

Next
Victim,
Please!

Little Shop of horrors



SHAMEWAY!

Surprisingly low animal welfare standards

PETA

Shameway.com

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SHAMEWAY!

Dominick's

GENUARDIS
FAMILY MARKETS

Randalls

Tom Thumb

CARRS

Surprisingly low animal welfare standards

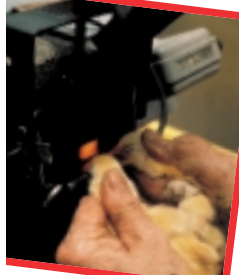
VONS



When you shop at Safeway or one of its subsidiaries (Vons/Pavilions, Dominick's, Randalls/Tom Thumb, Carrs, and Genuardi's), you are supporting a corporation that refuses to eliminate some of the most abusive practices in the meat and dairy industries.

Animals suffer for Safeway. Animal suffering in the meat and dairy industries is extreme. As just a few examples (see Shameway.com for more):

- Safeway refuses to take the necessary steps to guarantee that its suppliers are not slaughtering conscious animals.
- Baby chicks have their beaks seared off with a hot blade and are crammed into tiny cages for their entire lives, generally with at least four other birds!
- Pregnant pigs are confined to barren concrete stalls so small that they can't even turn around.
- Cows used to produce milk are given growth hormones that often cause lameness and painful infection of the udders.
- Chicken slaughter is so cruel that animals are routinely still conscious as their throats are slit and they are scalded in the feather-removal tank.



Please help! Join us in urging Safeway to reduce the suffering of animals by implementing a comprehensive set of animal welfare guidelines.

Check out Shameway.com for more information.

Contact: Mr. Steven Burd, CEO, Safeway, Inc.

5918 Stoneridge Mall Rd., Pleasanton, CA 94588-3229

Tel.: 1-800-723-3929 or 1-877-723-3929. Fax: 925-467-3230

Of course, the best thing you can do for animals is to adopt a vegan diet. More than 25 billion animals suffer and die for food each year—and each one has needs, desires, and feelings just as dogs, cats, and we do!

Call 1-888-VEG-FOOD or visit GoVeg.com for a free vegetarian starter kit packed with tasty veggie recipes.



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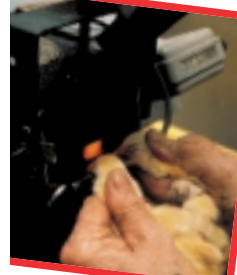
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