SOMETHING BETTER
Why Millions of People are Changing What They Eat
(and choosing delicious meat-free options like these)
A National Trend

“The drop in chicken [consumption has been] dramatic over the last five years or so; pork also has been slipping... we’re eating less meat because we want to eat less meat.”


More and more people are deciding to replace chicken, fish, and other meat with tasty meat-free meals. Average meat consumption in the U.S. has dropped 10 percent in the past few years. And a whopping 15 million Americans have stopped eating meat entirely.

You care about animals and don’t want them to suffer. Once you see what modern farms look like, you can decide whether or not you really want to support them by buying meat products. More and more people are learning that they can spare dozens of animals each year — and become more healthy and energetic — by replacing meat with something better.

“[I] stopped eating all meat a few years ago. I would feel guilty that what was on my plate was walking around yesterday. Either I could live with that or stop eating meat. I chose the latter, and I’m happier for it.”

Carrie Underwood

“I think of a plant based diet as essentially the cheapest health insurance around.”

Scott Jurek

“Pigs in tiny crates suffer beyond anything most of us can easily imagine. They are unable even to turn around for weeks at a time, so that their muscles and bones deteriorate. And these extremely social and intelligent animals lose their minds from being denied any social or psychological stimulation at all...”

Ryan Gosling

“I suddenly realized that what was on my plate were living things, with feelings...it became an easy choice for me. If you choose to educate yourself, it’ll be an easy choice for you, too.”

Ellen DeGeneres

“I look better...I feel better. People are looking at a rib and making the connection that it came from a suffering animal.”

Russell Simmons

To learn more, visit farmsanctuary.org
Replacing meat with something better doesn’t mean changing what you believe. It just means putting your beliefs into action – for a better you and a better world.

Meats like chicken and fish are linked to many health problems. Chicken and eggs are two of the biggest sources of saturated fat intake. That’s one reason they are linked to higher death rates from breast cancer. Chicken and fish have high levels of cancer-causing chemicals such as dioxin, arsenic, and mercury.

“At first it was just my love for football, but now that I have made the lifestyle change of becoming vegan I feel like I am fighting for a better world. I play the biggest baddest positions in one of the biggest baddest sports in the country. I feel that a successful vegan 300 pound defensive lineman will make people think twice, and begin to create some important discussions.”

David Carter

According to the American Dietetic Association, people who replace meat with something better have:

- lower body weight
- less heart disease
- less cancer
- lower cholesterol
- lower blood pressure
- lower rates of type 2 diabetes

31 Animals you will save from misery each year by replacing chicken, fish, and other meat with meat-free meals.
(When people eat less meat, farmers raise and kill fewer animals.)

14 Animals you will save by simply eating half as much chicken as you did before.
(Because chickens are much smaller than cows or pigs, more chickens need to be killed for each meal.)
Are You Against This Cruelty?

“They lie covered in their own urine and excrement, with broken legs from trying to escape or just to turn, covered with festering sores, tumors, ulcers, lesions.”

-MATTHEW SCULLY, Speechwriter for President George W. Bush

Pigs like Nikki are kept indoors for their entire lives on concrete floors with no bedding. Female pigs are locked in cages so small they can’t even turn around for months at a time. Because pigs are very smart (smarter than cats and dogs), this causes severe mental problems. Some will repeatedly bite their cage bars; others become depressed and lie on the ground without moving.

When they are six months old, pigs like Nikki are electrocuted or shot in the head with a “captive bolt gun.” (A gun that shoots a metal rod into the pig’s brain.) Pigs that don’t die right away are drowned alive in boiling water.

NIKKI

When devastating floods hit Iowa, Nikki escaped from her cage and swam for safety. She paddled for miles before finding a dry levy to climb on. Nikki built a nest there, gave birth to seven piglets, and spent the next week protecting them from the flood. Today, Nikki and her piglets live together at Farm Sanctuary in New York. Scientists say that pigs like Nikki are some of the smartest animals on the planet. They have dreams when they sleep at night. They understand their names and respond when called. They’ve even been taught to play simple video games.

To learn more, visit farmsanctuary.org

“Ask yourself why any creature of God, however humble, should be made to endure the dark, lonely, tortured existence of the factory farm.”

-THE AMERICAN CONSERVATIVE
“Every factory-farmed animal is, as a practice, treated in ways that would be illegal if it were a dog or a cat.”

- THE NEW YORK TIMES, “Against Meat” (October 7, 2009)

Chickens live their entire lives inside dark, crowded sheds. They have been bred to grow so fat so quickly that their legs can’t even support their weight. By the time they are one month old, a third of them are in constant pain and have trouble walking. They spend nearly all of their time lying in the feces that coat the shed floor.

Hens like Symphony who get sick or injured do not receive veterinary care. They are left to suffer and die on their own or are clubbed in the head. Hens often have their hips, legs, and wings broken by rough handling. At the slaughterhouse, birds like Symphony are electrocuted and have their throats cut. Many are drowned alive in tanks of scalding hot water because they were not killed correctly.

SYMPHONY

Symphony was one of a million hens packed into a single egg farm in Ohio. After a tornado destroyed the warehouse where she was confined, Symphony was pulled from the wreckage. She now lives at Farm Sanctuary, where she has become best friends with a brown hen named Amy. Chickens are smart, and their personalities are as unique as cats and dogs. Scientists have found that chickens like Symphony think about the future and can measure time. Mother hens pass knowledge down to their children, and chicks who are just a few days old can count to ten.

To learn more, visit farmsanctuary.org

“About 95 percent of American egg-laying hens are still raised in small battery cages...hens are crammed together, each getting less space than a letter-size sheet of paper. The tips of their beaks are often sheared off so they won’t peck each other to death.”

- THE NEW YORK TIMES, “Cleaning the Henhouse” (September 1, 2010)
Nearly half of all fish and other sea animals who are eaten are raised on factory farms. Fish like Oscar are packed into small pools that are so filthy and crowded that as many as a third die from disease. Sea lice may chew off the fish’s skin, sometimes down to the skull. Because of the stress of overcrowding, fish often bite off the fins, tails, and eyes of other fish.

Both wild fish who are used for food and farmed fish have miserable deaths. Fish who are pulled out of the water painfully suffocate as their gills collapse. It can take as long as ten minutes for them to die. Fish who are cut open remain conscious for many minutes as they slowly bleed to death.

“We know that if someone offers to show us a film on how meat is produced, it will be a horror film.”

— JONATHAN SAFRAN FOER, New York Times Bestselling Author
Meat-Free Meals: Delicious and Convenient

Replacing meat with something better can be fun and delicious. You can keep many of the foods and flavors you already love – and try a few new ones.

You already eat lots of meat-free food. So keep filling your plate with the foods you know and love! Good, simple breakfast choices include cereal, bagels, granola, toast, muffins, waffles, and fresh fruit. Familiar lunch and dinner options include a veggie sub with French fries or chips, pasta with tangy marinara sauce, bean burritos packed with guacamole and salsa, stir-fried vegetables and tofu over rice, creamy mashed potatoes, and hearty lentil soup.

Next, replace animal meat with plant-based meats. There are so many mouth-watering options now that you’ll wish you had tried them before! They are also very convenient – just warm and serve in minutes. Satisfy your craving with protein-packed meat-free sausages, burgers, chicken nuggets, meatballs, lunch meats, hot dogs, ribs, chicken patties, ground beef, and more.

To view citations for facts in this booklet, please visit farmsanctuary.org/learn/educational-literature/
At the Supermarket

Every supermarket has basic (and cheap) meat-free foods like pasta, rice, cereal, beans, nuts, vegetables, fruit, bread, and snacks. Most supermarkets also have plant-based meat near the produce section. You'll find deli meats, ground beef, hot dogs, chicken strips, and more. In the freezer section, look for meat-free burgers, burritos, and breakfast meats. The dairy section will have soy milk and almond milk.

Some products taste much better than others, so try a variety to see which ones you like. Here are some of our favorites!

Easy Eating Out

Eating out with friends or family? Don’t worry! Many restaurant chains now carry meat-free items on the menu. Chipotle, Olive Garden, Taco Bell, Subway, Quiznos, Johnny Rockets, Denny’s, Red Robin, and Ruby Tuesday are some of the best.

Ethnic restaurants such as Chinese, Indian, Italian, Mexican, Middle Eastern, and Thai always have delicious meat-free options. If you occasionally end up at a restaurant with nothing good on the menu, just talk to the chef. Most are happy to make something special for you. To find the restaurants in your area with the best meat-free menus, visit www.vegguide.org.
FREE RECIPES AND MORE ONLINE!

V-lish.com
Order a free Meat-Free Meal Guide and browse recipes and articles about meat-free eating.

FarmSanctuary.org
Learn more about how farm animals are treated.
You can also meet some of our rescued farm animals and hear their stories.

CompassionateCommunities.org
Learn how you can take action for farm animals in your community.

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