

# The Humane-Washing Machine™

## COMMON Humane-Washing TERMS

*Misleading & deceitful public relations & advertising fabrications.*

- **Cage-free eggs** - Thousands of chickens, turkeys crowded inside windowless, industrial sheds. Poorly ventilated, feces laden. Workers may wear HazMat suits and breathing masks — but the chickens don't.



- **Cruelty-free** - NO USDA MEANING\*
- **Eco-friendly, Environmentally friendly** - NO USDA MEANING\*
- **Ethically Sourced, Ethically Raised** - NO USDA MEANING\*
- **Family farm** - *Implies* small; giants like Perdue, Tyson are “family farms.”
- **Farm** - *Implies* small, but industrial factories can/do call themselves “farms.”
- **Free-range chickens** - USDA *requires only access* to outdoor area, e.g., small door in giant shed, but no specified size, quality of area, or amount of time in it.
- **Grass-fed, grass-finished** - more grass in cow's diet = more methane emitted.
- **Happy** - cows, pigs, hens, etc. can be beaten, abused. NO USDA MEANING\*
- **Humane Certified** - SOME USDA MEANING, BUT FEW INSPECTIONS, LAX ENFORCEMENT, MINOR PENALTIES (Any costs are passed on to consumers.)
- **Natural** - Comes from nature, e.g., unrefined crude oil. NO USDA MEANING\*
- **Organic** - No pesticides in feed or post-slaughter processing, but the same brutal, short life. (Cutting off pig/cow testicles, horns, tails; debeaking chickens — all w/o anesthetic. No antibiotics for sick, suffering animals. No less cruelty.
- **Pasture-raised** - outdoor *access*, but not necessarily more (or any) outdoor time. Same brutalities of confinement, mutilations, babies taken, early deaths.
- **Raised with Care/Love** - NO USDA MEANING\*
- **Regenerative Cattle Ranching, Holistic Management, Rotational Grazing** - cows moved around larger areas. Worse environmental impacts. Not scalable. More land and water pollution by manure, more methane air pollution. NO USDA MEANING\*
- **Restorative** - NO USDA MEANING\*
- **Sustainable** - NO USDA MEANING\*



\*No U.S. Dept. of Agriculture regulatory criteria. No oversight, compliance, inspections, enforcement, or penalties.



[TreeSpiritProject.com/vegan](http://TreeSpiritProject.com/vegan)

