

# Why love one... but eat the other?



- Just like the animals we call “best friends”, cows are loving and sensitive, and have individual personalities.
- Cows are incredibly affectionate and devoted mothers, who bellow frantically as they search for days, even weeks, for their calves who have been snatched away.
- Cows are smart and curious animals who enjoy intellectual challenges, and will sometimes even jump with excitement upon solving a problem.
- These gentle giants are deeply loyal to their families and to human companions, and mourn the deaths of those they love.



The factory farming photos above are courtesy of Jo-Anne McArthur (WeAnimals.org), Mercy For Animals Canada, and Toronto Cow Save.

Yet most of Canada's 13 million cows raised for beef spend the last few months of their short lives on barren, muddy, or dusty feedlots containing up to 40,000 cows and endure branding, castration, and dehorning without any painkillers. To maintain milk production, dairy cows are subjected to a brutal cycle of pregnancy and intensive confinement, often with swollen and infected udders (mastitis), while repeatedly having their calves torn away from them. At 3-5 years of age, dairy cows are labeled “spent,” sent to slaughter and ground up as hamburger meat. Because their newborn male calves are of no value to the dairy industry, many are killed soon after birth, or are severely confined for their lives before being killed for veal at only a few weeks of age.

Choose Compassion. Choose Vegan.



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