

Behind the turnstiles at Berri-UQAM station, they are impossible to miss. A real takeover of space.

I saw it coming out of the subway and it really appealed to me. I do admit that it shocked me.

"They grieve like we do". They raise families like we do." The posters have simple, but powerful messages.

We find it's a touching campaign, actually. With images that are non-violent. Presenting a real non-violent point of view of the animal question.

Designed in the United States, and hosted by the Quebec organization Regard Animal, the Be Fair Be Vegan campaign elicits reactions.

"It makes me feel a bit guilty, and it might make me question my future choices."

"There is no depiction of violence, it is only the photos."

"Personally, it is an argument that gets along. Does it resonates in me? More or less."

The activists responsible for its coming to Montreal stress the positive nature of the vegan campaign.

"It is the contrast between the photo of the animal and the animal that we eat that really touches people."

Touches people? Or shakes them?

It's a campaign that addresses us directly.

"Pork" farmers in Quebec see the negative side of the campaign. They feel targeted by activists.

"I'd rather be on a forum where we work together to try to move forward, but it's true that - maybe I have pink colored glasses when I say that - because we'll never get along.

Even if they were sitting at the same table, both groups would have irreconcilable positions."

Vegans are against the killing of animals and the pain inflicted on animals.

We live with these animals, we breed them, we grow them, and, yes, we take them to the slaughterhouse, but that's all done with respect."

For this researcher in animal ethics, the non-violent nature of the campaign, should allow a better reflection.

"If the idea is to change attitudes, it would be worrying that nobody reacts by being a little touched or upset."

But, does it work?

"A campaign like this, when it takes all the space, in a public space like the Montreal metro, is hard to avoid."

The goal according to him is precisely to attract attention.

"There is no middle point in there. There are few people who are indifferent. It is either we are very sensitive to the cause and we agree with operations, or we are a little put off."

The posters will be here until the beginning of October. Long enough to convince others - or not - to join the vegan lifestyle.