

The Humane Society Institute for Science and Policy
Animal Studies Repository

1994

This is What USDA Policy Looks Like. Can You Imagine What it Feels Like?

Animal Rights International

Follow this and additional works at: <http://animalstudiesrepository.org/facbcam>

Recommended Citation

Animal Rights International, "This is What USDA Policy Looks Like. Can You Imagine What it Feels Like?" (1994). *Face Branding Campaign*. 1.
<http://animalstudiesrepository.org/facbcam/1>

This Advertisement is brought to you for free and open access by the Humane Society Institute for Science and Policy. It has been accepted for inclusion by an authorized administrator of the Animal Studies Repository. For more information, please contact eyahner@humanesociety.org.



**THIS IS WHAT
USDA POLICY
LOOKS LIKE.**

**CAN YOU IMAGINE
WHAT IT FEELS LIKE?**



Or what it sounds like. Or smells like. Imagine a red-hot frying pan pressed against your cheek. —the searing pain, the heat and smoke of sizzling flesh. Even the melt down of your eye.

Face Branding Is Barbaric!

Hidden from the public, this organized atrocity is how the USDA currently identifies Mexican steers. Now the USDA proposes to expand this horror to all Mexican cattle in a pathetic gesture at monitoring tuberculosis.

In branding, the terrorized steer is first trapped between bars. Then his head is immobilized with steel pincers painfully clamped on to his nostrils and pulled to one side. If that's not enough the cowboy steps on the steer's face with his boot. As the red hot iron is pressed into his face, the steer bellows, his eyes bulge as he disappears into a cloud of his own burning flesh.

It's Completely Unnecessary!

There are far less painful ways of satisfying the USDA's desire to trace Mexican cattle. Experts say face-branding is not only barbaric but unnecessary. Far more humane alternatives have been suggested, including microchips, punching a distinctive symbol in the ear, notching the ear or branding near the edge of the hide on the rear.

In an age of DNA fingerprinting, why is the USDA using pre-historic brutality to identify cattle? Why is the USDA attempting to expand face branding when we should be outlawing such barbarisms? Is it just bureaucratic inertia, the convenience of doing things the way they've always been done at the USDA? Is it possible that Secretary Espy is not even aware of his organization's face branding program?

Stop The Face Branding Now!

Call Mike Espy today at (202) 720-3631, fax him at (202) 720-2166, or write him at:

**USDA, Room 200-A
12th & Jefferson Dr. S.W.,
Washington, DC 20250.**

Please do it before one more calf has his face torched!

This ad was produced by the Coalition for Non-Violent Food a project of Animal Rights Intl., Box 214, Plazaarium Stn., New York, NY 10024, Henry Spira, Coordinator.



(left) A terrified young steer slowly disappears into the smoke of his own burning flesh. Trapped between metal bars, his head is immobilized by metal pincers clamped to his nostrils and pulled to the side. He is now at the mercy of the USDA's red-hot iron. (ARF Photo, February 1994)