

# THE GAMEBIRD INDUSTRY: PRODUCING FEATHERED TARGETS



Figures from the shooting industry itself show that each bird released and shot will cost the shoot around 15 times more than the carcass will fetch retail. This demonstrates that the activity is about 'manufacturing' a feathered target rather than food production.

**Creating life so that it can be killed for pleasure is cruel and uncivilised.**

**THE PRODUCTION OF BIRDS FOR SPORT SHOOTING HAS BEEN BANNED IN HOLLAND. PLEASE SUPPORT OUR CALL FOR A SIMILAR BAN IN THE UK.**

- Please send me a **FREE** Anti-Shooting Information Pack
- I enclose a donation (payable to Animal Aid) of: £ \_\_\_\_\_

**ANIMAL AID EXPOSES AND CAMPAIGNS PEACEFULLY AGAINST ALL ANIMAL ABUSE, AND PROMOTES A CRUELTY-FREE LIFESTYLE**

Name: .....

Address: .....

.....

.....

.....

.....

Postcode: .....

Email: .....

**Please return this form to Animal Aid at:  
The Old Chapel, Bradford Street, Tonbridge, Kent TN9 1AW  
www.animalaid.org.uk • info@animalaid.org.uk • Tel: 01732 364546**



Please tick this box if you would prefer **NOT** to receive information from like-minded organisations  
Incorporated under the name Animal Abuse Injustice and Defence Society Limited, a company limited by guarantee.  
Registered in the UK no. 1787309. Registered office as above. VAT no. 395 2761 19.

# THE GAMEBIRD INDUSTRY:



## IT'S NOT A GAME, IT'S A DISGRACE





## NATURAL?

Most people, if they think about 'gamebird' shooting, imagine a traditional British scene: men in tweeds shooting a handful of birds for the pot.

In fact, most of these birds are reared intensively – using battery cages, industrial hatcheries, crowded sheds and outdoor pens. When aged about 18 weeks, pheasants and partridges are released to serve as feathered targets for 'Guns', who can pay around £1,000 for just one day's shooting.

Caged partridges



## FOR FOOD?

**Around 50 million birds are mass-produced for shooting every year.**

Nearly half of them die before they are shot – so there is no chance of them being eaten. They die under the wheels of vehicles, or from disease, predation or starvation.



Caged pheasants



In addition, many of the birds who are shot are not eaten. Some are wounded and never retrieved. Others, according to credible accounts, have been buried in specially dug pits. Wealthy Guns – who might kill 60 or more birds each in a day – cannot possibly eat all that they shoot. Industry claims that most of the surplus shot birds are eaten by the general public, are unconvincing.



## GOOD FOR THE ECONOMY?

**The gun lobby claims that shooting benefits the economy.**

In fact, Animal Aid's detailed research has shown that 'gamebird' producers often fail to pay their business rates. Some have now been forced to pay, thanks to evidence we have presented to the relevant authorities. Animal Aid has also exposed massive non-payment of VAT totalling £12-£20 million.

**SUPPORT  
OUR ANTI-  
SHOOTING  
CAMPAIGN**

## GOOD FOR THE ENVIRONMENT?

**In defence of their bloodsport, gun lobbyists claim that shooting is good for the environment.**

While it is true that shooting operations favour certain species, such as ground-nesting birds, they also engage in large-scale slaughter of native wildlife. Their victims include stoats, weasels, crows, magpies and other corvids. Even raptors, such as golden eagles, red kites, hen harriers and goshawks, suffer illegal persecution. The

shooting industry is also responsible for discharging tons of lead shot into the environment every year. And the over-production and release of so many birds for the shooting season can put pressure on other wild animals, forced to compete for food and habitat.

