

# No Water — No Life

**Ducks are being factory farmed in stinking sheds.  
They can't fly, they can't swim and some can barely walk.**



"One of the most moving things I've ever seen was rescued factory-farmed ducks being allowed to swim. They were ecstatic. Please support *Viva!*'s duck campaign."  
**Martin Shaw**



"You can give ducks the gift of life by going vegetarian. Support *Viva!* and end this cruel trade."  
**Amanda Holden**

"Once again *Viva!* exposes a new horror – duck factory farming. I defy anyone with the smallest amount of compassion to look at the facts unearthed by *Viva!* and not be upset by them."  
**Paul McCartney**



***Viva!***

**Viva! undercover investigations show that the mass abuse of Britain's favourite bird continues**

# Ducks out of water

Water birds – evolved to eat, swim, dive, clean and play in water – never even see it, except in their drinkers. They can't preen or keep clean and can develop eye problems and even blindness. Without water, their lives have little meaning. It's like caging swallows!

## Wild things

Mostly descended from Mallards, farmed ducks retain many wild instincts. Like Mallards, they would love to fly at 50 mph, choose a mate and live for 10 years. Fly? Some can hardly walk, there's no mating and life ends brutally after seven weeks.

## Desperate for ducks

Over 20 million ducks are slaughtered each year in the UK, almost all of them factory farmed – up to 10,000 ducks crammed in to a single shed on faeces-sodden litter, which can result in painful ammonia burns. No sun, no wind and no rain to run off their backs – just



near-constant artificial light and widespread disease, disability and death.

## No lessons learned

Meat producers have learnt little.

Their abuse of animals contributed to BSE, antibiotic resistant *E.coli* and *Salmonella* and deadly superbugs and now they've added to the problem by cramming ducks into stinking factory farms.

## Viva's Success

Following a nationwide **Viva!** campaign, Marks & Spencer, Tesco, Sainsbury's, Asda, Somerfield and Waitrose all pledged to stop selling meat from painfully 'debeaked' ducks. Our solid research and undercover exposés have enlightened millions, shocked most and changed the diets of many. We now intend to go further and see UK supermarket shelves cleared of factory-farmed duck meat. Please help us stop the cruelty – don't buy duck meat.



☐ YES, I would like a free *Ducks Out of Water* pack (tick box)

L17

☐ YES, I would like a free Go Veggie pack (tick box)

Title:..... First Name: ..... Surname: .....

Address: ..... Postcode: .....

Age (if under 18): ..... Email: .....

Please send to:

**Viva!**, 8 York Court, Wilder Street, Bristol BS2 8QH

T: 0117 944 1000 E: [info@viva.org.uk](mailto:info@viva.org.uk) W: [www.viva.org.uk](http://www.viva.org.uk)

**Viva!**