



**A NEW ERA
BEGINS..
A VEGAN
REVOLUTION
AGAINST THE
FAST FOOD
EMPIRE**



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For so long...

Fast food has plagued our health and communities. The multinational fast food industry is responsible for the annual death of billions of nonhuman animals, ecological destruction, the exploitation of child workers, manipulation of children, and supporting of world hunger.

Environmental Atrocities

Fast food companies jointly profit more from factory farming than any other commercial or industrial sector. Factory farming is responsible for contributing to air pollution by releasing compounds such as hydrogen sulfide, ammonia, and methane. Chemical fertilizers and pesticides have turned agriculture into a leading source of water pollution. Runoff from factory farms kills fish, degrades aquatic habitats, and threatens drinking water supplies. Additionally, factory farms use up tremendous amounts of water, which cuts into our supply of water that is not contaminated. The deforestation caused by the fast food industry stimulates global warming, leads to extinction of many nonhuman animal and plant species and forces local people to move away.

What is Speciesism?

Speciesism is prejudice against/discriminatory treatment of individuals based on species. Upheld by the idea of human supremacy, speciesism is the devaluation of the interests and life of nonhuman animals. Like racism and sexism, speciesism is a form of irrational discrimination. Fast food companies purchase large proportions of meat, dairy, and eggs from farmers. As a result, factory farms supply the fast food industry's demand for vast volumes of nonhuman animal products at the lowest possible cost by crowding nonhuman animals together to conserve space (often confining them in cages or crates), pumping them full of non-therapeutic antibiotics and artificial growth hormones, amputating body parts to avoid unnatural stress-induced injuries, and slaughtering them on mechanized disassembly lines, often while they are fully conscious. Cows, chickens, and pigs raised to make fast food endure lifelong pain and suffering on factory farms where they are treated as products.

What is veganism?

Veganism is the rejection of the commodification and use of nonhuman animals. Vegans do not consume nonhuman animals or their products, wear them, or use them in entertainment or research. Vegans embrace a healthy plant-based diet while respecting the life and freedom of nonhuman animals. Veganism follows the logical understanding that nonhuman animals are sentient beings who deserve consideration equal to that of human animals. Consuming and/or using them would constitute arbitrary discrimination based on nothing more than their identification as a nonhuman species.

Destroying Communities and Health

Manipulating children is one of many methods used by fast food companies. Numerous toys and commercials are intended for luring children to the restaurants and help in creating a vicious circle passed from parents on their children, then on to the children's children, and so on. Attracted with cartoon characters, toys, smiling clowns, balloons

and "fun" children are ones who significantly boost profit. A similar pattern of fast food concentration is also generally found throughout low-income areas and communities of color, where there are on average 30 percent fewer supermarkets than in middle- and high-income regions. The high density of fast food outlets (as well as liquor and convenience stores) in these neighborhoods selling cheap high-calorie foods often crowds out supermarkets, grocery stores and farmers markets that offer healthy foods. This results in the proliferation of "food deserts" where residents have little or no access to fresh produce, whole grains and unprocessed foods.

African-Americans, Latinos and other people of color who live in food deserts, suffer disproportionately from higher rates of obesity (and therefore other diet-related disorders) than whites. Residents of food deserts typically have a plethora of fast food restaurants to choose from within walking distance of their homes, but the nearest supermarket or grocery store may be miles away, and many low-income individuals do not have access to private transportation and must work two jobs just to make ends meet. Feeding their families fast food is therefore usually quicker, easier and less expensive than shopping. Companies even target young consumers by ethnicity, with African Americans being exposed to at least 50 percent more fast food advertisements than white children and teens.

Fast food contains chemicals that raise 'bad' cholesterol levels, increase diabetes risk, lower immunity, and damage DNA. When you go to the fast-food drive-through, you are paying to harm your own health, your children's health, and reducing the quality of life because the toxicity of eating synthetic chemicals causes long-term health problems. Despite the illusion of a gradual switch to a healthier menu containing salads and smoothies, fast food still contains health-eroding chemicals like trans-fats, high levels of sugar, artificial sweeteners, petro-chemicals, and high-fructose corn syrup. The kids meals and salads also contain these ingredients and high levels of sugar. For example McDonald's foods still contain trans-fats, in addition to synthetic chemicals to produce a taste which is deliberately engineered to be addictive.

Individual Responsibility and Community Empowerment

By going vegan we are individually taking a responsible approach to living a healthy life. With community gardens, local harvests, and organic food co-ops we can empower one another through working together and building a sustainable future. Being vegan means standing against species discrimination, and the mass-production, torture, and murder of nonhuman animals for food. In respect to the life and freedom of nonhuman animals, we reject their commodification as "food", "products", and property. As responsible parents we stand against fast food franchises in our communities where they manipulate our children into developing unhealthy eating habits which are passed on to future generations. We are not asking for reforms or humane methods of slaughtering nonhuman animals. We are not asking for more "healthy" options on the menu. We are not asking for more "big government" food regulations and laws. We want a dietary revolution that empowers us and our communities to live a healthy life in harmony with the environment. We want a planet free from factory farm pollution and destruction. We want nothing less than the total abolition of the fast food industry. And we won't stop until its shut down.