OUR WORDS MATTER

The language we use can have a lasting impact on how we perceive animals. By choosing to avoid terms typically used by food industries or ones that enforce human dominance, we can help others see animals for who they truly are: **living beings.**

OUT | IN

OUT	IN
Farm animals	Farm**ed** animals
Domestic Animals	Domesticat**ed** animals
Livestock	Animals **used as food**
Circus or rodeo animals	Animals **used for entertainment**
Hog, pork	Pig **used for food**
Laying hen	Chicken **used for eggs**
Beef, steak, dairy cow	Cow **used for meat or dairy**
Veal, mutton	Baby cow, baby sheep
I don't eat meat	I don't eat **animals**
Sow, breeding dog	**Mother** pig, **mother** dog

TIP: DESCRIBE ANIMALS THE SAME WAY YOU WOULD HUMANS: RESIDENT, FRIEND, HE, SHE, THEY

OUR WORDS MATTER

ANIMAL COMPANIONS

Animals are unique individuals who communicate in a variety of ways. While it is common to think that animals are "voiceless", they are communicating with us every day. Humans just need to learn how to listen. To better understand our companions, describe what they are doing rather than labeling a behavior. It's also helpful to think of what motivates an animal (their wants, needs, and desires) and consider all their senses: smell, sound, taste, touch, and sight.

OUT	IN
Owner	Guardian, caregiver
"My dog" "My cat"	Use the individual's name
Stubborn	Not motivated to do what you want them to do
Destructive	Bored, needs something to do, needs a hobby
Aggressive	Reacting, stressed, fearful, adjusting to a home, expressing wants and needs
Submissive	Scared, worried, lacking confidence
Dominant or Alpha	Confident, family member, parent, teacher, leader

TIP: DESCRIBE ANIMALS THE SAME WAY YOU WOULD HUMANS: RESIDENT, FRIEND, HE, SHE, THEY