

Do you want to know

a secret?



This is Bobby. He is only days old and cannot yet fend for himself. But he won't live to know his mother's love, or grow up to graze in green pastures.

Like over 700,000 other calves this year, **he is considered a 'waste product' of the Australian dairy industry** — born to keep his mother producing milk, only to be taken from her shortly after birth, and trucked to slaughter at just five days of age.

He will spend his final hours at the abattoir cold and hungry, and may be **denied food for up to 30 hours** before he is killed. Meanwhile, his mother bellows for her lost calf as her milk is harvested for human consumption.

Many milk drinkers are surprised to learn that, just like people, cows must give birth in order to produce milk. To maximise production, dairy cows are impregnated once every year. Most of their babies — called 'bobby calves' — are then killed.

The questionable ethics behind milk production has been a long-held secret of the dairy industry.

A recent government review into the welfare of bobby calves failed to improve conditions for these vulnerable animals. This is one reason why more and more caring Australians are choosing calcium-rich dairy alternatives that are kind to calves.

Learn more and demand a kinder future for Bobby at AnimalsAustralia.org