

These initiatives were the "big bang" needed to transform the search for alternatives from an animal rights issue into a legitimate scientific enterprise that receives large-scale support from multi-billion dollar corporations and is linked with the most respected medical research institutions. (*The New York Times*, 2/28/88, "Beyond White Mice and Rabbits," by B. Feder.)

Within ten years of our ads challenging Revlon, there was a total turnaround. In April 1990, Revlon placed full-page ads in major womens' magazines, publicizing a "Pure Skin Care" line with its "100% non-animal tested formula." In a scant decade, a whole new discipline, in vitro (non-animal) toxicology has entered the scientific mainstream, propelled by the scientific enthusiasm and excitement generated by the search for alternatives to traditional animal testing methods.

Pressures to find further alternatives continue. Procter & Gamble, the leader in promoting alternative testing methods, has spent more than \$14 million since 1986 on alternative methods, and their researchers have published or presented more than 100 papers on alternatives. And pharmaceutical giant Hoffman-La Roche reduced the use of animals by 67 percent through such methods as computer technologies that predict biological effects.

Farm Animal Well-Being

It has been said that if we each had to kill the animals we eat, the number of vegetarians would rise dramatically and rapidly. But most people don't see, don't feel, don't hear the suffering of animals for dinner. Public awareness of the realities of raising, transport, and slaughter of today's food animals is almost nonexistent. Pigs, veal calves, and birds are all victims of a system that routinely denies them the most basic freedoms: to stand up, lie down, extend their limbs or spread their wings, and turn around.

A consensus is developing within the animal protection community that having made an impact in reducing the use of animals in product testing, we can now campaign for the six billion farm animals suffering from birth to slaughter every year in the U.S. (*The New York Times Magazine*, 11/26/89, "Pressuring Perdue," by B.J. Feder.) Because factory farming methods account for 95 percent of animal suffering in this country, every 1 percent reduction in farm animal pain will accomplish more than all previous animal protection campaigns.

Each of us can make a difference in breaking the brutal practice of factory farm-

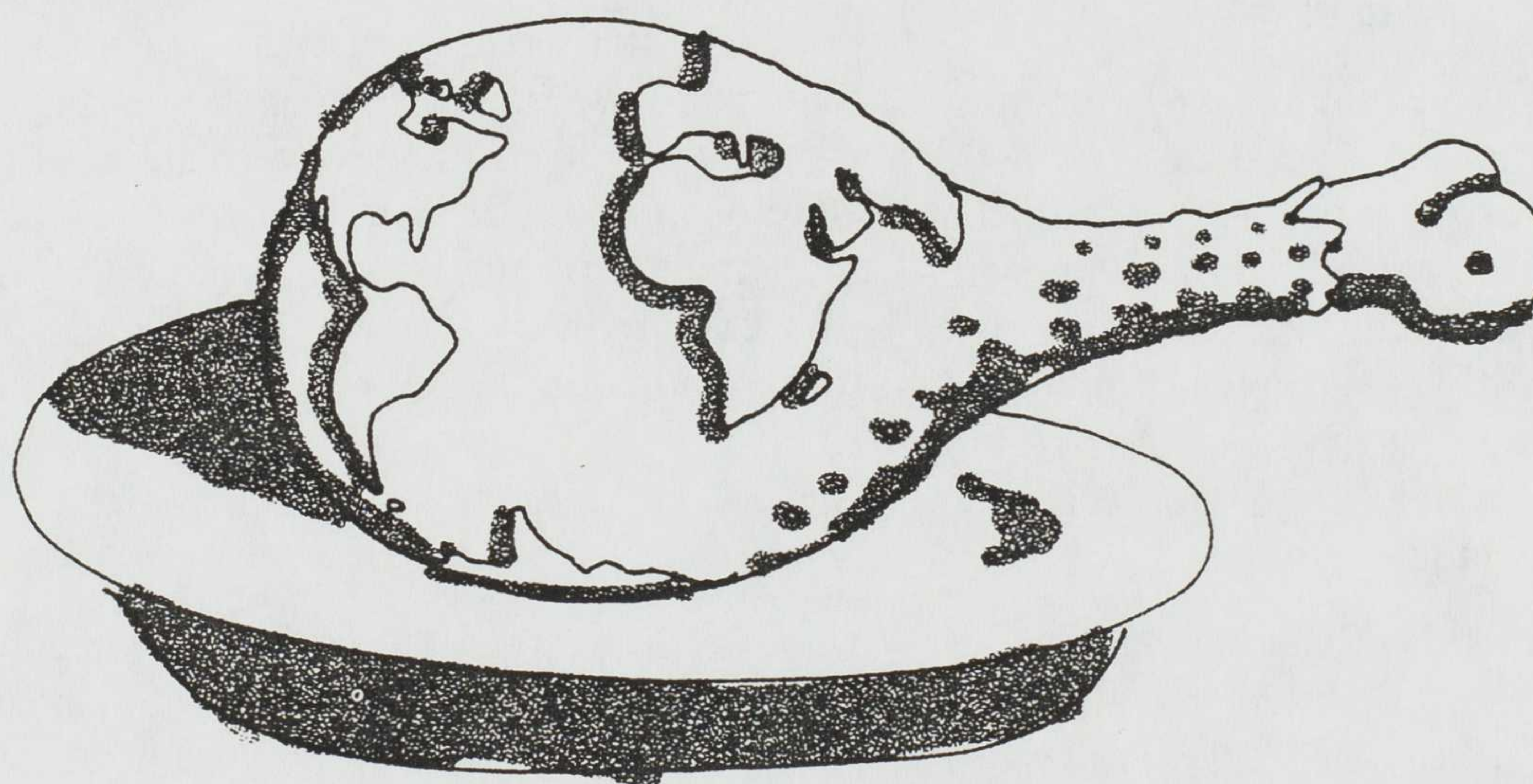
ing. The "three Rs"—Reduction, Replacement, and Refinement—encourage everyone to commit themselves to the degree they feel comfortable. While some are ready to commit to a meatless diet for ethical reasons (Replacement), others may be willing to eat fewer animals on ethical and health grounds (Reduction). And everybody can agree that we must relentlessly pressure industry and government to develop, promote, and implement systems that reduce the suffering of farm animals as long as people continue to eat them (Refinement).

Imagine the impact of one meatless meal a day, or cutting down on portions of meat. Such a change would mean a huge reduction in animal suffering while benefiting human health—since it is now clearly understood that people are healthier when they consume

more grains, fruits, and vegetables and less meat. And with a non-violent food lifestyle, we save animals and encourage discussion. Which would you prefer, a stroll through a slaughter house or an apple orchard?

Novelist Alice Walker concludes that "the animals of the world exist for their own reasons. They were not made for humans any more than black people were made for whites, or women for men." To be consistent, we cannot be selective about which groups of beings are worthy of our concern. Non-human animals, by any standard, are among the most exploited of all sentient beings. Those of us who oppose domination and exploitation need to speak for the voiceless and try to have an impact on preventable suffering. Can we claim to be enlightened, or even "civilized," if we acquiesce in animal suffering? □

THERE'S A WORLD OF SUFFERING IN EVERY BITE OF MEAT



The misery in meat is food for thought. The preferred meal of affluent societies is a proven killer linked to cancer, heart disease and diabetes.

It kills people in other ways too. The grain which fattens animals for our dinner tables is oft times "appropriated" from the peoples of Third World countries; it enriches dictators while vast populations starve.

Meat production destroys the environment, squanders dwindling water reserves, pollutes our rivers and lakes with toxic animal wastes, and is causing the destruction of rain forests.

Greed for super-profits has relegated animals to the status of machine parts. Veal calves live out their entire lives in dark wooden crates, unable to even turn around.

Egg-laying hens are confined to an area smaller than this page. Factory-farmed animals are so stressed that only a constant diet of drugs keeps them alive until slaughter.

Beyond satisfying our addiction, meat has no demonstrable benefits. It creates unending suffering for people, destroys the environment and inflicts horrendous pain on more than six billion animals consumed in this country each year.

Only you can do something about the misery in meat. Cut it out or cut it down. You'll be taking a bite out of misery.

This ad was produced by the Coalition for Non-Violent Food, a project of Animal Rights Int'l., Henry Spira, coordinator. For more information on factory farming send SASE to: ARI, Box 214, Planetarium Sta., New York, NY 10024.