

Vegetarian In Progress

Plant-based alternatives

The Meat Lovers' Guide to Plant- Based Meat

Plant-based Chicken Products

Plant-based Pork Products

What will the outcome of these messages on meat packaging and in restaurants be? Here's an example that worked.

Research published by the World Resources Institute in 2022, examined people's responses to 10 different sustainability messages on a hypothetical restaurant menu. Some of the messages proved particularly successful. Those who saw the message "swapping just one meat dish for a plant-based one saves greenhouse gas emissions that are equivalent to the energy used to charge your phone for two years" were twice as likely to pick a low-carbon food option than those whose menu had no message.

Compassionate Carnivores

V I P M o n t h l y N e w s l e t t e r

J u l y 2 0 2 5

What? Wow!

Would you purchase meat after reading the label?

These procedures do happen but are hidden from our view

Food labels in Switzerland will have to disclose whether products of animal origin involve painful practices.

The Swiss federal government has approved a series of ordinances requiring the labelling of meat, eggs and foie gras.

Consumers purchasing products such as meat, milk or eggs will receive clear information about how animals were treated during production.



Labels must indicate whether any painful procedures were carried out without anesthesia or stunning.

Examples of such practices include castration or dehorning of cattle, castration, tail docking or teeth clipping for pigs without pain relief or anesthetic.



The same applies to the cutting of frogs' legs without anesthetic.

The labelling obligation applies to all establishments offering such products – including restaurants, small businesses, and retail outlets.

Under self-monitoring rules, these businesses must determine whether their goods fall under the declaration requirement.

By mandating these disclosures, the Swiss government says it is "increasing transparency for consumers, enabling them to make informed purchases."

A two-year transition period has been granted to implement the changes.

Remember to buy only **pasture-raised** eggs and pass this email to your mailing list.

Thank you! Lois

Join on Facebook Group: [V I P Veggie In Progress](#)

[Click to "like"](#) Compassionate Carnivores on Facebook

www.compassionate-carnivores.org



REPLY TO UNSUBSCRIBE