



THE ORPHAN JOEYS...

AND THEY ARE THE LUCKY ONES

Don't buy into the largest massacre of
wild land mammals in the world today

SAY NO TO KANGAROO MEAT

www.savethekangaroo.com | 0117 944 1000

Viva!

Kangaroo meat is sold as 'just a bit of fun', but don't be fooled. It is the product of suffering and blood-shed on an enormous scale. Millions are shot every year in Australia in the vast outback. Many are mis-shot and die a slow, agonising death.

Unlike the two rescued joeys overleaf, hundreds of thousands of pouch young babies are also ripped from their dying mothers annually and smashed around the head or decapitated. Their older siblings flee and will invariably suffer a slow and



Photo@Ray Drew

lingering death without the protection of their mother. In other words, buy a kangaroo steak and you could be getting dead joeys for free.

The Australian government claims it is just 'pest control'. It's not true. Kangaroos are not 'vermin' but an essential part of Australia's fragile environment – and have been for millions of years. Kangaroos are not farmed, but are wild animals threatened by disease, climate change and by being turned into just another commodity.

Australia has the worst wildlife preservation record in the world. The kangaroo massacre is driven only by money.

A chemical called L-carnitine is present in all red meat but kangaroo meat has more per gram than any other. It is linked to a build-up of fatty deposits in blood vessels, which can lead to heart disease. High levels of Salmonella and E. coli have also been found in kangaroo meat.

Viva! has virtually ended the sale of kangaroo meat in Britain after persuading nearly all major supermarkets to dump it. However, some places continue to sell it and profit from this misery.

So-called 'exotic meats' don't sound so tempting when you call them by their real name: dead wildlife. Don't buy kangaroo meat or leather products! Of course, eating any animal causes suffering and the best way to end that suffering is to go vegan – or at least start in that direction.



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Find out more about the kangaroo industry visit www.savethekangaroo.com. For help changing your diet visit www.viva.org.uk

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