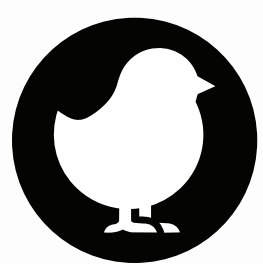
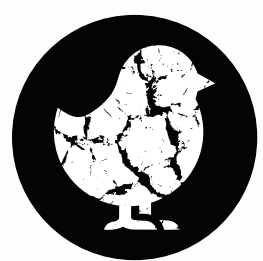


HERE TODAY, GONE TOMORROW

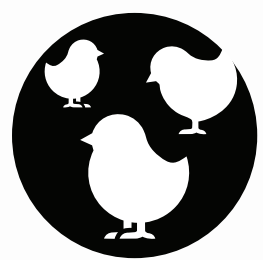
Viva!



He can't
lay eggs



So the egg
industry kills
him within
hours of hatching



Around 40 million
male chicks die
this way every year
in the UK



**NO EGG IS A
GOOD EGG**



CRACKED



viva.org.uk/egg-swaps