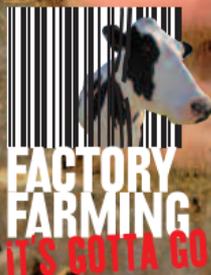


You can help with **THE GREAT BREAKOUT**

Most people say they abhor factory farming and yet 80 per cent of all the meat sold in the UK comes from these inhumane places. Viva! is fighting to abolish them but you don't have to wait for us to succeed, you can help break down the bars right now – today. Simply refuse to eat meat and dairy products and if you need help we're a phone call away.

For a free information pack call Viva! now on 0117 944 1000
www.factoryfarming.org.uk www.viva.org.uk



Viva!

Factory Farming - IT'S GOTTA GO

Abuse as standard

Life on the factory farm is short, barbaric and horribly cruel – we know because we have filmed inside many of these 'intensive' farms. Overpowering stench, pigs in metal crates so small they can't turn around, piglets imprisoned in filthy, dark concrete cells without bedding, chickens and turkeys – tens of thousands to a single shed living in their own excreta.

And now producers want to force dairy cows indoors for their whole lives.

A Fight for Life

We are fighting these new developments with all our might – ideas imported from the US where they have created an animal welfare and environmental disaster. The whole factory farming concept is about profitability and it's not like we are ignorant of the outcome. Just step inside one – any one – and you'll see.



Most British ducks raised for meat never swim

Piled high - sold cheap

Restless egg-laying chickens crammed five to a cage little bigger than a microwave oven. New 'enriched' cages that are simply a joke.

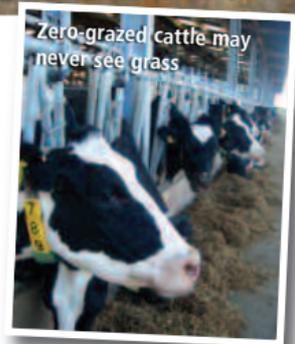
No water - no life

Incredibly, ducks are also kept on factory farms, the same stink and filth with a cruel twist – they are usually never allowed to swim.

The animals pay a terrible price for some people's pleasure. But so do we and the environment as global ecosystems collapse and superbugs thrive in response to the overuse of antibiotics in these places.

It's YOUR choice

By continuing to eat these animals you are part of the problem. When you stop eating them you become the cure and help to smash down the bars that hold the animals captive.



Let Viva! help

Call Viva! on 0117 944 1000 (9am-6pm, Mon-Fri) for a FREE *It's Time to Go Veggie* magazine – including recipes. Email info@viva.org.uk

Order online at www.factoryfarming.org.uk or send the coupon below to Viva!
8 York Court, Wilder Street, Bristol BS2 8QH.



Please send me a **FREE GO VEGGIE PACK**

Title: _____ First name: _____

Surname: _____

Address: _____

_____ Postcode: _____

Email: _____

Date of birth (if under 18) ____/____/____

