



ONE STEP
for ANIMALS

Just Take
ONE STEP FOR ANIMALS

www.onestepforanimals.org

With one easy step, you can make a huge difference for the animals!



You probably have some idea that factory farms inflict terrible cruelty on animals. As big agribusiness strives to supply cheap meat, animals are treated like machines, rather than thinking, feeling individuals.

We almost never see how these animals live. Why not? Because animal agribusiness deliberately hides the warehouses and slaughterhouses. They know that if the truth gets out, they could lose customers.

But we shouldn't let ourselves be lied to. We should take the opportunity to learn the truth and make informed choices.

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You can make a big difference for the animals with one simple step. You'll learn about the why and how throughout this booklet.

"It is all very well to say that individuals must wrestle with their consciences – but only if their consciences are awake and informed. Industrial society, alas, hides animals' suffering."

The Economist "What Humans Owe to Animals"



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A farrowing crate in Girgarre Victoria, 2015.
Credit: <http://www.aussiepigs.com>



A farrowing crate in Grong Grong NSW, 2015.
Credit: <http://www.aussiepigs.com>



Australian egg farming at Buchanan NSW, 2014
Credit: <http://www.aussieeggs.com>



This hen, named Joan of Arc for her fighting spirit, was rescued from a free-range egg farm in Euroa Victoria (2014). Despite being given veterinary care, Joan did not survive. Credit: www.tamarakenneallyphotography.com

Pigs Raised For Meat

Shortly after birth, piglets have their teeth and tails cut. Many males are castrated, typically without any pain relief. Sick, injured, or slow-growing piglets are killed by the cheapest method possible, often just by slamming their heads against the shed floor.

The survivors are raised in pens that become increasingly tight with their grotesquely rapid growth. Females used for breeding spend their lives within the tight confines of gestation crates and farrowing stalls. Breeding sows are severely feed restricted to curb the massive growth modern pigs have been bred for.

“Every factory-farmed animal is, as a practice, treated in ways that would be illegal if it were a dog or a cat.” *New York Times, “Against Meat”*



Grower pens in Grong Grong NSW, 2015.
Credit: <http://www.aussiepigs.com>

Egg Laying Hens

The vast majority of commercial eggs are from caged laying hens. Pressed against other hens and into the cage wire, hens suffer from feather loss and bruising. To reduce the deaths and injuries caused by stressed hens pecking each other in these crowded conditions, the industry cuts part of chicks’ beaks off. After living in these conditions for 1 to 1.5 years, the hens’ egg production declines, and they are killed by using the cheapest method available.

“Torture a single chicken and you risk arrest. Abuse hundreds of thousands of chickens for their entire lives? That’s agribusiness.”
Nicholas Kristof, “Abusing Chickens We Eat,” New York Times





Chickens being raised for meat in Tailem Bend SA, 2014
Credit: <http://www.aussiechickens.com.au>

Chickens Raised For Meat

Due to selective breeding for rapid and excessive growth, chickens raised for meat suffer from painful lameness and organ failure. Housed in crowded warehouses, birds develop burns on their body, in their eyes, and throughout their respiratory tracts due to high ammonia levels from their own waste. At six to seven weeks, chicks are sent to slaughter. Fragile birds are forced into transport crates and through slaughter lines at high rates of speed, often having their bones broken by these processes. Birds are shackled, stunned, and have their necks cut in automated slaughter lines. Stunning and slaughter often fail, in which case birds are scalded to death in hot water tanks used to remove their feathers.



Professor John Webster, of the University of Bristol's School of Veterinary Science, has said: **"Broilers are the only livestock that are in chronic pain for the last 20% of their lives. They don't move around, not because they are overstocked, but because it hurts their joints so much."**

Professor Webster has called industrial chicken production, **"in both magnitude and severity, the single most severe, systematic example of man's inhumanity to another sentient animal."**

John Webster, *Animal Welfare: A Cool Eye Towards Eden*

The life of a BROILER CHICKEN

"Chickens are now bred to have huge breasts, and they often end up too heavy for their legs. Poultry Science journal has calculated that if humans grew at the same rate as modern chickens, a human would weigh 660 pounds (300 kg) by the age of eight weeks."

Nicholas Kristof, *New York Times*

Day 1



Day 28



"Despite their enormous size, they are clearly baby birds, as they still peep like chicks instead of clucking like chickens."
Mercy For Animals, undercover investigation of Chik-fil-A suppliers

Day 42



Day 49



(6-7 weeks)

"Chickens reared for meat today are growing twice as fast as they were 30 years ago. These birds grow so quickly and to such a weight that their skeletal structure often gives way, leading to lameness."

Joyce D'Silva "Faster, Cheaper, Sicker" *New Scientist*

"The slaughter of poultry... is in dire need of reform. Transport, unloading, shackling, stunning and slaughter itself are all sources of significant physical and psychological trauma."

Dr. Bernard Rollin of the Animal Sciences Department at Colorado State University and Dr. Sara Shields, a research scientist specializing in animal behavior, *Mercy For Animals, undercover investigation*

One Step for Animals

No matter who you are, you can take one step today that will make a big difference for animals. Looking at the numbers makes it clear which simple step can make the biggest difference.

Animals killed or used yearly in Australia



As the above graph shows, most of the animals being harmed are farmed animals.

By taking this one step, you will make a huge difference for animals, removing the source of the greatest amount of suffering. Every time we make our choices based on compassion, we reduce suffering and make the world a better place. There are delicious options you can use to replace chicken. Just explore these amazing cruelty-free options in your day-to-day diet, and you'll make a difference for the most abused animals.

Most of us know factory farms are horrible, repulsive places. What few of us know is that chickens are the vast majority of animals brutalized on factory farms.

Professor John Webster, of the University of Bristol's School of Veterinary Science, notes that industrial chicken production is, "in both magnitude and severity, the single most severe, systematic example of man's inhumanity to another sentient animal."
Animal Welfare: A Cool Eye Towards Eden

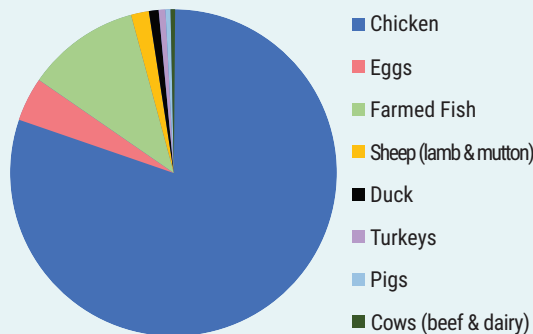


The graph on the right indicates the single step everyone can take to make a profound difference for animals:

Stop eating chickens.

24 of the 25 farmed land animals consumed by the typical person each year are birds.

Relative Number of Farm Animals Harmed by Average Australian Consumption of Different Foods



You can help!

Simply leaving chickens off your plate makes a huge difference! Every year, you will spare dozens of these incredible individuals from the horrors of factory farms. This is true no matter what you eat instead!

Every time you stay true to your humanity and make your choices based on compassion, you reduce suffering and make the world a better place. It has never been easier!

A Compassionate, Healthy Way to Live



Every time you make a decision based on compassion, you take one step against the mistreatment of animals in the meat industry and make a powerful statement.

A compassionate diet can have important health benefits for you, too!

Replacing chicken in your diet with cruelty-free foods is an easy way to lower blood cholesterol. People who don't eat animals also have lower blood pressure.

Plant foods also supply healthy fats and plenty of antioxidants. Not surprisingly, people who don't eat animals tend to have a lower risk for heart disease and for type 2 diabetes.

You may even shed a few kilograms, since eating more plants and fewer animal products is associated with lower body weight.

Medical research shows that chicken, fish and eggs are linked to many health problems. Chicken, dairy and eggs are packed with saturated fat. Recent studies have found that choosing plant-based foods can cut your risk of heart disease by as much as 32% and, if you're under 65, can reduce your risk of death from diabetes and cancer by up to 75%. Fish can also contain some cancer-causing chemicals like dioxins, arsenic and mercury.

Factory farms are also breeding grounds for disease. More than half of all antibiotics are used on farm animals – increasing the risk of antibiotic resistant superbugs.

“8 out of 10 portions of raw chicken meat in Australia are contaminated with intestinal bacteria that could cause food poisoning”

Source: Food Standards Australia New Zealand

You can meet nutrient needs while making compassionate choices...

- Replace chickens in your diet with other protein-rich foods like plant-based meats, beans, or peanut butter. Plant-based 'chicken' products are definitely worth a shot!
- Iron is everywhere! Leafy greens, beans, lentils, tofu, nuts and seeds, dried fruit, fortified breakfast cereals and wholemeal bread are great plant sources of iron. Supplements are also available for people who need them.





Love Eating Chicken?

Check out these tasty & satisfying products!

Making Compassionate Choices Can Be Delicious & Convenient

You already eat lots of meat-free food. So keep filling your plate with the foods you know and love! Good, simple breakfast choices include cereal, bagels, granola, toast, muffins, waffles, and fresh fruit.

Familiar lunch and dinner options include a veggie sandwich with chips, pasta with tangy marinara sauce, bean burritos with guacamole and salsa, stir-fried vegetables and tofu over rice, creamy mashed potatoes, and hearty lentil soup.

Next, try various plant-based meats. There are so many mouth-watering options, you'll wish you had tried them before! They are also very convenient – just heat and serve in minutes.

Satisfy your cravings with protein-packed meat-free sausages, burgers, chicken nuggets, meatballs, lunch meats, hot dogs, ribs, chicken patties, ground beef, and more. The newest products on the market are amazing, and becoming more widespread every day!



- Crisoy Chik'n Style Tenders
- Tender Filets
- Chicken Style Pieces
- Veggie Roast
- Classic Not Burger



- Vegan Nuggets
- Vegan Schnitzels



- Nuggets
- Schnitzels
- Chicken Style/4 Burgers
- Stir-Fry Strips



- Veggie Chicken Fillets
- Chickin Nuggets



- Cheatin' Chicken Style Slices
- VegiDeli Chicken Style Pieces



- Chicken Free Zesty Lime and Chili Chunks
- Chicken Free Lemon & Thyme Strips



- 7-Grain Crispy Tenders
- Teriyaki Chick'n Strips
- Marinara Crispy Chick'n Filets
- Barbecue Chick'n Wings
- Crispy Chick'n Patties
- Crispy Chick'n Sliders
- Mandarin Orange Crispy Chick'n



- Veggie Chicken Fillets
- Chickin Nuggets



- Chick'n Apple Sausages
- Tandoori Slow Roasted Chick'n
- Barbecue Slow Roasted Chick'n
- Sesame Slow Roasted Chick'n
- Thai Basil Slow Roasted Chick'n
- Veggie Roast
- Oven Roasted Deli Slices
- Holiday Gravy

There is nothing magical or difficult about trying new cruelty-free foods. You can just grab some prepared, convenient foods, or just search on veg recipes online. There are so many resources.

Start at 1S4A.org/Australia, ChooseVeg.com and TryVeg.com!





Lord of the Fries a popular meat-free fast food chain!

At the Supermarket

Every supermarket has basic – and inexpensive – meat-free foods like pasta, rice, cereal, beans, nuts, vegetables, fruit, bread, and snacks. Most supermarkets also have plant-based meats near the produce section. Other options are in the freezer section, where you can find meat-free burgers, meat-free sausages, burritos, and breakfast meats.

Note that some products taste better than others, so try a variety to see which ones you like. Here are some of our favourites!



Eating Out

Eating out with friends or family? Don't worry! Many restaurant chains now carry meat-free items on the menu. Lord of the Fries, Grill'd, Subway, Oliver's Real Food and Zambrero are some of the best. Hungry Jack's does a veggie burger and you can even create your own plant-based burger at Maccas. Ethnic restaurants such as Chinese, Indian, Italian, Mexican, Ethiopian, Middle Eastern, and Thai always have delicious meat-free options.

To find the restaurants in your area with the best meat-free menus, visit the great sites www.sproutli.com and www.happycow.net.



13 Fry's Thick Cut Mock Chicken Strip Skewers with Toasted Coconut and Fresh Lime



**“The question is not, Can they reason
nor, Can they talk? but, Can they suffer?”**

Jeremy Bentham

YOU CAN SPARE ANIMALS!



www.1S4A.org/Australia
www.onestepforanimals.org