This your burger... this is the trash / Viva!

Contributors

Viva! (Organisation)

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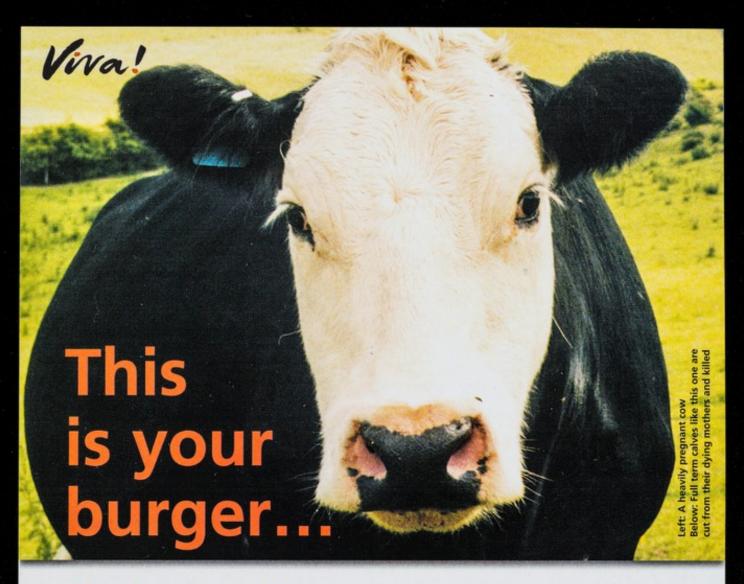
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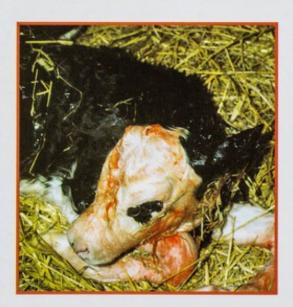
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this is the trash



Every year, 150,000 pregnant cows are slaughtered – some for hamburger meat. Many are approaching full term.

The calves may still be living when their mothers are disembowelled. They tumble to the floor and in a pile of bloody organs, they thrash and drown.

There's no such thing as a cut price burger

MEAT - IT'S A BLOODY BUSINESS



A barbarity beyond description

However we describe the slaughter of pregnant cows, it can never match the reality.

We can't convey the dreadful noise of a slaughterhouse – the banging and crashing, the shouts of slaughtermen driving terrified animals to their death, the clank of chains.

The stench of excreta and the nauseating smell of blood and still warm intestines are unique.

Imagine the fear in the eyes of a condemned cow – pregnant and close to giving birth. Driven to the stunning point, she is shot in the head with a bolt – which may or may not render her unconscious. The hoisting by a shackle around one leg, the cutting of her throat, disembowelling – are all barbaric. When the womb tumbles to the concrete floor, the still-living calf thrashes and drowns in the pile of bloody organs. This utter lack of compassion brutalises all of us.

When you buy your burger, you buy a whole lot of misery. Stop the cruelty, take the healthy option – go veggie. Viva! can help with free information.

Viva! - Campaigning for Animals - Fighting for Change

☐ Please send me a FREE pack on going vegetarian
YES, I want to help stop cruelty to animals and enclose a donation of:
f5 □ f10 □ f15 □ f30 □ f100 □ f250 □ Other f □
I enclose a cheque/PO/CAF voucher (payable to <i>Viva!</i>) for £ OR Please debit my Visa/Mastercard/Solo/Switch/CAF card number:
Van Alia
Expires: Signature:
☐ Adults: if you've donated £15 or more, tick box to receive four issues of the highly acclaimed Viva!Life magazine and free car sticker
Under 18s: if you've donated £5 or more, tick box to receive the teen newsletter Vivactive!, posters and stickers (Date of birth:)
Title: First name: Surname:
Address:
Postcode:
Tel (work): Tel (home):

Please return to: Viva!, 12 Queen Square, Brighton BN1 3FD

Donate or call for a free pack on: 01273 777688 E: info@viva.org.uk W: www.viva.org.uk