

"Very little has been retained, but here is what I had said before the camera [in the ICI Radio-Canada segment about BFBV Montreal <https://ici.radio-canada.ca/.../campagne-vegan-animaux-humain...>]:

"I think it's a campaign that is both beautiful and important.

- First because it presents animals photographed closely, which highlights their individuality.

- Then, because it is not animals that are already favored (such as pets or other primates) but animals that are exploited the most and are among those we care the least: farm animals. Even the fish, which we identify with so much difficulty while they are also sensitive, are represented.

- It's a campaign that focuses on two crucial dimensions of ethical questioning about how other animals are treated:

- Empathy that can be felt when presented as individuals who are able to suffer, but also to have fun, to care about their loved ones, to establish meaningful relationships, to love, etc.;

- Our sense of justice, summoned when we stress the importance that these animals give to their own lives, insisting that they should not be our properties, speaking of their interest in being free.

- It is also a campaign by which we denounce all our euphemisms or language tips that have been developed to erase the subjectivity of these animals and to erase the horror of treatments that are reserved for them. We are reminded that we are dealing with mothers and not machines to produce eggs or milk. We note that a turkey is the subject of a life, not meat ...

- It's a campaign that, it seems to me, challenges us both individually and collectively. It speaks to us as individuals by compelling us to question our consumer behavior, but it also commits us as citizens, showing that we need to collectively change our industries and institutions.

- Finally, I would add that it is a campaign that insists on what is most fundamental: the fact that not all differences between individuals or groups of individuals can[not] justify discrimination. We're told "Different, but Equal", it's written basically on the ground at Berri Station. This is a lesson in justice which we are always interested in retaining. The day when we recognize that the species, no more than skin color, sex, gender, age, body shape, cognitive abilities or social class cannot justify the moral hierarchy of individuals we will be much more advanced from the point of view of justice."

— Valéry Giroux