

Most people are shocked by animal slaughter.

Within any slaughterhouse, we witness the suffering, despair and terror of sentient beings about to be murdered. We know that we would feel the same in such circumstances.

There is no ethical justification to take the life of any living being.

Slaughterhouses represent a major moral question, and force us to face our contradictions and cowardice over our responsibility to allow this ongoing horror to continue.

healthy without participating in the massacre. People often justify their food choices by their tastes buds, choosing narcissistic and self-indulgent reasoning over universal justice.

Moral condemnation of animal abuse is largely shared. It is acknowledged that animals should not suffer and be killed unnecessarily.

Injustices from the past have been abolished or significantly reduced and condemned, such as human slavery, the inferior status of women, or discrimination over skin colour or sexual orientation. The inequities were bolstered by powerful interests; they were deeply rooted in the collective conscious to the point that most people believed them to be eternal and a universal truth.

The injustice towards animals will be banned. We will abolish the false mindset that animals are here for human consumption, control and exploitation.

BILLION OF ANIMALS...

Billion of animals are killed each year in slaughterhouses, farms, and fishing operations. They are the countless victims of our dietary habits, false and misguided nutritional beliefs, and the rich, powerful lobbies. And yet, these animals are sentient and possess knowledge, preferences, emotions and the capacity to feel pain, to suffer from physical and psychological distress.

...KILLED UNNECESSARILY

We know that humans do not need animal products to leave in good health. Worldwide, millions of vegetarians are living proof that it is possible to eat