

# THINK OF THE ANIMALS

## WE CAN CHOOSE. THEY CAN'T.

Swap your meat for better treatment for animals.

### THE PROCESS

1. Swap one meal containing meat, for a non-meat alternative (eg. swap bacon and eggs for avocado on toast)
2. Come and stick your choice up on our 'Today I swapped \_\_\_ for \_\_\_' board.
3. Get your picture snapped
4. Follow our Instagram **@tota** for your pic!
5. Save and share your picture **#tota**
6. Anywhere, any day, swap a meal and Instagram a pic **#tota** with 'Today I swapped \_\_\_ for \_\_\_' and we'll update our tally of animal servings saved!

### THE PROBLEM

The problem is animal treatment in mass production. The mass demand for meat means companies must produce and slaughter animals quicker, and cheaper than ever before. On the flip side of this brochure, you'll see the cruel but honest effects of meat in mass production.

## A LITTLE CHANGE. A BIG SCALE.

This small change on a big scale can help save numerous animals.

From here, we encourage you to swap more of your meals for a non-meat alternative to discourage the mass production and inhumane slaughter of animals.

Go to **www.tota.com** for information on companies that are producing meat in a humane way in your local area.

# PIG

**OVER 1,000,000**  
pigs die in transport  
each year.

Usually live  
**10-15 YEARS**  
but factory pigs  
are killed after  
**6 MONTHS.**

# COW

## STUN GUNS

don't always work  
and legs are cut off  
while completely conscious.

**UP TO 32%**

of cattle raised  
for beef get fatal  
liver abscesses  
because of a highly  
**UNNATURAL DIET.**

Some birds are  
**CONCIOUS**  
when thrown into  
defeathering tanks.

Beak is often cut without  
**WITHOUT PAINKILLERS.**

**OVER 31,000,000**  
killed each year  
for their flesh.

# DUCK

**90%** of large fish populations have been  
exterminated in the past 50 years.

# FISH

Fish from the deep  
ocean die from  
**DECOMPRESSION**  
when they reach the boat.

**HUNDREDS OF BILLIONS**  
killed each year.

The average human  
will consume  
**90 SHEEP**  
in their lifetime.

**50%** of lambs suffer from dehydration  
by the time they arrive at the abattoir.

**30,000,000**  
slaughtered  
for their flesh  
each year in Australia.

# SHEEP

# CHICKEN

**90%**

of factory chickens  
are so obese that they  
can no longer walk  
at just 6 weeks old.

**UP TO 40,000**  
factory chickens  
are kept in each shed.