



MAKE A DIFFERENCE

Why Millions of People
are Changing What they Eat

A GROWING TREND

More and more people are deciding to replace chicken, fish and other meat with tasty meat-free alternatives. In the UK alone, millions of people have stopped eating meat entirely.

Most people care about animals and don't want them to suffer. Once you see what modern farms look like, you can decide whether or not you really want to support them by buying meat products. More and more people are learning that they can become healthy and energetic - and spare dozens of animals each year - by replacing meat with something better.

MPs have warned:

“The UK population must be encouraged to eat less meat in an effort to make the global food supply more sustainable”

BBC

NEWS

{ 4 June, 2013 }

-13%

“Our consumption of meat has fallen by 13% since 2007”

theguardian

{ 5 June, 2013 }

"I have always loved animals immensely. At the end of the day, I'll be on the side of the animals. Cruelty is cruelty, plain and simple."

Pink - Singer



© blumonkey14

JOIN

Anne Hathaway, Alicia Silverstone, Joaquin Phoenix, James Cromwell and the hundreds of others who are now making a difference.



© uncensoredinterview

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"If enough people were informed about the consequences of factory farming, we would see a change that would lead them to stop supporting these destructive industries."

Moby - Musician



© evarmaldphotography

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"I've been a vegetarian since I was 17 and since then I have not felt the desire to eat meat."

Tobey Maguire - Actor



© Reuters / Sergio Moraes

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World No. 1 Tennis player. Winner of 5 US Open Titles. "After changing my diet I feel healthy and I'm at 100 percent."

Serena Williams - Sports

A HEALTHIER YOU AND A BETTER WORLD

Replacing meat with something better doesn't mean changing what you believe. It just means putting your beliefs into action - for a better you and a better world.

Chicken and eggs are two of the biggest sources of saturated fat intake. That's one reason they are linked to higher death rates from breast cancer. Chicken and fish have high levels of cancer-causing chemicals such as dioxin, arsenic and mercury.



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“We reside on this planet for a very short space of time. I believe it is vital to make every minute of that time work for the purpose of helping others.”

Fiona Oakes
British Marathon Runner

126.9

126.9 Farmed animals - including fish and shellfish - you will save from misery each year by replacing chicken, fish and other meat with meat-free meals.

The Journal of the American Medical Association states: “Between 90% and 97% of heart disease can be prevented with a plant based diet.”

The Academy of Nutrition and Dietetics, the largest organisation of food and nutrition professionals, say: “100% plant based diets are healthy, nutritionally adequate, as well as appropriate at all stages of the life cycle, including pregnancy, lactation, childhood, adolescence and even athletes.”

Medical research and nutritional studies show that eliminating meat from your diet is one of the best things you can do for your health.



How do you get your protein?

Plant-based foods are excellent sources of protein: lentils, beans, nuts, and chickpeas are just some examples of where you can get your daily intake of protein.

Iron

Grains such as oats or wheat, green leafy vegetables, and nuts like pistachios or cashews contain a lot of iron. By including them in your diet, you will cover your daily needs.

90-97%

Between 90% and 97% of heart disease can be prevented with a plant based diet

According to The Academy of Nutrition and Dietetics, people who replace meat with something better have:

- **Less cancer**
- **Less heart disease**
- **Lower blood pressure**
- **Lower rates of type 2 diabetes**



COULD YOU IMAGINE IF...

...YOU COULDN'T EVEN TURN AROUND:

Pigs are as smart and curious as cats and dogs. Unfortunately millions of pigs are kept indoors for their entire lives on concrete floors. Female pigs are locked into cages so small they can't even turn around for weeks at a time. This causes them severe mental problems. Some will repeatedly bite their cage bars, others will become depressed and lie on the ground without moving.

...YOU ALWAYS LIVED IN THE DARK:

Chickens live their entire lives inside dark, crowded sheds. They have been bred to grow so fat so quickly that their legs can't even support their weight. By the time they are one month old, a third of them are in constant pain and have trouble walking. They spend nearly all of their time lying in the faeces that coat the shed floor.





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“We know that if someone offers to show us a film on how meat is produced, it will be a horror film.”

Jonathan Safran Foer
International
Best-Selling Author

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“Every factory-farmed animal is, as a practice, treated in ways that would be illegal if it were a dog or a cat”.

The New York Times

“Against Meat”
{ 7 October, 2009 }

...YOU WERE SEPARATED FROM YOUR MOTHER:

Cows raised for beef have their testicles and horns cut off without pain relief. Dairy cows spend most of their lives locked to small stalls inside concrete warehouses. They suffer from infections and swollen udders. Many lose the ability to walk correctly by the time they are four years old.



© Jo-Anne McArthur / We Animals

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“It's deafening the sound heard on a farm when a newborn calf is separated from their mother. Cows will call and look for their calf, and many of them will even stop eating. They can spend two or three weeks just lowing day and night; it's crazy!”

John Richards - Dairy Farmer

...YOU WERE UNABLE TO MOVE:



...YOU WEREN'T ABLE TO BREATHE:

Nearly half of all the fish and other sea animals we eat are raised on factory farms. Fish are packed into small pools that are so filthy and crowded that as many as a third die from disease. Because of the stress of overcrowding, fish often bite off the fins, tails, and eyes of other fish.

Both wild fish who are used for food and farmed fish have miserable deaths. Fish who are pulled out of the water painfully suffocate as their gills collapse. It can take as long as 10 minutes for them to die. Fish who are cut open remain conscious for many minutes as they slowly bleed to death.



Egg-laying hens spend their entire lives cramped together, with most of them getting less space than a letter size sheet of paper. They can barely move or spread their wings, and they hardly ever see sunlight. The tips of their beaks are often sheared off so they won't peck each other to death. Many of them get sick and die inside the cages even before they are taken to the slaughterhouse.



“Because they can’t lay eggs, male chicks are either gassed to death or tossed alive into giant grinding machines.”

THEIR STORIES

MEG

This determined little calf could barely stand when she arrived at Farm Sanctuary in 2004. Along with three other calves and 22 cows, she had been seized from a farm where animals were living in 3-foot-deep manure inside a crowded barn.

Meg was in so much pain that she had trouble eating and drinking. After visiting the vets, she was immediately checked into intensive care. Meg recovered completely and was able at last to run and play as all calves do.

SPRINKLES

Sprinkles was a piglet who was rescued from a factory farm.

He was separated from his mother just a few days after being born. He was castrated and his tail docked without anaesthetic.

Found malnourished, he had a badly-injured foot, a large hernia and was close to death. He was timid and frightened when he first arrived at Farm Sanctuary. After much care and treatment, Sprinkles is now a healthy, confident and very playful pig.



CLAUDIA

Claudia was a chick who was rescued from a broiler farm. The warehouse where she was confined contained more than 20,000 chickens. She was terrified, full of sores and wounds, and one of her legs was fractured. Vets couldn't believe how rapidly she recuperated. She now lives with her inseparable friend Oliver, and the other rescued chickens at a sanctuary.

SENSORY CAPACITIES

“Studies over the past 20 years have revealed [chickens] finely honed sensory capacities, their ability to think, draw inferences, apply logic and plan ahead.”

The Telegraph

{ 13 June, 2013 }

MEAT-FREE MEALS: DELICIOUS AND CONVENIENT

Replacing the meat with something better can be fun and delicious. You can still enjoy the foods and flavours you already love - and try some new ones.

You already eat a lot of meat-free food. So keep filling your plate with foods you know and love!

Good simple breakfast choices include cereals, beans on toast, porridge, smoothies, toast with jam, and fresh fruit.

Familiar lunch and dinner options include a juicy veggie burger with chips, savory vegetable curry and rice, delicious pasta with tomato sauce, stir fried vegetables over noodles, creamy mashed potatoes or tasty falafel with hummus.

You can also substitute and replace meat for plant-based meats. There are so many mouth-watering options now that you'll wish you had tried them before! They are also very convenient; you will be able to prepare them in minutes!



You can find
great recipes at
EatWellEatVeg.com

AT THE SUPERMARKET

Every supermarket has basic - and cheap - meat-free foods like rice, pasta, cereals, beans, nuts, fruits, vegetables, breads and all kinds of snacks. Now stores are including more plant-based meats due to the growing demand.

Supermarkets such as Tesco, Morrisons, Sainsbury's and ASDA, as well as online supermarkets like Ocado, Planet Organic and Goodness Direct, sell various types of veggie burgers, pies, meatless mince, veg-sausages and dairy-free ice creams in their freezer section.

There are plenty of choices of dairy-free products such as almond, rice, oat and soya milk and dairy-free yoghurts. You will also see veg Indian and Chinese ready-meals, falafel with hummus and sandwiches to take away.

In health food stores such as Holland & Barrett and Whole Foods, you can also find a great variety of vegetable pâté, veg-pastries, fish-free prawns, veg-ham, dairy-free cheese, and even egg-free mayo!

Some products taste much better than others, so try a variety to see which ones you like.

These are our favourite ones!



EASY EATING OUT

Eating out with friends or family? Don't worry! Many of the restaurant chains that you usually visit now carry meat-free items on the menu. Pret A Manger, Pizza Express, Tampopo, Wagamama, Wetherspoons, Maoz and Prezzo are just a few examples.

Ethnic restaurants such as Chinese, Indian, Italian, Mexican and Thai always have delicious meat-free options. If you occasionally end up at a restaurant with nothing good on the menu, just talk to the chef. Most of them are happy to make something for you. To find restaurants in your area with the best meat-free menus visit VegGuide.org or if you are on the move, download the HappyCow.net app!

A lot of universities also offer meat free options for students in their cafeterias. Go and ask. If yours does not have a dish or veg menu, ask them to include that option.



★ PRET A MANGER ★



wagamama

tampopo



wetherspoon

VEGGUIDE  .ORG

 **maoz**
vegetarian



NATALIE & ROBERT



“I stopped eating meat last year after watching an undercover video about how animals are treated in British farms. I was really shocked. When I looked into it, I also found information about the health benefits of a plant-based diet too. I definitely think I’m making the best choice for me and the animals!”

Natalie Leach
19 years old
Medical Student at Keele University
England



“Many of my friends were already eating meat-free meals, which means that it was easy for me to substitute meat. I also noticed there were lots of veggie burgers and other options in the supermarkets, restaurants and at my university. I feel better knowing an animal didn’t have to die for me to have a snack.”

Robert Matthews
19 years old
Politics Student at the University of York
England



© gelpi



MORE AND FREE INFORMATION ONLINE

DitchCruelty.com

Watch the exclusive video the meat industry doesn't want you to see

EatWellEatVeg.com

Browse recipes, articles and videos about meat-free eating

Ble.at

Connect with people who have already made the switch

NutritionFacts.org

Information about healthy veg eating

animaleQUALITY

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AnimalEquality.org.uk

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