



**ANIMAL AID**

RIGHTS • RESPECT • COMPASSION  
FOR ALL ANIMALKIND

# Friend or Food?



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Reared outdoors



Highest welfare standards

## Why love one animal...

but eat another?

**Have you ever stopped to question why people abuse and kill some animals, while others are treated as companions?**

In the UK, most of us wouldn't dream of eating a dog or cat, but have no problem eating the flesh of pigs, chickens, cows, sheep, turkeys and fish.

Animals who are farmed for food experience pain, fear and distress in the same way as a cat or dog who may share your home. But the meat industry markets animals' bodies in a way designed to make people believe this isn't the case.



**Pigs dream at night and sing to their piglets while they are nursing. They are very sociable 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 cat or dog in our lives – and each deserves just as much respect.



Grass-fed and cage-free



Organic and free-range

All animal farming, whether it is described as intensive, free-range or organic, involves treating sentient beings as commodities to be mass-produced and killed for food. Animal Aid's undercover investigations have repeatedly shown that slaughterhouses are places of fear, pain and suffering. Killing another being for food can never be regarded as humane, when we have so many alternative foods available.

**Mother cows have been known to break out of fields and walk for miles to be reunited with their stolen babies. Happy cows, rescued from farms, can even purr like cats when they are stroked!**



## Choose life...

You can choose to show your support for animals with every meal. Choose animal-free food next time you are in a shop or café!

Contrary to what the marketing companies who work for the meat industry would have you believe, eating animals is not essential for a healthy diet. In fact, the President of the World Health Organisation has called for a shift to plant-based diets – and studies show that a balanced and varied 100% plant-based diet is ideal for optimum health, lowering the risk of obesity, heart disease, diabetes and some cancers!



Monique and Rae, who was very lucky to be rescued from slaughter. Media credit via Instagram, @karens\_kind



It has never been so easy to stop eating animals, now there are so many delicious alternatives to animal-based foods.

## Yes, I want to help stop animal suffering



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

☐ I enclose a donation of: £

(Cheques payable to Animal Aid)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Email: \_\_\_\_\_

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

Please return this form to Animal Aid at: The Old Chapel, Bradford Street, Tonbridge, Kent TN9 1AW Tel No: 01732 364546 | Email: [info@animalaid.org.uk](mailto:info@animalaid.org.uk) | [www.animalaid.org.uk](http://www.animalaid.org.uk)