

HAVE YOU EVER LOOKED WHO YOU EAT IN THEIR EYES?



Animals are sentient beings and have **feelings** and **emotions**. Anyone who has a dog or a cat knows that. From this point of view, cows and pigs are no different from our pets. All of them are smart, affectionate and curious beings who experience happiness, fear and pain. However, in order to produce “animal-based products” (meat, fish, dairy, eggs etc.), these beings are **treated as objects**. Animals on factory farms are given very little living space and are often chained or confined in overcrowded cages. At the end of their short lives, they are mercilessly killed in slaughterhouses, facing an **unnecessary death** (which often occurs after long agony) just to please our taste buds or because of our meat-eating tradition. Try to **empathize** with these animals just for a second. Think about how you would spend a whole day without even seeing the sunlight, without being able to move freely. Imagine that, just a few hours after giving birth, while you are breastfeeding your children, they are taken away from you to be killed.



How would you feel if, when still a baby, you were suddenly carried onto a truck and forced into a building, while smelling blood and hearing desperate cries coming from it? To spare the animals this **useless suffering**, choose not to eat them nor exploit them. Traditional dishes can be easily prepared by using 100% plant-based ingredients. There are tons of delicious vegan recipes. Why not give them a try?

**STOP CONTRIBUTING TO ANIMAL EXPLOITATION.
CHOOSE A PLANT-BASED DIET !**

A WASTE OF RESOURCES



80 % of the world's deforestation is due to an increasing need for pastures and fields destined to animal agriculture.



These animals, however, are going to be devoured almost exclusively by First World countries.

Animal agriculture is responsible for over 51% of man-made greenhouse gases, therefore it pollutes the planet 40% more than the road transport sector. 65% of the nitrous oxide emissions released by human activity are in fact to be attributed to cattle. The impact of this gas on global warming is over 300 times greater than the impact of CO2.



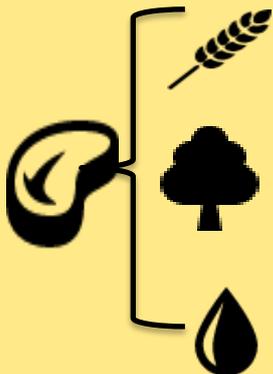
Almost one billion people are starving while two billion people are estimated to be overweight.

However, rather than to food scarcity, this is due to its unequal distribution.



Only 20% of our livestock's food is produced within the EU territory. 80% of it is in fact stolen from poor countries thanks to the great influence of corporations

To produce 1kg (2.2 pounds) of meat you need :



20kg (44pounds) of vegetables

35mq(115square feet) of forest

15' 000 l (3,962 US gallons) of water

A HEALTH RISK

It's known that the consumption of animal products is absolutely **useless** for human growth. A diet rich in meat like the western one is strongly unbalanced, lacking, harmful, and it contains many toxic substances for the body.



Numerous studies have shown that an animal-based diet considerably **increases the risk** of contracting, or even causes, serious diseases, such as osteoporosis, anaemia, hypertension, overweight, cardiovascular diseases, arteriosclerosis, diabetes mellitus, cancer, Parkinson's disease, Alzheimer's disease etc.



If you care about your own health and the health of your family, please consider changing your eating habits by considerably **reducing animal products** or, even better, by ditching them.



The Academy of Nutrition and Dietetics, the United States' largest organization of food and nutrition professionals, has stated that the **vegan diet is a complete, balanced and healthy diet and is adequate in every stage of life.**



Information: www.vegan.com www.peta.org
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GO VEGAN FOR A HEALTHIER LIFE.

GO VEGAN FOR A FAIRER WORLD