


Cruelty at the Co-op

Would you call these "high industry standards of animal welfare"?

The Co-op does. **Viva! doesn't.**



Distressed and dying, this duckling has been trampled by other birds as they struggle for water

Thousands of birds crammed into a single shed, unable to fulfil even their most basic instincts

This is what we found when we filmed inside the Co-op's duck suppliers.

Viva! has stripped away the Co-op's ethical hype and exposed where much of its duck meat really comes from.

Tell the Co-op you want them to stop abusing animals and end the sale of factory-farmed duck. Freephone customer services on 0800 0686 727

Viva!

Ethics – what ethics?

Is this what you expect from a store which claims to be ethical?



Just a few weeks old but filthy, crippled and dying

- Ducks crammed into dirty, stinking sheds in their thousands
- Countless dying birds thrashing around on their backs in distress, unable to right themselves
- Insufficient clean water to bathe or preen properly
- A duckling trapped behind a pipe, left to die
- Ducks incapable of walking, dragging themselves along by their wings
- Filthy feathers and dirt encrusted eyes
- A dying duck collapsed and trampled beneath a dirty water trough

'High standards?'

All these scenes come from the Co-op's duck meat suppliers. Over 84 per cent of the store's customers say they are willing to pay a little extra for ethical alternatives, so why is the Co-op still trading in misery?

What we have uncovered is disturbing but it's not exceptional. Similar scenes are likely to be found on any of the farms supplying UK supermarkets. Very little duck meat is free-range - most coming straight from the factory farm. These squalid prisons are the cheapest way to get meat on to supermarket shelves. It's ducks who pay the price.

Marks & Spencer dumped factory-farmed whole ducks after our action against them. Now it's the turn of the Co-op to clear their shelves of factory-farmed duck meat and prove that 'ethics' are more than just a marketing term.

About Viva!

Eighteen million ducks are killed for meat each year in the UK. Viva! opposes this and all other factory farming. The only effective way to save animals from suffering is to stop eating them. We've helped tens of thousands of people go vegetarian, so contact us for info.

Action

Find out more about factory farming and our campaign to help the Co-op trade ethically at: www.viva.org.uk Phone us on 0117 944 1000 or return the coupon below.

Freephone the Co-op direct and speak up for the ducks on 0800 0686 727 or email Customer.relations@co-op.co.uk

Tick box for a Ducks Out of Water pack Tick box for a free Go Veggie pack

Title First Name Surname Address

Postcode Age (if under 18) Email

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