

Here's What You Can Do:

- ✓ *Go vegetarian, go for the meatless, non-violent lifestyle. You'll be taking a bite out of misery. If you choose not to cut it out all the way, at least cut down. It'll be good for you, for the animals and for the environment.*
- ✓ *Inform yourself, so you can inform others. Get a copy of **Animal Factories** by Jim Mason and Peter Singer.*
- ✓ *You can reach thousands, even millions, with just one postage stamp by writing **Letters To The Editor** exposing the realities of factory farm practices.*
- ✓ *You can also reach the public through radio/TV call-in programs when the subject touches on public health, protecting humans, animals and the environment, —all of which are adversely affected by animal agriculture.*
- ✓ *Write/call/visit your legislators and urge them to reduce the suffering of farm animals, to stop using tax monies to promote factory farming.*
- ✓ *Demand the option of meatless meals in school cafeterias, in restaurants and all other public food outlets.*
- ✓ *Through your PTA, school board and neighborhood paper, demand an end to meat and dairy industry propaganda in schools. Schools should encourage youth towards a healthy diet, —fruits, vegetables and grains. As a taxpayer, help decide how nutrition will be taught to children.*

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

All of us can make a difference in breaking this brutal tradition; it doesn't preclude other activities, and has no downsides.

And chances are you eat far more animal products than are recommended, even by present meat-oriented standards, because you have been

hooked on the protein myth. Studies suggest that animal products do more harm than good. The biggest myth is that meat protein is "superior quality" — an illusion fabricated by the meat industry.

Perhaps you are wondering what you can do? Start thinking about eating with conscience, and then you can get involved to the extent you feel comfortable. You may go all the way and be ready to commit to a meatless lifestyle for ethical reasons, or you may be willing to eat less meat on health grounds. Think of the impact of one or two meatless meals a day, or of smaller servings of meat. And think of the impact of all of us getting together to pressure industry and government to develop, promote and implement systems that reduce farm animal suffering for as long as people continue to eat animals.

ANIMAL FACTORIES

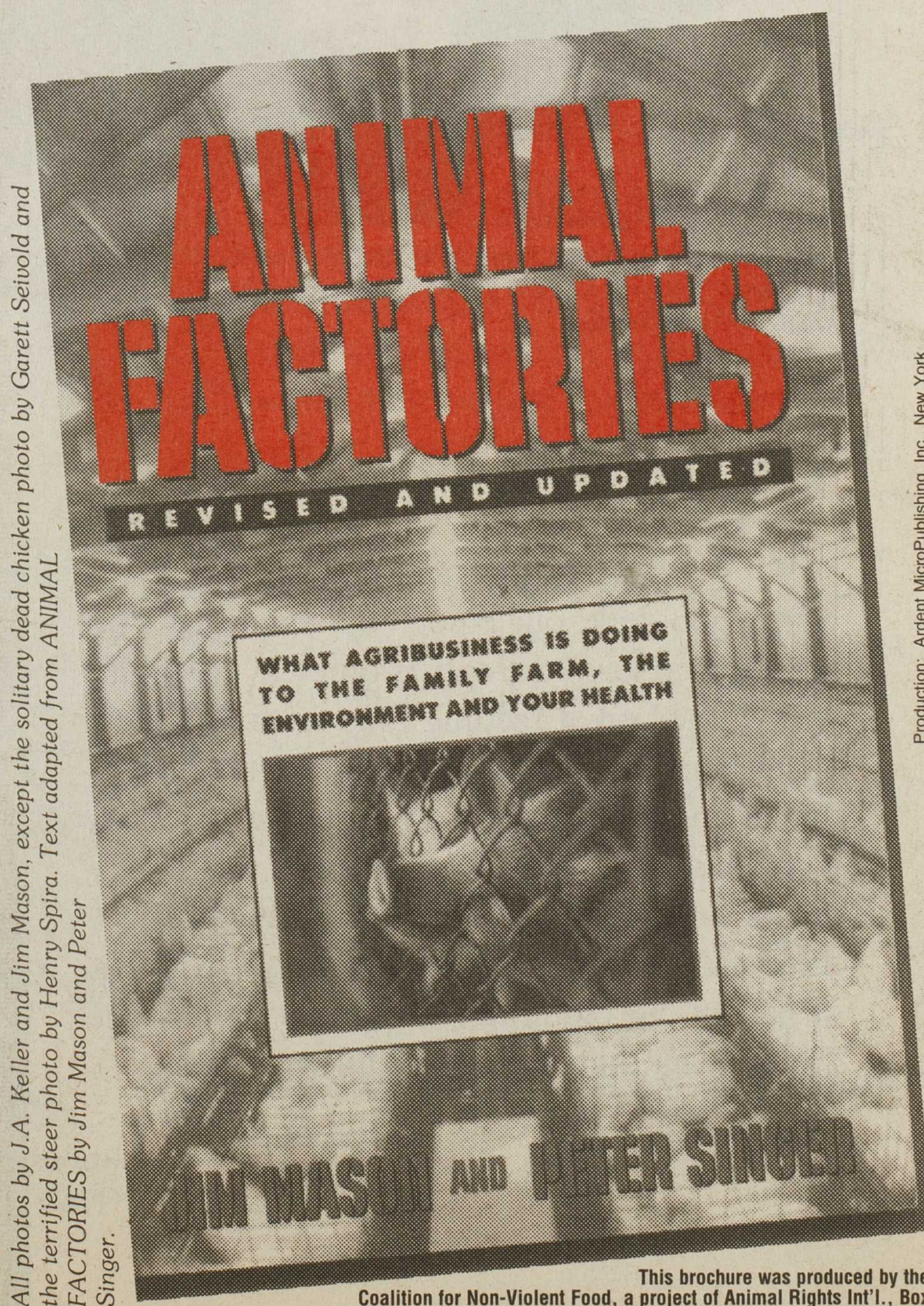
is required reading for anyone concerned with the institutionalized abuse of animals, environmental destruction, consumer protection or public health.

ANIMAL FACTORIES rips away the childhood myth of idyllic, happy farms where chickens scratch in barnyards and pigs loaf around in mudholes. If this peaceful scene ever existed, it is largely replaced by enormous, intensive-confinement factories where pigs, veal calves, and chickens are violated in mind and body, without respite, throughout their entire existence.

There is no escape from the factory farm, and there are no survivors.

Attorney, journalist and environmentalist Jim Mason and Australian philosopher Peter Singer, whose landmark book **Animal Liberation** launched the modern animal rights movement, have collaborated to produce **ANIMAL FACTORIES**, an inside look at the manufacturing of animals for food and profit.

ANIMAL FACTORIES is published by Harmony Books, a division of Crown Publishers, Inc., 201 East 50th Street, New York, New York.



All photos by J.A. Keller and Jim Mason, except the solitary dead chicken photo by Garrett Seivold and the terrified steer photo by Henry Spira. Text adapted from **ANIMAL FACTORIES** by Jim Mason and Peter Singer.

Production: Ardent MicroPublishing, Inc., New York

This brochure was produced by the Coalition for Non-Violent Food, a project of Animal Rights Int'l., Box 214, Planetarium Stn., New York, NY 10024, Henry Spira, Coordinator.