

“Now I can look at
you in peace ...
I don't eat you
anymore.”

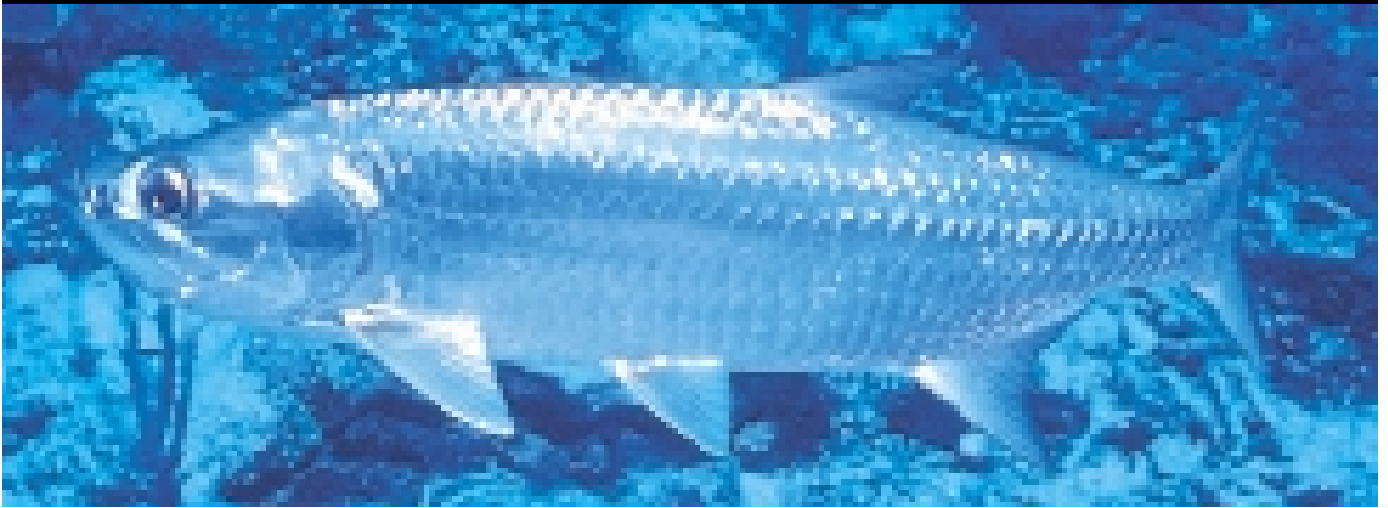
Franz Kafka,
admiring a fish

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What's
“Fishy”
about
Seafood?

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What's wrong with eating fish?



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**“It is
unthinkable
that fish do not
have pain
receptors.
They need them
in order to
survive...”**

—Professor
Frank Hird,
Melbourne
University

Fish suffer greatly when caught and killed for their flesh. Whether caught by hook or net, fish experience fear—as evidenced by increased heart and breathing rates—just as humans do.

IT'S CRUEL

■ Fish, along with unintentional victims, including dolphins, birds, and turtles, are captured in huge trawlers' nets, squeezed for hours along with any netted rocks and debris. Dragged from the ocean depths, fish undergo excruciating decompression—often the intense internal pressure ruptures their swimbladder, pops out their eyes, and pushes their stomach through their mouth. Then they're tossed onboard where many slowly suffocate or are crushed to death. Others are still alive when their throats and bellies are cut open. Factory-farmed fish are subjected to intensive crowding and unnatural conditions, which spread infection and parasites. So fish farmers use antibiotics and hormones to make fish fatter faster.

IT'S UNHEALTHY

■ According to the Centers for Disease Control and Prevention, 325,000 people get sick and some die every year in the U.S. from eating contaminated seafood.

WHAT YOU CAN DO

■ Don't eat seafood. For information about how you can easily go vegetarian and be seafood-free, call 1-888-VEG-FOOD for a free vegetarian starter pack.

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