

Sentenced to death : help Viva! save animals from slaughter / Viva!

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Sentenced To Death

Help Viva! save animals
from slaughter

Dear Viva! Friend

People like to think that animals are killed humanely. The meat industry is always telling us that's the case. But Viva!'s new investigation reveals that this isn't so. Millions of animals regain consciousness as they bleed to death – we know because we've been inside slaughterhouses and filmed it. We now need your support to help end this cruelty.



Warning:
graphic images
of slaughter inside.
To avoid seeing them,
turn to the back page
and find out how you can
help stop this cruelty.

Abattoirs fail to stun animals before death

From Viva!
MILLIONS of sheep and pigs are 'stunned' before they are killed in British abattoirs, according to a report that has been published in the *Sunday Times*.
The investigation by the animal rights group Viva! has shown that many animals are not properly stunned before they are killed. In England and Wales, it is illegal to kill an animal without first stunning it. However, the report says that in many abattoirs, the animals are not stunned properly, and some are killed while they are still conscious.
The report also says that many abattoirs do not have the necessary equipment to ensure that the animals are stunned properly. It calls for the government to enforce the law more strictly and for abattoirs to be inspected more regularly.
The report concludes that the current system is 'outdated and ineffective' and that the government should invest in new technology to ensure that all animals are stunned properly before they are killed.

Slaughterhouses operate like factory production lines and animals are treated as mere products – plastic toys or industrial widgets. The process is relentless – unloaded from crowded trucks and herded through industrial buildings, often beaten and goaded with electrical prods; stunned, hoisted by one leg and their throats cut.

As part of our investigation, we visited an abattoir in Wales to film pigs being killed. It was a small place and claimed – probably rightly – to have better welfare standards than most. But even here, in a couple of hours, we saw 18 pigs slaughtered and watched five of them regain consciousness. Two struggled so violently that they fell off their shackles into the blood pit below. **This is the reality of slaughter in Britain today.**

Viva! has filmed undercover and produced a 58-page scientific report into the UK's animal killing industry. The findings have already been revealed to over one million people through an article in the *Sunday Times*. Excellent regional TV, radio and newspaper coverage has carried the facts to millions more. Our new, hard-hitting campaign leaflets are being distributed in high streets across Britain and they show nothing but the shocking truth.



Viva!'s new leaflet –
The Real Face of British Meat

Our 'Sentenced to Death' campaign was featured in the *Sunday Times*

We know that rules and regulations don't work and promises to improve conditions are meaningless. The only certain way to save animals from the barbarity of slaughter is to persuade people to stop eating them. Viva! does this on a daily basis – and does it successfully. Over 5,000 people a week are giving up meat and our constant fight for animals ensures that the arguments are never out of the news. Every day of the week we are campaigning for change. The more people who support our work – in any way they can – the more successful we will be. Add your voice to ours and help us to remain a force for change by sending a donation for our work – big or small we welcome them all.

Thank you for caring.

Yours for the animals,

Becky Smith

Becky Smith
Campaigner

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Viva!

Extracts from *Viva!*'s *Sentenced to Death* report:

"I walked from the stunning pens through to the sticking room, as they call it. Ewes were hanging up bleeding to death and blood was everywhere. The sheep were writhing as they hung from the shackles and the smell was indescribable. The slaughterman was splattered with blood and he was laughing. I filmed for about an hour."
Viva! investigator

"The third bullock was terrified and struggled to get out of the crush. He could see two other bullocks in front of him hanging by one back leg, blood gushing from them. He bellowed and fought for his life. The guy with the gun put it to the animal's head and fired. Although he fell to the floor he kicked and moaned and I am sure he had not been properly stunned."
Viva! investigator

"We filmed in the slaughter hall and some pigs clearly regained consciousness – struggling, suspended from the shackles. I thought how terrifying it must be for an intelligent animal to be hanging by one leg, staring into the blood pit while companions bled to death on either side."
Viva! investigator

Inside Britain's

Britain's slaughterhouses are surrounded by secrecy. Even the government's advisory body, the Farm Animal Welfare Council, has been refused access to some.

But *Viva!* has filmed stunning and killing and we have reviewed the latest scientific research on slaughter. Between the two, we have built up a disturbing picture of so-called 'humane' slaughter.



After a hard day's killing, he smiled for the camera

Slaughterhouses continue to pay workers on piece rates, putting everyone under pressure not to stop the line whatever the animals need. Frequently, there are no trained staff. Vets and inspectors need only check stunning and killing once a day.

Most cattle are stunned with the captive bolt pistol, which drives a metal bolt into the skull. Mushroom-headed stunners supposedly deliver a massive, concussive blow.



Some sheep are still alive when skinned

The EU Scientific Veterinary Committee estimates that up to 10 per cent of cattle are not stunned effectively – 230,000 animals a year in Britain alone. Restunning is a difficult and painful procedure and so some are knifed while conscious.

Most sheep are electrically stunned. A pair of electric tongs are placed on either side of the animal's head and a current passed through the brain. If the interval between stunning and knifing is too long, the stun wears off. *Viva!* estimates that five million sheep in British abattoirs regain consciousness each year – and we have the video footage to prove it happens. Insufficient time is sometimes allowed for bleeding and animals may be skinned alive.

Most pigs are also electrically stunned but we estimate that it fails to work at all with around 250,000 animals. We also believe that a further 1.8 million pigs a year regain consciousness while bleeding to death – our footage shows it happening.

Almost 900 million animals were killed in the UK in 1998 –
17 million a week –
2.4 million a day – 28 every second.

A quarter of all pigs killed – more than four million a year – are stunned with CO₂ gas. They take up to 30 seconds to lose consciousness, 30 seconds in which they panic, squeal, hyperventilate and try to escape.

Shackling chickens and turkeys causes extreme suffering. Stunning with a water



Cattle that are incorrectly stunned will be painfully shot again or knifed while conscious

killing factories



Each year, almost two million pigs regain consciousness as they bleed to death

bath has serious failures – some birds suffer painful electric shocks before being stunned, others miss the stunning bath altogether and many who are stunned regain consciousness – our estimate is 62 million birds every year. Even worse, 8.4 million birds take so long to die that they are conscious when they enter the scalding tank.

Please help us in our efforts to stop this bloodbath.



Many chickens have leg deformities or broken bones and shackling causes intense pain.

Extracts from *Vival's Sentenced to Death* report:

"The way animals are slaughtered in Britain is disgusting. Slaughtermen are in such a hurry that they often don't place the electric tongs in the correct position or hold them in place for only half the time. The pigs are insufficiently stunned, wake up while they bleed and are obviously still conscious when they're plunged into boiling water. Sheep are stunned just as badly."
Gabriele Meurer – abattoir vet

"The normal reaction of a conscious animal to pain is to move violently and make loud noises. However, when animals are electrically stunned, the massive electrical current stimulates all their muscles and they become paralysed. They can neither move nor vocalise and observers naturally think they're not in pain."
Dr Harold Hillman – neurobiologist

"We had some cruel thugs. If the line slowed down and there were no stunned lambs waiting, they'd put 'em up alive. They'd be kicking and rolling about – exactly how you would be if you were shackled up."
Nick – slaughterman

"Supervisors should be particularly aware of the danger of slaughtermen becoming so inured to the killing process that consideration of the animal is forgotten."
The Government's Farm Animal Welfare Council



It's time to stop the killing

Every second, 28 animals are killed for meat.
By helping people go vegetarian, Viva! is saving lives

Viva! has already achieved a great deal – we have:

- worked undercover to provide hard evidence of cruelty in our video and scientific report
- exposed the suffering through newspapers, radio and television
- printed and distributed powerful posters and campaign leaflets
- provided free information on going vegetarian to everyone who has responded to our campaign.

We now want to ensure that every person in Britain knows the truth about animal slaughter and what they can do to end it.

Cruelty in the slaughterhouse

PEOPLE who do not think that the animals are being tortured, if in a number of the animal industry. Viva! and their new investigative approach has nothing about it and about the industry and its responsibility should and should not be taken to heart.

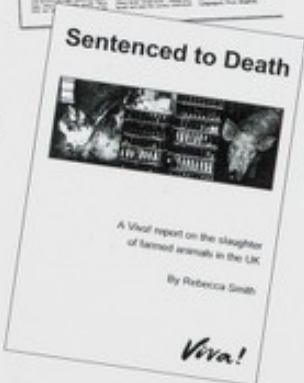
Why slaughtering animals is murder

When you see the way the animals are killed in the slaughterhouses, you will not be able to eat meat again. The images are so shocking that they will stay in your mind forever. This is a report on the slaughterhouses in the UK.

Save lives - don't eat meat

Like any other factory, slaughterhouses are full of animals who are treated as if they are machines. They are not living beings, they are just meat on a production line.

Sentenced to Death



We intend to:

- continue supplying the media with previously undisclosed information
- organise photocalls and demonstrations at Meat Hygiene Service offices to highlight their failure to protect animals
- hold a **National Day of Action Against Slaughter** outside burger bars, supermarkets and butchers shops nationwide
- continue with our undercover investigations, no matter how distressing we find them.

Investigating and exposing cruelty is expensive but it is essential if we are to protect animals. If you can possibly afford to give towards this vital work it will be sincerely appreciated.

You will enable us to continue exposing the plight of animals behind the closed doors of Britain's slaughterhouses. You will help us ensure that they no longer suffer in silence.

Registered charity number 1037486

Yes, I want to help Viva! expose slaughterhouse cruelty

- Please send me free information on going veggie (if you're not already)
- Please send me a free *Sentenced to Death* campaign pack

Title: First Name:

Surname:

Address:

.....

..... Postcode:



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Donate by phone on 01273 777688

Thank you for helping



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