



Just Take
ONE STEP FOR ANIMALS



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.



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"

We don't see how these animals live – big ag deliberately hides the warehouses and slaughterhouses, in the hopes we don't look carefully. And it can be disturbing to learn the truth.

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





Pigs Raised For Meat

Shortly after birth, piglets have their teeth and tails cut. 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"



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 losses 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 disposed of 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 Raised For Meat

Due to selective breeding for fast and massive 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 only six weeks of age, chicks reach market weight and are sent to slaughter. Fragile birds are forced into transport and through slaughter lines at high rates of speed, often having their bones broken by slaughterhouse workers. Birds are shackled, stunned, and have their necks cut in automated slaughter lines. Stunning and slaughter often fail, in which case birds are boiled to death in the scalding 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 by the age of eight weeks."

Kristof, *New York Times*

Day 0



Day 30



"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 56



5-7 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 in the United States 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 step to take.

Animals killed or used yearly in the United States.



As the above graph from Animal Charity Evaluators shows, farmed animals are, by far, the most abused of our fellow creatures.

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.

"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?"

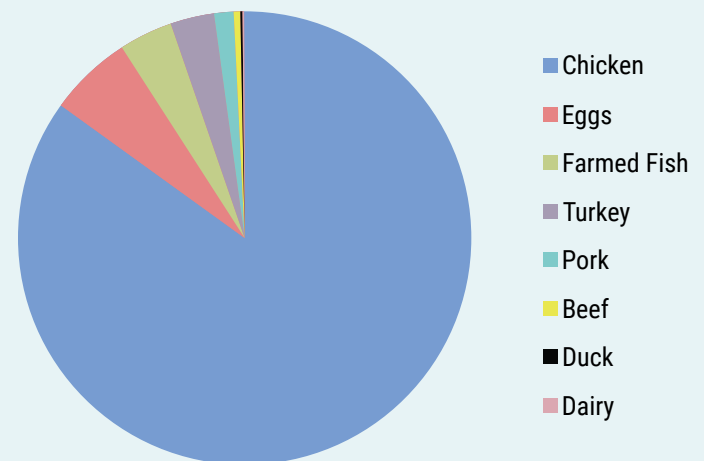
Peter Cheeke, PhD, Contemporary Issues in Animal Agriculture textbook



The graph on the right, by Ben Davidow (author of *Uncaged*), indicates the single step everyone can take to make a profound difference for animals:

Stop eating chickens.

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



A Compassionate, Healthy Way to Live



Every time you make a decision based on compassion, you strike a blow to the meat industry and make a powerful statement for animals.

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 pounds, since eating more plants and fewer animal products is associated with lower body weight.

"The drop in chicken consumption has been dramatic over the last five years." New York Times, "We're Eating Less Meat. Why?"

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

- Replace chickens in your diet with other protein-rich foods like veggie meats, beans, and peanut butter.
- Choose iron-rich foods like beans, soyfoods, and whole or enriched grains. Be sure to pair them with foods that provide vitamin C! These vitamin C-rich foods – like strawberries, leafy greens, cabbage, peppers, and citrus fruits – help your body absorb iron from plant foods.
- Add nuts and seeds to salads, or sprinkle them over grains. Not only do they add appealing crunchiness, they are also a good source of the mineral zinc.
- Take a supplement that provides about 100 micrograms of vitamin B12 every day. It's an essential addition for many people, whether they eat meat or not.





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 sub 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!

Love Eating Chicken?

Check out these **tasty & satisfying** products!



- Barbecue Wings
- Buffalo Wings
- Chik'n Filets
- Chik'n Scallopini
- Chipotle Lime Crispy Fingers
- Mandarin Orange
- Crispy Chik'n
- Seven Grain Crispy Tenders



- Chik'n Nuggets
- Chik'n Patties



Deli Slices

- Oven Roasted
- Hickory Smoked



BEYOND CHICKEN Chicken-free Strips

- Grilled
- Lightly Seasoned
- Southwest Style

Poppers

- Feisty Buffalo
- Sesame Ginger

BEYOND CHICKEN Tenders

- Homestyle
- Southwest Style



Deli Slices

- Lentil Sage
- Wild Mushroom
- Smoked Tomato

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 ChooseVeg.com and TryVeg.com!



Protein Packed

Beyond Meat's new burger: The Beast! BeyondMeat.com

Eating Out

Eating out with friends or family? Don't worry! Many restaurant chains now carry meat-free items on the menu. Chipotle, Olive Garden, Taco Bell, Subway, Quiznos, Johnny Rockets, Denny's, Red Robin, and Ruby Tuesday are some of the best. 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.vegguide.org and www.happycow.net.

Chipotle's incredibly popular Sofritas!



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, 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 favorites!





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

Jeremy Bentham

YOU CAN SPARE ANIMALS!



Printed on Recycled Paper with Vegetable Based Inks



13311 S Avenue L
Chicago, IL 60633-1501
www.onestepforanimals.org



VeganPrinter