

# SMART AS A CHICKEN

Chickens are inquisitive and interesting animals and are at least as intelligent as dogs or cats.

Dr. Joy Mench explains, *"Chickens show sophisticated social behavior. ... They can recognize more than a hundred other chickens and remember them."*

Chicken expert Dr. Chris Evans explains, *"As a trick at conferences I sometimes list these attributes, without mentioning chickens, and people think I'm talking about monkeys."*





# LIFE ON THE FARM

Animals on factory farms are treated like machines instead of the sensitive, sentient beings they are.

Chickens today are typically crammed by the tens of thousands into sheds, with a space smaller than a standard sheet of paper for each individual chicken. Within days

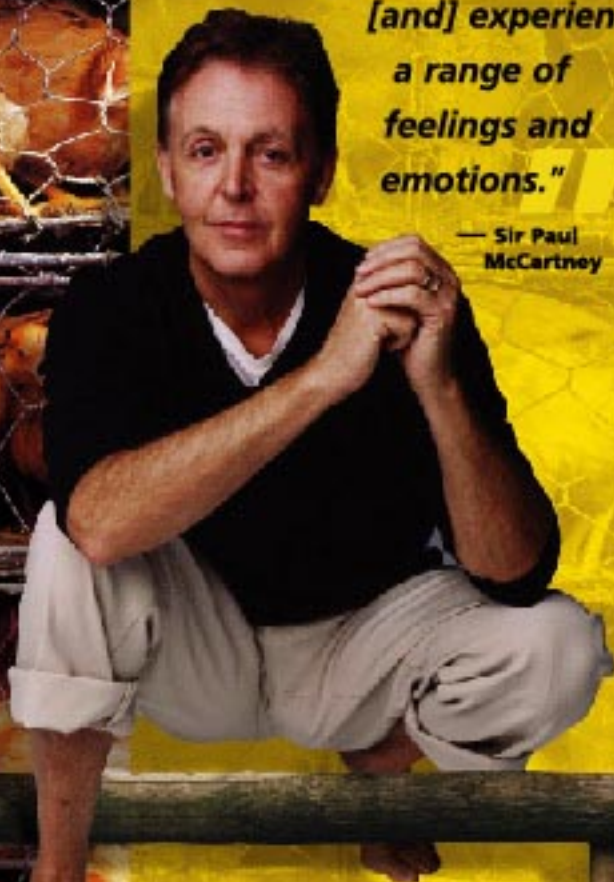


of birth, chickens have their beaks seared off with a hot blade. Many of these animals, whose lives are miserable from birth, suffer lung collapse, heart failure, and crippling leg deformities.



*"I am a vegetarian because I realize that even little chickens suffer pain and fear [and] experience a range of feelings and emotions."*

— Sir Paul McCartney





***"If people knew how chickens were treated, they'd never eat another drumstick."***

— actor  
Pamela  
Anderson



# END OF THE LINE



Chickens and turkeys are unloaded from cages and then hung, still fully conscious, upside-down by their weakened legs in metal shackles. Often, the animals are alive and bleeding to death after their throats are slit, and they are forced into the feather-removal tanks, filled with scalding water, while still conscious.



In her book *Slaughterhouse*, investigative journalist Gail Eisnitz reports, *"Poultry plants ... keep the stunning current down to about one-tenth that needed to render a chicken unconscious."*

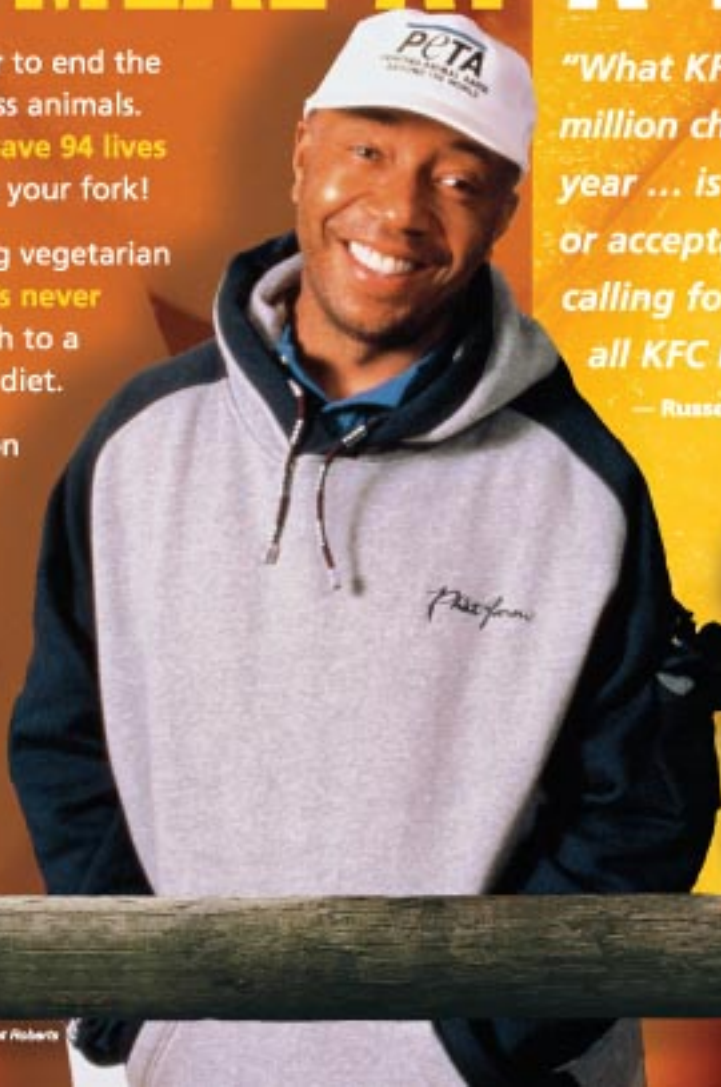


# YOU CAN SAVE LIVES ONE MEAL AT A TIME

You have the power to end the suffering of countless animals. **Go vegetarian and save 94 lives a year** just by lifting your fork!

With all the amazing vegetarian options available, **it's never been easier** to switch to a healthy cruelty-free diet.

For more information on vegetarianism, check out PETA's Web site **GoVeg.com**, or call **1-888-VEG-FOOD** for a free vegetarian starter kit.



*"What KFC does to 750 million chickens each year ... is not civilized or acceptable. ... I am calling for a boycott of all KFC restaurants."*

— Russell Simmons