

For Immediate Release  
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# Controversial Ad Campaign Asks Torontonians: “Why love one but eat the other?”

## Grassroots Group Challenges TTC Riders to Rethink Cruel Food Choices

Toronto, ON – A group of concerned Toronto citizens has launched a provocative series of ads on the TTC subway system that draws attention to the similarities between the animals we call “family” and the animals we call “dinner”, and then exposes the shocking cruelty faced by animals raised for food in Canada.

One of the three ads features an inquisitive puppy and a cheerful piglet side-by-side and asks, “Why love one but eat the other?” The other two ads feature a fluffy kitten and an equally fluffy baby chick, and an alert Labrador Retriever beside a curious cow. In each case, these heart-warming images are juxtaposed with graphic photographs of the horrific conditions on factory farms where animals are crammed by the thousands into filthy windowless sheds, battery cages, gestation crates, and other cruel confinement systems. Over 95% of the 650 million animals raised for food in Canada today will never root in the soil, build nests, or do anything that is natural to them. Most won’t even feel the sun on their backs or breathe fresh air until the day they are loaded onto trucks bound for slaughter.

Farmed animals are no less intelligent or capable of feeling pain than the dogs and cats we cherish as companions. Yet cruelty, such as intense confinement, staggering neglect, mutilation, genetic manipulation, transport through all weather extremes, and gruesome and violent slaughter, is commonplace in Canadian agribusiness. In fact, the Canadian Federation of Humane Societies (CFHS) says Canada's record in farm animal welfare is "shameful" – lagging well behind the United States, Australia, New Zealand, and the EU.

“Pigs, cows and chickens are remarkable beings,” says campaign spokesperson Kimberly Carroll. “Cows will walk for miles to reunite with a calf after being sold at auction. Pigs have intelligence beyond that of a 3 year-old human. Chickens mourn the loss of their loved ones. We hope that in connecting with these animals and the grievous suffering that is behind every burger, omelette, and hot dog, people will be motivated to make more compassionate food choices.”

The ads encourage people to “Choose Compassion. Choose Vegetarian.” and points viewers toward its [www.ChooseVeg.ca](http://www.ChooseVeg.ca) website to receive the support and resources to do just that. Visitors to the website can download free *Vegetarian Starter Kits* and information about making dietary choices that do not inflict cruelty on animals.

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