are gentle, social animals with diverse personalities who form strong family and social bonds (much like dogs form packs) when allowed to lead normal lives.

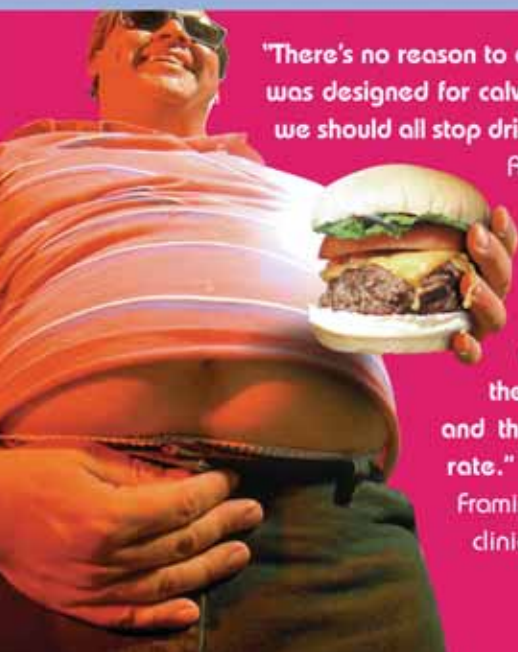


How do animal products hurt the planet and your health?



Most environmental problems, including deforestation, soil erosion, fossil fuel depletion, and water and air pollution, are caused by animal agriculture. The Environmental Protection Agency states that factory farms pollute our waterways more than all other industrial sources combined.

Studies have shown that vegetarians suffer far less heart disease, cancer, diabetes, and other ailments than meat-eaters. Vegetarians are also about one-tenth as likely to be obese as meat-eaters and weigh, on average, 10 percent less than meat-eaters.



"There's no reason to drink cow's milk at any time in your life. It was designed for calves, it was not designed for humans, and we should all stop drinking it today, this afternoon." —Dr. Frank A. Oski, former director of pediatrics, Johns Hopkins University

"Vegetarians have the best diet. They have the lowest rates of coronary disease of any group in the country ... they have a fraction of our heart attack rate, and they have only 40 percent of our cancer rate." —William Castelli, M.D., director, Framingham Heart Study, the longest-running clinical study in medical history

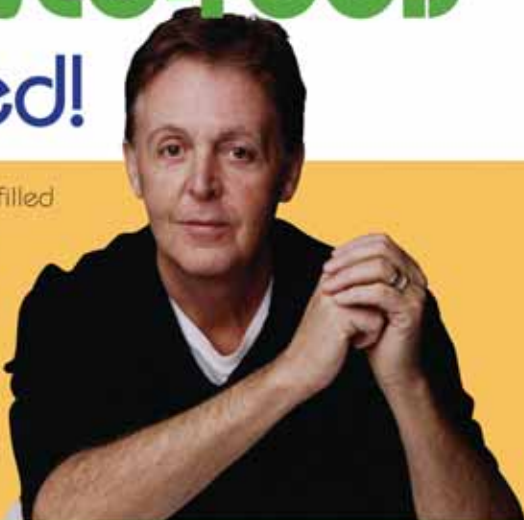
Join the vegetarian revolution!

Begin by "veggin' up" meals you already eat, like spaghetti with marinara sauce, soups, and salads, and replacing the meat in recipes like chili, sloppy joes, and tacos with beans or soy protein. Most grocery and health food stores sell veggie burgers, veggie dogs, soy milk, nondairy "ice cream," and other great-tasting vegan products. Many ethnic dishes are vegetarian and add wonderful variety to any diet.



Call **1-888-VEG-FOOD**
to get started!

PETA offers free vegetarian starter kits filled with tasty recipes, nutritional information, and helpful cooking and shopping tips. PETA also offers a variety of vegetarian cookbooks, videos, DVDs, and other materials to help you make a smooth transition to a vegan diet and encourage others to do the same.



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