



Changing for Good

Making a Difference by Living Your Values





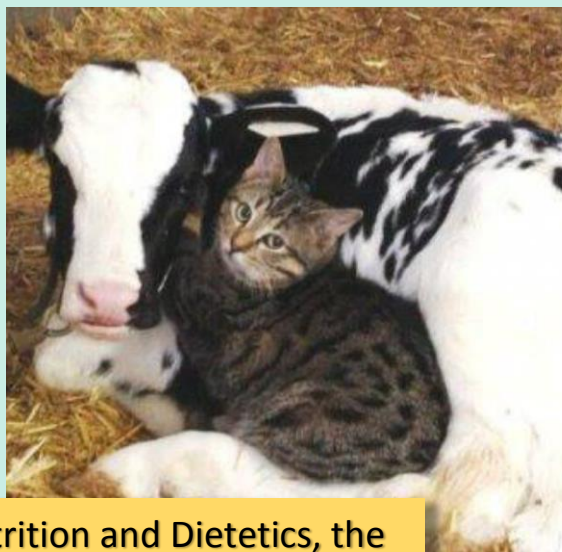
Change Is Good

You may have already seen how animals are treated on farms and in slaughterhouses. Like most people, you probably don't like seeing those pictures and videos. Most of us try to be kind and decent and don't want others to suffer. The good news is that every meal is an opportunity to choose compassion and non-violence.

In the US, over 8 million people have stopped eating animals. Over 3 million of them eat a vegan diet—they don't consume animals, eggs, or animals' milk.

— 2016 Harris Poll

More and more people like you are choosing to leave chickens, fishes, pigs, cows, eggs, and other animal products off their plates. According to *U.S. News and World Report*, one out of seven college students has stopped eating animals. Many others are choosing to eat fewer animal products.



The Academy of Nutrition and Dietetics, the largest organization of nutrition professionals in the world, agrees that a balanced vegan diet is healthy for people of all ages.

Many routine animal farming practices would be illegal and could result in felony cruelty charges if the victims were dogs and cats rather than chickens, fishes, pigs, and other farmed animals.

Just like the dogs and cats many of us share our homes with, farmed animals have unique personalities and complex social and emotional lives. They are far more intelligent than we've been conditioned to believe. Like us, their lives matter to them and they don't want to suffer.



At hatcheries, farms, and slaughterhouses, billions of individual animals are abused, exploited, and treated as inanimate objects rather than living beings. Everything that matters is taken from them—their freedom, their families, their bodies, and their lives.



We can live healthy lives without hurting and killing animals. Every time we choose animal-free foods instead of eggs, animals' milk, and flesh, we are choosing compassion rather than violence.



Our Choices Matter

For centuries, one race and one gender of humans were believed to be superior to all others. Individuals whose race or gender was considered inferior were brutally oppressed. This racist, sexist violence and injustice was legal and socially acceptable.



“Human beings are a part of the animal kingdom, not apart from it. The separation of ‘us’ and ‘them’ creates a false picture and is responsible for much suffering.”

— Marc Bekoff

Racism, sexism, and human slavery are still serious problems. However, we have rejected and disproved the false belief that arbitrary traits—such as race or gender—make others inferior. Humans are no longer legally defined as property. Also, it is now socially unacceptable, and in many cases illegal, to oppress or harm other human beings based on their genes.



Just like our ancestors, we’ve been taught that certain groups are inferior just because of their genes. We’ve also been taught that our violent use of these “inferior” beings is normal, natural, and simply “the way things are.”

Speciesism: The belief that all other species of animals are inferior to humans and may be used for our benefit without regard for the non-human's suffering or needs.

PUBLIC SALE

The undersigned will offer for sale at Public Auction, on the Henry Peters farm, 2 miles South and 1 1/2 miles West of WOODVILLE, or 3 miles West and 2 miles S. of GIBBS, BURR, near KLINK RIDGE, on

Tues., Mar., 3 '08

COWS

2 milch cows.
1 heifer, with calf.
1 Cow fresh in March
6 Head young cattle



SHEEP and HOGS

3 Brood sows, with pig. 27 Shoats.
34 Head of Sheep.

Farm Implements, Hay, Etc.

One Binder, One Mower, One Hay Rake, One Roller, One Drag, One Grain Drill, One two horse Cultivator, 2 two horse Wagons, One Double Seated Carriage, One Top Buggy, One Hay Rack, One Corn Sheller, 800 pound Scale, Hay Rope and Sling s, 2 Sets Double Harness, One Set Single Harness, Swiss Feed Cutting Box, Seed Corn, 1 Bob Sled, 1 Black Hawk corn planter, 1 cook stove 1 heating stove, churn, iron kettle, dinner bell, wheel barrow, and other things too numerous to mention.

Speciesism, like racism and sexism, is a violent belief system that favors the interests of the dominant group at the expense of those outside that group.

Because of speciesist beliefs, other living beings are legally defined as property and denied the most basic of rights. On farms of all sizes—including “humane” and “free-range” farms—individuals are born into slavery, mutilated, confined, forcibly impregnated, separated from their families, and brutally killed.

We know that violence and injustice targeted at individuals because of race or gender is wrong. Many people are also recognizing that the violence and injustice of enslaving and harming those who happened to be born into a species other than our own is wrong as well. So they are aligning their actions with their beliefs by making the truly humane and principled choice to stop buying and using products taken from our fellow animals.



"The animals of the world exist for their own reasons. They were not made for humans any more than black people were made for white, or women created for men."

— Alice Walker



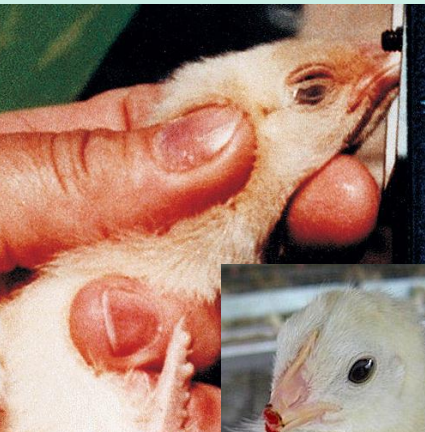
Kevin

Meet Kevin and Libby

The egg industry treats male babies like Kevin as garbage and females like Libby as egg-laying machines. Unable to lay eggs and not bred for rapid growth, male babies are considered useless. They are thrown alive into high speed grinding machines or stuffed in trash bags to slowly suffocate under the weight of their dying brothers.



The US egg industry kills 250 million baby male chicks each year.



Overcrowding on egg farms causes hens to peck one another out of frustration. To minimize lost profits due to pecking injuries, the egg industry cuts off part of the chicks' sensitive beaks with a hot blade. No pain relief is given. Libby survived this painful mutilation, but many babies starve to death because it hurts too much to eat or drink.

Even "cage-free," "free range," "organic," and "humane" egg farms kill the hens after a few years and replace them with younger, more "productive" victims whose day-old brothers were brutally killed.

Most hens exploited for their eggs are crammed together in wire cages so small they can barely move. Even “cage-free” hens like Libby are confined by the tens of thousands in huge, filthy sheds. Many die due to untreated wounds or illness, or by becoming trapped in the cage wires and unable to reach food or water. Survivors are forced to live amidst the filth and stench of rotting bodies, feces, urine, and toxic ammonia fumes.



Over 97% of US eggs come from hens imprisoned in tiny cages.



Libby lost her foot to the wire floor of a “cage-free” prison.

After 2 years—out of a 10-year life span—their genetically manipulated, unnaturally high rate of egg laying declines, and the hens are killed. No laws protect farmed birds so any method of killing is legal. The hens’ battered and calcium-depleted bodies end up in low-grade products—soup, pot pies, dog or cat food—or are simply discarded in landfills.

Kevin and Libby were rescued from the extreme violence of the egg industry. Safe at sanctuaries, they are free to express their unique personalities, form lasting friendships, explore their world, and enjoy dust baths, fresh air, and sunshine. Unlike their enslaved sisters and murdered day-old brothers, their lives, their bodies, and Libby’s eggs are finally their own.



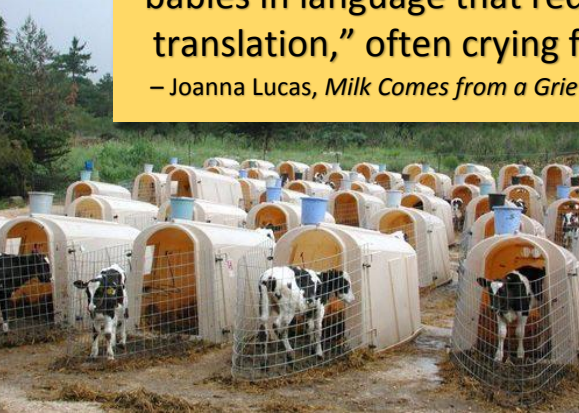
Milk Comes from Grieving Mothers

Like humans and all mammals, cows make milk for their babies. But a mother enslaved by the “dairy” industry has her newborn taken from her—usually within hours of birth—so her milk can be stolen for human consumption.



“[Mother cows] beg for their stolen babies in language that requires no translation,” often crying for days.

– Joanna Lucas, *Milk Comes from a Grieving Mother*



The babies who will replace their mothers are

raised alone in tiny pens. Male and “excess” female babies are violently killed on the first few days of their lives or isolated in tiny stalls and killed for “veal” when just a few months old.



“When these frail orphans are dragged onto the killing floor, they are still seeking their mothers. ...Many try to suckle the fingers of their killers.”

– Joanna Lucas, *The Humane Farming Myth*

“Dairy” farms of all sizes—including family-run, “humane,” and “organic”—take children from their mothers, kill unwanted children, and kill the young mothers once they become unprofitable.





Most cows used for their milk are confined in barren sheds or feedlots. Many have their tails and horns painfully cut off. Nearly all are forcibly impregnated while restrained in a “rape rack.”

“The human body has no more need for cows' milk than it does for dogs' milk, horses' milk, or giraffes' milk.”

— Dr. Michael Klaper



By age 4 to 6, out of a 25-year life span, their unnaturally high milk production decreases to an unprofitable rate and they are killed. Many individuals are pregnant as their young lives are brutally taken. Their flesh is sold as burgers and ground “beef.”

“As [these young mothers] are prodded towards their death, they drip milk onto the killing floor.”

— Joanna Lucas, *Milk Comes from a Grieving Mother*

Sadie's babies and milk were stolen from her. Like most cows exploited for their milk, she suffered from a painful udder infection. She and two newborn males were rescued and saved from slaughter. Safe at a farm sanctuary, Sadie finally got to be a mother, and her adopted babies got to frolic, play, and receive her unconditional love.





“Fishing” Hurts

Because fishes and other aquatic animals live in a foreign world we rarely visit, most of us never get the chance to know them. But scientists and others who do get to know them confirm that fishes are intelligent individuals with unique personalities, complex social lives, and the ability to suffer and feel pain.

“I wouldn’t deliberately eat a grouper any more than I’d eat a cocker spaniel. They’re so good-natured, so curious... [Fishes] are sensitive, they have personalities, they hurt when they’re wounded.”

— Dr. Sylvia Earle

Some fishes use tools to get their food, and in tests measuring memory and cognitive ability, some fish species have done better than some primate species.



“The scientific literature is quite clear. Anatomically, physiologically and biologically, the pain system in fish[es] is virtually the same as in birds and mammals...”

— Dr. Donald Broom



When pulled out of water and unable to breathe, a fish’s stress hormones react the same as those of a drowning human. Science has also confirmed that fishes have

pain-specific nerve endings, especially on their lips and mouths. And recent studies show that shellfishes such as crabs, lobsters, and shrimps feel pain and learn to avoid painful situations.



Humans kill over one trillion aquatic animals each year. This violence is condoned by our laws and our society. Hurting and killing fishes is promoted as a fun activity, and even young children are encouraged to take part in the killing.



“Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures...”

— Albert Einstein



Nearly half the fishes we consume are raised in captivity. Like other farmed animals, they are badly abused. Tightly confined in filthy enclosures, many individuals die of injury, disease, and parasites.

“They’re like floating pig farms...
Disease and parasites...run rampant.”

— The Los Angeles Times,

“Fish Farms Become Feedlots of the Sea”



Fishes and other aquatic animals captured in the wild are crushed in nets or violently impaled on hooks. When dragged from the depths, the rapid pressure change ruptures their organs. Those still alive when pulled from the water—in the wild



or on farms—are beaten to death, cut up alive, or left to slowly suffocate.

Commercial “fishing” methods also devastate ocean ecosystems and kill countless dolphins, whales, sharks, seals, sea birds, and sea turtles.





The True Price of “Meat”

Chickens are intelligent, unique individuals with a complex language and social structure. Like us, they enjoy fresh air, sunshine, and the freedom to live their lives. But all of this is denied to the billions of chickens born into the “meat” industry.



“[Upon entering a chicken shed] I was almost knocked to the ground by the overpowering smell of feces and ammonia. My eyes burned and so did my lungs, and I could neither see nor breathe.”

— Michael Specter,
New Yorker, April 14, 2003

They are imprisoned by the thousands in filthy crowded sheds—basically giant litter boxes—and forced to live amidst their own waste. The feces- and urine-soaked

bedding creates toxic ammonia fumes which cause painful burns and blisters to their skin, lungs, and eyes.



If we grew at the same unnatural rate as chickens raised for their flesh, a human baby would weigh 660 pounds at two months old.

— *Poultry Science Journal*



Chickens raised for their flesh have been genetically manipulated for extremely rapid and unnatural growth. Organ failure, heart attacks, broken bones, and painful crippling leg deformities are common.

Despite their unnatural size, chickens are still infants when killed at just 42 days old. In natural settings, they would still be sleeping under their mother's wings at this age. Instead, they are hung upside down by lame or broken legs. As they struggle for their lives, many miss the throat-cutting blade and are still alive when plunged into the scalding hot water of the feather-removal tanks.

Individuals who are boiled alive
“scream, kick, and their eyeballs
pop out of their heads.”

– Virgil Butler, former slaughterhouse worker



Turkeys endure the same miserable conditions, genetically manipulated abnormal growth, and violent slaughter. This is also true of “organic” and “free-range” chickens and turkeys.

The few birds “humanely” killed on farms are shoved headfirst into a “kill cone,” have their neck slashed, and bleed to death while choking on their own blood.



Adrian's death was planned long before he was even born. He was to be killed at just six weeks old but was rescued instead. Yet he remained trapped in a painful, unhealthy body genetically manipulated to produce unnaturally huge portions of breast and thigh flesh. Sadly, most chickens rescued from the “meat” industry die before their second birthday.



Agribusiness as Usual

Producing eggs, animals' milk, and "meat" on any scale—from the largest industrial operation to the smallest family-run, "organic," "cage-free,"

"free-range," "local," "grass-fed," or "humane certified" farm—is based on using the bodies of other individuals for profit. Some farms may be less brutal than others, but there is no humane way to profit from the lives and bodies of other living beings.

"No matter how 'humane' the farm may appear through human eyes, it remains a death camp for the animals who are ... bred, used, and violently killed there."

— Joanna Lucas, *The Truth About "Humane" Farming*

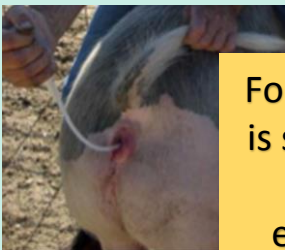
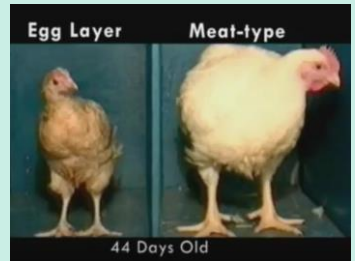
GENETIC MANIPULATION

Selective breeding to increase profits has resulted in abnormally large and rapid growth and unnaturally large amounts of milk, eggs, and babies. This comes at a tremendous cost to the animals' health and quality of life.



"ARTIFICIAL INSEMINATION"

Nearly all females exploited for the milk or babies they produce are subjected to forced "artificial insemination." Males are "milked" for their semen, and the females are physically restrained as a sperm-filled catheter, rod, or syringe is inserted in their vagina.



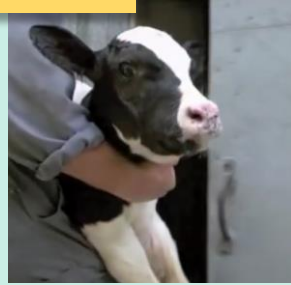
Forcibly impregnating restrained females is standard practice in animal farming. If humans were the victims, we would easily recognize this as sexual assault.

“When domesticated animals become mothers, they are all faced with the same grim reality: their children belong to someone else.”

— Joanna Lucas, *The Humane Farming Myth*

SEPARATION OF MOTHERS AND BABIES

All farms tear families apart and deny mothers the right to raise their children. Chicks are hatched in industrial incubators and never know their mothers. On “dairy” farms, devastated mothers cry out for their stolen babies and have been known to break down fences and walk miles in search of their newborns. Mother pigs are known to sing to their babies while nursing. Yet long before they would naturally be weaned, baby pigs—and



all babies who will become “meat”—are taken from their imprisoned mothers to be fattened for slaughter.



PAINFUL MUTILATIONS

On farms of all sizes, individuals endure the pain of having their teeth, beaks, toes, horns, or tails cut or burned off. Males are castrated, often by having their scrotums cut open and their testicles ripped out. Cows are burned with sizzling-hot “branding” irons. No pain killers are used during or after these excruciating procedures.

“To the farmer, these mutilations are routine. But to the individuals who are forced to endure them, they are painful, terrifying, physically crippling, and emotionally traumatic.”

— Joanna Lucas, *The Humane Farming Myth*





The Business of Killing

All egg, "dairy," and "meat" production requires the killing of individuals who didn't want to die.



"Humans decide where [farmed animals] will live; if they will ever know their mothers; ...when, how, and if, they are going to reproduce; ...what mutilations they will be subjected to; ...and when, where, and how they are going to die."

— Joanna Lucas, *The Humane Farming Myth*

KILLING OF UNPROFITABLE INDIVIDUALS

Females who don't produce eggs, milk, or babies at a profitable rate; males who will never produce milk or eggs; and anyone too sick, too injured, or who doesn't grow fast enough to be profitable are killed or left to slowly suffer to death.



Sick, injured, or slow-growing piglets are held by their back legs and slammed against the concrete floor. Those not killed instantly are simply left to die.



TRANSPORT TO SLAUGHTER

Those who survive long enough to be killed for their flesh are tightly packed in trucks for hours or days with no food, water, or protection from the weather. Many individuals die of heat stroke, dehydration, or exposure to bitter cold. Live animals whose skin or feet freezes to the sides or floors of the trucks are painfully ripped out at the slaughterhouse. Many individuals arrive too sick, injured, or weak to walk. They are brutally dragged to slaughter or are left to endure a slow, agonizing death.



“The preferred method of handling a cripple...is to beat him to death with a lead pipe before he gets into the chute...Or if you get a hog that refuses to go in the chutes and is stopping production, you beat him to death.”

— Ed Van Winkle, slaughterhouse worker
(Interviewed by Gail Eisnitz in *Slaughterhouse*)

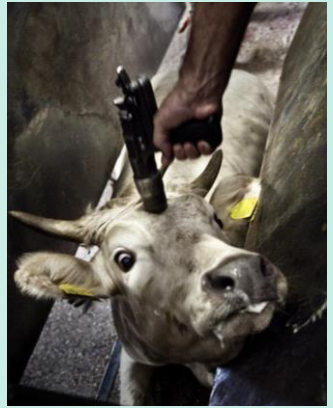


Taking Lives

It is never “humane” to kill someone who wants to live, and animals killed for their flesh never willingly give their lives.

“...uncooperative animals are beaten,...have prods poked in their faces and up their rectums,...have bones broken and eyeballs poked out... The Humane Slaughter Act is a regulation on paper only... It is not being enforced.”

— Dave Carney, USDA Inspector
(Interviewed by Gail Eisnitz in *Slaughterhouse*)



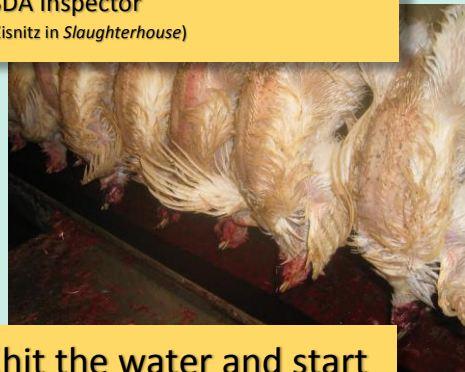
Federal law states that cows, pigs, and most other mammals must be made unconscious before their throats are cut. However, this law is rarely enforced and does not even apply to fishes, birds, and anyone killed for kosher or halal flesh.



“[Cows will] go through the skinning process alive. I saw that myself, a bunch of times.”

— Texas USDA Inspector
(Interviewed by Gail Eisnitz in *Slaughterhouse*)

Countless individuals are conscious as their throats are slit. Many are still alive and conscious as they are cut to pieces or dunked in tanks of scalding hot water meant to remove their feathers or hair.



“These hogs...hit the water and start screaming and kicking... I’m not sure if they burn to death before they drown, but it takes them a couple of minutes to stop thrashing.”

— Ed Van Winkle, slaughterhouse worker
(Interviewed by Gail Eisnitz in *Slaughterhouse*)

"The cattle were supposed to be dead before they got to Moreno. But too often they weren't. 'They blink. They make noises... The head moves, the eyes are wide and looking around.' Still Moreno would cut. On bad days...dozens of animals reached his station clearly alive and conscious. Some would survive as far as the tail cutter, the belly ripper, the hide puller. 'They die,' said Moreno, 'piece by piece.'"

— *The Washington Post*, April 10, 2001



"Whether killed in their own backyard by the very people they trusted, or hacked to pieces in a distant slaughterhouse where they are dragged onto the killing floor after enduring the prolonged agony of auction and transport, all of the young victims of our appetite are killed violently,

unnecessarily, and in cold blood. None of these individuals **wants** to die, none of them **deserves** to die, none of them **has** to die for us to live and thrive. **And not a single one of them experiences his or her own brutal, untimely death as**

'humane.' They all know they are going to be harmed, they all know they are going to die, they are all terrified—some shake uncontrollably, some freeze in terror, some lose control of their bowels and vomit in fear. They all struggle desperately to escape, they all plead for a mercy that never comes, they all cling to their lives to their last breath."

— Joanna Lucas,

The Humane Farming Myth



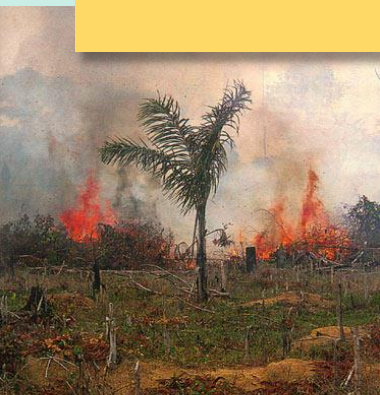
We're All in This Together

Using our fellow animals for food hurts and kills trillions of fishes and farmed animals—each one an irreplaceable individual who wanted to live. It also pollutes the water and air, destroys fragile ecosystems, kills countless animals in the wild, wastes water and energy, and sickens and kills millions of humans.



Eating animals is one of the leading causes of “every major category of environmental damage now threatening the human future—deforestation, ...water scarcity, air and water pollution, climate change, biodiversity loss, social injustice, the destabilization of communities and the spread of disease.”

— The World Watch Institute



Millions of acres of rainforest are destroyed each year to create pastures for “grass-fed” cows and to grow crops to feed chickens, pigs, and other farmed animals. Worldwide, habitat destruction due to deforestation, ranching, and commercial “fishing” is a leading cause of species extinction.

Raising animals for food creates more greenhouse gas emissions than all forms of transportation combined.

— Food and Agriculture Organization of the United Nations

Animal farming creates far more pollution and requires far more land, water, and energy than growing plants for human consumption. In the US, raising animals for food uses over half of our fresh water and over 70% of our grains. It also creates 7 million pounds of excrement **every minute**.



“Meat consumption is an inefficient use of grain. The grain is used more efficiently when consumed by humans. ...feeding grain to [farmed] animals [is] creating competition for grain between affluent meat-eaters and the world’s poor.”

— The World Watch Institute

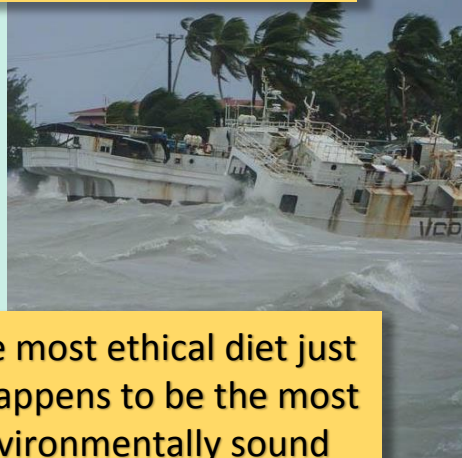


Raising animals for food uses over half of the world’s grain crop. Every day, more than 20,000 humans die of hunger while grains that could have fed them are exported to feed billions of farmed animals.

According to a United Nations report, “a global shift towards a vegan diet is vital to save the world from hunger...and the worst impacts of climate change...”

— *The Guardian*, June 2, 2010

Eating flesh, eggs, and animals’ milk is conclusively linked to the leading causes of human death—heart disease and many cancers. Animal agriculture also poisons millions with *E. coli*, *salmonella*, and other bacteria that live in animals’ intestines. The crowded, filthy conditions and overuse of antibiotics on farms is responsible for new diseases and antibiotic resistant strains of bacteria that sicken and kill humans as well as other animals.



“The most ethical diet just so happens to be the most environmentally sound diet and just so happens to be the healthiest.”

— Dr. Michael Greger

Choose Nonviolence

The truth about animal farming is hard to stomach. Buying and consuming flesh, eggs, and animals' milk supports violence and injustice. But you can choose to withdraw your support of this violence and can instead choose to align your actions with your values.



“We know we cannot be kind to animals until we stop exploiting them—exploiting animals in the name of science, exploiting animals in the name of sport, exploiting animals in the name of fashion, and yes, exploiting animals in the name of food.”

— César Chávez



Each vegan meal is a vote against injustice, violence, and oppression. Less demand for animal products means that fewer animals will be brought into the world just to be hurt and killed for our taste buds.

Being vegan means deciding to “live your life without depriving others of theirs.”

— Joanna Lucas

Making vegan choices is easier than ever. It helps to first commit to moving toward an animal-free diet. Then just focus on one day or one meal at a time. Connect with others who are vegan or working toward that goal. Learn how to make a few of your favorites—like spaghetti or burritos—with animal-free options. Keep trying animal-free foods—like vegan pizza, burgers, deli slices, yogurt, and even ice cream—to find the ones you love.



“Being vegan is not only the most efficient way to be full-body strong, it’s also the most humane.”

— David Carter, NFL Defensive Lineman



It also helps to learn more about how animal agriculture harms the planet and all of us—especially our fellow animals. Keep reminding yourself why you want to choose animal-free foods, and don’t give up just because you make some mistakes or fall short of your goals.

“Do the best you can until you know better. Then when you know better, do better.”

— Maya Angelou

Making vegan choices is really about justice, integrity, and doing what’s right—even when it’s easier to do what you’ve always done.

Choosing to reject the violence of animal exploitation and to instead explore vegan foods and products may be one of the most powerful, positive, far-reaching decisions of your life. Every day, every meal, and every purchase is a new opportunity to live your values of fairness and kindness. Every time you choose animal-free items instead of animal products, you’re making a real difference and helping to create a better world.



**For more information, recipes, and tips, visit:
AFA-online.org, BeFairBeVegan.com,
HumaneFacts.org, and VeganKit.com**



Live Your Values. Change the World.

**"How wonderful it is that no
one has to wait, but can
start right now to gradually
change the world."**

— Anne Frank

**Request your free vegan starter pack at:
VeganStarterPack.com**

