

The real face of British meat / Viva!

Contributors

Viva! (Organisation)

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The Real Face of British Meat

DOOR
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This pig was not properly stunned before her throat was cut. She struggled so violently that she slipped her shackles and fell into the blood pit below. The slaughterman laughed as he shackled her back up. She was disembowelled, cut to pieces and packaged for the supermarket shelf. *Who knows, you may have eaten her.*

Stop the bloodbath – go vegetarian

Viva!



"There is no time for animal welfare. Time is money."

Gabriele Meurer – abattoir vet

A Viva! investigation has revealed that tens of millions of animals killed each year in British abattoirs regain consciousness before they die. They experience the terror of hanging upside down in shackles and staring into the blood pit below as their life blood drains away.

Modern slaughter plants operate like any other factory production line. The difference is, the products are living animals who feel pain. Many workers are paid according to the numbers killed, so stopping the line for injured animals means less money.

Scientific studies reveal that stunning techniques cause animals distress but often fail to render them unconscious. Pigs stunned with carbon dioxide hyperventilate, panic and try to escape. Sheep stunned with electric tongs may be only paralysed by the current and unable to cry out.

Cattle who are not stunned effectively with the captive bolt pistol are shot again or knifed whilst conscious. And it's no better for chickens, turkeys and ducks – they take so long to die that they routinely regain consciousness while bleeding to death.

Please don't support this toll of suffering by eating meat. In your lifetime, you will eat about 900 animals. So go veggie and save lives!

Registered Charity No. 1037486



After a hard day's killing, this slaughterman placed a pig's ears and nose on his head and smiled for the camera.



Even before slaughter, most chickens have leg deformities or broken bones. At six weeks old they are stuffed into crates, transported and then shackled, causing them intense pain.

4/02

Please send me FREE information on going veggie

Viva!

Title: First Name: Surname:

Address:

..... Postcode:

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