



**BY THE TIME YOU FINISH  
READING THIS LEAFLET,  
3,500 BIRDS  
WILL HAVE BEEN  
SLAUGHTERED**

# **KILLING TIME**

Chickens are thinking, feeling animals who, like most birds, love and care for their young and enjoy dust-bathing, nest-building and roosting in trees. They also form friendships and a complex pecking order.

Yet every day in the UK 2.5 million chickens are cruelly slaughtered for meat – that's 30 deaths every second – each one an individual, each one a life lost.

But surely a massacre of this magnitude would take an army to stop, right?

**ONLY AN ARMY OF ONE. YOU!** *Viva!*





**Most of the chickens killed for meat never see the light of day. Their six week life is spent inside a foul-smelling windowless shed with 30-40,000 other chickens, each with only a space the size of an A4 sheet of paper. They never feel sunlight or breathe fresh air – until they're crammed into a lorry and hauled off to the slaughterhouse. Over 850 million chickens suffer this fate every year in the UK.**



**FREAKS OF NATURE**  
Selectively bred to reach 'slaughter size' in just 41 days, today's chickens are killed when their eyes are still blue and they 'cheep' – chicks in

an obese adult body. By the time they are slaughtered most of them are crippled, their young bones unable to support their distorted body weight.

Some lame birds die from starvation and dehydration as they are unable to reach food and water. Millions more die from heart and lung problems brought on by their rapid growth. Over 80% of birds on supermarket

shelves show evidence of hock burns, where their sensitive skin has been scorched by the ammonia-rich faeces covering the shed floor.

**A RECIPE FOR DISASTER**

The cramped conditions and accelerated growth rate on modern farms have resulted in birds that are higher in fat than protein – with a single chicken now containing one pint of fat! The squalor inside the sheds allows germs to spread like wildfire, with infected poultry the main source for both *Salmonella* and *Campylobacter* food poisoning. Antibiotics are routinely added to chicken feed to try and combat these diseases, contributing to the new wave of antibiotic-resistant superbugs wreaking havoc in British hospitals.

# IT'S TIME FOR CHICKENS!

**PROTECT YOUR FAMILY'S HEALTH AND STOP ANIMAL SUFFERING – GO VEGGIE TODAY!**

Please send me a FREE *It's Time to Go Veggie* magazine

Title ..... First Name ..... Surname ..... Age (if under 18) .....

Address .....

Town ..... Postcode .....

Email .....

Send to: **Viva! 8 York Court, Wilder Street, Bristol BS2 8QH**, or call Viva! on **0117 944 1000** (9am-6pm, Mon-Fri).

Email: [info@viva.org.uk](mailto:info@viva.org.uk) Order online at: [www.viva.org.uk](http://www.viva.org.uk)