



WHAT IS SPECIESISM?

And What You Can Do to Help End It



"Many of the nation's most routine animal farming practices would be illegal if perpetrated against cats and dogs."

Jonathan Lovvold, Chief Counsel, The Humane Society of the United States



PUTTING SPECIESISM ON OUR RADAR

In his groundbreaking book, *Animal Liberation*, Philosophy Professor Peter Singer popularized the word speciesism. He wrote:

"Racists violate the principle of equality by giving greater weight to the interests of members of their own race when there is a clash between their interests and the interests of those of another race. Sexists violate the principle of equality by favoring the interests of their own sex. Similarly, speciesists allow the interests of their own species to override the greater interests of members of other species. The pattern is identical in each case...."

"If a being suffers there can be no moral justification for refusing to take that suffering into consideration."

Opposing speciesism doesn't mean treating all species the same in all situations—rather, it means not using an individual's species as the basis for harming or protecting them. If it's wrong to kill a dog for food, then it's also wrong to kill a chicken or pig, as there are no significant differences in their desire to avoid fear and death.

This booklet describes how speciesism has resulted in agony for our fellow creatures and how you can help end it.

“The question is not, ‘Can they reason?’ nor, ‘Can they talk?’ but, ‘Can they suffer?’”

Jeremy Bentham, *An Introduction to the Principles of Morals & Legislation*

THE ANIMALS WE EAT

We love dogs and cats. But farmed animals are seen as objects and turning cows, pigs, and chickens into food is one of the most pervasive forms of speciesism.

In the September 1976 issue of the trade journal *Hog Farm Management*, John Byrnes recommended, “Forget the pig is an animal. Treat him just like a machine in a factory.” The hog industry went on to do just that, illustrated 30 years later by a National Pork Producers Council spokesperson saying, “So our animals can’t turn around for the 2.5 years that they are in the stalls producing piglets. I don’t know who asked the sow if she wanted to turn around.”

Farmed animals live sad lives—normally in dark warehouses that you wouldn’t even recognize as farms. They can’t breathe fresh air, and they live on concrete or wire that damages their feet. When it comes time to be slaughtered, they’re packed onto trucks, exposed to the freezing cold, rain, or intense heat for hours or even days. They’re killed at just a fraction of their normal lifespan.



“[C]hickens are not mindless, simple automata but are complex behaviorally, do quite well in learning, show a rich social organization, and have a diverse repertoire of calls. Anyone who has kept barnyard chickens also recognizes their significant differences in personality.”

Bernard E. Rollin, PhD, *Farm Animal Welfare*, Iowa State University Press



"If slaughterhouses had glass walls, everyone would be vegetarian."

Paul McCartney, Humanitarian,
Musician for The Beatles and Wings

SLAUGHTERHOUSES

It's hard to appreciate how horrible slaughterhouses are—both for animals and humans—withouit visiting one.

To make the most profit, killing and disassembling animals must move quickly and many animals end up being conscious through much of the process.

Cows can have their hooves cut off and hides ripped off before they're finished dying. Pigs often enter the scalding tank while still alive.

Many chickens and turkeys are also alive as they enter the scalding tanks—meant to loosen their feathers. These birds can be identified because their flesh turns bright red as they drown in the scalding water.





WORKERS TREATED "LIKE ANIMALS"

This brutal system also treats slaughterhouse workers more as objects to be discarded than as human beings.

National Public Radio's 2016 exposé, *Working The Chain, Slaughterhouse Workers Face Lifelong Injuries*, describes how each worker must do thousands of repetitions per day with few breaks, causing a wide range of muscle and nerve injuries. They make low wages and are fired when their injuries prevent them from working.

Worker advocate Gloria Sarmiento says, "The speed of the line is really fast. The supervisors are yelling all the time....They are treating us like animals."

Slaughterhouse workers perform a job—killing innocent animals—that few meat-eaters are willing to do. A steady flow of investigations shows that terrible working conditions take a toll on the workers who will sometimes act out cruelly toward the animals. It's a vicious cycle of abuse.

AG-GAG

Dozens of undercover investigations have exposed the abuse of farmed animals. The industry has responded by trying to punish whistleblowers and in some states passed laws that criminalize exposing this abuse (aka "Ag-Gag" laws).

ENVIRONMENTAL RACISM

Hog and dairy farms produce enormous waste, which is stored in lagoons and then sprayed on fields. A 2017 Sierra Club article, *The CAFO Industry's Devastating Impact on the Environment and Public Health*, reports:

"If waste is sprayed too often, it saturates the soil and leaks into the aquifer and nearby rivers and streams. The practice also aerosolizes fecal matter, creating toxic particulates that get blown onto nearby homes,

accompanied by a terrible stench that drives residents indoors. A majority of those homes belong to African Americans, who have had their property drenched in hog waste for decades and their wells polluted, too.

For 30 years, their complaints about the effect on their health and quality of life have mostly fallen on deaf ears at the [North Carolina] statehouse—making this a clear case of environmental racism with quantifiable human cost."

The Sierra Club Quotes Two Residents Living Near Hog Waste Lagoons

"[Hog waste] comes over here just like it's raining. That's what we inhale if we're outside, and it comes inside the house because you can't keep that odor out."

"We don't have cookouts or family get-togethers like we used to, because we don't know when the odor is gonna come. When it's really hot, it burns your eyes."



Hog Farm Waste Lagoon (Photo: Speciesism—The Movie)



Only minutes old, this calf won't see her mother again.

DAIRY & EGGS

The bodies of dairy cows and egg-laying hens are manipulated to produce many times more milk and eggs than is natural. When their production decreases, at a relatively young age, they're slaughtered.

In order to produce profitable amounts

of milk, a cow must be impregnated on a yearly basis. While the bond between mother and calf is one of the strongest in nature, dairy calves are taken away within hours of birth—they won't be together again. If male, the calf will be slaughtered within days or weeks.

Cage-free eggs rarely come from happy hens, as shown in the picture on the left and by many other undercover investigations.

Male chicks in the egg industry are killed at birth, often ground up alive in macerators.



Cage-Free Laying Hen

MUST WE EAT ANIMALS?

TAKING A STAND

You can oppose speciesism and the human rights violations of animal agriculture by not eating meat, dairy, and eggs—also known as a vegan diet.

While it can sound intimidating at first, if you experiment with the multitude of satisfying, high protein vegan foods and ease into it at your own pace, it will soon be second nature. Read on for more tips!

Although most societies have historically eaten animal foods, we don't need to. The vegan movement started in the 1940s, and since then countless vegan children have grown into healthy adults, proving that humans don't need animal foods.

The Academy of Nutrition and Dietetics states that vegan diets "are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood, and for athletes." (*J Acad Nutr Diet.* 2016;116:1970-1980)

NUTRITION

A plant-based diet can lower cholesterol and blood pressure, greatly reduce your risk for type 2 diabetes, and provide more antioxidants, fiber, and vitamin C—all improvements over the standard American diet—but there are a few nutrients you should pay attention to over the long term.



ENSURE OPTIMAL NUTRITION

- A daily multivitamin with vitamin B12 will cover most of your bases.
- For calcium, eat plenty of dark, leafy green vegetables (especially kale and collards), oranges, or calcium-fortified nondairy milks or orange juice.
- For iron, eat greens, beans, or oatmeal with a source of vitamin C—which significantly increases iron absorption.



"Going vegan is the best way to join the movement to oppose speciesism. A weight is lifted from my shoulders knowing I don't pay people to kill animals."

Clarence Kennedy, Weightlifter

MEAT: MANLY OR MURDER?

The meat industry targets men, presenting meat as manly, while middle-aged men die of heart disease at much greater rates than middle-aged women. Peer-reviewed research shows that the health of men benefits even more than the health of women when they choose vegetarian—meat and the meat industry are no friends to men!

The growing number of successful vegan bodybuilders, weightlifters, and other athletes show you don't need animal products to build muscle.

"As a vegan athlete for 20 years, I know firsthand you don't have to compromise ethics to build muscle. The strength I'm most proud of showcasing is that of compassion."

Robert Cheeke (pictured with Mindy Colette),

VeganBodybuilding.com



PLANTS & PROTEIN



All plant foods contain all the essential amino acids—the building blocks of protein. To meet protein requirements and to feel satisfied, it's important to make sure you're eating some high protein plant foods each day.

The easiest choices are vegan meats, which are packed with protein. Legumes—peanuts, beans, lentils, and peas—and foods made from them are also high in protein.

ABOUT SOY

Soyfoods—like tofu, tempeh, and soymilk—are high in protein. The meat industry has sensed a threat from soy and promotes anti-soy propaganda, but don't be fooled—all legitimate scientific bodies consider soy safe.



That said, it's no problem to be vegan without eating soy—there are many alternatives as you can see here!

COMFORT FOODS

Opposing speciesism doesn't mean giving up comfort foods—vegan eating isn't about salads and discipline!

Vegan french fries, potato chips, corn chips, and chocolate bars are everywhere. There's been an explosion of ice cream made from soy, coconut,

almond, rice, cashew, and more!

From vegan ribs and buffalo wings to gourmet cheeses, there are now satisfying vegan foods for every occasion—and the options continue to grow as more people take a stand against speciesism and create a demand.

Tofu Scramble & Vegan Bacon • 25 G Protein



Chili • 12 G Protein



Beyond Burger • 20 G Protein



COOKING OUT? Choose from a wide range of delicious, high protein vegan burgers and dogs to toss on the grill! Available from Beyond Meat, Tofurky, Gardein, Field Roast, and others at most grocery stores.

EATING OUT

INTERNATIONAL RESTAURANTS

ITALIAN



THAI



MIDDLE EASTERN



INDIAN



MEXICAN



CHINESE



CHAIN RESTAURANTS

- **TACO BELL** – bean burritos, bean tacos, potatoes, guacamole
- **CHIPOTLE** – burrito, bowl, or tacos with sofritas and fajita veggies
- **JOHNNY ROCKETS** – Streamliner burger and fries
- **OLIVE GARDEN** – pasta with marinara, breadsticks, minestrone soup
- **NOODLES & COMPANY** – Japanese pan noodles, spaghetti with marinara

VEGAN PIZZA GALORE!



While cheeseless pizza with lots of fixings is always a tasty option, many chains now carry vegan cheese and meats!

Check out Mellow Mushroom, Pie Five, PizzaRev, MOD Pizza, Pieology, Pi Pizzeria, and many more!

DAIRY ALTERNATIVES



DON'T SWEAT THE SMALL STUFF

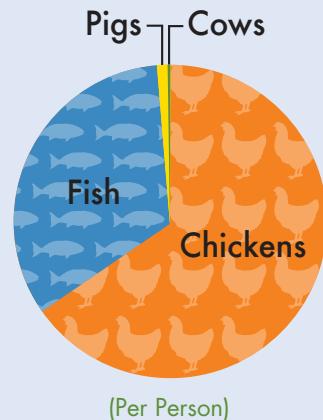
It's not necessarily best to make a sudden, abrupt change in the way you eat. Rather, incorporate new habits at your own pace.

Don't worry about avoiding hidden animal ingredients—as society moves away from using animals these byproducts will disappear. Try avoiding obvious animal products like chicken's legs and cow's milk without stressing about hidden ingredients.

BUT DON'T SWITCH TO THE SMALL ANIMALS

Remember that it takes many more chickens and fish to feed someone the

RELATIVE NUMBER OF ANIMALS EATEN



same amount of pig or cow's flesh, so it doesn't help to replace red meat with chicken or fish.

JOIN WITH US!



According to a 2016 Harris poll, there are approximately 3.7 million adult vegans in the U.S., up from half a million in the mid-1990s.

Our numbers are growing, but most people still eat meat out of convenience. While it's easier to go with the flow, stronger people take a stand for what they believe in—especially taking the side of those being exploited and abused.

By joining the growing movement of people who oppose speciesism, you will reduce the demand for killing animals. As more people join in, we'll reach a tipping point at which millions of animals will be spared.

COMMUNITY SUPPORT

If you want to succeed, it helps to connect with others. There are likely vegan groups in your area who hold social events at local restaurants—check on Facebook and Meetup.com.

ADULT U.S. VEGANS

(in Hundreds of Thousands)

1995



2016



We have a Vegan Mentor Program to put you in touch with an experienced vegan in your area who can tell you the best places to shop and dine. Check it out at VeganOutreach.org/VMP.

YOU CAN HELP

By cutting back and eventually eliminating animal products, you can help put an end to speciesism!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

You don't have to sacrifice your favorite meals—high protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!



Animals are individuals who have a value independent of their usefulness to others.

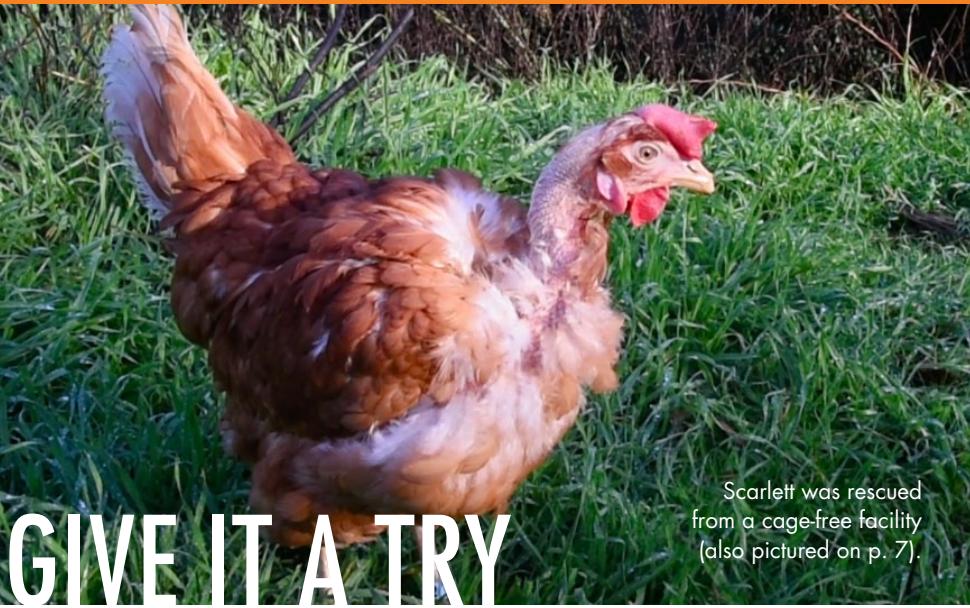


Combating speciesism means not supporting the violence inflicted on farmed animals!



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"I think everybody has that capacity to stop and think and say, 'If I knew you, I wouldn't eat you.' And in some ways, it really is that simple." Dr. Tom Regan, Professor of Philosophy



Scarlett was rescued from a cage-free facility (also pictured on p. 7).

GIVE IT A TRY

FREE GUIDE

Get your animal-free eating guide with recipes and health tips:

Text: "Starter" to 55678

Visit: VeganOutreach.org/Guide

MENTOR PROGRAM

Get free individual help in going vegan:

VeganOutreach.org/VMP

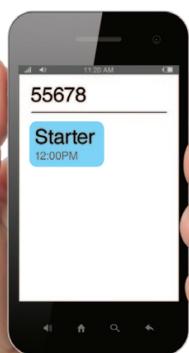
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