

## ♥♥♥ Have a Heart ♥♥♥

Animals raised for meat, eggs, and dairy are the victims of a heartless industry driven by desire for profit. These are sentient animals that feel pain like you and I, yet each year over 40 billion land animals, and billions more fish, are tortured and killed by the food industry.

Ninety percent of all land animals killed for food are birds. Chickens and turkeys raised for meat live crowded by the thousands in warehouses while they grow to slaughter weight. The large numbers of birds make establishing a pecking order impossible, so fighting and cannibalism are common. For transport to slaughter, chickens are often roughly thrown into cages, causing broken wings and legs. At slaughterhouses they are dumped out like gravel from a dump truck, shackled by their legs, and have their throats sliced. Birds who aren't killed by the blade are scalded to death in feather removal tanks.

Most egg-laying hens spend their lives in cages too small for them to spread even one wing. To reduce loss from stress-induced fighting, their sensitive beaks are cut off with a hot knife. When they are no longer profitable layers, the hens are slaughtered. Chicks must be hatched to replace the slaughtered laying hens. The males, unable to lay eggs and of the wrong strain to be profitable for meat, are killed at just a few days old. This is also true of males hatched to replace laying hens at "free-range" egg farms.

Dairy cows are repeatedly impregnated, often on what the industry calls a "rape rack," to keep them producing milk until they are exhausted, and thus slaughtered. Forty percent of hamburger sold in the U.S. is made from slaughtered dairy cows. Their male calves will likely be sold into the veal industry. Without dairy farms, there would be no veal industry.

Cows raised for meat live in muddy, feces-filled enclosures called feedlots, while pigs are crowded into pens. Pigs often suffer from pneumonia, sinus infections, and having their noses burned by the ammonia from their own urine. Mammals killed for meat are packed into trucks for often long journeys to slaughterhouses. In winter, animals may freeze to the sides of the trucks; in summer, they may die from dehydration or heat stroke. It's cheaper to lose a few animals than to give them more space or take water breaks. At slaughterhouses mammals are generally shot in the head with a high-powered steel rod called a captive bolt gun. If that doesn't kill them, they may be skinned and dismembered while still alive.

Fish, proven to feel pain in similar ways to humans, are dragged from the sea and suffocate on ship decks. Decompression often causes their eyes to pop out of their heads and their stomachs to push out their mouths.

You can help stop these needless cruelties by reducing or eliminating animal products from your diet. Every person who goes vegan—cuts all meat, eggs, and dairy from his or her diet—saves over 100 animals every year.

Please, don't go breaking the animals' hearts. Go vegan.

## ♥♥♥ Vegetarians Make Better Lovers ♥♥♥

Yes, it's true! A vegan diet, which contains no animal products, is free of the cholesterol and low in the saturated fat that lead to clogged arteries. By cutting out the meat, eggs, and dairy products that contain high levels of cholesterol and saturated fat, you can increase blood flow to all parts of the body. Yes, *all*. Many of the conditions that cause impotence—such as high cholesterol, prostate cancer, and obesity—can be prevented or improved by a vegan diet. Additionally, adopting a vegan diet is associated with an increase in energy...including in the bedroom.

## ♥♥♥ Be Kind to Your Heart ♥♥♥

In the U.S., approximately half of deaths are caused by heart disease, and it is the number one killer of women. Diet is a significant contributing factor, and a vegan diet greatly reduces the risk of heart disease. Unlike a diet that includes meat, eggs, and dairy, a vegan diet is low in saturated fat and free of cholesterol, reducing chances of clogged arteries. Obesity, high blood pressure, and diabetes are other contributing factors to heart disease that are reduced by a vegan diet. Studies indicate that just being a vegetarian reduces the risk of dying from heart disease by 24 percent.

## ♥♥♥ Love Your Mother ♥♥♥

Raising animals for food—whether it is for their flesh, milk, or eggs—is an assault on Mother Earth. Millions of acres of rainforests are burned every year to make pasture for grazing cattle. Over half of the water used in the U.S. goes towards raising animals for food, and the waste from the factory farming industry pollutes more water sources than all other industries combined. According to a United Nations report, animal agriculture contributes more greenhouse gases to the atmosphere than all forms of transportation combined. According to the Union of Concerned Scientists, cutting animal products from your diet is one of the best things you can do to help the planet. So if you care about the Earth, and want to be a true environmentalist, you must be vegan.

## Action for Animals

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