

Friend OR FOOD?



**ANIMAL
AID**

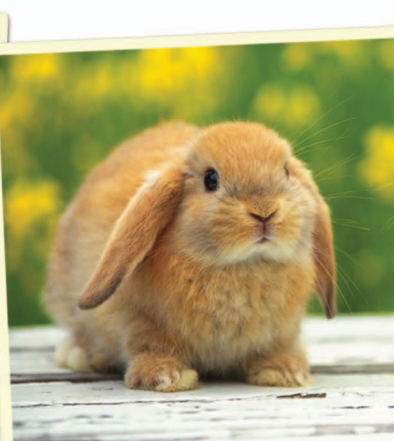
www.animalaid.org.uk



Reared outdoors



Highest welfare standards



Grass-fed and cage-free



Organic and free-range



Why love one animal... but eat another?

Have you ever stopped to question why it is acceptable to exploit some species, while others are treated as companions?

In the UK, most of us wouldn't dream of eating a dog or a cat, but have no qualms about tucking into the flesh (and other parts) of pigs, chickens, cows, sheep, turkeys and fish. And why is it acceptable to eat rabbits who have been produced for meat, but not those from a pet shop; or to eat farmed ducks, but not those who are thrown bits of bread on the river?

Animals bred to be eaten experience pain, fear and distress in the same way as the dog or cat who may share your home. But the meat industry markets their flesh in a way designed to break the link with a living, feeling being.



Pigs dream at night and sing to their piglets while they are nursing. They are very social animals and form close bonds with each other and with other animals.

If we got to know these individuals, we would find that they are just as friendly, serious, funny or shy as any dog or cat in our lives and each deserves just as much respect.

All animal farming, whether the process used is described as intensive, free-range or organic, involves treating sentient beings as mere commodities to be mass-produced and killed for food. Animal Aid's undercover investigations have shown that slaughterhouses are places of fear and suffering. Killing another being for food can never be regarded as humane.

Mother cows have been known to break out of fields and then walk for miles to be reunited with calves taken to auction.



Choose life...

Please shop with compassion next time you are in the supermarket. You can do this by choosing animal-free food.

Animal products are not essential for a healthy diet. In fact, a large number of studies show that a balanced and varied 100% plant-based diet is ideal for optimum health and lowers the risk of obesity, heart disease, diabetes, some cancers and other diet-related illnesses.



Prudence lives at Wildlives Rescue and Rehabilitation Centre in Colchester, Essex

Yes, I want to help **stop** animal suffering

Please send me a **FREE** guide to an animal-free diet

I enclose a donation of:

£ (cheque payable to Animal Aid)

Please return this form to Animal Aid at:

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

- Tel: 01732 364546
- info@animalaid.org.uk
- www.animalaid.org.uk



Name:

Address:

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Postcode:

Email:

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

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