



WHAT IS SPECIESISM?

And How You Can Make A Difference



“Many Australians continue to be shocked to learn that millions of farmed animals are not afforded even the most basic legal protection granted to other sentient creatures we share this world with.”

The Hon Michael Kirby, former justice of the High Court of Australia



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.



CHANGE IS GOOD



You may have seen how animals are treated on today's farms. You may even have seen how they are killed in slaughterhouses. You probably don't like seeing those pictures and videos. Why? You're a kind and decent person. You don't want others to suffer unnecessarily.

According to a 2010 Newspoll phone survey, 99% of Australians are against cruelty to animals. More and more people like you are choosing to leave cows, pigs, chicken, fish, and other animal products off their plates. Many others are cutting back on the amount of meat they eat.

Of course, the choice is up to you. Whether you decide to cut out meat entirely or just cut back, you can make a big difference for the world at every meal.



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

Paul McCartney, humanitarian, musician for The Beatles and Wings

SLAUGHTERHOUSES

It's hard to comprehend how horrible slaughterhouses are—both for animals and humans—without 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.



This bird entered the scalding tank still alive.



“So our animals can’t turn around for the 2.5 years they are in the stalls...who asked the sow if she wanted to turn around.”

Dave Warner, Director of Communications, National Pork Producers Council



MEET LUCILLE

Lucille (below) managed to flee from a transport truck on the way to auction. She ended up at Animal Place farmed



animal sanctuary and is now living a peaceful life. Lucille loves belly rubs and comes when called—pigs are quite smart and perform as well as dogs and chimps in intelligence tests.

Mother pigs are typically kept confined in cages so small they cannot turn around (pictured above). In these cages, they develop severe psychological problems, such as biting the bars until their teeth break, and banging their heads.

Baby pigs are often born on metal grating. At just six months old, pigs raised for meat are electrocuted or shot in the head with a metal rod. Some don't immediately die and are drowned in scalding water.

THE EGG INDUSTRY



The majority of egg-laying hens spend every minute packed in feces-filled cages. The cages are so small, hens can barely turn around and can't spread their wings.

MEET SCARLETT



Even cage-free eggs rarely come from happy hens, as shown in the picture on the left and by many other undercover investigations. Scarlett was raised for her eggs in a cage-free facility and was suffering terribly when she was rescued but now lives in a loving home.



Because egg farms—including free range and cage-free—have no use for male chicks, they're often tossed alive into a grinding machine (pictured bottom left). Others are thrown into garbage bags to suffocate or starve.

THE CHICKEN MEAT INDUSTRY

Chickens raised for meat spend their lives packed in a massive warehouse. They've been bred to grow so fast that by the time they're one month old it hurts many of them to walk.

At the slaughterhouse, they're electrically paralyzed before having their throats cut. If they avoid the blade—as many birds do—they'll drown in a tank of scalding hot water.



THE DAIRY INDUSTRY



Like all mammals, cows must give birth to keep producing milk. Because humans want this milk, calves must be separated from their mothers shortly after giving birth, causing severe distress to both the mothers and their babies. It's common to hear the sad bellows of mothers calling for their missing calves for days or even weeks after their babies are taken. Many of the calves are slaughtered.

Cows can naturally live to be up to 25 years old but on dairy farms, they're killed when their milk production decreases—usually when they're five to seven years old.

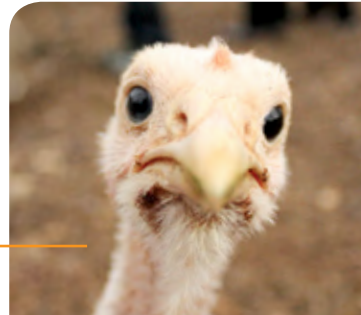


MEET THE ONES YOU SPARE

Agricultural economists have found that when people eat less meat, producers raise and kill fewer animals. Here are some of the individuals you help spare each year.



— 21 chickens like Tilly,
and even more if you
also cut out eggs



A turkey like Clove —



— A pig like
Bob Harper



— A cow
like Meghan



“They’re like floating pig farms...Disease and parasites [on fish farms] run rampant.”

The Los Angeles Times, “Fish Farms Become Feedlots of the Sea”

About half of the fish consumed by humans don’t come from the wild. Fish farms are often crowded enclosures where stress and filthy water cause death and disease. The manure drifts into neighboring rivers and oceans creating areas that no longer sustain life.

In the ocean, large driftnets catch everything in their path, including sea turtles, sharks, whales, and dolphins whose bodies are then discarded.

Fish pulled from the water suffocate for up to ten minutes. When dragged from deep ocean waters, their eyes bulge and their stomachs turn inside out from the change in pressure.

Fish have long-term memories and are smart enough to learn tricks. Like all farmed animals, fish are badly abused—they just can’t cry out.

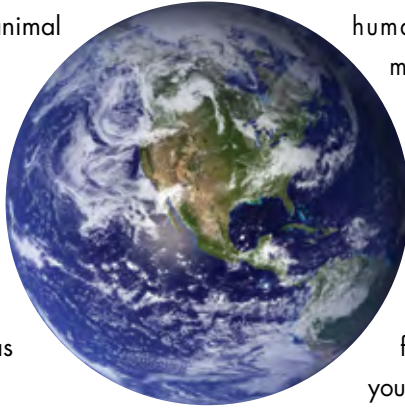
Dozens of fish
like this beautiful catfish



PROTECT THE PLANET

One of the most impactful things we can do for the environment is simply to eat fewer animal products.

Feeding a vegan requires roughly one-third of an acre, while feeding an omnivore requires up to seven times as much land.



More soy and corn are fed to animals raised for meat than is eaten by humans. Farmed animals must eat large amounts of plants to produce only small amounts of meat.

Eating 1 hamburger uses the same amount of water as showering for 3.75 hours or flushing your toilet 281 times.

Ten percent of all greenhouse gas emissions in Australia come directly from farmed animals. Most of these emissions are methane and nitrous oxide, which contribute to climate change significantly more than carbon dioxide.



Animal agriculture is one of the leading causes of deforestation worldwide, and cattle ranching can be linked to **65% of deforestation** in the Brazilian Amazon.

MUST WE EAT ANIMALS?

TAKING A STAND

By eating vegan—not consuming meat, dairy, and eggs—you can oppose speciesism and the human rights violations of animal agriculture.

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 products, we don't need to. The vegan movement started in the 1940s, and since then countless children have been raised vegan and grown into healthy adults.

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 Australian 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.

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



HAVING A BARBEQUE? Choose from a wide range of delicious, high-protein vegan burgers and sausages to toss on the grill. Available from Vegie Delights, Fry's, and Syndian at most supermarkets.

EATING OUT

A WHOLE NEW WORLD - INTERNATIONAL RESTAURANTS

ITALIAN



THAI



MIDDLE EASTERN



INDIAN



MEXICAN



CHINESE



WHAT CAN I ORDER AT MY FAVOURITE CHAIN RESTAURANTS?

HUNGRY JACK'S & OPORTO

- Try the Vegan Cheeseburger at Hungry Jack's or the Veggie Burger ordered without cheese and mayo at Oporto
- Choose fries, hash browns, or onion rings on the side

SUBWAY

- Try the Veggie Patty or Veggie Delight with your choice of salads
- Add Sweet Chilli, Sweet Onion, BBQ, or Tomato sauce

DOMINOS

- Try the Vegan Avocado Veg, Margherita, Spicy Veg Trio, or add vegan mozzarella to any pizza!
- Choose regular garlic bread, vegan cheesy garlic bread, or chunky chips

MAD MEX & GUZMAN Y GOMEZ

- Try the vegetarian burritos, nachos, or tacos—just order them without cheese and sour cream

GETTING GROCERIES

PANTRY



FRIDGE



FREEZER



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!



PO Box 1916, Davis, CA 95617 • VeganOutreach.org/Contact

PHOTOS: Edgar's Mission (cover); Farm Sanctuary (p3 upper); Oli Gill/CC BY-SA 2.0 (p4 upper); Compassion Over Killing (p4 middle); Mercy for Animals (p4 lower); Animal Equality (p5 upper); Farmwatch (p7 lower); Tatiana Mendez (p8 upper); Cassidy Du Berry/@cassduberry (p9 upper); Melissa Schwartz (p9 lower); ©iStock.com/dulezidar (p13 Italian); ©iStock.com/SochAnam (p13 Thai); ©iStock.com/kcline (p13 Middle Eastern); bonchan/Shutterstock.com (p13 Indian); Brownble.com (p13 Mexican); ilovevegan.com (p13 Chinese); Direct Action Everywhere (back cover upper).

“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*



Scarlett thriving after being rescued from a cage-free facility (see her before picture on p. 6).

READY TO TRY VEGAN EATING?

Our weekly email series will help you replace one food per week with a delicious vegan version. After 10 weeks, you'll have all the food recommendations, nutrition info, and recipes you need to make a big difference for animals!

VeganOutreach.org/10w-AU • [10 weeks to **vegan**](#)

MENTOR PROGRAM

Get free individual help in going vegan: VeganOutreach.org/VMP



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