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HAPPY

XMAS



**HOW WOULD YOU LIKE
YOUR CHRISTMAS TURKEY ?
STRANGLED ? KNIFED ?
RITUALLY SLAUGHTERED ?**

SEE SIDE TWO OF THIS LEAFLET FOR A
DELICIOUS CRUELTY-FREE RECIPE

To celebrate Christmas this year millions of turkeys and chickens will be

- * fattened up in filthy dimly lit sheds
- * collected up and crammed into crates
- * transported to the processing plant
- * hung upside down on a moving conveyer belt
- * dragged through an electrified water bath
- * and finally will have their throats cut

SOME BIRDS WILL EVEN BE BOILED ALIVE !

CRUELTY-FREE CHRISTMAS RECIPE (SERVES FOUR)

STARTER: MELON SURPRISE

- 1 large melon-halved, flesh removed and chopped
- 6 oz grapes-preferably black, seeded
- 1 eating apple-cored and sliced thinly
- 2 tablespoons creme de menthe and cherries to garnish

- (1) Mix all ingredients together in a bowl and refrigerate
- (2) Transfer to individual dishes and garnish with cherries

MAIN COURSE: SAVOURY NUT ROAST

1 onion \ 3 tablespoons vegetable oil \ 2 skinned tomatoes
3 tablespoons tomato juice \ 5oz water \ 1 teaspoon yeast
extract \ 1 tablespoon soya sauce \ 8oz mixed ground nuts
3oz breadcrumbs 2 teaspoons mixed herbs \ 2oz flour

- (1) Chop the onion finely and fry in the oil until tender.
- (2) Stir in the flour and slowly add the water, stirring constantly to avoid lumps. Remove from heat.
- (3) Add the ground nuts and all the other ingredients.
Mix very thoroughly & place in a bread tin or pie dish.
- (4) Bake in a moderate oven at 350° F for about 50 minutes.
Serve with all the usual trimmings.

PUDDING: CHRISTMAS PUDDING

Use your own favourite recipe but substitute vegetarian suet in place of animal suet. Alternatively, buy a vegetarian pudding from your local healthfood/wholefood shop.

For more recipes, or a vegetarian diet advice sheet,
contact: Veggies, 180 Mansfield Road, Nottingham, NG1 3HU.

What's wrong with McDonald's?



**Everything they don't
want you to know.**

WHAT'S YOUR POISON?

MEAT is responsible for 70% of all food-poisoning incidents, with chicken and minced meat (as used in burgers) being the worst offenders. When animals are slaughtered, meat can be contaminated with gut contents, faeces and urine, leading to bacterial infection. In an attempt to counteract infection in their animals, farmers routinely inject them with doses of antibiotics. These, in addition to growth-promoting hormone drugs and pesticide residues in their feed, build up in the animals' tissues and can further damage the health of people on a meat-based diet.

GETTING THE CHEMISTRY RIGHT

McDONALD's stripey staff uniforms, flashy lighting, bright plastic decor, "Happy Hats" and muzak, are all part of the gimmicky dressing-up of low-quality food which has been designed down to the last detail to look and feel and taste exactly the same in any outlet anywhere in the world. To achieve this artificial conformity, McDonald's require that their "fresh lettuce leaf", for example, is treated with *twelve* different chemicals just to keep it the right colour at the right crispness for the right length of time. It might as well be a bit of plastic.



THIS LEAFLET is asking you to think for a moment about what lies behind McDonald's clean, bright image. It's got a lot to hide.

"At McDonald's we've got time for you" goes the jingle. Why then do they design the service so that you're in and out as soon as possible? Why is it so difficult to relax in a McDonald's? Why do you feel hungry again so soon after eating a Big Mac?

We're all subject to the pressures of stupid advertising, consumerist hype, and the fast pace of big city life — but it doesn't take any special intelligence to start asking questions about McDonald's and to realise that something is seriously wrong.

The more you find out about McDonald's processed food, the less attractive it becomes, as this leaflet will show. The truth about hamburgers is enough to put you off them for life.



• What's so unhealthy about McDonald's food?

MCDONALD's try to show in their "Nutrition Guide" (which is full of impressive-looking but really quite irrelevant facts & figures) that mass-produced hamburgers, chips, colas, milkshakes, etc., are a useful and nutritious part of any diet.

What they don't make clear is that a diet high in fat, sugar, animal products and salt (sodium), and low in fibre, vitamins and minerals – which describes an average McDonald's meal – is linked with cancers of the breast and bowel, and heart disease. This is accepted medical fact, not a cranky theory. Every year in Britain, heart disease alone causes about 180,000 deaths.

FAST = JUNK

- Even if they like eating them, most people recognise that processed burgers and synthetic chips, served up in paper and plastic containers, is junk-food. McDonald's prefer the name "fast-food". This is not just because it is manufactured and served up as quickly as possible – it has to be *eaten* quickly too. It's a sign of the junk-quality of Big Macs that people actually hold competitions to see who can eat one in the shortest time.

PAYING FOR THE HABIT

- Chewing is essential for good health, as it promotes the flow of digestive juices which break down the food and send nutrients into the blood. McDonald's food is so lacking in bulk it is hardly possible to chew it. Even their own figures show that a "quarter-pounder" is 48% water. This sort of fake food encourages over-eating, and the high sugar and sodium content can make people develop a kind of addiction – a 'craving'. That means more profit for McDonald's, but constipation, clogged arteries and heart attacks for many customers.

• What's the connection between McDonald's and starvation in the 'Third World'?

THERE's no point feeling *guilty* about eating while watching starving African children on TV. If you do send money to Band Aid, or shop at Oxfam, etc., that's morally good but politically useless. It shifts the blame from governments and does nothing to challenge the power of multinational corporations.

HUNGRY FOR DOLLARS

The power of the US dollar means that in order to buy technology and manufactured goods, poor countries are trapped into producing more and more food for export to the States. *Out of 40 of the world's poorest countries, 36 export food to the USA – the wealthiest.*

ECONOMIC IMPERIALISM

- Some 'Third World' countries, where most children are undernourished, are actually exporting their staple crops as animal feed – i.e. to fatten cattle for turning into burgers in the 'First World'. Millions of acres of the best farmland in poor countries are being used for *our* benefit – for tea, coffee, tobacco, etc. – while people there are *starving*. McDonald's is directly involved in this economic imperialism, which keeps most black people poor and hungry while many whites grow fat.



A typical image of 'Third World' poverty – the kind often used by charities to get 'compassion money'. This diverts attention from one cause: exploitation by multinationals like McDonald's.

■ WHAT CAN BE DONE

STOP using McDonald's, Wimpy, etc., and tell your friends exactly why. These companies' huge profits – and therefore power to exploit – come from people just walking in off the street. It *does* make a difference what individuals do.

WHO MADE THIS LEAFLET?

This leaflet has been produced for the many local groups concerned about issues of human health, animals and the environment, and the part that diet plays in the distribution of food worldwide. For further information on 'What's Wrong With McDonalds' send an s.a.e. to Veggies, c/o 180 Mansfield Rd, Nottingham.