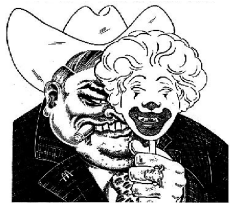


→ themselves with only two hours of legal counsel. Over the next three years in court, Steel and Morris faced insurmountable odds, that pushed them beyond exhaustion as they challenged libel laws stacked in favor of McDonald's. The trial that lasted 314 days with a 23 day appeal

What's Wrong With McDonald's?



McDonald's spends over US \$2 billion worldwide every year on advertising and promotions, 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 toys and other gimmicks. But behind the smiling face of Ronald McDonald lies the reality: McDonald's only interest is in making profits from whoever and whatever they can, just like all multinationals. The company's sales are \$40 billion a year. The continual worldwide expansion of fast food chains means more uniformity, less choice and the undermining of local communities.

PROMOTING UNHEALTHY FOOD

McDonald's promote their food as 'nutritious,' but the reality is that it is processed junk food - high in fat, sugar and salt, and low in fiber and vitamins. A diet of this type is linked to greater risk for heart disease, cancer, diabetes and other diseases. The food also contains many chemical additives, some of which may cause ill health and hyperactivity in children. Modern intensive farming and production methods are geared to maximizing profits, resulting in the widespread use of chemicals and unhealthy practices which also affect people's health (e.g. BSE and food poisoning).

EXPLOITING WORKERS

Workers in the fast food industry are paid low wages. Pressure to keep profits high and wage costs low results in understaffing, so staffs have to work harder and faster. As a consequence, accidents (particularly burns) are common. The majority of employees are people who have few job options and so have no alternative to being bossed around and exploited - and they're

compelled to 'smile' too! Not surprisingly, staff turnover at McDonald's is high, making it virtually impossible to unionize and fight for a better deal. This suits McDonald's who have always been opposed to workers' rights and Unions. Pay and conditions are even worse for the workers toiling in sweatshops in China to produce McDonald's 'happy meal' toys.

DAMAGING THE ENVIRONMENT

Every year McDonald's uses over a million tons of unnecessary plastic and paper packaging, the production of which requires environmentally damaging chemicals and degradation of forests. Most of the packaging ends up littering our streets or polluting the land buried in landfill sites. The heavy use of chemicals in modern agriculture and the effluent created by intensive farming causes pollution of land and water, harming wildlife, plants and the soil.

CAUSING CRUELTY TO ANIMALS

The menus of the burger chains are based on the torture and murder of mil-

lions of animals. Most are intensively farmed, with no access to fresh air and sunshine, and no freedom of movement. Their short lives are cruel and their deaths are barbaric - 'humane slaughter' is a myth. We have the choice to eat meat or not, but the billions of animals slaughtered for food each year have no choice at all.

ROBBING THE POOR

The demands made by multinationals for cheap food supplies result in the exploitation of agricultural workers throughout the world. Vast areas of land in poor countries are used for cash crops or for cattle ranching, or to grow grain to feed animals eaten in the West. This is at the expense of local food needs. McDonald's continues to promote meat products, encouraging people to eat meat more often, which wastes more food resources. Seven million tons of grain fed to livestock produces only one million tons of meat and by-products. On a plant-based diet and with land shared fairly, almost every region could be self-sufficient in food.

WHAT YOU CAN DO

Food is central to our everyday lives, yet we have virtually no control over its production and distribution. The way we eat and think about food is being manipulated by these powerful institutions' sophis-

ticated marketing campaigns. Yet, despite its strenuous, feel-good marketing efforts, McDonald's is widely despised, and its 'reputation' and that of the fast food industry in general - continues to sink.

Every year, on Oct. 16, there is the World Day of Action against McDonald's and all they stand for - with pickets and demonstrations occurring all over the world. Together we can fight back against the institutions, which currently control our lives and our planet, and we can create a better society without exploitation or oppression. Workers can and do organize together to fight for their rights and dignity. People are increasingly aware of the need to think seriously about the food our children and we eat. Environmental and animal rights protests and campaigns are growing everywhere. People in poor countries are organizing themselves to stand up to multinationals and banks, which dominate the world's economy.

Why not join in the struggle for a better world?

Talk to friends, family, neighbors and workmates about these issues. Please copy and circulate this leaflet as widely as you can.

Coming To US Theatres!
 June 10 - San Francisco - Landmark Lumiere 3
 June 17 - Minneapolis - Bell Auditorium
 June 24 - Seattle -The Varsity (Landmark)
 June 24 - Portland - Clinton Street Theatre

www.mclibelthemovie.com

LEAFLET your local McDonald's!
 Join our yahoo group: Mclibel-subscribe@yahoogroups.com

McLibel

→ their organization and sued them for libel. McDonald's offered them a stark choice: retract the allegations made in the leaflet and apologize, or go to court. Steel and Morris refused to apologize and decided to stand up to the burger giant. They went to trial and defended → £40,000. In 2004, Steel and Morris took an action against the U.K. government in the Court of Human Rights, claiming that a lack of access to legal aid → resulting in a mixed verdict. After spending an estimated \$20 million in legal fees, McDonald's was awarded

→ leaflet and apologize, or go to court. Steel and Morris refused to apologize and decided to stand up to the burger giant. They went to trial and defended → £40,000. In 2004, Steel and Morris took an action against the U.K. government in the Court of Human Rights, claiming that a lack of access to legal aid