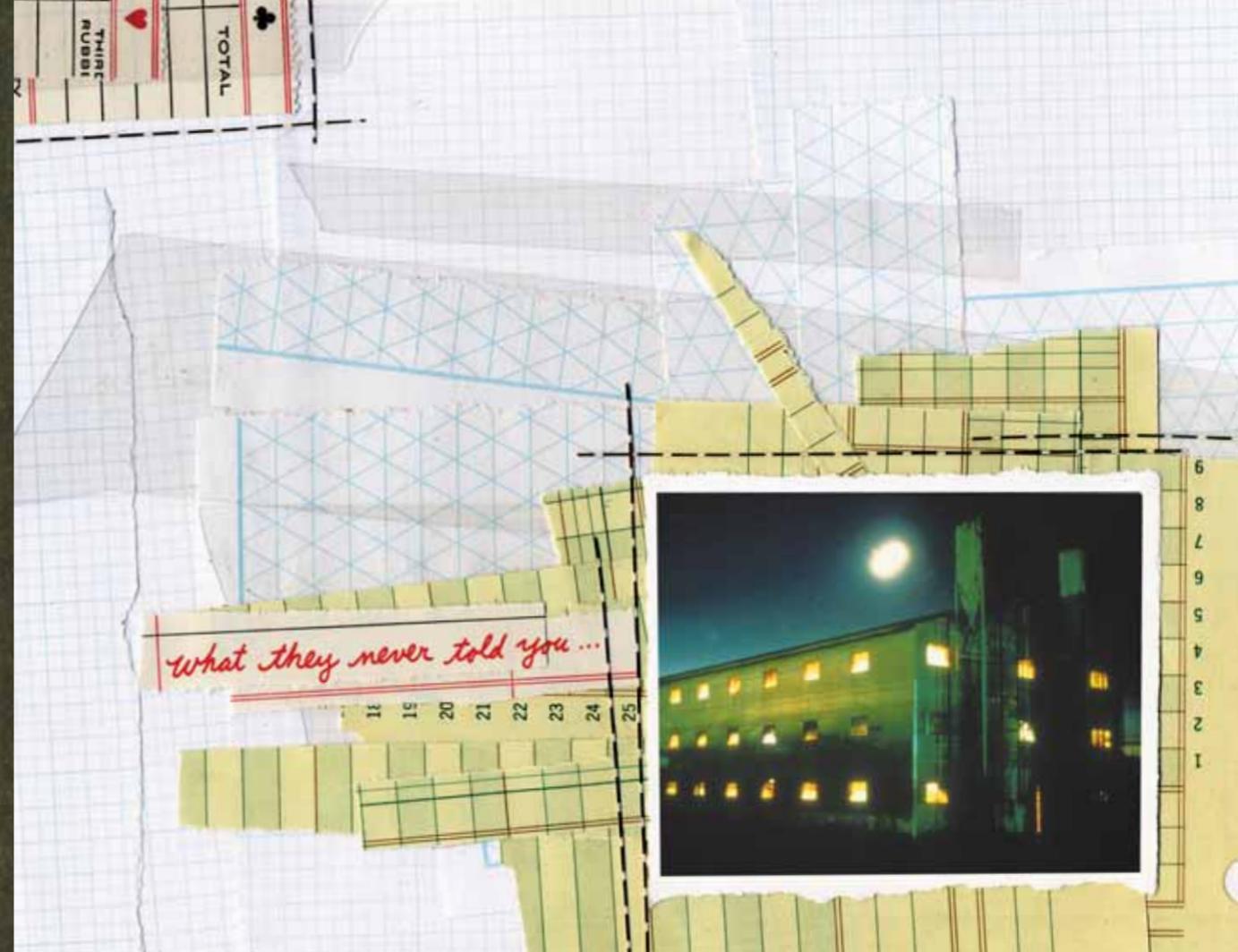
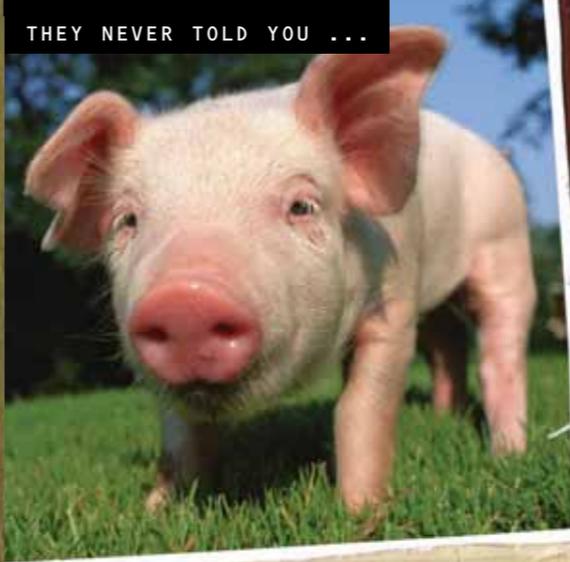


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STU211 7/05





Animals Are Like Us

Pigs are smarter than dogs and 3-year-old children. They are affectionate and like to play video games.

Hens and chickens talk to each other ... even while the chick is still in the egg.

If you give an apple or a small ball to a group of turkeys, they'll play with it together, kind of like they're on a football or soccer team.

Cows are excellent mothers—they even take turns babysitting for each other!

Fish use their mouths and tongues in pretty much the same way that we use our hands. They use their mouths to build nests, to catch food, and to hide their babies!

"The animals are beings that have feelings like me. They are like my brothers and my sisters."

—Ziggy Marley



THEY NEVER TOLD YOU ...

Factory Farms Are Not Fairy Tales



THEY
'VE
WE

"I don't eat any animals or anything that has to do with animals—no fish or egg or dairy because I personally don't feel it's a good practice to eat anything that might run away from you."
-Russell Simmons

The meat, eggs, and dairy products that you consume no longer come from the small family farms that you see in children's books. They're produced in intensive factory farms, where animals suffer from confinement, routine bodily mutilations, and painful slaughter techniques.

Chickens have their beaks sliced off with a hot blade. Baby cows are separated from their mothers within 24 hours of birth. Pigs get their teeth cut in half and their tails cut off.

It doesn't have to be this way. **NEED MORE FACTS? READ ON ...**

THEY NEVER TOLD YOU ...



They're Hell on Earth



Did You Know?

In order for a cow to produce milk, she must first have a calf. Female cows are artificially inseminated shortly after their first birthday. After giving birth, they lactate for 10 months, then they are re-inseminated, and the cycle starts again.



Chickens are kept in extremely crowded, filthy sheds. They have been bred and drugged to the point where they can barely walk. One recent PETA investigation found workers ripping live birds' heads off to write graffiti with their blood and squeezing them so hard that they expelled feces onto other birds.

Egg-laying hens are packed so tightly into cages that they can't even stretch one wing. The birds' bones and muscles waste away from lack of use, and by the time they're slaughtered, their bodies have to be turned into soup or cat food because they're too worn out for anything else. Male chicks hatched on egg farms are thrown into a mechanical grinder while they are still alive,

"rendered," made into feed, and fed back to other factory-farmed animals—including hens.

Cattle raised for beef have their horns and testicles cut out and third-degree burns inflicted on them (branding)—all without painkillers.

Dairy cows have electric machines hooked up to their huge, swollen udders, causing cuts and injuries—and the resulting pus, blood, and scabs all end up in that milk mustache. The stress caused by factory-farm conditions leads to disease, lameness, and reproductive problems, so by age 4 or 5 they are slaughtered.

After birth, male calves are torn from their mothers and shipped to veal farms, where they spend their lives on short chains in filthy, narrow stalls. They're unable to move around and fed nutrient-deficient food so that their flesh will be pale and soft when served.

Initials	Date

Pigs in factory farms spend their lives on concrete floors in extremely cramped pens. The male piglets get their testicles yanked out without painkillers.

Fish feel pain as do all animals, especially when they're hooked through the mouth or dragged out of the ocean in nets to die slow, agonizing deaths by crushing, suffocation, or disemboweling.

"If I wouldn't eat my cat
 —what's the difference
 between eating a cat or
 a cow?"
 —Ben Kenney
 of Incubus



"The live cows cause a lot of injuries," said Martin Fuentes, [a slaughterhouse worker] whose arm was kicked and shattered by a dying cow. "The line is never stopped simply because an animal is alive."

Chickens are killed when they are less than 2 months old, pigs are slaughtered at the age of 6 months, and cows barely see their first birthday.

Animals are shoved, kicked, and tossed into crowded trucks for long, often crippling rides through sweltering heat or freezing rain to the slaughterhouse. Food, water, and veterinary care aren't "wasted" on animals who are going to be killed. Countless animals arrive at the slaughterhouse with broken bones or other injuries—or dead.

Workers hoist them upside-down and slit their throats. Some animals get stunned, but many animals are completely conscious, kicking and crying out, as they are skinned and cut to pieces.

"During one inspection, federal officials found nine live cattle dangling from an overhead chain."
 —The Washington Post

The Only Thing

Worse Than Life

... Is Death

There are no regulations whatsoever for "free-range" meat, dairy products, and eggs. Most "free-range" animals are still mutilated and forced to endure long trips to slaughterhouses without food or water. All of them are denied most of their natural behaviors, and all have their lives violently cut short.



Animal Products Are Filled With Gross, Nasty Stuff



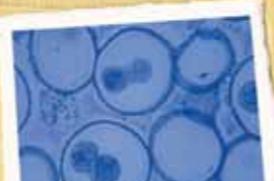
In every package of chicken, there's a little poop. A USDA study found that 98 percent of broiler chicken carcasses had detectable levels of *E. coli*, indicating fecal contamination.

Got pus? Milk does. In the United States, we have the highest permitted upper limit

of milk pus cell concentration in the world—almost twice the international standard of allowable pus cells.

Most animal products are packed full of antibiotics, dioxins, and foodborne pathogens like *E. coli*, salmonella, and campylobacter. Millions of people get sick each

year from eating contaminated meat, especially chicken and fish, and thousands die.



“Looking under a microscope anyone can see parasites in animal food. One cubic inch of Grade A beef often has over 1,000 parasite larva in it.”
—Dr. Richard Schulze

“Meat is dirty. I wouldn't touch a hot dog without a condom on it.”
—Bill Maher, comedian, TV show host

“I gave up meat when I was twelve. ... One day I was cutting up a chicken for my mom, and I hit a tumor with the knife. There was [pus] and blood all over the place. That was enough for me.”
—Josh Hartnett, actor



Water

More than half of all the water consumed in the U.S. is used to raise animals for food. A vegetarian diet requires 300 gallons of water per day, while a meat-eating diet requires more than 4,000 gallons.

“The way that we breed animals for food is a threat to the planet. It pollutes our environment while consuming huge amounts of water, grain, petroleum, pesticides and drugs. The results are disastrous.”
—David Brubaker, Ph.D., Center for a Livable Future, Johns Hopkins University

Deforestation



Cattle-ranching is the number one cause of Amazonian deforestation. In Central America, two-thirds of the rain forests have been cleared, primarily to raise cattle.

Energy

Raising animals for food requires more than one-third of all raw materials and fossil fuels used in the United States.



Eating Meat

Is Destroying the Earth

Pollution The meat industry causes more water pollution in the United States than all other industries combined. More than 10 billion animals are raised and killed for food every year in the U.S. alone; they have to eat, and their waste has to go somewhere.



Alicia Silverstone told *Self* magazine that once she began living the vegan life, "My skin started glowing, my eyes got brighter and I lost weight."

According to the Physicians Committee for Responsible Medicine, "Vegetarians are about 40 percent less likely to get cancer than nonvegetarians, regardless of other risks such as smoking, body size, and socioeconomic status."

Just to be clear, it's not the fat and cholesterol that cause cancer; it's the animal protein. The fat and cholesterol cause heart disease; the animal protein causes cancer. Dr. T. Colin Campbell, one of the world's foremost

epidemiologists and professor at Cornell University states that "human studies also support this carcinogenic effect of animal protein, even at usual levels of consumption ... no chemical carcinogen is nearly so important in causing human cancer as animal protein."

It's no secret that eating animal products—full of saturated fat, cholesterol, pesticides, dioxins, hormones, and antibiotics—is bad for your health and leads to many diseases and illnesses, including heart attacks, strokes, cancer, diabetes, and obesity.

Not worried about cancer and heart disease yet? Well, get this: Up to 33 percent of teens are obese and about

STATS:
Vegetarians and vegans live, on average, six to 10 years longer than meat-eaters.
The risk of developing heart disease among meat-eaters is 50 percent higher than among vegetarians.

two-thirds of all Americans are overweight or obese. Only 2 percent of vegans are obese.

Keeping animal products out of your body will make a huge difference in how you feel. Replace that hamburger with a veggie burger and that glass of cow's milk with soy milk and you'll have clearer skin, more energy, and a longer, healthier life. You'll wonder why you didn't do it sooner.



You'll Feel Healthier.
You'll Be Happier.

Most grocery stores stock plenty of fake meats. The same goes for nondairy alternatives to cheese, ice cream, milk, and other dairy products. Most restaurants—even Burger King, Taco Bell, Denny's, and Subway—have meat-free dishes. If your cooking is halfway decent, vegetarian and vegan cookbooks line the shelves at bookstores and libraries—and you can find recipes online at peta2.com. With the list below, you can find substitutes for all your favorites in no time. It's easy to be vegan.



There Is a World of Other Options

What Is a Vegetarian or Vegan?
A vegetarian doesn't eat any animal flesh—like chicken, beef, pork, or fish. A vegan doesn't eat animal flesh or any other animal products—like eggs, milk, or cheese. Vegans also don't wear animal skins, such as fur or leather.

THEN
Meat

Now

Meat
Butter
Ice Cream
Cow's Milk

There are so many choices, they need their own page! Fake chicken nuggets, veggie hot dogs, and vegan steak strips, "bacon," and even barbecued "ribs" are out there to make the transition easy. Most ethnic restaurants, from Chinese and Indian to Ethiopian and Italian, offer loads of cheap nonmeat dishes, too.

Cheese

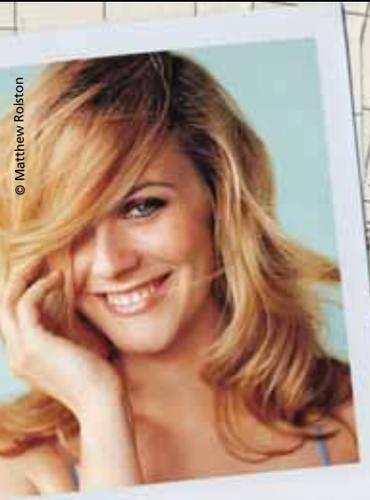
Use vegetable oils or vegan margarine. Try Tofutti, Soy Delicious, or fruit sorbets. Try chocolate, vanilla, or plain soy milk, rice milk, or almond milk. Use it any way you'd use cow's milk. Use soy cheese for pizza, sandwiches, and sauces. You can also make a creamy "cheese" sauce using nutritional yeast flakes (available at health food stores).

Cream Cheese
Sour Cream
Eggs

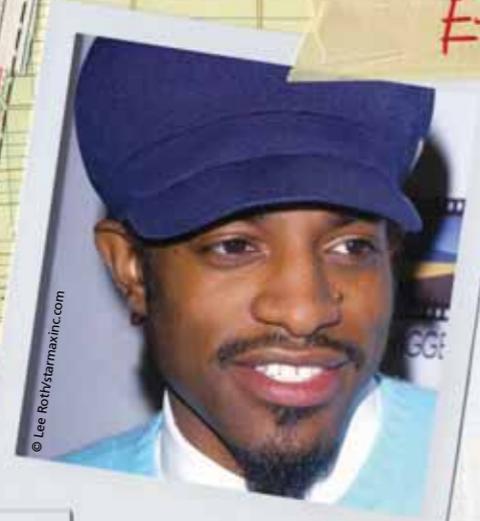
Try Tofutti brand Better Than Cream Cheese. How about Tofutti Sour Supreme? For baking, use egg replacer. For breakfast, scramble up some tofu with onions, mushrooms, mustard, turmeric, and soy sauce.

Jell-O
Snacks

Use Hain's Super Fruits, a vegan gelatin that comes in four fruit flavors. Check the ingredient lists of snacks like chips and cookies—you'll be surprised to find out that many are already totally vegan!



© Matthew Rolston

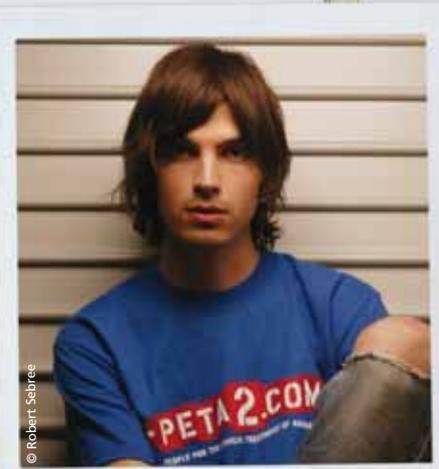


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Everyone's Doing It

Tobey Maguire, Hillary Swank,
Mike Dirnt (Green Day), Morrissey,
Pamela Anderson, Russell Simmons,
Cara Beth Burnside, Chris Martin
(Coldplay), Jessica Biel, Mos Def, and
Shania Twain ... just to name
a few.

"I think and speak clearer since
I cut the dairy out. I can
breathe better and perform at
a better rate, and my voice
is clearer. I can explore
different things with my
voice that I couldn't do
because of my meat and dairy
ingestion. I am proud and blessed
to be a vegetarian; everything
became clear."
— Common, singer



© Robert Sabree



© Lee Roth/starmaxinc.com



Tantalize

Your Taste Buds

© Steve Lee, Home Economist: Sian Davies

Wake Up to Something Sweet

Vegan Blueberry Pancakes

courtesy of TheWhitePig.com

- 2 cups white flour, preferably unbleached
- 3 Tbsp. sugar, preferably Sucanat
- 3 Tbsp. baking powder, preferably aluminum-free
- 1 tsp. sea salt
- 2 cups vanilla soy milk
- 3 Tbsp. canola or safflower oil (optional)
- ½ cup frozen blueberries
- ½ cup fresh blueberries

Combine the dry ingredients in a bowl and sift together. Add the soy milk and oil and mix until the batter is smooth. Ladle the batter onto a hot pancake griddle. Add the frozen blueberries. Cook for 2 to 3 minutes on each side. Serve with the fresh blueberries.

Makes 4 servings

Sandwiches to Live for

Vegan BLTs and chickpea salad sandwiches are a sure way to brighten up your day.

FBLT (Fakin' Bacon, Lettuce, and Tomato)

- 3 strips fake bacon (try Lightlife's Smart Bacon)
- Vegan mayonnaise (try Nayonaise or Vegenaïse)
- 2 slices bread
- Romaine lettuce, torn into pieces
- 1 tomato, sliced
- Salt and pepper, to taste

Fry (or microwave) the fake bacon slices in a frying pan until brown around the edges. Spread your vegan mayo on the bread and layer on the bacon strips, lettuce, and tomato. Sprinkle on some salt and pepper for extra flavor.

Makes 1 sandwich

Chickpea Salad Sandwich

- 1 15-oz. can chickpeas
- 2 Tbsp. vegan mayonnaise
- 1 Tbsp. mustard (yellow or Dijon)
- 2 stalks celery, chopped
- ½ cup chopped green pepper
- ½ cup chopped red onion
- ¼ tsp. lemon juice
- Salt and pepper, to taste
- 4 slices bread
- Lettuce, tomato, or other vegetables (optional)

Place the chickpeas in a large bowl. Mash with a masher or fork. Stir in the mayonnaise, mustard, celery, green pepper, onion, lemon juice, salt, and pepper. Spread onto your favorite bread and pile on lettuce, tomato, and any other of your favorite veggies. Also tastes great toasted!

Makes 2 sandwiches

Get Steamy in the Kitchen

Shepherd's Pie

- 4 or 5 medium potatoes, diced
- 2 Tbsp. margarine
- ¼ cup soy milk or nondairy creamer
- Salt and pepper, to taste
- 1 bag veggie burger crumbles
- 1 can mushroom gravy
- 1 small can mixed peas, corn, and carrots, drained
- Garlic powder and cayenne, to taste

Boil the potatoes for 20 minutes, or until tender. Drain and mash with the margarine and the soy milk or nondairy creamer. Add the salt and pepper, to taste. In a medium bowl, mix the crumbles, mushroom gravy, peas, corn, carrots, and spices and pour into a pie pan. Top the crumble mixture with the potatoes, spreading to the edges. Bake in a 350°F oven for 30 to 40 minutes, until the potatoes are browned and the crumble mixture bubbles out the edges.

Makes 4 to 5 servings

28
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Easy Burritos

- 1 pkg. rice (brown or white)
- 1 small jar salsa
- 1 can pinto beans
- 1 can vegan refried beans
- 1 pkg. soft tortillas

Cook the rice according to the directions on the package. When done, add the jar of salsa and the pinto beans and cook while slowly stirring over low heat. Cook the refried beans in a separate pan. Heat the tortillas in a dry pan or in the microwave for a few minutes. Put a thin layer of refried beans on a tortilla, then place the rice mixture on top. Roll it all up and enjoy!

Makes 4 servings

Heavenly Desserts

Cola Cake

- 1 box Chocolate Duncan Hines Cake Mix
- 10 oz. (about 1 1/4 cups) dark-colored soda—cola, root beer, etc.

Pour the box of cake mix into a bowl. Add the soda, mix, pour into a cake pan, and bake. For a yellow or lemon cake, try Sprite or 7-Up. You won't believe how well it works.

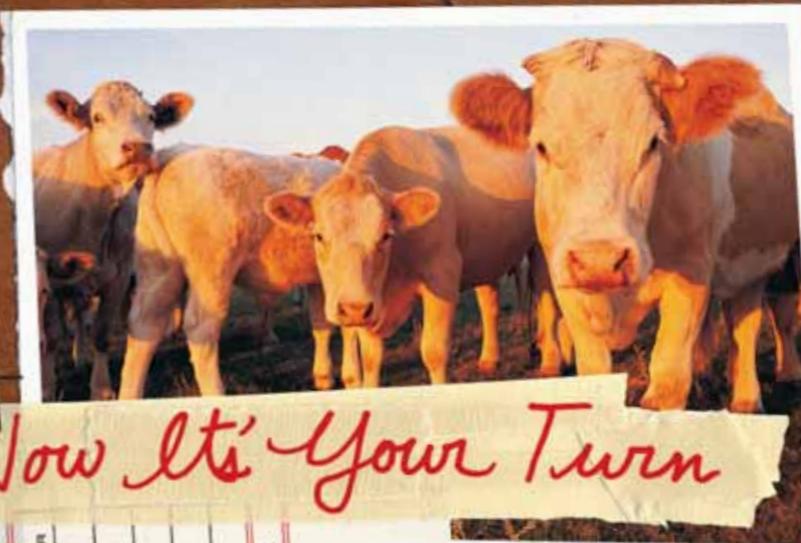
Makes 1 cake

Peanut Butter Chocolate Pie

- 1 lb. firm (or extra firm) tofu
- 1/2 cup melted vegan chocolate chips (Ghirardelli double chocolate chips are vegan)
- 1/2 cup smooth peanut butter
- 1/2 cup soy milk
- 1 pre-made graham cracker pie crust

Toss the tofu into a blender with the soy milk and purée it. Melt the chocolate in a pan over low heat or in the microwave. Combine with the peanut butter and blend. Pour the mixture into the blended tofu and blend again. Pour into the pie crust. Chill for an hour or so and enjoy.

Makes 1 pie



Want to do something good for yourself, animals, and the planet? Let [peta2](http://peta2.com) help. E-mail peta2@peta2.com and we'll hook you up with more info, stickers, and even other caring people in your area—basically anything you need or want. For tons more information on easy ways to make a huge difference, check out peta2.com.



Here's

Your Chance

Sign up today for peta2's action network and join the tens of thousands of people around the world who are taking action for animals.

You, too, can help put an end to animal suffering. Log on to peta2.com to register instantly or send in this form and we'll confirm your registration by e-mail.

Mail this to [peta2](mailto:peta2@peta2.org), 501 Front St., Norfolk, VA 23510.

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Gender _____

Birth date _____

Who referred you? _____