

Vegan Education in Schools

Case study of speciesism

Questioning pork - ethics, justice and the future

Years 7 to 12

Lesson 5: The myth of humane meat - Greenwashing and 'pork' propaganda

Overview: This lesson exposes the deceptive marketing tactics used by the pig industry to sell the idea of "humane" and "sustainable" pig meat. Students will critically analyse labels such as "free-range," "organic," and "RSPCA Approved," and examine the industry's greenwashing strategies. The lesson uses investigations, activist resources and direct industry examples to help students deconstruct humane-washing narratives and strengthen their abolitionist vegan perspective.

Objectives:

- To uncover and analyse the language used in humane-washing and greenwashing campaigns
- To critique marketing tactics that seek to disguise animal exploitation
- To explore the connection between welfare labels and continued violence against pigs
- To apply an abolitionist vegan perspective to dissect the myth of humane meat

Outcomes: By the end of the lesson, students will:

- Identify common humane-washing and greenwashing terms and tactics
- Explain why these labels are misleading and unethical
- Analyse real-world examples of pig slaughter industry marketing
- Apply an abolitionist vegan perspective to reject humane meat narratives

Materials:

- Video: "[The Humane Myth](#)" (The Vegan Activist)
- Video: "[Is this man the world's first ethical butcher?](#)" (Earthling Ed / Surge Activism)
- Article: "[Humanewashing Exposed](#)" (In Defense of Animals)
- Article and videos: "['Humane Meat' and 'Free-Range Eggs' Do Not Exist](#)" (PETA)
- Examples of marketing material from 'pork' companies (e.g. RSPCA Approved ads, "Sow Stall Free" labels)

Lesson steps:

Introduction (10 minutes):

1. Recap the previous lesson on gas chambers and slaughter.
2. Ask: "Have you ever seen terms like 'free-range,' 'organic,' or 'humanely raised' on meat products? What do you think they mean?"
3. Record responses.

Activity 1: Exposing humane-washing (20 minutes):

1. Watch The Vegan Activist's video "[The Humane Myth](#)" (3.30 minutes).
2. Class discussion:
 - What common terms and tactics were exposed?
 - Why are they misleading?

Activity 2: Beyond the slaughterhouse (20 minutes):

1. Watch Earthling Ed's video "[Is this man the world's first ethical butcher?](#)" (12 minutes).
2. Students work in small groups to discuss:
 - What is Earthling Ed's core argument against humane slaughter?
 - How do his points connect to the pig industry specifically?

Activity 3: Deconstructing industry narratives (30 minutes):

1. Read selected sections from the In Defense of Animals article and PETA's article. Watch some of PETA's videos if time.
2. Students review real industry ads or product labels (teacher-provided or from local supermarkets).
3. In pairs, students analyse:
 - What terms and images are used to market the product?
 - What truths are omitted?
 - How does this reinforce speciesism and violence?

Activity 4: Abolitionist media project (15 minutes):

1. Students create a short poster, social media post or infographic debunking the myth of humane pig farming.
1. Share and present their work to the class.

Conclusion (5 minutes):

2. Recap key learning points.
3. Reinforce the abolitionist message: no farming of animals can ever be humane.
4. Preview the final lesson on the future without pig farming.

Homework: Students write a 300-word analysis of a marketing example they saw during the lesson, explaining why it is deceptive and how they would respond from an abolitionist vegan perspective.

Differentiation:

- Offer alternative creative formats (videos, cartoons) for students who prefer non-written media.
- Provide video transcripts and simplified resources for accessibility.
- Suggest advanced readings for students seeking deeper research.

Assessment criteria:

- Participation in discussions and group activities
- Critical analysis of marketing materials
- Creativity and effectiveness in media projects
- Clear articulation of the abolitionist vegan stance

