



Bring peace to
all this Christmas
Choose Vegan

Viva!

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Walking in a winter wonderland? Your Christmas dinner won't be. In fact, most turkeys don't even see the outdoors until they're on their way to slaughter. Crowded together in dark, dank, windowless sheds their short lives are filled with pain, misery and a cocktail of antibiotics to curb disease. But, there is another way! Choose a *Deliciously Vegan Christmas* with Viva!.

More than 15 million turkeys were killed in the UK last year

The vast majority of British domestic turkeys are bred with white feathers, although brown or bronze-feathered varieties are also raised for meat. Like their wild relatives, they are highly social and become distressed when isolated. Their vocalisations range from gobbles to clucks, putts, purrs and yelps and can carry around a mile in distance!

Naturally turkeys can live up to 10 years, foraging on forest floors, roosting in trees and flying a maximum 55 miles per hour. However, those bred for meat consumption are limited by their abnormal size and are killed between eight and 26 weeks old. Their short lives are filled with pain, misery and a cocktail of antibiotics to curb disease, as they're selectively bred to grow quickly. As a result, they often

suffer from agonising leg disorders, joint degeneration and heart disease. Others may die prematurely due to being unable to reach food and water points in the overcrowded units.

Male turkeys are bred to be so big that they are unable to mate naturally. Held upside down and masturbated by a farm worker, their semen is collected and forcibly injected into the females in a process called 'cracking'.

Mutilation is standard practice with many having the ends of their beaks sliced off to stop feather pecking and cannibalism – unnatural behaviour caused by the extreme stress of their environment.

At the slaughterhouse, the animals are either gassed or hung upside down by their legs and dipped into a basin of electrified water to stun them. It doesn't always work and some remain conscious while their throats are cut. If their main arteries are not severed effectively, others are shockingly boiled alive when plunged into scalding water to loosen their feathers for plucking.



Intensive Avara turkey farm in Gloucestershire supplying four major supermarket chains, 2019



Around 25,000 turkeys compete for space on a Bernard Matthews farm in Lincolnshire, 2018

Give turkeys the gift of life... **CHOOSE A CRUELTY-FREE VEGAN CHRISTMAS!**

For festive inspiration and details on how to get our *Deliciously Vegan Christmas* guide visit viva.org.uk/xmas or phone 0117 944 1000.

