



Just Take
ONE STEP FOR ANIMALS



With one easy step, you can make a huge difference for the animals!



You probably have some idea that factory farms inflict terrible cruelty on animals. As big agribusiness strives to supply cheap meat, animals are treated like machines, rather than thinking, feeling individuals.

You can make a big difference for the animals with one simple step. You'll learn about the why and how throughout this booklet.

"It is all very well to say that individuals must wrestle with their consciences – but only if their consciences are awake and informed. Industrial society, alas, hides animals' suffering."

The Economist "What Humans Owe to Animals"

We almost never see how these animals live. Why not? Because animal agribusiness deliberately hides the warehouses and slaughterhouses. They know that if the truth gets out, they could lose customers.

But we shouldn't let ourselves be lied to. We should take the opportunity to learn the truth and make informed choices.





"Think chicken: Think intelligent, caring and complex."

SCIENCE DAILY – January 3, 2017



Chickens Are Wonderful!

Chickens are smart, caring individuals. As the BBC put it: "The uncomfortable truth about chickens is that they are far more cognitively advanced than many people might appreciate." ("Despite what you think, chickens are not stupid.") In 2017, Psychology Today published "The World According to Intelligent and Emotional Chickens: Chickens are as cognitively, emotionally, and socially complex as mammals."

Like crows, ravens, and other birds, chickens are are very intelligent. They understand each other and establish and remember a dynamic complex social structure (pecking order). They treat each other as unique individuals and have empathy when another is in distress. Mother hens even have distinct parenting styles and are fiercely protective of their babies.

From the time they hatch, chicks learn quickly. Chickens can count and even do basic arithmetic! They plan for the future and have self control. They feel diverse emotions like boredom, frustration, and happiness.

Chickens recognize their names and come running when called. When given the chance, they are wonderful friends.





Chickens Raised For Meat

Due to selective breeding for rapid and excessive growth, chickens raised for meat suffer from painful lameness and organ failure. Housed in crowded warehouses, birds develop burns on their body, in their eyes, and throughout their respiratory tracts due to high ammonia levels from their own waste. At six to seven weeks, chicks are sent to slaughter. Fragile birds are forced into transport crates and through slaughter lines at high rates of speed, often having their bones broken by these processes. Birds are shackled, stunned, and have their necks cut in automated slaughter lines. Stunning and slaughter often fail, in which case birds are scalded to death in hot water tanks used to remove their feathers.



Professor John Webster, of the University of Bristol's School of Veterinary Science, has said: "Broilers are the only livestock that are in chronic pain for the last 20% of their lives. They don't move around, not because they are overstocked, but because it hurts their joints so much."

The life of a BROILER CHICKEN

"Chickens are now bred to have huge breasts, and they often end up too heavy for their legs. Poultry Science journal has calculated that if humans grew at the same rate as modern chickens, a human would weigh 660 pounds by the age of eight weeks."

Nicholas Kristof, New York Times

Day 1



Day 28



"Despite their enormous size, they are clearly baby birds, as they still peep like chicks instead of clucking like chickens."
Mercy For Animals, undercover investigation of Chik-fil-A suppliers

Day 42



"Chickens reared for meat today are growing twice as fast as they were 30 years ago. These birds grow so quickly and to such a weight that their skeletal structure often gives way, leading to lameness."

Joyce D'Silva "Faster, Cheaper, Sicker" New Scientist

Day 49



(6-7 weeks)

"The slaughter of poultry in the United States is in dire need of reform. Transport, unloading, shackling, stunning and slaughter itself are all sources of significant physical and psychological trauma."

Dr. Bernard Rollin of the Animal Sciences Department at Colorado State University and Dr. Sara Shields, a research scientist specializing in animal behavior, Mercy For Animals, undercover investigation

One Step for Animals

No matter who you are, you can take one step today that will make a big difference for animals. Looking at the numbers makes it clear which step to take.

Animals killed or used yearly in the United States.



As the above graph from Animal Charity Evaluators shows, most of the animals being harmed are farmed animals.

By taking this one step, you will make a huge difference for animals, removing the source of the greatest amount of suffering. Every time we make our choices based on compassion, we reduce suffering and make the world a better place. There are delicious options you can use to replace chicken. Just explore these amazing cruelty-free options in your day-to-day diet, and you'll make a difference for the most abused animals.

Most of us know factory farms are horrible, repulsive places. What few of us know is that chickens are the vast majority of animals brutalized on factory farms.

Professor John Webster, of the University of Bristol's School of Veterinary Science, notes that industrial chicken production is, "in both magnitude and severity, the single most severe, systematic example of man's inhumanity to another sentient animal."

Animal Welfare: A Cool Eye Towards Eden

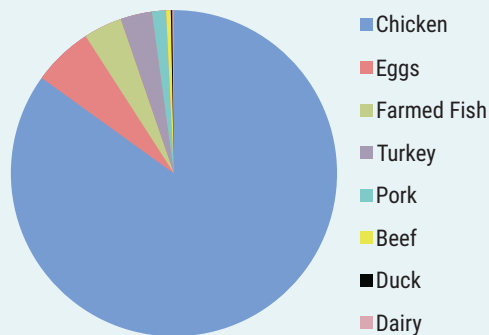


The graph on the right, by Ben Davidow (author of *Uncaged*), indicates the single step everyone can take to make a profound difference for animals:

Stop eating chickens.

24 of the 25 farmed land animals consumed by the typical person each year are birds.

Relative Number of Farm Animals Harmed by Average American Consumption of Different Foods



You can help!

Simply leaving chickens off your plate makes a huge difference! Every year, you will spare dozens of these incredible individuals from the horrors of factory farms. This is true no matter what you eat instead!

Every time you stay true to your humanity and make our choices based on compassion, you reduce suffering and make the world a better place. It has never been easier!

A Compassionate, Healthy Way to Live



Every time you make a decision based on compassion, you strike a blow against the meat industry and make a powerful statement for animals.

A compassionate diet can have important health benefits for you, too!

Replacing chicken in your diet with cruelty-free foods is an easy way to lower blood cholesterol. People who don't eat animals also have lower blood pressure.

Plant foods also supply healthy fats and plenty of antioxidants. Not surprisingly, people who don't eat animals tend to have a lower risk for heart disease and for type 2 diabetes.

You may even shed a few pounds, since eating more plants and fewer animal products is associated with lower body weight.

You can meet nutrient needs while making compassionate choices....

- Replace chickens in your diet with other protein-rich foods like veggie meats, beans, and peanut butter.
- Choose iron-rich foods like beans, soyfoods, and whole or enriched grains. Be sure to pair them with foods that provide vitamin C! These vitamin C-rich foods – like strawberries, leafy greens, cabbage, peppers, and citrus fruits – help your body absorb iron from plant foods.
- Add nuts and seeds to salads or sprinkle them over grains. Not only do they add appealing crunchiness, they are also a good source of the mineral zinc.
- Take a supplement that provides about 100 micrograms of vitamin B12 every day. It's an essential addition for many people, whether they eat meat or not.





Making Compassionate Choices Can Be Delicious & Convenient

You already eat lots of meat-free food. So keep filling your plate with the foods you know and love! Good, simple breakfast choices include cereal, bagels, granola, toast, muffins, waffles, and fresh fruit.

Familiar lunch and dinner options include a veggie sub with chips, pasta with tangy marinara sauce, bean burritos with guacamole and salsa, stir-fried vegetables and tofu over rice, creamy mashed potatoes, and hearty lentil soup.

Next, try various plant-based meats. There are so many mouth-watering options, you'll wish you had tried them before! They are also very convenient – just heat and serve in minutes.

Satisfy your cravings with protein-packed meat-free sausages, burgers, chicken nuggets, meatballs, lunch meats, hot dogs, ribs, chicken patties, ground beef, and more. The newest products on the market are amazing, and becoming more widespread every day!

Love Eating Chicken?

Check out these **tasty & satisfying** products!



- Barbecue Wings
- Buffalo Wings
- Chik'n Filets
- Chik'n Scallopini
- Chipotle Lime Crispy Fingers
- Mandarin Orange
- Crispy Chik'n
- Seven Grain Crispy Tenders



- Chik'n Nuggets
- Chik'n Patties



Deli Slices

- Oven Roasted
- Hickory Smoked



BEYOND CHICKEN Chicken-free Strips

- Grilled
- Lightly Seasoned
- Southwest Style

Poppers

- Feisty Buffalo
- Sesame Ginger

BEYOND CHICKEN Tenders

- Homestyle
- Southwest Style



Deli Slices

- Lentil Sage
- Wild Mushroom
- Smoked Tomato

There is nothing magical or difficult about trying new cruelty-free foods. You can just grab some prepared, convenient foods, or just search for recipes online. There are so many resources.

For loads of recipes and more information, please head over to [OneStepForAnimals.org/how](https://www.onestepforanimals.org/how)



Protein Packed

Beyond Meat now makes the Beast Burger (pictured) and the Beyond Burger. BeyondMeat.com

Eating Out

Eating out with friends or family? Don't worry! Many restaurant chains now carry meat-free items on the menu. Chipotle, Olive Garden, Taco Bell, Subway, Quiznos, Johnny Rockets, Denny's, Red Robin, and Ruby Tuesday are some of the best. Ethnic restaurants such as Chinese, Indian, Italian, Mexican, Ethiopian, Middle Eastern, and Thai always have delicious meat-free options.

To find the restaurants in your area with the best meat-free menus, visit the great sites www.vegguide.org and www.happycow.net.

Chipotle's incredibly popular Sofritas!



At the Supermarket

Every supermarket has basic – and inexpensive – meat-free foods like pasta, rice, cereal, beans, nuts, vegetables, fruit, bread, and snacks. Most supermarkets also have plant-based meats near the produce section. Other options are in the freezer section, where you can find meat-free burgers, burritos, and breakfast meats.

Note that some products taste better than others, so try a variety to see which ones you like. Here are some of our favorites!





**"The question is not, Can they reason
nor, Can they talk? but, Can they suffer?"**

Jeremy Bentham

YOU CAN SPARE ANIMALS!



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