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 flying 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 prehistoric 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 sponsored by the Coalition for Humane Meat & Poultry's project of Animal Rights Inc., 2nd Fl., 214-2nd Ave., New York, NY 10010. Henry Siegel, 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 one side. He is now at the mercy of the USDA's red-hot iron. - Art Murray, February 1992.