

BOYCOTT BURGER KING

On behalf of a national coalition of animal protection groups, we ask that you boycott all Burger King products until the firm stops marketing its "veal parmigiana" sandwich.

WHY VEAL?

- Veal is obtained by slaughtering calves. Moreover, a large fraction of veal sold in the United States today comes from "special-fed" calves, a term that has come to symbolize the cruelest form of farm animal abuse known.
- Special-fed calves are taken from their mothers a couple of days after they are born. They live out their miserable 16-week existence chained by the neck in a 2-by-4 foot wooden crate, where they cannot stretch or turn around, and are forced to lie or stand on a slatted floor without any straw bedding. These playful animals are kept in total darkness and isolation from other calves. They are fed a liquid diet that is deficient in iron to make them anemic. This is designed to produce the pale, soft flesh that is so prized by the "gourmet."
- The calves are fed large doses of antibiotics to prevent the onset of infectious diseases brought on by the stress of confinement and malnutrition. Consumption of flesh laced with antibiotics reduces the effectiveness of antibiotics that may have to be administered in the future to save the consumer's life.



WHY BURGER KING?

- As the world's second largest fast food chain, Burger King sets the dietary trends for a large segment of the food retailing industry and the consuming public.
- Although Burger King claims not to use special-fed veal, its vigorous promotion of veal consumption is certain to increase the demand for and the production of veal from all sources, including special-fed calves.

WHAT CAN YOU DO?

- Avoid consumption of veal and all Burger King products.
- Send your views to the Burger King Corporation at 7360 Kendall Drive, Miami, FL 33152 and to your local newspaper editor.
- Contribute time and money to our national public awareness campaign.
- Contact:

ACTION FOR LIFE

BOX 5888, BETHESDA, MD 20814

