

**IF YOU KNEW  
THE TRUTH ...**



**WOULD IT  
MAKE A  
DIFFERENCE?**



[www.animalaid.org.uk](http://www.animalaid.org.uk)  
Tel: 01732 364546

# ... it would to the 30 animals slaughtered for food every second

**Modern farming involves animals being:**

- **crammed together in cages or huge sheds**
- **selectively bred to grow unnaturally fast**
- **killed in slaughterhouses where speed and profit are seen as more important than animal welfare**

All animal farming, whether it is called intensive, free-range or organic, involves animal suffering. And all die an early, terrifying death in killing factories.

The meat industry claims that slaughter today is fast, efficient and painless, but the reality is that animals die in terror and often in pain.

Inside slaughterhouses, scared animals may be shouted at, kicked and beaten to hurry them along to the holding pens. They can be so frightened - as they can smell the blood and sense the fear of other animals - that they shake and defecate uncontrollably.

**Why are animals suffering in modern abattoirs?**

- Workers, paid on piece-rate (the more they kill, the more they earn), have an incentive to work too fast. They quickly become desensitised to the animals' suffering.



**Stunning**

- Animals are first 'stunned' with the aim of rendering them unconscious before their throats are cut.
- But the captive bolt pistol fails if it is incorrectly positioned, resulting in animals still being conscious when they go to the knife.
- If the electric tongs are applied wrongly they can cause agonising pain and also leave the animal conscious.
- Sometimes, animals who are left too long after stunning regain consciousness before being killed.
- Even when stunning is done 'correctly', some experts believe that animals are simply 'frozen', rather than rendered unconscious.

**What about chickens?**

- Birds are shackled upside down, and then lowered into an electrified water tank. If their wings touch first, they receive a painful electric shock. Some birds raise their heads and miss the water, so they are fully conscious when they reach the automatic neck cutter. This can maim rather than kill, resulting in some birds entering the feather-loosening scalding tank alive.

**... and fish?**

- The extreme change in pressure when fish are dragged up from the ocean depths can rupture their swim bladders, pop out their eyes and push their insides out through their mouths. They die from crushing, from suffocation or from being sliced open on the decks of the ship.
- Farmed fish have miserable, unnatural lives in overcrowded underwater pens, and are then clubbed, gassed, suffocated, bled to death or gutted alive.

Turn over to find out how you can help **stop this suffering**

# YOU CAN MAKE A DIFFERENCE



**We are brought up to believe that it is acceptable to eat some species, while others are kept as pets. And yet, animals bred for their flesh, milk and eggs experience pain, fear and distress, in the same way as any dog or cat.**

Going vegetarian is a positive step. Not only is it animal-friendly, but it is healthier too. Vegetarians are less likely to suffer from various cancers, diabetes, heart disease and obesity - and, therefore, have a longer life expectancy. Going vegetarian will also help protect the planet. Animal farming creates vastly more climate-changing greenhouse gases, and uses much more land, energy and water than plant-based agriculture.

## PLEASE HELP TO STOP ANIMAL SUFFERING

Animal Aid exposes and campaigns peacefully against all animal abuse, and promotes a cruelty-free lifestyle

Please make cheques payable to Animal Aid and post to:

The Old Chapel,  
Bradford Street, Tonbridge,  
Kent TN9 1AW

[www.animalaid.org.uk](http://www.animalaid.org.uk)

Registered Company Number: 1787309



Please tick this box if you would prefer **not** to receive information from like-minded organisations.

### Yes, I want to help stop the cruelty

- Please send me a FREE guide to going veggie
- I enclose a donation of:  £
- My donation is at least £10 and I would like you to send me a free book by leading cookery writer Rose Elliot, featuring more than 100 mouth-watering recipes

Name: .....

Full address including postcode: .....

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Email: .....