

→ WHAT YOU CAN DO

1. Eat plant-based (vegan) foods - the only truly humane diet is a vegan diet. We don't need to consume animal products to be healthy. Physicians, scientists, and organizations such as The American Dietetic Association have clearly stated that a well-planned vegan diet is appropriate for all ages.

2. Spread the truth - most people believe that foods with "humane" labels are humane, but they aren't. One easy way to do this is by sharing this brochure with others.

3. Become an ARC member and support the vital work we're doing to combat the humane myth. Join us in addressing this critical issue in our community. Working together, we can make many more people aware of the truth and create a more peaceful and sustainable world.

4. Visit www.HumaneMyth.org for more information.

Yes! I want to help non-human animals live lives of dignity.

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

email: _____

\$20 member

\$50 patron

\$100 benefactor

Other \$ _____

In addition, please accept this donation of \$ _____

I want to get involved! Please call and tell me about ARC in Action.

Please add me to your e mail alert list.

ANIMAL RIGHTS COALITION
Over a Quarter Century Advocating For Animals

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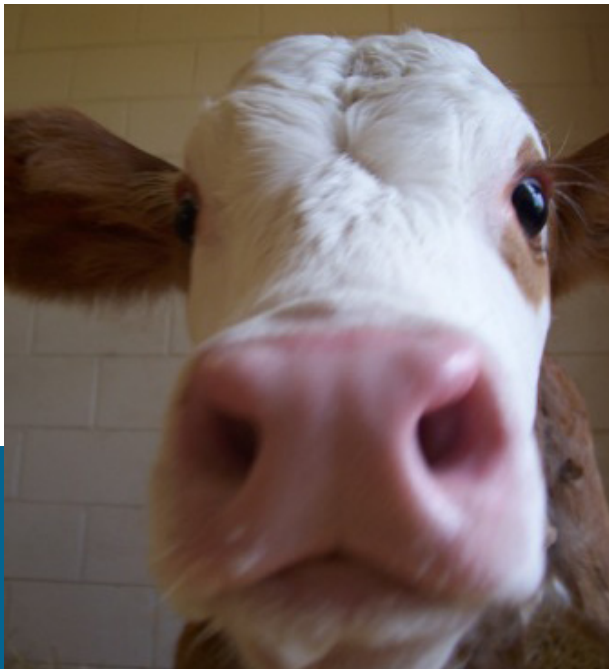
THE HUMANE FARMING MYTH

As the media pay increased attention to the cruelties and abuses commonly occurring in large-scale, industrial animal farming operations, compassionate consumers are increasingly seeking alternatives. Labels such as “Cage Free,” “Free Range,” “Humanely Certified,” and “Grass Fed,” suggest that those who are willing to pay a higher price can enjoy eggs, dairy, and meat from small-scale “humane” farms that treat animals with compassion and respect.

But is the public being misled?

Agribusiness and its marketing firms invented these labels and slogans. Some of these labeling schemes are also being promoted or supported by animal welfare organizations. Compliance with these labeling schemes is usually voluntary, not well regulated, and rarely enforced. The term “organic” is the only label that has legal standing, but it covers only what the animals are fed and the use of pharmaceuticals; it does not address standard animal husbandry practices such as handling, mutilation, transport, or slaughter.

Jubilee's mother died giving birth to her and she was slated to be killed because of the costs associated with rehabilitating an orphaned calf. No matter what size the farm, profits always come before the animals' needs. Photo courtesy of Kindred Spirits Sanctuary.



This hen's eggs were labeled “free range” in the co-op where they were sold. Consumers don't realize that animals on so-called “humane” farms suffer greatly too. Photo courtesy of Chicken Run Rescue.

“Humane” labels hide an unavoidable truth: Animals are harmed when they are used for food. Regardless of the farming operation's size or certification, the animals are still confined, their reproduction is still manipulated, their bodies are still mutilated, and their social and familial bonds are still severed. And they are still transported to stockyards and slaughterhouses, where their lives are taken against their will, bringing their existence to a violent and premature end. If most of us were to see only a fraction of what is routinely done to animals at both large- and small-scale farming operations, we would be shocked.

We tend to agree as a culture that unnecessarily harming animals is inhumane, which makes the rising popularity of so-called “humanely produced” animal products all the more tragic. The marketing behind these products betrays both the public's trust and the animals. It convinces people that animals can be used as objects and killed for our convenience, all while somehow treating them humanely. But what's so kind, tender, merciful, or sympathetic about confining, manipulating, and killing animals? Quite simply, there is nothing “humane” about a process that inevitably results in the death of an animal.

Hu·mane / hyōōmáyn / *adj.* 1. having what are considered the best qualities of human beings; kind, tender, merciful, sympathetic.

From Webster's New World Dictionary