

The Veal Truth

"Milk-fed" veal is obtained by making a calf anemic. The calf is *not* fed mother's milk — nor is he allowed solid food. Instead, he's fed a liquid mixture laced with antibiotics.



His entire life is spent
chained in a crate.

Hour after hour.

Day after day.

Month after month.

The day he is unchained
— is the day
he is slaughtered.

Not a pretty sight.

Nor are industry's efforts
to hide these facts.

Re-Vealing the Facts

The Humane Farming Association (HFA) is leading a national campaign against the misuse of antibiotics and the mistreatment of calves within the veal industry.

America is responding. Countless restaurants and supermarkets have turned away from anemic veal. Legislation to outlaw veal industry abuses has been introduced in Congress and state legislatures. Most significantly, the USDA reports that veal consumption is plummeting at an annual rate of 15%.

HFA's campaign is based on a simple strategy: Tell the truth. And tell it with enough clarity that the facts speak for themselves.

Some industry groups attempt to silence consumer advocates by pressuring the media to refuse ads exposing veal industry abuses.

Fortunately, we live in a nation that values freedom of speech. America's newspapers, magazines, radio, and television stations have steadfastly refused to bow to industry's calls for censorship.

At HFA, we reaffirm our commitment to stop factory farms from misusing chemicals, abusing farm animals, and destroying America's family farms.

Please join us.

Name _____

Address _____

City/State/Zip _____

THE HUMANE FARMING ASSOCIATION

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All contributions are tax-deductible.