



**Vegan for
the animals**

**A right to life
and freedom**

 **The
Vegan Society**
One world. Many lives. Our choice.

USING ANIMALS



We live in a world in which non-human animals are exploited for food, clothing, entertainment, product testing, and many other purposes. Most people consider using animals to be normal and acceptable, often using tradition, habit and convenience to justify these actions. However, similar arguments have historically been used to defend practices and behaviours which are now seen as immoral.

We would all agree that it is wrong to take a life, and wrong to inflict emotional or physical pain on another creature. But every day, these rules are broken to satisfy fleeting pleasures such as taste.

SPECIESISM

It is assumed that the needs and welfare of other animals are of little importance compared to the desires of humans. This is an example of speciesism, which is defined as prejudice or discrimination based on species, typically towards non-human animals.



Due to speciesism, humans often value the lives of some animals over others. For example, in the Western world we develop strong bonds with dogs and cats, while other animals are routinely exploited. We do this despite the fact that pigs are more intelligent than dogs, and the fact that cows visibly mourn the calves they lose to the dairy industry. We forget that farmed animals, like the animals we care for and share our homes with, all have unique personalities and desires.

Intelligence aside, surely a more important consideration is whether these animals can suffer. Pigs, cows and chickens, along with every other farmed animal, feel pain, fear and discomfort just like we do – and no animal wants to be killed.

THE NEXT STAGE



We can all agree on fundamental values such as kindness, empathy and compassion. A vegan lifestyle means applying values we already hold to our everyday actions.

Many consider going vegan to be the best decision they ever make. A clear conscience, a healthy lifestyle and a whole new world of delicious food to explore – what's not to love?

To sign up for our 30 Day Vegan Pledge,
go to vegansociety.com/pledge.

www.vegansociety.com
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