Norcross argues that the little influence that each individual have towards the market is not an excuse to continue eating farmed animals, just as we do not allow the undertaking of “small risks of great harms” in our lives and thus should prevent the pain that animals have to go through by stop eating it, even though the chance of our actions to be hurtful is small. (8) While it is possible that a lot of consumers are not aware of the situation due to the vast consumer market, frequent campaigns done by animal welfare group ensures that majority are aware of the suffering of farmed animals. (5) He feels that if everyone contributes to the movement of not eating meat, it will lead to the accelerated realisation of the industry for farmers to change their behaviour. (8, 9) Those who stopped consuming meat will influence the rest to do so, leading to a domino effect. (9) Our lack of intent to hurt the animals do not justify our consumption as the torturing of puppies is no different from torturing farm animals. (10,11) Norcross concluded that factory farming should not be tolerated,(28) just like we morally condemn the torturing of puppies(3) and meat-eating is unjustifiable (27).

(199 words)