**Winning the argument:**

**Helping you dispel the myths that prop up factory farming**

As one of our Compassionate Campaigners we know it’s helpful for you to have some answers ready for those people who argue *for* factory farming.

Many people have misguided views on factory farming and the way it treats animals and feeds our world. We’ve compiled, for your use, some of the most common arguments faced by those people who campaign by our side against factory farming.

**“Animals in intensive farms don't know a better life. What they don't know, they don't miss”.**

Regardless of their living conditions, farm animals still have natural instincts and basic needs which often aren’t met. On a bare floor, for example, chickens still peck at the ground or try to take a dust bath, and pigs still try to forage and build a nest. Sows can't even turn round to look after their young or to scratch themselves; many hens can't stretch their wings fully and large numbers of breeding stock used to produce fast-growing animals don't get sufficient food. In such stressful, barren conditions, factory farmed animals often exhibit distress, aggression and abnormal behaviours.

**“With an expanding global population and limited resources we need more efficient ways of producing food, like factory farming”.**

Factory farmed meat and dairy is actually an inefficient way of feeding the world. The grain feeding of confined animals uses more food than it produces; several kilograms of feed crops are needed for every kilogram of meat. A much more sustainable, common-sense approach is for a higher proportion of plant crops to be eaten directly by people and for animals to be put back on the land to graze on pasture which people can’t eat and protect grain for consumption by people not animals.

**“Factory farming doesn't contribute to climate change”.**

Factory farming is actually a significant contributor to climate change. 18% of all human-induced greenhouse gas emissions are caused by the livestock industry. The animals' digestive processes and manure produce methane and nitrous oxide, which are far more potent greenhouse gases than carbon dioxide. On top of this, greenhouse gases are released in order to grow and harvest animal feed crops. As the dominant form of animal production, factory farming makes a significant contribution to global greenhouse gas emissions.

**“Factory farming is essential for keeping food prices down”.**

Factory farmed meat and dairy may appear 'cheap' but the true costs are often far higher. By moving animals indoors and feeding them on grain, it can actually serve to increase the demand for grain, and therefore the price for the grain crop. This may help to push up the price of grain foods for people further beyond the limits of affordability for the world's poorest people. For those that choose to eat meat, consuming smaller amounts of higher welfare meat is more affordable as well as being healthier for the consumer and planet.

**“One person's choice at the supermarket won't have an impact on any of this”.**

Each food and drink choice that we make can add up to a food and farming revolution. It's often said that supermarkets and big agricultural companies have all the power, but they only produce and sell the products that we buy. Every time we choose to buy higher-welfare meat and dairy, it's a vote for a better way of farming.