

While you're
watching
Corrie...

55,000
chickens will
be killed

Viva!



Chicken is cheaper than beer!

Every hour, 109,000 chickens are slaughtered in the UK – 945 million a year. But you'll not see them alive as most are locked in vast factory farms – tens of thousands to a single shed, living on their own excreta. We know – we've filmed inside these hellish places.



Obese babies

Chickens are still babies when they're killed at six weeks old – muscle-bound travesties of selective breeding. So heavy, their legs often can't support them and their hearts simply give out. They live on their own excreta, often burnt by its scolding ammonia. Over 2kg when killed – they still have the tweet and blue eyes of a chick.

Most fowl

Two thirds of chicken meat is contaminated with faeces. No wonder hundreds of thousands of Britons get food poisoning from poultry each year – and hundreds die. Campylobacter bugs are the culprits and contaminate most chicken carcasses. And then there's antibiotic resistance! About 50 per cent of all antibiotics are fed to farmed animals – 94 per cent of which are chickens. Factory farming can't survive without massive use of antibiotics.

Poultry farming is bad for chickens – it's also bad for us.

Give chickens a break – go vegan.

"Viva!'s footage of chickens crammed into sheds in their thousands has shocked me. That's why I'm supporting their 'Life is Cheep' campaign." Jasmine Harman, TV presenter 'A Place in the Sun – Home or Away'



Find out more about chicken farming:
www.viva.org.uk/lifeischeep.
For free help in changing your diet:
www.viva.org.uk/30dayvegan

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