



# VEGANISM IS NOT A SACRIFICE; IT'S A JOY

Contrary to the propaganda of animal welfare organizations, people can understand the arguments in favor of veganism. People can be educated. People want to learn. People can change. It is not necessary to promote vegetarianism. Given that there is absolutely no coherent moral distinction between flesh and other animal products, animal advocates should not do so. And all of the “happy” meat/dairy/other products propaganda has nothing to do with helping animals or achieving abolition. It has to do with making humans feel better about exploiting nonhumans. Creative, nonviolent vegan education can and does work.

~ Gary L. Francione

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## Animal Rights: The Abolitionist Approach

The Abolitionist Approach to Animal Rights (1) requires the abolition of animal exploitation and rejects the regulation of animal exploitation; (2) is based only on animal sentience and no other cognitive characteristic; (3) regards veganism as the moral baseline of the animal rights position; and (4) rejects all forms of violence, including racism, sexism, ageism, heterosexism and speciesism, and promotes activism in the form of creative, non-violent vegan education.

**Go vegan. Educate others. Adopt/foster.**

Learn more at [abolitionistapproach.com](http://abolitionistapproach.com).