



This piglet has fallen from the cages and is alone, starving and ill



Viva!

You are invited to come and take the Viva!...

YES, I want to help Viva! end cruelty to pigs now

Donate online at viva.org.uk/faceoff/donate, or by phone on 0117 944 1000 (Mon-Fri, 9-5)

Title	First name
Surname	
Address	
	Postcode
Email address	

YES, I enclose a donation of:

£8 £12 £20 £50 other £

(Cheque made payable to Viva!)

OR Please debit my Visa/Mastercard/Switch/Maestro/Solo (delete as appropriate)

Card no.

Valid from Expiry Issue no.

Signature

Yes! I am a UK taxpayer and would like Viva! to treat all donations that I have made in the last 4 years, and all donations that I make from the date of this declaration, as Gift Aid donations*.

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*NB. You must pay an amount of income tax and/or capital gains tax in each year (6th April to 5th April) at least equal to the tax that all the charities or Community Amateur Sports Clubs that you donate to will reclaim on your donations for that tax year (25p on every £1 you give). Please notify us if you no longer pay sufficient tax, want to cancel this declaration, or change your name or home address. If you pay a higher tax rate, you can claim further relief in your Self Assessment tax return.

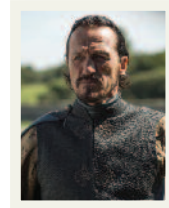
Please return to: Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH

"The taking of an animal's life to enjoy the taste of it is inhuman in itself, but to do so with the casual cruelty apparent in Viva!'s film demonstrates a descent into barbarity. I wholeheartedly support their Face Off campaign."



Martin Shaw, actor, Judge John Deed and Inspector George Gently, and Viva! patron

"It is shocking, horrific. Yet again it has been left to Viva! to expose the brutal truth of how farmed animals are treated. The campaigns Viva! undertakes are responsible for many thousands – millions – of us becoming vegan or veggie. Britain is Facing Off a brutal industry."



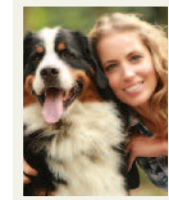
Jerome Flynn, actor, Game of Thrones, Ripper Street



"Viva!'s Face Off campaign confronts consumers with the brutal reality of everyday life and death on British pig farms. Everyone should watch their brave undercover investigation. Viva! has my support."

Jenny Seagrove, actress, Judge John Deed, The Miracle Worker, Jane Eyre, The Constant Wife

"I'm haunted by the images I've seen and I genuinely have the greatest admiration for you for continuing to educate the public. I will share as I'm pretty sure that if most people faced up to the truth behind factory farming, they would be vegan."



Jasmine Harman, TV Presenter, A Place in the Sun – Home or Away

"It's time to end this cruelty and face off to the British meat industry. Compassion must win!"



Gregg Lowe, actor, X-Men Days of Future Past

Viva!

Viva! is a reg charity 1037486

FACEOFF

FACEOFF CHALLENGE

WITH THE BRITISH PIG INDUSTRY

viva.org.uk/faceoff



Viva!'s Director, Juliet Gellatley, tells you what the pig industry doesn't want you to know...

Pigs outsmart dogs. And a recent scientific review by Emory University, USA shows that they are on an intellectual par with our closest living relatives, chimpanzees.

Pigs once lived wild in most of Britain, in small family groups and, as forest dwellers, spent much of their lives rooting in the soil, yet the vast majority of British pigs raised for meat are denied even that. Most sows are routinely caged to give birth and their offspring mutilated without anaesthetic and kept indoors on intensive units – from the ramshackle to the gigantic – where almost all of their natural instincts are thwarted.

The British pig industry

There are around 5 million pigs alive in Britain at any one time. Most are factory farmed. A tiny percentage (1 per cent) of pigs are organically farmed in the UK and this sector is in decline.

About 40 per cent of 'breeding sows' give birth outdoors, but many of the piglets born outside will be reared indoors. Staggeringly it is still the norm for pigs in Britain to be kept intensively in industrial units. Although some farms allow straw, most pigs are condemned to barren hovels

with just footballs or chains hanging from the ceiling as a pitiful form of 'environmental enrichment'. This causes extreme frustration and boredom for these bright animals.

First-hand knowledge

Viva! has investigated about 60 pig farms over the years and recently I visited a typical farm, Necton Hall, Norfolk in the black early hours of the morning. The doors of the first shed we came across were wide open and the lights had been left on. I walked inside, followed by a cameraman, to film about the desperate life of pigs. It was one of the most difficult experiences of my life.



Viva! exposed the scandal of the battery piglets at a Red Tractor approved farm that supplies Morrisons

Mothers in crates

The shed was filthy and drab, festooned in cobwebs. A corridor ran through it, with mother pigs locked in crates on both sides. I stopped by one and looked at her abused body lying on a hard and unforgiving floor. "503" was crudely painted on her back. She looked at me, then at her dead piglet, who she nuzzled through the metal bars that imprisoned her. In her eyes ran a story of emotional and physical pain. An animal completely neglected by society.

Birth is magical. But not when it takes place in a cage like this, only inches bigger than the mother's body. What should be beautiful and rewarding becomes horribly obscene. And yet Britain still places 60 per cent of mother sows inside farrowing crates to give birth, where they can barely move for five weeks at a time.

Contrast this to the wild, where mother sows build nests from twigs and leaves, and can walk many kilometres to find a suitable site.

Almost one-fifth of piglets do not survive until weaning



Mothers in cages: this is the fate of 60 per cent of British sows



80 per cent of piglets are mutilated in factory farms

Torn away

The natural weaning age for pigs is 12 to 15 weeks, but on British farms piglets are weaned artificially early at just 3-4 weeks old. This is often more than piglets' immature digestive systems can cope with and can lead to scours – severe diarrhoea. As a result, piglets require medication and, in intensive conditions, end up on a daily regime of drugs, including antibiotics, which has led to the development of 'superbugs'. Almost one-fifth of piglets do not survive until weaning.

Mutilating babies

In the last shed at Necton Hall was another reminder of the horrors that the meat industry inflicts on defenceless young animals. On the floor lay the severed tails of piglets who had been mutilated by the farmer. Lying next to them were the discarded bodies of four piglets who didn't even live long enough to leave the farrowing pens.

Paradoxically, as with most types of factory farming, mutilations are used to try and control abnormal behaviours directly caused by the intensive farming methods themselves. About 80 per cent of British piglets suffer major types of mutilations, including 'teeth clipping' and 'tail docking' – both without anaesthetic and exposed by Viva! in the national press.

Teeth clipping can lead to teeth and gum damage, with chronic pain and risk of infection. Tail docking (cutting off part of the tail) is carried out to try and prevent pigs biting each other; it causes stress and intense pain. This behaviour is directly caused by boredom, frustration and a lack of environmental enrichment.

In another shed, pig faeces littered the gangways that separated the pens of the older pigs. It seemed a sick joke that these beautiful animals were crammed into dirty, wooden-slatted pens, with no bedding and given absolutely nothing – except a ball. Pigs are meant to spend their days exploring their woodland homes, snuffling for food, playing with family. They roam 2 to 15km a night. They are fun-loving, full of *joie de vivre*. In this place, the small piglets already had despair stamped in their expressions – here there was no play.

It wouldn't happen in the wild, but sometimes pigs on intensive farms resort to cannibalism. One terrified animal lay at the back of a pen unable to move, as another chewed on her leg. Her pain and terror must have been unimaginable.



Piglets have their tails cut off without pain relief. We filmed the horrific aftermath

Slaughter

Mother pigs are killed at four years old for 'low-grade' meat. Their piglets' lives are cut short at just five to six months old for pork, bacon, sausages and ham. Their natural lifespan is 12 to 15 years.

Although the pig industry changes little – people do. Almost all pigs are reared indoors for meat but the British consumer is increasingly refusing to

buy it. When I wrote a report on the industry in 2001, 16 million pigs were killed per year for meat in the UK; in 2014 it was 10 million. Still carnage but the trend is firmly in the right direction.

Viva! complained about Necton Hall and many other farms over the years to the government, but action has not been taken. As consumers we have to face up to the fact that Defra protects agribusiness, and it is up to us to take responsibility for the welfare of farmed animals. We can choose to use our colossal consumer power to buy kind – and that means a vegan diet.

It is up to us to take responsibility for the welfare of farmed animals

To see Juliet inside Necton Hall Pig Farm and add your voice to Viva!'s Face Off campaign head to viva.org.uk/faceoff