

think

before you eat



Every year in the U.S., more than **27 billion animals** are killed for their flesh.

Farmed animals are intelligent individuals who can feel pain and experience fear. In factory farms, they are denied everything that is natural and important to them and are subjected to routine mutilations and other abuses that would be illegal if dogs and cats were the victims.

PETA

Call 1-888-VEG-FOOD or visit GoVeg.com for recipes, information, and a free DVD.

Decide for yourself



GESTATION CRATE



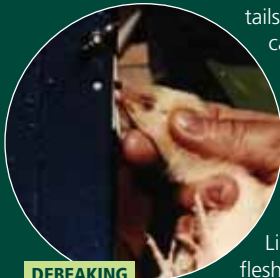
COMMERCIAL TUNA FISHING



BATTERY CAGE

Today, animals are crammed by the thousands into factory farms and deprived of everything that is natural and important to them—they will never raise their young, feel the sun on their faces, or breathe fresh air.

Chickens' beaks are cut off with a hot blade, pigs have their tails chopped off and their teeth clipped, and male cows and pigs are castrated—all without any painkillers. Cows are branded with hot metal irons, and their horns are sawed off. Farmed animals are fed a steady diet of powerful drugs that make them grow so quickly that their hearts, lungs, and limbs often cannot keep up—many suffer from heart attacks, lung failure, and painful crippling. At the slaughterhouse, they are hung upside-down and their throats are cut, often while they are still completely conscious.



DEBEAKING

Like all animals, fish feel pain when they are captured and killed for their flesh. They are often dragged by hooks through their mouths for hours behind fishing trawlers, while others are crushed to death in massive nets. Once on deck, many are cut open while still conscious, and others are thrown into freezers where they are left to freeze to death. On fish farms, they are crammed into tanks and live in their own waste with tens of thousands of other fish.

eating for life

It's easier than ever to go vegetarian. Most supermarkets and restaurants now carry a variety of tasty vegetarian products—from tofu and vegetables to veggie "chicken" nuggets, burgers, "hot dogs," and barbecued "ribs." Vegetarian diets are much better for our health: Vegetarians tend to have more energy, need less sleep, and maintain a healthy weight; in fact, meat-eaters are almost 10 times more likely than pure vegetarians to be obese. Vegetarians are also 50 percent less likely to develop heart disease, and they have only 40 percent of the cancer rate of meat-eaters.



"A healthy vegan diet gives important advantages over a meaty diet, which

is why many Olympic and professional athletes are vegetarians. ... It will give you the strength and stamina you need to leave those sluggish meat-eaters in the dust."

—Dr. Neal Barnard

For a free vegetarian starter kit full of recipes, shopping tips, and health information, as well as a free DVD, call 1-888-VEG-FOOD or visit GoVeg.com.

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