

McDonald's spend a fortune on advertisements, 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 "free" 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 and whatever they can.

**STARVING THE POOR**  
While millions of people are starving, vast areas of land in poor countries are used for cattle ranching or to grow grain to feed animals to be eaten in the West. McDonald's continually promote meat products, encouraging people to eat meat more often, which wastes more and more food resources. 145 million tons of grain fed to livestock produces only 21 million tons of meat and by-products. On a vegetarian diet Britain could easily be self-sufficient in food.

**DESTROYING THE EARTH**  
The world's most beautiful forests are being destroyed at an appalling rate by multinational companies. McDonald's have at last been forced to admit to using beef reared on ex-rainforest land, preventing the regeneration of forests. Also, the use of farmland by multinationals and their suppliers forces local people to move on to other areas and cut down further trees.

McDonald's is the world's largest user of beef. Methane emitted by cattle reared for the beef industry is a major cause of the "global warming" crisis. Every year McDonald's use thousands of tons of unnecessary packaging, much of which ends up littering our streets or polluting the land buried in landfill sites.

**RUNNING YOUR HEALTH**  
McDonald's promote their food as "healthy", but the reality is that it is high in fat, sugar and salt, and low in fibre and vitamins. A diet of this type is linked with a

greater risk of heart disease, cancer, diabetes and other diseases. Their food also contains many chemical additives, some of which may cause ill health, and hyperactivity in children. Don't forget too that meat is the cause of the majority of food poisoning incidents. In 1991 McDonald's were responsible for an outbreak of food poisoning in the UK, in which people suffered serious kidney failure.

**MURDERING ANIMALS**  
The menus of the burger chains are based on the torture and murder of millions of animals. Most are intensively farmed, with no access to fresh air and sunshine, and no freedom of movement. Their deaths are barbaric - "humane slaughter" is a myth. We have the choice to eat meat or not, but the 750 million animals massacred for food in Britain each year have no choice at all.

**EXPLOITING THEIR STAFF**  
- Workers in the burger chains are paid low wages. McDonald's do not pay overtime rates even when employees work very long hours. Pressure to keep profits high and wage costs low results in understaffing, so staff have to work harder and faster and as a consequence accidents, particularly burns, are common. The majority of employees are people who have few job options and so are forced to accept this exploitation. Not surprisingly staff turnover at McDonald's is high, making it virtually impossible to unionise and fight for a better deal, which suits McDonald's who have always been opposed to Unions.

**CENSORSHIP and McLIBEL**  
Criticism of McDonald's has come from a huge number of people and organisations over a wide number of issues. In the mid-eighties London Greenpeace drew together many of those strands of criticism and called for an annual World Day of Action against McDonald's.

Vegan recipes courtesy of VegWeb.com and dairyfreecooking.about.com with modifications by Wolfgang Puck and Erno Lagasse...E N J O Y !!!

McDonald's  
McGeggy  
McGancer  
McBurger

Together we can fight back against the institutions and the people in power who dominate our lives and our planet, and we can create a better society without exploitation. Talk to friends and family, neighbours and workmates about these issues. Please copy and circulate this leaflet as widely as you can.

**WHAT YOU CAN DO**  
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This still takes place every year on 16th October, with pickets and demonstrations all over the world. McDonald's, who spend over one billion dollars every year on advertising and promotions, are trying to silence the world-wide campaign by threatening legal action against those who speak out. Many have been forced to back down because they lacked the money to fight a case. But this year, Helen Steel and Dave Morris, two supporters of London Greenpeace will defend themselves in a major High Court libel trial. No legal aid is available so the unwaged environmentalists are representing themselves. McDonald's have engaged in a huge cover up, refusing to disclose masses of relevant documents. Also, the defendants have been denied their right to a jury after McDonald's argued that the issues in the case would be "too complex" for members of the public to understand. Despite all the cards being stacked against them, Helen and Dave are determined to expose the truth. Protests against the \$24 billion a year fast food giant continue. It's vital to stand up to intimidation and to defend free speech.

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## Raw Mint Chocolate Chip Milkshakes

**Ingredients:**  
2 cups raw cashews, macadamia nuts or hazelnuts  
1 cups water or coconut water  
3/4 cups maple syrup or agave nectar  
1/4 t. fine sea salt  
2 cups raw almond milk, plus more to taste  
1 T. fresh orange juice  
Agave nectar, to taste  
1/4 cup finely chopped fresh mint  
1/2 cup raw cocoa nibs

**Preparation:**  
1. In a blender, blend the nuts until very fine (the mixture should resemble a very fine powder).  
2. Add the water, agave nectar and salt and process until smooth.  
3. Pour into a shallow dish and place in the freezer for 1 hour.  
4. Return the chilled mixture to the blender, along with the 2 cups raw almond milk, agave nectar to taste and blend until smooth. Add more almond milk if desired.  
5. Add the finely chopped mint, and pulse only until the mint is combined but is still in pieces.  
6. Stir in the cocoa nibs, portion into glasses, and chill for 30 minutes in the freezer before serving.



**Directions:**  
1. Mash the beans and rice in a large bowl and add remaining ingredients.  
2. Mix until well combined. Add flour or more mashed rice if burgers are too moist  
3. Press firmly to form into patties  
4. lightly fry in 2 TBSP oil on medium heat

**Ingredients:**  
2 15 oz cans beans (red and black work), drained  
1/2 onion, diced  
1 tsp hot sauce  
2 cups of cooked brown rice  
2 tbsp seasoning blend (paprka, garlic, pepper)  
Salt too taste  
1 red or yellow bell pepper, diced (optional)  
lightly sauteed diced mushrooms (optional)  
oil for frying

**Ingredients:**  
3 large sweet potatoes  
extra virgin olive oil  
fine ground pepper  
finely ground pepper  
garlic powder

**Directions:**  
1. Preheat oven to 425 ° F  
2. Peel sweet potatoes and cut into fries long and thin.  
3. Place on baking sheet and toss with olive oil.  
4. Season to taste with salt, pepper and garlic powder.

5. Bake for 10 minutes at 425 ° F, turn the sweet potatoes and bake for another 10+ minutes until golden brown on all sides.

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# What's wrong with McDonald's?



**Everything they don't want you to know.**

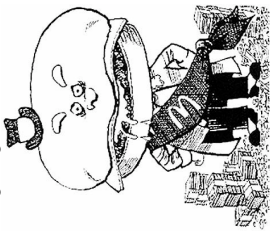
A N D Y E G A N P E C I P E S  
Written by London Greenpeace  
Reprinted By Imagination Justice Front

The first text came from the anarchist environmentalist collective called London Greenpeace which was not a part of Greenpeace international due to Greenpeace being way mainstream for their tastes. They became famous for the Mc Libel Trial. Two London Greenpeace activists Helen Steel and David Morris were sued by McDonalds Corporation for libel because they didn't want this information getting out!



Learn more at: <http://www.mcspolight.org/>

Also included is a healthy alternative to McGarbage including burger fries and a shake!



For more info on the LJF or too find other works: <http://imaginationjusticefront.wordpress.com/>