

SCOFF! : Schools' campaign opposed to factory farming / Viva!

Contributors

Viva! (Organisation)

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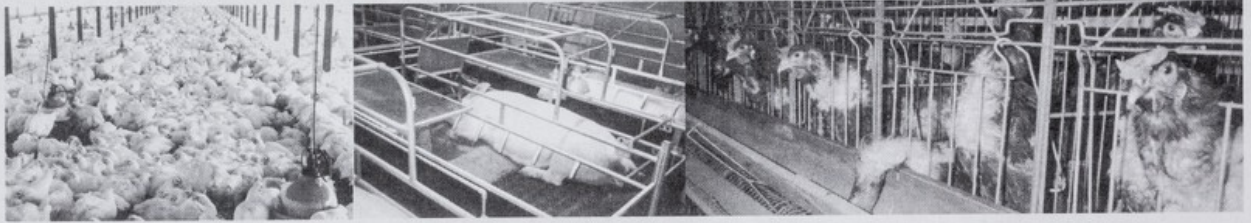
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SCOFF!

**SCHOOLS' CAMPAIGN OPPOSED
TO FACTORY FARMING**

Viva!

Registered Charity
No 1037486

Do you remember the first time that you realised that Babe and the Tamworth Two were the sausage on your plate, the bacon in your bun? How did it make you feel? Maybe just a little shocked? And no wonder!

Factory farming has become big business and makes big money, but the animals are the losers. They must suffer all their lives and there's no escape. If it's too painful to think about, just imagine how painful it must be to live like that. For the animals' sake, read on...



Broiler Chickens

Broiler chickens are reared for their meat. Up to 100,000 chicks are



100,000 birds crammed in a shed

crammed into huge sheds, with no fresh air or sunlight. By the time the birds are just six weeks old they can barely move. Because they must stand on straw soaked with their own droppings, their feet become ulcerated and breathing becomes difficult. Eight out of ten have broken bones or deformed feet because of their ballooning weight. They grow so fast that they still tweet like chicks and still have blue eyes when they are the size of a fully grown bird.

All they can do is wait for it all to end. But their only escape is to the slaughterhouse where the worst hell still awaits them.

Hung upside down, fully conscious on a conveyor belt, they are given a shock with an electrified knife which is supposed to kill them; but the knife often doesn't work properly and millions have their throats slit while fully conscious. Others are moved towards a bath of electrically



Broiler chicks are often diseased



One of the millions of battery hens that die in their cages

charged water which is meant to stun them. Many birds lift their heads and miss the bath, and so move to the next stage – where their throat is cut – also conscious. These birds enter the scalding tank, filled with hot water to loosen their feathers, alive and aware of everything that is happening to them.

Battery Hens

Kept in row upon row of tiny cages, in spaces so small they cannot stretch their wings or turn around, battery hens must live out their miserable existence. For every female egg-laying hen that is hatched, there is an unwanted male chick. Too scrawny for meat and the wrong sex to lay eggs,

40 million of these day-old chicks are gassed or crushed every year.

The hens destined for the battery units must suffer horribly before it is their turn to die. Standing all day, every day on sloping wire mesh, the birds develop ulcerated feet. Some birds even have their toes cut off by the 'scraper' which

clears the waste from the bottom of the cages.

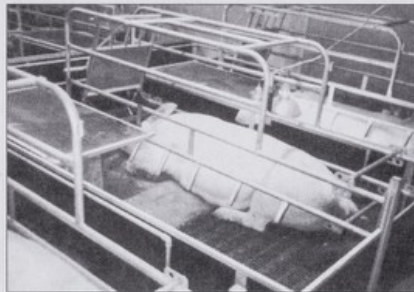
Feeding is automated and the birds will rub themselves sore against the cage trying to reach the food. When laying eggs, hens need privacy and will try desperately to crawl under each other in a futile attempt to hide away.

Boredom and frustration leads to aggression. The birds will take it out on each other, and the weaker hens get bullied. To keep damage to a minimum, the farmers cut off the end of their sensitive beaks with a red-hot blade when they're just a few days old. Some actually die from the shock, others bleed to death.

They are eventually killed in the same way as broilers and made into stock cubes, soups, pies, baby food or even your school dinners. Not much of a thank you for laying all those eggs, is it?

Pigs

Just like the battery hen, pigs are forced to live in pain and squalor. Treated as a breeding machine, sows are forced to produce five



Down on the farm, pigs give birth on concrete or metal floors




Factory farmed mother and piglets litters every two years and all aspects of their pregnancies and births are agonising. Denied exercise, fresh air and sunlight, pigs stand all day on hard, bare floors which damage their legs, feet and spine and cause great pain.

As intelligent and sociable as your dog, sows lead desperately lonely and unnatural lives. In the wild, a female pig would build a nest to give birth in. On the farm, she

must give birth on a concrete or a perforated metal floor. If you were to watch her, you'd see her continuously trying to find bedding materials in her barren cell. It is a truly pathetic and distressing sight.


She's not even allowed to keep her piglets for more than two to three weeks, when they are taken away. Just five days later she is forcibly made pregnant again.



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- Yes, I want **Viva!**'s free **SCOFF!** campaign pack.
- Yes, I want to distribute more **SCOFF!** leaflets – please send me more copies of this leaflet – **free!**
- Yes, I want to distribute the **SCOFF!** petition to end battery hen farming – please send me petition forms
(please state amount)
- Yes, I want to support **Viva!**'s **SCOFF!** campaign
and enclose a donation of: £5 £10 £15 £20 £30 Other £.....
- Yes, I want to join **Viva!** (please tick a category):
- Activist – under 18s only – (£4.99) **OR** Supporter (£12 waged, £9 unwaged)
- Yes, I want copy(ies) of *The Livewire Guide to Going, Being & Staying Veggie* @ £3.99 per copy

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How you can help **SCOFF!**

- Write to **Viva!** for the free **SCOFF!** campaign pack – with more copies of this leaflet and another on how to go veggie, petition and poster.
- Put up the **SCOFF!** poster at your school and hand out copies of this leaflet.
- Fill out the **SCOFF!** petitions to ban battery units and send them to us ASAP.
- Go veggie! Get yourself a copy of the fab book, *The Livewire Guide to Going, Being and Staying Veggie* from **Viva!** and take the plunge! (Order a copy on the coupon). This book tells

you all about saving animals, the planet and how to eat the healthiest diet on Earth. It also tells you how to deal with hassle from 'know-it-alls' and answers the most irritating questions you're bound to be asked. Going veggie is the best way to stop animal suffering.

- Join **Viva!** as an *Activist* and become a **Viva!** *Youth Contact* – you will then be kept in touch with all our campaigns and how you can help. You can set up a school group, write to your local paper about vegetarianism, set up information stalls or do whatever you can to spread the word.

- Write to Jack Cunningham MP, Minister of Agriculture, Whitehall Place, London SW1A 2HH and tell him what you think of factory farming. Encourage him to ban battery units and all other intensive farming practices. Send any replies you may get to **Viva!**
- Write to your MP at the House of Commons, London SW1A 0AA – remind him/her that you are a future voter and that animal cruelty is not acceptable.

(Find out who your MP is by calling the House of Commons Info Line on 0171 219 4272.)
- Contact **Viva!** and arrange for a speaker to come to your school.

Get **SCOFFing!**

Join *Viva!* and support our schools' campaign – **SCOFF!** – to end factory farming.

Viva! is a fantastic veggie and vegan charity that aims to save animals by converting people to the 'if it's got a face, I don't eat it' cause. **SCOFF!** is our youth campaign to end factory farming. *Viva!* produces loads of info on going veggie and launches regular campaigns on issues like factory farming, genetic engineering, live exports, 'exotic' meats and slaughter.

Activists (under 18s only): £4.99

Join *Viva!* as an *Activist* and receive the brill quarterly

mini-mag for young veggies and vegans – *Vivactive!*. Stuffed to the limit with penpals, veggie gossip and news, youth action, celeb interviews, poems and letters... you'll wonder how



you lived without it!! *Activists* also receive free posters, stickers, badges and leaflets.

Supporter (18 and over): £9 unwaged; £12 waged

Join *Viva!* as a *Supporter* and receive the rather gorgeous *VivaLIFE!* mag, heaped with campaign news, new veggie

products, celeb interviews and so much more! Most of all, by joining you're helping *Viva!* campaign against cruelty.



JOIN Viva!... Go Veggie!

