

# The Faces of "Farming": Behind the Spin



All photos taken in Canada by CETFA investigators between 2007-2010



In an effort to further the fallacy of humane meat production in Canada, the agriculture industry has launched a "Faces of Farming" billboard campaign.

The images show farm families cuddling piglets and chickens in an attempt to persuade the public that farm animals in Canada are raised on small, family farms with individualized care.



This vision of kindness is sadly unrepresentative of what is truly happening: the intensive confinement of half a billion sentient animals, daily routine abuses, rough handling with electric prods, transportation over long distances in un-enriched trailers, and slaughter methods that have been made illegal in more progressive countries.



**Don't buy into it.**  
Learn the facts and determine which images you feel show the true "Faces of Farming".

