

What's wrong with McDonald's?

McDonald's spend billions on advertising and promotions, trying to cultivate an image of being a 'caring' and 'green' company that is also a fun place to eat. Children are lured in – dragging their parents behind them – with the promise of toys and other gimmicks. But behind the smiling face of Ronald McDonald lies the reality: McDonald's only interest is money, making profits from whoever they can, just like all multinationals. The continual worldwide expansion of fast food chains means more uniformity, less choice and the undermining of local communities.



Everything they don't want you to know.

PROMOTING UNHEALTHY FOOD

McDonald's promote their 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 plant-based diet have a longer life expectancy and a lower risk of obesity, heart disease, cancer, diabetes and other illnesses linked with fast food and a diet rich in meat and dairy products. Fast food also contains many chemical additives, some of which may cause ill-health and hyperactivity in children. **A fast food strawberry milkshake contains at least 40 chemicals!**

CRUELTY TO ANIMALS

We have the choice to eat meat or not, but the billions of animals slaughtered for food each year have no choice at all. **In the UK alone 1000 million animals are slaughtered for food every year, the majority of whom will have been intensively farmed 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 are full of suffering and all end in a brutal death at the slaughterhouse. 'Humane' slaughter is a myth, as many animals are not stunned properly or regain consciousness before their throats are slit.

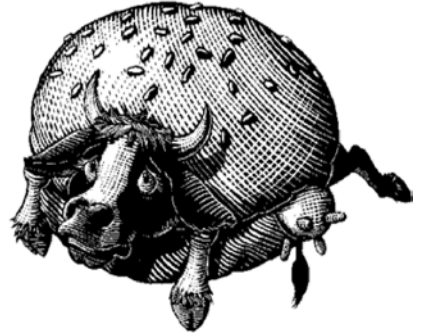
EXPLOITING WORKERS

Workers in the fast food industry are paid low wages. McDonald's do not pay overtime rates even when employees work very long hours. The majority of employees are people who have few job opportunities and so have no alternative to being bossed around and exploited – and they're compelled to 'smile' too! 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 who have always been opposed to workers' rights and unions. The same is true for **workers toiling in sweatshops in China to produce McDonald's 'happy meal' toys.**

DESTROYING THE PLANET

McDonald's are the world's largest user of beef. The farming of animals consumes vast quantities of land, energy, grain and water. **Producing a single beef burger uses enough fossil fuel to drive a small car 35 kilometres and enough water for 17 showers.** Methane emitted by cattle is a major contributor to global warming. Around 90% of global soya production is fed to animals. Much of this soya is grown on land that was once rainforest. Seven million tons of grain fed to farmed animals produces only one million tons of meat and by-products. It makes more sense for humans to eat directly the crops that would have been fed to animals. Every year McDonald's use over a million tons

of unnecessary plastic and paper packaging, the production of which requires environmentally damaging chemicals and degradation of forests. Most of the packaging ends up littering the streets or polluting the land in landfill sites.



WHAT YOU CAN DO

- Don't eat at fast food restaurants like McDonald's, Burger King and KFC that cause such terrible problems in the pursuit of more profits.
- Stop eating animal products. It's better for you, the animals and the environment. It's also the easiest and most effective way to make a difference.
- Talk to friends, family, neighbours and workmates about these issues.
- Copy this leaflet and circulate it as widely as possible.
- Get involved locally against McDonald's and other issues of animal cruelty, environmental destruction and workers' rights.

Together we can fight back against the institutions that currently control our lives and the planet.

We can create a better society without exploitation or oppression.

Please join the demonstrations against McDonald's in Central London on the last Thursday of each month. For time and location email: antimcdonalds@doramail.com

FOR MORE INFORMATION VISIT:

www.mcspotlight.org
www.supersizeme.com
www.mwr.org.uk
www.vegancampaigns.org.uk
www.vegansociety.co.uk
www.animalaid.org.uk
www.earthfirst.org.uk