

Factory farming is the largest source of animal cruelty in the world

The scale of suffering caused by factory farming is truly astounding:

- 40 billion chickens worldwide face unbearable suffering in factory farms every year
- Chickens grow too big, too fast and suffer from many painful health problems
- 70% of pigs on UK farms have had their tails cut off
- Tens of thousands of UK dairy cows are kept indoors all year restricting their natural behaviours

We're dedicated to improving the lives of factory farmed animals

Factory farming is animal cruelty too
Bear dancing? This is animal cruelty.

Dog culling? This is animal cruelty.

Factory farming? This is animal cruelty, too.

Factory farming is the largest source of animal cruelty in the world. But fast food restaurants and supermarkets would rather you didn't know that.

Forget the slogans. Forget the catchy jingles. Forget the clever advertising. Businesses are exploiting farm animals on a staggering scale for the sake of profit.