

“If the world isn’t going to become vegan tomorrow, why not support “humane” animal farming?”

If you read through the plethora of information available on our website, you will see that our work is dedicated to abolishing, not regulating, the cruelty and injustice inherent in all animal farming. We reject the speciesist assumption that humans are entitled to use other animals for their selfish purposes, and we struggle to end this injustice by reminding people that vegan living—the refusal to harm others for personal gratification—is not a “personal choice” but a moral imperative. To that end, we have made it our priority to debunk the destructive myth that animal farming can ever be done “humanely”, a myth that accomplishes only one thing: it makes non-vegan consumers feel good about buying the products of animal misery, thereby increasing the demand for those products and, with it, the number of victims.

If you are under the mistaken impression that “humane” animal farming is, or can ever be a reality, please read ***The Humane Farming Myth*** to get an overview of the cruelties inherent in **all** animal farming, including—and especially—the kind of farming that is idealized by the public as “high welfare”, “local”, “organic” “free range”, cage free” or any other self-serving label whose purpose is to dismiss, obscure and perpetuate the horrific suffering endured by the animal victims, while disguising the violence practiced by farmers and non-vegan consumers alike as “compassion”, “respect” and “mindfulness”.

If the welfare of farmed animals is important to you, please become vegan and educate others to do the same.

Vegan living is the only ethical and humane alternative.

And please realize that “welfare” is a meaningless and cruel term when applied to individuals who are denied the most basic right to exist; beings who are forced to live in genetically manipulated bodies whose planned malfunction (grotesque weight gain, painful overproduction of eggs, milk, wool, etc) is designed to profit the producer while crippling the animals; beings who are forced to live at the mercy of their exploiters and be forever dependent on the very people who profit from their death.

Finally, regarding the popular fallacy that, “if people *must* eat animals, at least they be treated humanely”, the truth is that no human being *has* to eat animals. We have no need whatsoever to consume animal flesh and secretions, and no moral justification for doing so. If we *must* do something it is to *refuse* to eat or use other animals. If we *must* do something, it is to tell the truth that vegan living is the *only* humane alternative. If the general public is not ready to hear this truth today, it *will* be ready to hear it tomorrow if more and more vegan voices say it without equivocation and without apology. But no change will ever happen if we, the animal advocates, continue to defend and enable the speciesist status quo by promoting welfare reform instead of fighting for the abolition of a fundamentally cruel and unjust system. Live vegan and join us in our struggle to build a world where no one is enslaved, tortured or killed. (See also ***Letter from a Vegan World***).

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