Need a reason to give up pork? Take your pick!

Pigs are gentle creatures with surprising intelligence. Some studies suggest they’re smarter than dogs and even three-year-old children.

What?...
- Pigs that are sad or grieving are known to cry real tears.
- Pigs are actually very clean and prefer to be clean. If allowed, they will keep their toilet area well away from their food and bed. Regarding wallowing in mud, it is a way for the pig to cool off and apply a protective coat against insects.

Sadly...
- 1.8 million electrically stunned pigs regain consciousness before they die from loss of blood.
- 244,800 pigs a year are not stunned at all and suffer the terror of seeing other animals killed before suffering the same fate.
- Four million pigs a year are stunned with carbon dioxide gas. It takes pigs up to 30 seconds to lose consciousness and during that time they will squeal, hyperventilate and try to escape.
- All factory farms cut off their tails and have their ears painfully notched, without anesthesia.

Did you know?

What you can do: Try to eliminate pork from your diet. Think of what this sentient animal goes through to get to our plate.