

Mum's gone to Iceland ... in a box

Say no to
kangaroo meat
www.savethekangaroo.com | 0117 944 1000

Rescued orphan joeys whose mothers have been shot for meat

Viva!

Kangaroo meat is sold as 'just a bit of fun', but don't be fooled. It is the product of suffering and blood-shed on an enormous scale. Millions are shot every year in Australia in the vast outback. Many are mis-shot and die a slow, agonising death.

Unlike the two rescued joeys overleaf, hundreds of thousands of pouch young babies are also ripped from their dying mothers annually and smashed around the head or decapitated. Their older siblings flee and will invariably suffer a slow and lingering death without the protection of their mother. In other words, buy a kangaroo steak and you could be getting dead joeys for free.

The Australian government claims it is just 'pest control'. It's not true. Kangaroos are not 'vermin' but an essential part of Australia's fragile environment – and have been for millions of years. Kangaroos are not farmed, but are wild animals threatened by disease, climate change and by being turned into just another commodity.

Viva!

Australia has the worst wildlife preservation record in the world. The kangaroo massacre is driven only by money.

Vival had virtually ended the sale of kangaroo meat in Britain. However, Iceland are now selling it and profiting from this misery.



So-called 'exotic meats' don't sound so tempting when you call them by their real name: dead wildlife. Don't buy kangaroo meat or leather products! Of course, eating any animal causes suffering and the best way to end that suffering is to go vegan – or at least start in that direction.

A chemical called L-carnitine is present in all red meat but kangaroo meat has more per gram than any other. It is linked to a build-up of fatty deposits in blood vessels, which can lead to heart disease. High levels of Salmonella and E. coli have also been found in kangaroo meat.

Tell Iceland to dump kangaroo meat! Visit www.savethekangaroo.com or contact Iceland directly: 0800 328 0800 / www.iceland.co.uk

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Vival is a registered charity 1037486