

What's wrong with McDonald's?

McDonald's and other fast food companies spend billions on advertising and promotions, trying to create an image of being 'caring' and 'green' and providing outlets that are fun places to eat. But in reality they all:

- Promote unhealthy food
- Cause the suffering of animals
- Exploit workers
- Destroy the planet
- Rob the poor

PROMOTING UNHEALTHY FOOD

McDonald's promotes its food as 'nutritious', but the reality is that most of it is processed junk food – high in fat, sugar and salt, and low in fibre and vitamins. Studies continue to show that those who follow a well-balanced and varied vegetarian or vegan diet have a longer life expectancy and a lower risk of obesity, heart disease, diabetes and some cancers, compared with those who eat meat and dairy products. Fast food also contains many chemical additives, some of which may cause ill-health and hyperactivity in children.

CRUELTY TO ANIMALS

We have the choice to eat meat or not, but the animals slaughtered for food have no choice at all. In the UK alone, around 1000 million animals are slaughtered for food every year. This figure doesn't include fish, who are



Everything they don't want you to know.

trawled up or factory farmed by the tonne. The majority of flesh and dairy we consume is taken from animals farmed intensively in cramped, dirty, dark sheds. Farmed animals are treated like unfeeling, money-making machines, not the sentient beings that they are - capable of experiencing pain, fear, discomfort and distress. Their short lives - full of suffering - end in a brutal death at a killing factory.

EXPLOITING WORKERS

Workers in the fast food industry are paid low wages. The majority of employees have few job options and so see no alternative to being bossed around and exploited. Not surprisingly, staff turnover at McDonald's is high, making it virtually impossible to unionise and fight for a better deal. This suits McDonald's, which has always been opposed to workers' rights. The same is true for workers toiling in sweatshops in South East Asia to produce McDonald's 'happy meal' toys.