



A COW'S Life



DO YOU WANT TO HELP COWS AND
OTHER FACTORY-FARMED ANIMALS?

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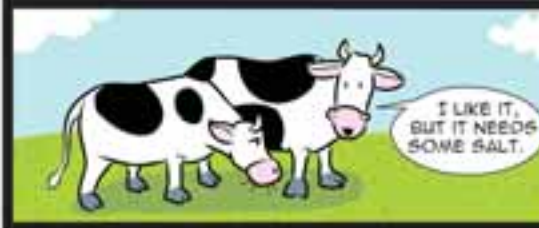


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COWS ARE COOL! DID YOU KNOW ... ?

COWS HAVE UNIQUE PERSONALITIES AND A WIDE RANGE OF EMOTIONS. LIKE HUMANS, THEY CAN LOVE AND FEEL PAIN, THEY LIKE TO PLAY GAMES, THEY CAN HOLD GRUDGES, AND THEY HAVE DISTINCT LIKES AND DISLIKES.



COWS OFTEN FORM STRONG LIFELONG FRIENDSHIPS WITH ONE ANOTHER, SOMETIMES CHOOSING THEIR BUDDIES THE SAME DAY THAT THEY ARE BORN!



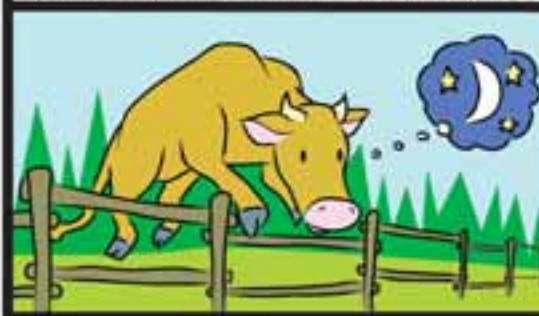
MOTHER COWS ARE VERY DEVOTED AND PROTECTIVE OF THEIR CHILDREN. THEY LICK AND GROOM THEIR BABIES AND EVEN TAKE TURNS BABYSITTING FOR EACH OTHER!



MOTHER COWS HAVE BEEN KNOWN TO WALK FOR MILES LOOKING FOR A LOST BABY.



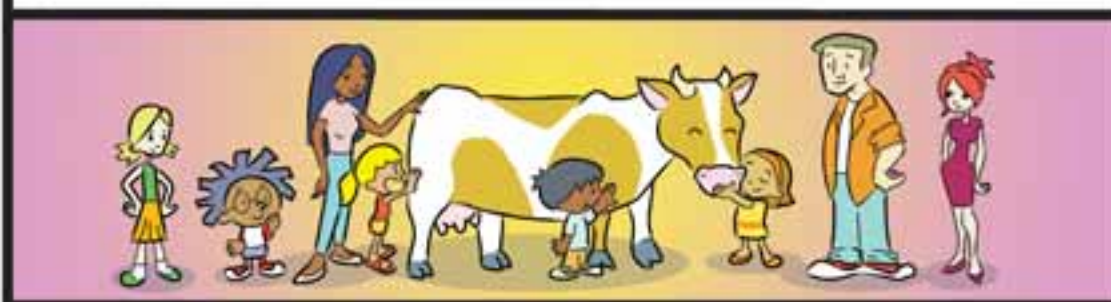
ALTHOUGH COWS WEIGH 1,000 LBS. OR MORE, THEY OFTEN JUMP FENCES!



COWS ARE SMART! THEY CAN SEE COLOR AND TELL PEOPLE APART BY THEIR SHAPES AND THE COLORS THAT THEY WEAR.



IF YOU ARE NICE TO THEM, COWS ARE FRIENDLY – BUT IT ONLY TAKES ONE BAD EXPERIENCE WITH JUST ONE PERSON FOR THEM NOT TO TRUST ANYONE FOR A LONG TIME.



PETA

Editor: Ingrid E. Newkirk
 Writer: Heather Moore
 Copy Editor: Karen Porreca
 Consultant: Patricia Trostle
 Illustrator: Ken Cursoe

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HI, JAN! IT'S GOOD TO SEE YOU. WHO ARE YOUR FRIENDS?



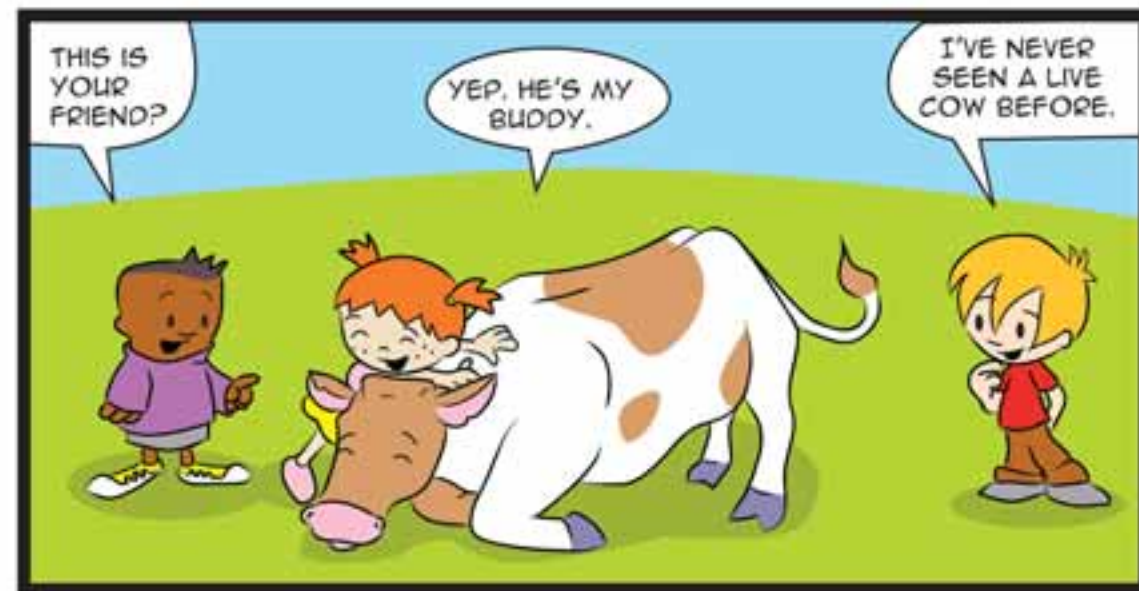
HI, ELIZABETH. THIS IS ZACH AND GABE.

HI.

NICE TO MEET YOU.



WELCOME! BAILEY'S GOING TO BE GLAD TO SEE YOU, JAN!



THIS IS YOUR FRIEND?

YEP, HE'S MY BUDDY.

I'VE NEVER SEEN A LIVE COW BEFORE.



HE SURE LOOKS A LOT HEALTHIER THAN HE DID THE LAST TIME I SAW HIM.

WHAT DO YOU MEAN?

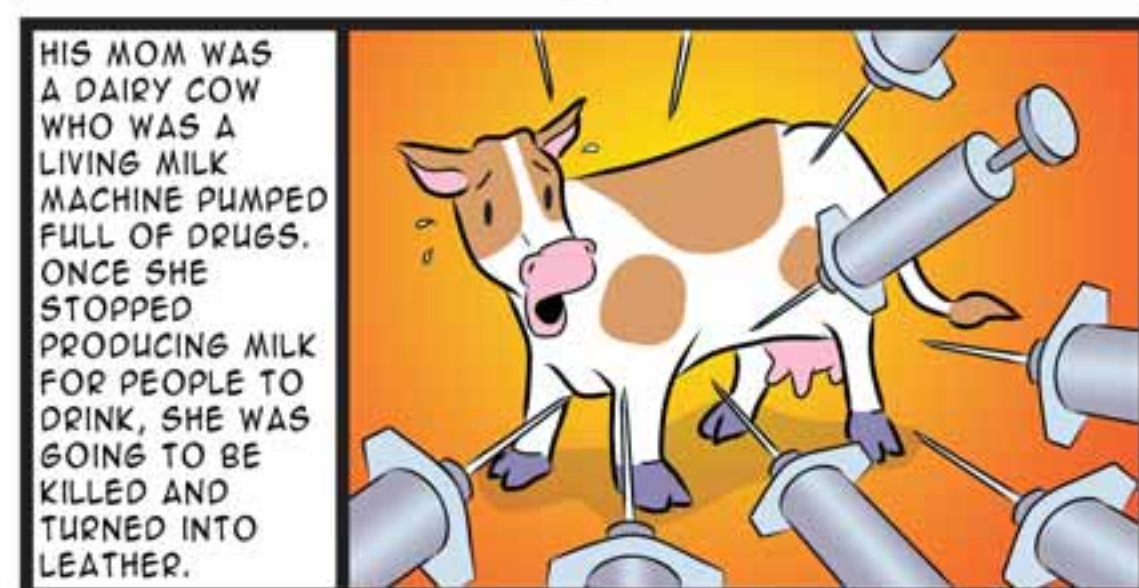


WELL, GABE - WHEN BAILEY FIRST GOT HERE, HE WAS REALLY SICK.



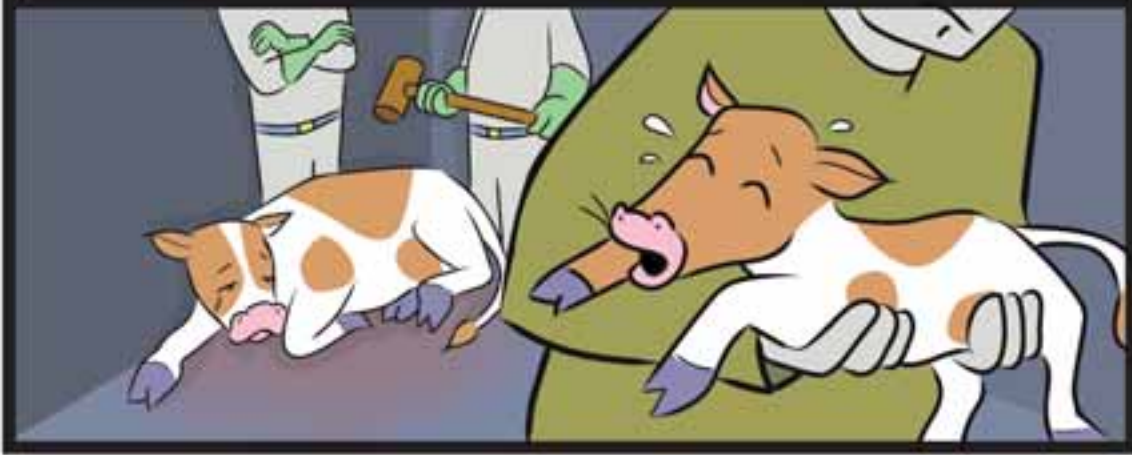
MOOOOOO!!

WELL, HELLO TO YOU, TOO, BAILEY!



HIS MOM WAS A DAIRY COW WHO WAS A LIVING MILK MACHINE PUMPED FULL OF DRUGS. ONCE SHE STOPPED PRODUCING MILK FOR PEOPLE TO DRINK, SHE WAS GOING TO BE KILLED AND TURNED INTO LEATHER.

THE ONLY TIME SHE WAS EVER HAPPY WAS WHEN SHE HAD BAILEY, BUT THE DAY AFTER HE WAS BORN, HE WAS TAKEN AWAY FROM HER - AND THEY NEVER SAW EACH OTHER AGAIN.



THE PEOPLE AT THE FACTORY FARM DIDN'T WANT BAILEY TO GROW UP BIG, STRONG, AND HEALTHY. ALL THEY CARED ABOUT WAS TURNING HIM INTO A TYPE OF MEAT CALLED "VEAL" AND USING HIS SKIN FOR LEATHER.



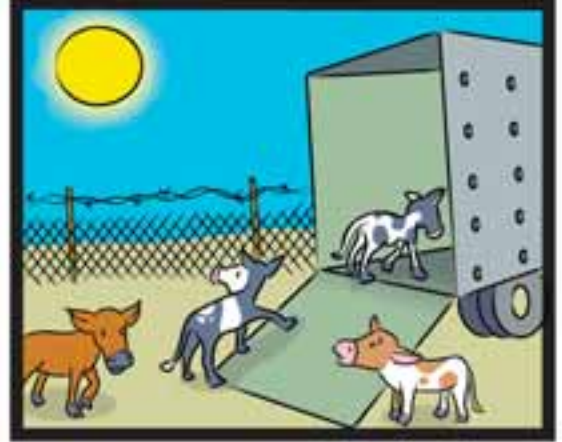
THEY WANTED HIS FLESH TO BE PALE AND HIS MUSCLES WEAK SO THEY CHAINED HIM IN A DARK CRATE THAT WAS BARELY ANY BIGGER THAN HIS BODY AND FED HIM LIQUIDS THAT DIDN'T HAVE ENOUGH NUTRIENTS IN THEM.



ALL BAILEY DID WAS LIE IN THE DARK ALL DAY AND NIGHT FEELING SCARED, LONELY, AND SICK. HE ACHED FOR FREEDOM AND EXERCISE, BUT HE NEVER EVEN GOT TO FEEL THE SUN ON HIS BACK.



THE FIRST TIME HE EVER SAW THE SUN WAS WHEN THEY CRAMMED HIM AND 45 OTHER CALVES INTO A TRUCK WHEN HE WAS JUST 14 WEEKS OLD.



THE CALVES TRAVELED FOR A LONG TIME IN THE COLD, AND BY THE TIME THE TRUCK STOPPED, SOME CALVES HAD FALLEN OVER AND BEEN STOOD ON BY MISTAKE BY THE OTHERS. BAILEY WAS SO TIRED, WEAK, AND HURT FROM BEING STEPPED ON THAT HE COULDN'T EVEN STAND UP.



ALL THE CALVES WERE SCARED AND DIDN'T WANT TO GET OFF THE TRUCK, SO WORKERS POKED THEM WITH ELECTRIC PRODS THAT MADE THEM CRY OUT IN PAIN.



SINCE BAILEY COULDN'T WALK BY HIMSELF, THEY DRAGGED HIM OUT OF THE TRUCK AND LEFT HIM IN A NEARBY FIELD.



LUCKILY, SOME KIND PEOPLE FOUND HIM AND BROUGHT HIM HERE, WHERE WE NURSED HIM BACK TO HEALTH.



NOW HE CAN GRAZE IN A PASTURE ALL DAY AND PLAY IN THE SUN WITH HIS FRIEND JIMMY.



HI, JIMMY - HEY, WHAT HAPPENED TO HIS TAIL? IT'S BEEN CUT OFF!

COWS LIKE JIMMY WHO ARE RAISED ON FACTORY FARMS HAVE THEIR HORNS AND TAILS CUT OFF. THEY'RE ALSO BRANDED, WHICH CAUSES THIRD-DEGREE BURNS!



THAT SOUNDS PAINFUL!



IT SURE IS - AND IT'S DONE WITHOUT PAINKILLERS.



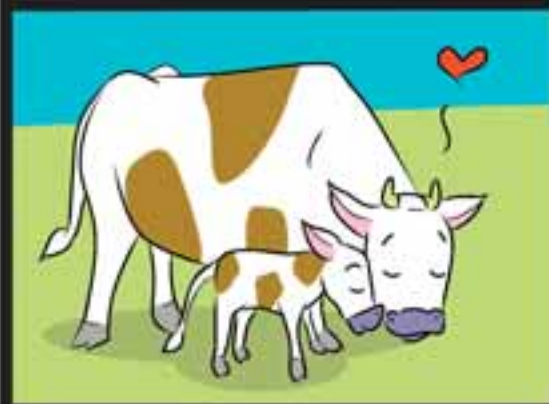
THAT'S MEAN. I THOUGHT COWS ON BIG FARMS WERE HAPPY AND PEOPLE TREATED THEM NICELY.

THAT ONLY HAPPENS IN STORYBOOKS. A COW'S LIFE ON A FACTORY FARM IS MUCH DIFFERENT FROM THE LIFE THAT COWS WOULD CHOOSE FOR THEMSELVES.

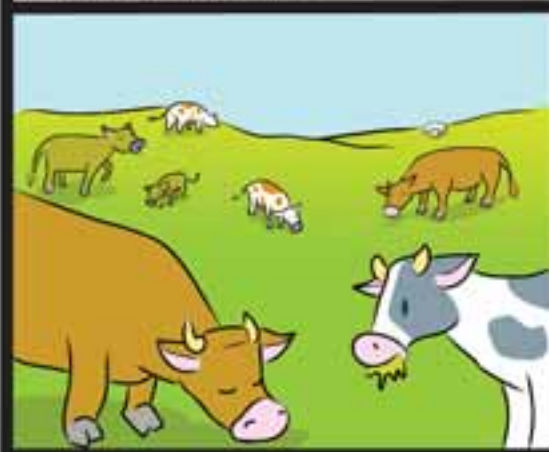


NATURE'S WAY

CALVES HAVE LOVING MOTHERS WHO NURSE THEM AND STAY CLOSE TO THEM THEIR ENTIRE LIVES.



COWS LOVE TO EAT LOTS OF FRESH GREEN GRASS.



THE FACTORY-FARM WAY

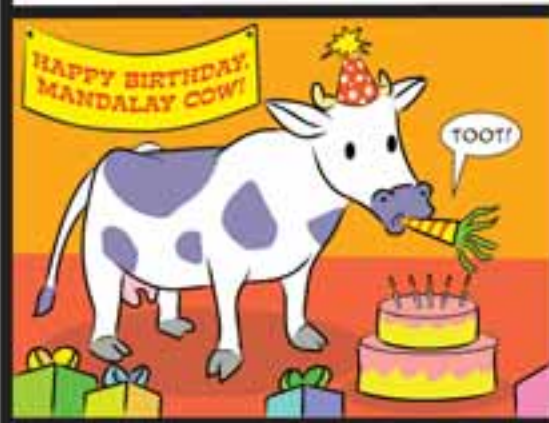
CALVES ARE TAKEN FROM THEIR MOTHERS - AND NEVER SEEN AGAIN.



FARMERS FEED THEM GRAIN AND OTHER FILLERS - EVEN SAWDUST OR GROUND-UP ANIMALS - THAT HAVE DRUGS AND BUG KILLERS IN THEM.



WHEN THEY ARE ALLOWED TO LIVE NATURALLY, COWS CAN LIVE AS LONG AS 25 YEARS



BUT ON FACTORY FARMS, COWS ONLY LIVE A FEW YEARS BEFORE THEY ARE KILLED AND TURNED INTO A PAIR OF SHOES OR A BELT.





THAT'S AWFUL! ARE ALL LEATHER PRODUCTS MADE FROM COWS?

NOPE. LEATHER COMES FROM PIGS, GOATS, SHEEP, AND ALLIGATORS. SOME LEATHER FROM CHINA IS EVEN MADE FROM CATS AND DOGS LIKE MY FRIENDS CLARA AND DONAVAN HERE!



ISN'T LEATHER BETTER FOR THE ENVIRONMENT THAN SYNTHETICS?



NOT AT ALL. LEATHER IS AWFUL FOR THE ENVIRONMENT! POISONOUS CHEMICALS USED TO TURN ANIMAL SKIN INTO LEATHER HURT THE EARTH AND MAKE THE PEOPLE WHO LIVE CLOSE TO WHERE THE LEATHER IS MADE REALLY SICK - SOMETIMES EVEN CAUSING THEM TO GET CANCER.



YUCK! IF I WEAR LEATHER, I COULD BE WEARING CAT OR DOG SKIN?

YEP. IF YOU BUY LEATHER, YOU NEVER KNOW WHAT TYPE OF ANIMAL IT COMES FROM.



I DON'T WANT TO HURT ANIMALS, BUT DON'T WE NEED LEATHER?

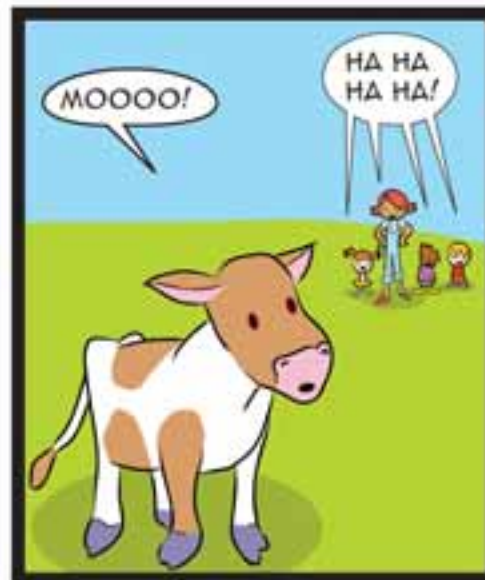
NO WAY! THERE'RE LOTS OF GREAT ALTERNATIVES. JUST CHECK OUT MY SHOES - THEY'RE MADE OF CANVAS.



LEATHER IS BAD FOR ANIMALS AND FOR PEOPLE!

I'M NEVER GOING TO BUY LEATHER AGAIN!

ME, NEITHER!



MOOOO!

HA HA HA HA!



LOTS OF COMPANIES LIKE SKECHERS, CONVERSE, NIKE, TIMBERLAND, WET SEAL, ALLOY, PUMA, REEBOK, DIESEL, AND VANS ALL OFFER COOL NONLEATHER PRODUCTS.



THAT'S RIGHT. YOU DON'T HAVE TO LOOK ANY FURTHER THAN YOUR LOCAL MALL TO FIND STORES THAT CARRY ALL KINDS OF SHOES, BAGS, BELTS, AND CLOTHES MADE FROM COTTON, LINEN, RAMIE, AND SYNTHETIC MATERIALS. MANY PRODUCTS LOOK LIKE LEATHER BUT AREN'T. JUST MAKE SURE THE LABEL SAYS: "ALL MAN-MADE MATERIALS" OR "SYNTHETIC."



BAILEY LIKES THE SOUND OF THAT!



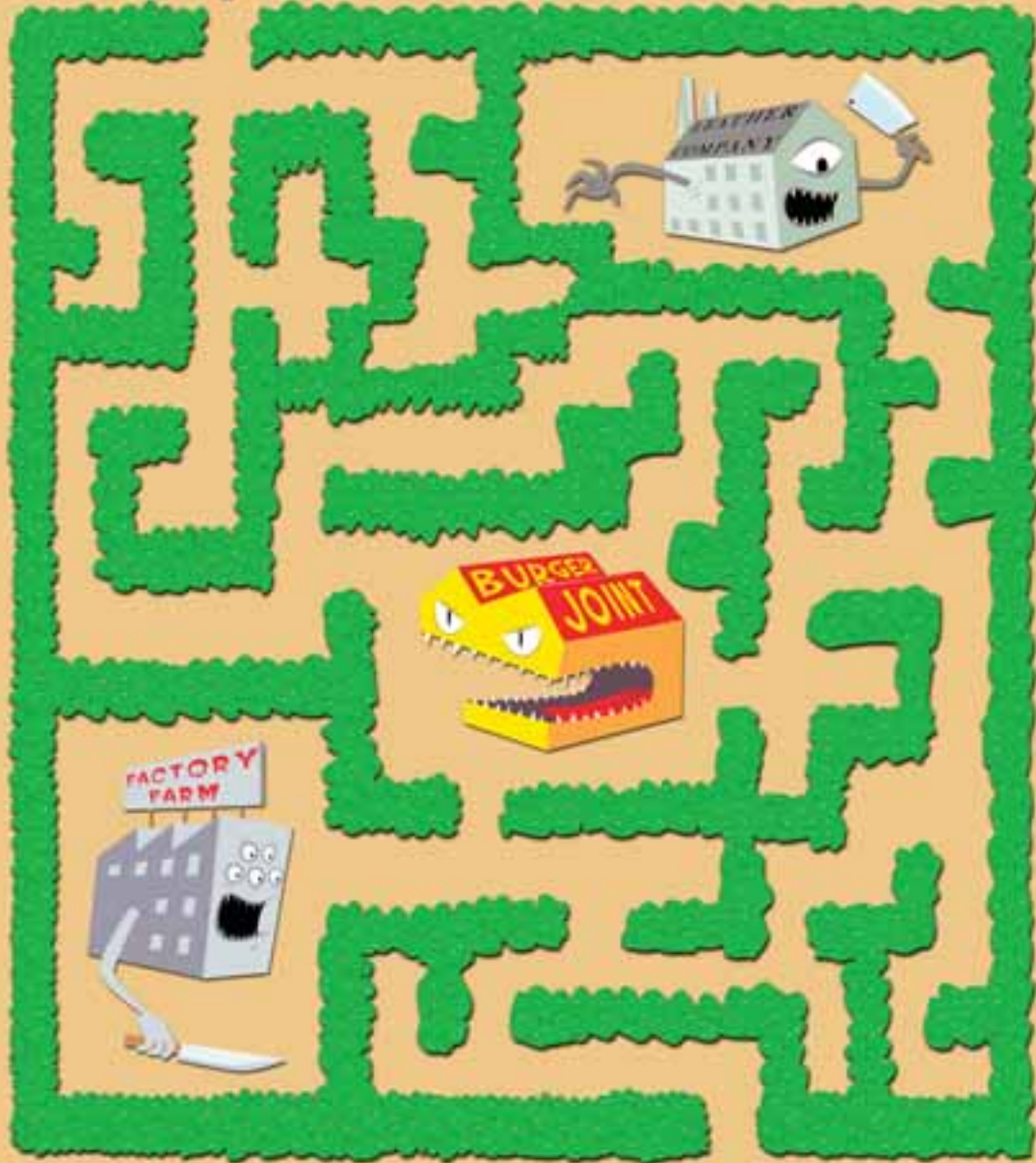
COME ON, KIDS. I'LL MAKE SOME VEGGIE BURGERS FOR LUNCH, AND THEN I'LL DRIVE YOU BACK TO THE MALL - YOU'VE GOT SOME CRUELTY-FREE SCHOOL SHOPPING TO DO!

YEAH!

AN
A-MOO-ZING™
MAZE!



CAN YOU HELP MAMA COW FIND HER LITTLE LOST CALF? SHE NEEDS YOUR HELP TO AVOID DANGEROUS PLACES, LIKE THE LEATHER COMPANY, THE FACTORY FARM, AND THE BURGER JOINT. GOOD LUCK!



WHERE
ARE YOU,
MOMMY?



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