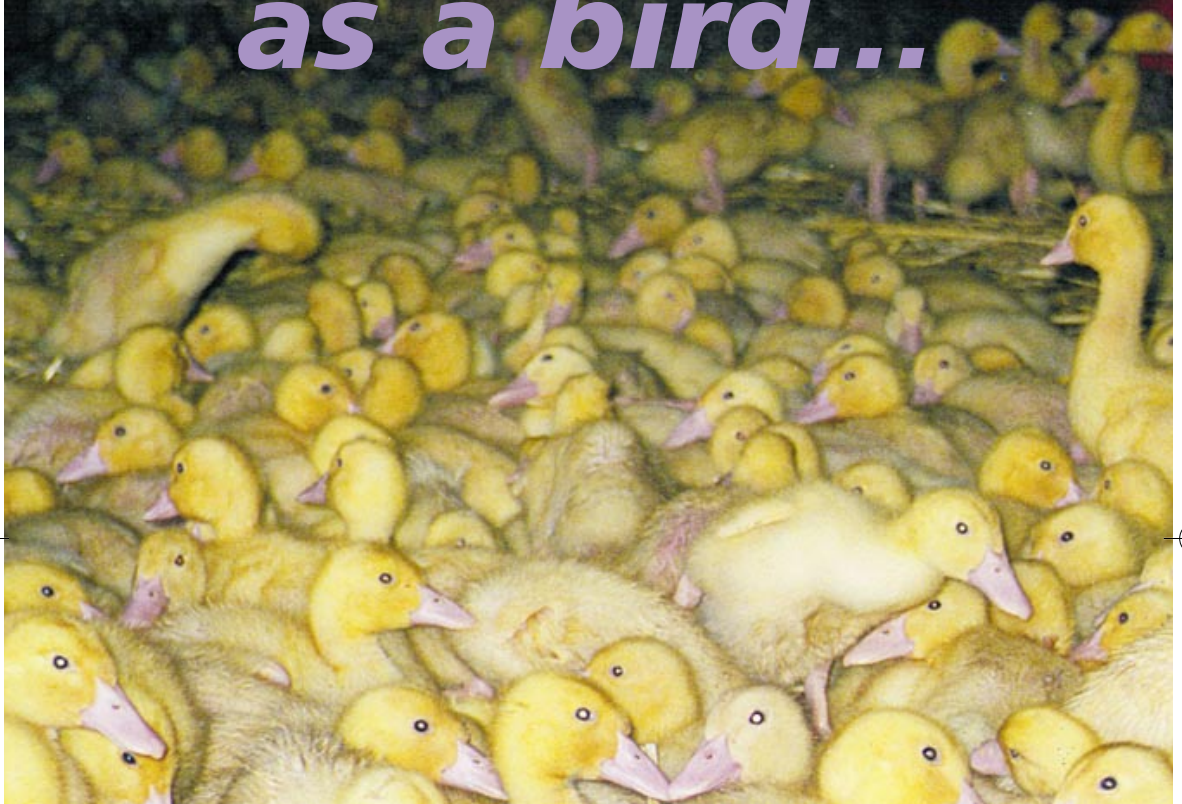


Free *as a bird...*



*Ducks – essentially wild water birds –
are being factory farmed in stinking sheds.
They can't fly, they can't swim and some
can barely walk.*

Viva!

Ducks Out of Water is a joint campaign by:

Viva!, 12 Queen Square, Brighton BN1 3FD. Tel: 01273 777688
FAWN, PO Box 40, Holmfirth, Huddersfield HD7 1QY. Tel: 01484 688650



A Viva! undercover investigation reveals the mass abuse of one of Britain's favourite birds

Like a duck to water

Not these ducks! Water birds – evolved to eat, swim, dive, clean and play in water – who never even see it, except in their drinkers. Denied this fundamental requirement, they can't preen properly and find it hard to keep warm. Without water they may develop eye problems and even blindness. Without water, their lives have little meaning.

Naturally, they would keep themselves spotlessly clean. In the stinking sheds, the filth just builds up on them. It's like caging swallows!

Wild things...

Although white, most farmed ducks are descended from Mallards – the brown ducks and handsome, green-headed drakes seen on every village pond.

Like them, they would love to fly at 50 mph, to choose a mate and to live for 15 years or more. Fly? Some can hardly walk because of leg deformities. There's no mating and life ends brutally after seven weeks. Many will be fully conscious when their throats are cut.



An appalling injury which has been ignored

Paul McCartney

"Once again *Viva!* exposes a new horror – duck factory farming. I defy anyone with the smallest amount of compassion to look at the facts unearthed by *Viva!* and not be upset by them. It is a terrible shame that people in a so-called civilised society should be involved in horrific practices such as these."



It sucks for ducks

All across the world, ducks are being driven off ponds and into intensive sheds – and British producers are encouraging it. Up to 10,000 ducks in one unit, faeces-sodden litter – filthy conditions that can result in painful ammonia burns.

There's no sun, no wind and no rain to run off their backs – just constant artificial light. Unsurprisingly, many become diseased and die. In the crowded sheds, others are pushed on to their backs where, unable to right themselves, they starve to death.

The proof is at the back of many farms – wheelie bins full of dead ducklings.





No dabbling!

A duck eats by straining plankton and tasty morsels from the water through its beak. This vital organ is as sensitive as finger tips. Despite this, some producers in Europe respond by slicing the end off to prevent feather pulling – a product of the stressful conditions. French Barbary ducklings are usually kept on wire floors which cause widespread injuries and joint infections.

What do the producers say?

Cherry Valley produces 13 million ducklings a year in the UK and boast "...an enterprise which is both the biggest and most intensive of its kind anywhere... As many as 85,000 birds can be looked after by only one person."

Another big company, publicity-shy Green Label, refuses to comment. And Kerry Foods, who debeak ducklings, have



Joanna Lumley

"The cruelty of duck farming has to end – and you have the power to do it. Don't buy the meat from these diseased and dejected creatures."

issued a notice to staff that tells them 'not to answer questions'.

What does the government say?

Also very little and refuses to answer *Viva!*, Hillside and FAWNs' questions about duck welfare because of 'commercial sensitivity'.

What do Viva!, FAWN and Hillside say?

Meat producers have learnt nothing from their abysmal past failures. Not satisfied with bringing us cannibalism, BSE, E.coli, Salmonella, antibiotic-resistant killer bugs and mass animal abuse, they've done it again. Beautiful birds, still driven by a powerful call of the wild, are being denied all freedom in stinking factory farms – while those responsible boast about it.



A bin full of dead ducklings – an everyday scene 'down on the duck factory farm'

Twiggy Lawson

"I thought I couldn't be shocked again by farm animal abuse. I was wrong! To confine essentially wild animals in these conditions is a sad, sad commentary on the human race. A duck that never sees water – what an abomination. We have to stop this now."



