

# What is Humane Washing?

## Feel-Good Fantasy



## Brutal Reality



- **False advertising & feel-good labels** tell the public that animals are treated well in farms & slaughterhouses while used and killed for their flesh, milk & eggs.
- **Common terms & phrases:** *Small Farms, Local, Free Range, Cage-Free, Grass-Fed, Pasture Raised, Family Farm, Certified Organic, High Welfare, Ethically Sourced, Restorative, Regenerative, Natural, Wild Caught*
- **"Humane" programs** for farmed animals lack consistent oversight, have little enforcement. Incl. *Humane Certified, Animal Welfare Approved, ASPCA Shop with Your Heart, Better Chicken Commitment, G.A.P. Animal Welfare Certified, etc.*

## Standard practices in all animal farming — regardless of farm size:

- **Sexual violation** of males and females, forced impregnation & breeding.
- **Babies taken from mothers** - Mother dairy cows futilely try to protect and chase after their stolen babies, then mourn and bellow in anguish for weeks.
- **Mutilations without painkillers** - Cutting off tails, testicles, teeth, horns, beaks, toes, branding with hot irons, burning off horns (painkillers too costly).
- **Male calves and male baby chicks all killed** - Considered useless in dairy and egg industries. Killed on "small" farms or when trucked to slaughterhouses.
- **Extreme heat and cold exposure** in trucks to slaughterhouses. Trips last days; longer on live export ships. No food or water. Many animals die en route.

- **All farmed animals killed as infants** except mother dairy cows who are killed at 4-6 yrs old when their milk production declines. Natural avg. lifespan is 25 yrs.

There is no humane way to use or kill someone who doesn't want to be used or killed. Each animal is a someone, not a something.

## **Pre-kill stunning often fails. Many animals are conscious when slaughtered using these common methods:**

- **Maceration** - Male chicks in the egg industry thrown alive into giant blenders.
- **Blunt force trauma** - Skulls bashed in, common on male dairy calves, and on piglets who are sick or growing too slowly. Known as 'piglet thumping.'
- **Carbon dioxide gas chambers** - Most commonly used on pigs. Pigs scream, suffocate, and fight in vain to escape.
- **Ventilation shutdown** - Sealing off oxygen and increasing heat = death by suffocation and heat stroke over hours. Used to kill thousands of animals at once in 2020, and in the current 2024 H5N1 bird flu epidemic.
- **Stabbed in their throat**, bled out, hacked with knives, decapitated.

## **What can I do?**

- **Switch to a plant-based diet.** Information and support is plentiful.
- **Understand veganism** as not just a diet, but a principle that humans should live without exploiting animals for food, clothing, entertainment, testing, riding, breeding for companionship — or anything. Rescue animals, don't buy them.
- **Speak up** for animals and get involved with a community of animal advocates.



### **Contact**

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