



THE MAG OF MFA. SPRING-SUMMER 10 ISSUE 6

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# Dairy's + Dark Side

The Sour Truth Behind Milk

## Sickened Chicken

Factory-Farmed Disease,  
Contamination and Deadly Flu

## Dinner Time meets Story Time

Exclusive Interview with  
Ruby Roth

## The Conscious Cook

Recipes from Oprah's Favorite  
Vegan Chef





long brown hair, and a genuinely gentle and kind personality. For years, however, Virgil worked on a Tyson slaughterhouse kill floor in Grannis, Arkansas. He worked long hours snapping thousands of terrified and frantic birds into metal shackles – sending them down the line to have their throats slit by a spinning blade. During his time at the Tyson slaughterhouse, Virgil witnessed extreme cruelty – including workers sticking ice bombs inside live birds, ripping their heads off, stomping on them, and breaking their bones.

Over time, Virgil grew so disturbed and troubled by the abuse he saw and participated in that nightmares began to haunt him – prompting Virgil to quit his job at the Tyson plant, leaving behind his friends and paycheck.

Virgil's firsthand experiences eventually motivated him to become an outspoken, vegan animal rights activist. He began to blog about the horrors he had witnessed in the poultry industry – conducting interviews with the news media, and hosting workshops at conferences.

Meeting Virgil strengthened and reaffirmed my belief that each of us has the potential to extend our circle of compassion to include farmed animals – no matter how deeply involved or engrained our past behavior is in their abuse or exploitation.

Certainly, if a man who has slaughtered thousands of animals can put down his knife, sympathize with their suffering, and take meaningful action to end it, can't anyone make that journey?

In a movement where the abused and victimized cannot speak up on their own behalf, draft legislation, hold town hall meetings, or plead with the attacker to "please don't hurt me," our actions, or inactions, are a matter of life and death.

And while some people, like Virgil, will have their own compassionate epiphany, most of the world needs some gentle encouragement – something, or someone, to jolt them awake and help redirect them down a more just and kind path.

For a kinder tomorrow,

Nathan Runkle  
Executive Director

## Dear Friends,

Last October, Mercy For Animals celebrated its 10th anniversary. And while we have made great strides over the past decade, on a wide variety of platforms to protect farmed animals from cruelty, I am most deeply moved and uplifted by the personal stories I have heard of individuals who have been inspired and transformed by our work – propelling them to take actions to make the world a kinder place for animals.

Like all historic, progressive movements, the success of the animal advocacy movement rests squarely on the shoulders of an enlightened and committed few – who have risen to the challenge to not only embrace, but also promote, justice, kindness and compassion to all beings, even in the face of trying odds.

To be an effective, longtime animal advocate, you must have a sincere belief that all humans have the ability, and desire, to be fair, just and ethical.

Even after all the blatant violence and cruelty to animals I have witnessed over the past decade – from live animals being thrown away into trash bins, to being beaten, kicked, punched and stabbed – I still truly believe that all people have the potential to be kind and merciful to animals.

Case in point: Virgil Butler. A few years ago at an animal rights conference, I had the privilege of speaking alongside Virgil – a quiet, shy man with a hearty southern accent,



### Contributors

- Amy Bradley
- Derek Coons
- Daniel Hauff
- Alexandra Mann
- Brooke Mays
- Matt Rice
- Nathan Runkle
- Anya Todd



Mercy For Animals (MFA) is a 501(c)(3) non-profit animal advocacy organization that believes non-human animals are irreplaceable individuals who have morally significant interests and hence rights, including the right to live free of unnecessary suffering. MFA is dedicated to establishing and defending the rights of all animals.

Given that over 97% of animal cruelty occurs in the production of meat, dairy, and eggs, MFA's main function is promoting a vegetarian diet. MFA works to be a voice for animals through public education and advertisement campaigns, research and investigations, working with news media, and grassroots activism.

MFA relies on the generous support of compassionate individuals to carry on our life-saving work. To become a member, simply send a contribution of \$15 to:

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## Agribusiness as Usual

Recent investigations at U.S. slaughterhouses show that **disregard for animal welfare, human health and environmental protection** is simply "agribusiness as usual." At a veal facility in Vermont in late 2009, an undercover investigation uncovered extreme cruelty to animals, including a worker attempting to skin a calf alive in full view of a government inspector. After reviewing the investigative footage, the US Department of Agriculture suspended operations at the facility, pending further investigation.

In November, a federal grand jury indicted **House of Raeford Farms**, which kills over 30,000 turkeys each day, on 14 counts of violating the federal Clean Water Act,

accusing the company of knowingly bypassing its water treatment system and sending turkey feathers, blood, internal organs and other body parts directly to the city's municipal sewage. House of Raeford is the same facility where a 2007 MFA undercover investigation revealed plant workers throwing, punching, forcefully shoving their hands into cloacae (vaginal cavities), ripping the heads off, and cutting the throats of conscious animals.

And in December, CNN exposed the practice of sending sick, injured or otherwise "downed" pigs to slaughter, potentially jeopardizing human health and highlighting the need to extend the recent federal ban on the slaughter of downed cattle to include pigs and other animals.



## Drugged Animals, Sick People

In February, CBS Evening News investigated the serious dangers to human health posed by the widespread use of antibiotic drugs on factory farms. According to the report, over the past two decades, drug-resistant bacterial infections have skyrocketed, killing an estimated 70,000 Americans last year alone. It's an emerging health crisis that scientists say is caused, in part, by agribusinesses trying to boost profits by misusing antibiotics to promote faster growth and prevent disease in farmed animals.

Now that the issue has the attention of the public, the US Food and Drug Administration (FDA) has for the first time come out against the practice of using non-therapeutic drugs on farmed animals. "We have identified here that we're talking about a public health issue, that the overuse of antibiotics on farms does pose a risk to human health," said Joshua Sharfstein of the FDA. Pending legislation in Congress could ban some types of antibiotics used to treat humans from being administered to healthy farmed animals.

## Advancing the Legal Status of Animals

After decades of campaigning and legal wrangling by animal advocates, on December 1st the European Union accorded all animals - including farmed animals and fish - the status of "sentient beings." The obvious, but now legal recognition that animals are capable of experiencing pain and suffering promises to shape future European policies relating to animals and may serve as a guidepost for the U.S.

Michigan's legislature banned gestation crates for breeding sows, veal crates for calves and battery cages for laying hens in October, following the passage of similar laws in Arizona, California, Florida, Maine, Colorado and Oregon. Taking it a step further, in the same month, Governor Arnold Schwarzenegger of California, the nation's top dairy state, signed into law a bill prohibiting tail docking, a common and cruel mutilation of dairy cows.

While such measures fail to address all of the inherent cruelties involved in raising and slaughtering animals for food, these modest, yet meaningful, laws are major steps in the right direction.



## Slaughterhouse Inspector Accuses USDA of Covering Up Animal Abuse

Dr. Dean Wyatt, a supervisory veterinarian for the USDA's Food Safety and Inspection Service, testified in March before the U.S. House Oversight and Government Reform Committee that senior USDA officials had covered up reports of illegal slaughterhouse practices.

Wyatt testified that he and other inspectors who had cited violations, such as workers stabbing or butchering pigs who were still conscious and sensible to pain, were often overruled or threatened with demotion. For example, Wyatt ordered Bushway Packing in Vermont to suspend operations three times for cruelty to animals, but USDA

officials allowed the plant to reopen each time. The USDA finally suspended operations at the facility, but only after undercover footage revealing unconscionable animal abuse, including workers kicking, slapping and repeatedly electric-shocking calves, was made public last fall.

Calling for reform, Wyatt said, "I truly believe that the USDA inspector is the only advocate animals have in slaughter plants. [W]hen we tolerate animal abuse and suffering, then the moral compass of a just and compassionate society is gone."



# Compassionate Commander

Daniel Hauff is a man on a mission. As MFA's Director of Investigations, Daniel works closely with the organization's undercover investigators to expose farmed animal cruelty to the public. He lives in Chicago with his partner, Reeve, and their four rescued dogs and two rescued cats. Daniel believes that we should all aspire to "plant seeds of compassion for animals," both through activism and leading by example.



## Activist Spotlight: Daniel Hauff

**Position with MFA:** Director of Investigations  
**Hometown:** Akron, OH  
**Email:** DanielH@MercyForAnimals.org  
**Favorite Quote:** "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." – Margaret Mead

### CL: As Director of Investigations, what are your responsibilities?

**DH:** I oversee all aspects of our undercover investigations, including reviewing the video documentation, requesting statements about the footage from world-renowned animal welfare experts, and pressing for cruelty-to-animals prosecutions through the police and courts. I also work with grocers and restaurant chains to end their supplier relationships with cruel facilities and develop more humane buying policies.

### CL: Why are undercover investigations important?

**DH:** Video footage of farmed animal abuse is our movement's most powerful tool. Whenever someone chooses a compassionate diet free of meat, dairy and eggs, or legislation is passed or corporate policy changes made to reduce the suffering of farmed animals, it is almost always the result of cruelty exposed to the public through an undercover investigation.

### CL: How did you get involved in animal protection issues?

**DH:** Growing up with dogs and cats, I saw no difference between the suffering of the deer my father shot in the woods and the fear, pain, joys and sorrows that our companion animals felt. I knew that each and every animal is an individual with morally significant interests, not just dog and cats. When a friend gave me a leaflet describing the heinous treatment of animals raised for meat, I knew that I could no longer be a part of it, so I became a vegetarian. Later, when I learned about the suffering of laying hens and cows on egg and dairy farms, I became a vegan.

### CL: Viewing undercover video of animals being mistreated can be emotionally challenging. How do you cope?

**DH:** Whenever I hear of someone going vegan as a result of one of our investigations, I'm reminded of just how valuable our work is. That is all I need to cope. The heartbreak we endure by watching the footage is nothing compared to what the animals experience.

### CL: MFA has conducted 11 undercover investigations. What is the most memorable case you have worked on?

**DH:** Each case is absolutely memorable, but our investigation into Hy-Line International, the world's largest hatchery, was especially rewarding. Watching the cruelty footage go viral on the Internet, and hearing that it had been viewed over two million times on YouTube within a few days of its release, was truly exciting, as we knew that the story of the egg industry's tiniest victims had finally been told. People around the world were appalled to discover that over 200 million male chicks in the U.S. are ground up alive each year, and countless consumers nationwide decided to ditch eggs for good.

### CL: How can people support the work of MFA's undercover investigators?

**DH:** MFA's cruelty investigators are brave, unsung heroes of the animal rights movement. They put their safety on the line to do the heartbreaking and stomach-turning work that few of us could imagine. Support them and MFA by forwarding the investigative videos to your friends, neighbors, colleagues and family – spread the word. Raise awareness.

## Celebrating Compassion

Hundreds of kindhearted MFA supporters gathered at the December Celebrating Compassion Galas in Chicago and Columbus, and the New York City Gala in January for heartwarming awards ceremonies honoring those who have made outstanding contributions to farmed animal protection. Gala attendees also enjoyed decadent vegan dinners, complete with cruelty-free wines, spirits and delicious desserts.

Guests at the Chicago Gala, held at the historic Chicago Cultural Center and hosted by *Skinny Bitch* author, Rory Freedman, enjoyed a rousing performance by singer-songwriter Nellie McKay, while guests of the Columbus Gala, held at the beautiful Landmark Gateway Theatre were treated to the musical styling of singer-songwriter Kyle Vincent, who also emceed the event. Attendees of both Galas enjoyed inspiring awards ceremonies honoring local animal-friendly elected officials, business owners, members of the news media, animal caretakers and healthcare professionals.

*Queer as Folk* star, Hal Sparks, hosted the star-studded New York Gala at the prestigious Prince George Ballroom in Manhattan. Celebrity guests of honor included legendary artist Peter Max, HLN's Jane Velez-Mitchell, comedian Dan Piraro, and HBO film producers Tom Simon and Sarah Teale.

• • • [CelebratingCompassion.com](http://CelebratingCompassion.com)



## Taking Vegetarianism to New Heights

MFA's "Why love one but eat the other?" ads – one featuring the adorable faces of a puppy and piglet side-by-side and the other of a cuddly kitten and fuzzy, yellow chick – have had highly successful runs on buses, trains and billboards in Boston, Chicago, New York City, Denver, Toronto and Michigan.

In January, MFA returned to Boston, running an additional 300 interior bus ads, this time amping up our commuter outreach by including pull-off sheets that riders could take with them, offering information on ordering MFA's free Vegetarian Starter Kit, our ChooseVeg.com website and 1.866 Veg.Tips number. MFA also ran 70 exterior bus ads, for the first time giving inner city drivers something to chew on while sitting in rush-hour traffic. All 370 ads ran for one month and amassed an estimated 25 million views.

In March, MFA posed the same question to residents and visitors of Ohio and Sin City, erecting five billboards across Toledo and nine throughout the greater Las Vegas area. The one-month Toledo campaign received over a million views, and the Vegas ads, sponsored by local members of Vegas Veg, ran for three months, with an estimated 10 million views.

• • • [MercyForAnimals.org/Advertisements.aspx](http://MercyForAnimals.org/Advertisements.aspx)



## New & Improved : MFA Online

Packed with powerful undercover video footage, detailed descriptions of MFA's campaigns, helpful "how-to" activism guides, nationwide outreach event listings, and tips on working with local restaurants to broaden their vegetarian selections, Mercy For Animals' newly updated website empowers you to use your mouse to help animals. The new [MercyForAnimals.org](http://MercyForAnimals.org) also includes details on becoming a prestigious supporter of The Hope Society and various other ways to support our work. So, visit us on-line and get active for animals!



• • • [MercyForAnimals.org](http://MercyForAnimals.org)

## The Year In Numbers

2009 was another groundbreaking year for MFA as we expanded our campaigns, websites and print resources. We distributed over 400,000 brochures at more than 400 public outreach events, reached nearly 60 million people with provocative advertising campaigns across the country and opened an Advocacy Center in NYC, bringing our grassroots efforts to the nation's largest city.

We garnered international media attention and captured "The Most Effective Vegan Campaign Award" at the National Animal Rights Conference for our hard-hitting undercover investigations, including exposés in 2009 of one of the nation's largest battery cage egg farms, a mega pig breeding facility and the world's largest hatchery. We also released *Fowl Play*, an award-winning documentary that became an official selection of over a dozen film festivals. Please stand by our side as we continue to give animals the voice they deserve in 2010.

• • • [MercyForAnimals.org/YIR2009](http://MercyForAnimals.org/YIR2009)

# AskAnya

Anya Todd is a vegan registered and licensed dietitian who graduated from Case Western Reserve University and completed her internship at the Cleveland Clinic Foundation. Anya believes everyone should plant a garden - even if that means just having 5 pots of nothing but basil.



A study recently published in the British Journal of Nutrition showed that nearly 200 subjects following a strict raw food diet had low levels of this particular antioxidant compared to others available in fruits and vegetables. That being said, I feel like proper nutrition requires a synergistic effect of whole foods. Focusing on one particular antioxidant or vitamin in one particular food is a bit silly, if you are eating a variety of foods.

The studies that have been conducted on subjects following a raw food diet have results similar to those of people following a whole food, plant-based diet, which utilizes cooked foods. Results include lower cholesterol levels, decreased weight, and decreased risk of chronic disease like cancer and diabetes. A well-balanced vegan diet should naturally include raw fruits and vegetables as major components of one's nutritional intake. A daily salad of greens and brightly colored veggies is a powerhouse of fiber, vitamins, minerals and antioxidants. For those devoted to a raw lifestyle, I would encourage you to make sure you have a regular source of vitamin B12 like every other vegan should. Meanwhile, I will continue to enjoy my baked quinoa-stuffed peppers while daydreaming of raw cheesecake from my favorite vegan bakery.

***A well-balanced vegan diet should naturally include raw fruits and vegetables as major components of one's nutritional intake***

## Q: What's your opinion of a raw vegan diet?

The first time I heard about the concept of raw foods, I was living in Boulder, CO. At the time, I did not give it much thought and shrugged it off as a "hippy fad." Boy - was I wrong! Ten years later, my local bookstore abounds with a plethora of books about the raw food lifestyle, and restaurants are specializing in the cuisine.

A raw food diet is based on consuming unprocessed foods that have not been heated past 115-120 degrees Fahrenheit. That's right - no roasted Brussels sprouts allowed! Many raw foodists consume a variety of fruits, vegetables, nuts, avocado, and sprouted grains/legumes - though there are variations of the diet, including those who primarily consume fruit or sprouts or juice. Advocates of this diet believe foods are more nutritious in their raw state, and claim benefits include increased energy, improved digestion and skin condition, weight loss, and decreased risk of disease.

It is true that some food preparation methods destroy nutrients and even create harmful byproducts, like deep-frying. Vitamin C and many of the B-vitamins are water soluble and susceptible to destruction when cooked. Yet, certain nutrients become more available to our bodies after being cooked, like lycopene, an antioxidant found primarily in tomatoes. The reason lycopene is more bioavailable is that the cooking process breaks down the cellular wall of the plant and allows our bodies to absorb more of the antioxidant.



## Recipes from The Conscious Cook

### Cream of Asparagus Soup

#### Ingredients:

- Sea salt
- 1 large bunch asparagus cut into 2-inch pieces
- 2 stalks celery, chopped
- 1 large onion, chopped
- 2 quarts faux chicken or vegetable stock
- 3 tablespoons extra-virgin olive oil
- 1 bay leaf
- 1 cup thick Cashew Cream (see below), more for garnish
- Freshly ground black pepper
- 2 cups fresh baby spinach
- Microgreens for garnish



Place a large stockpot over medium heat. Sprinkle the bottom with a pinch of salt and heat for 1 minute. Add the oil and heat for 30 seconds, being careful not to let it smoke. This will create a nonstick effect.

Add the asparagus, celery, and onion and sauté for 6 to 10 minutes, until the celery is just soft. Add the stock and bay leaf, bring to a boil, then reduce the heat and simmer for 30 minutes. Add the Cashew Cream and simmer for an additional 10 minutes. Remove and discard the bay leaf. Season to taste with salt and pepper.

Working in batches, pour the soup into a blender, cover the lid with a towel (the hot liquid tends to erupt), and blend on high. Add the spinach to the last batch and continue blending until smooth. Pour the soup into a large bowl and stir to incorporate the spinach batch. Ladle into bowls. Garnish each bowl with microgreens and drops of Cashew Cream.

## Featured Product

Daiya cheese, a new corner of the vegan market, shreds, stretches, melts and tastes delicious! Available in Italian Blend and Cheddar Style, this tapioca-based cheese is the perfect addition to vegan pizzas, nachos, pastas, sandwiches and so much more. Use it in a recipe as you would any cheese - no special handling required! Boasting great taste and healthy ingredients with 33% less fat than traditional dairy cheese, Daiya is free of the cholesterol, hormones and antibiotics found in cow's milk. Compassionate consumers can savor Daiya knowing that it's also free of common allergens, such as gluten and soy, with no artificial anything.

Daiya's instant success got the attention of VegNews magazine voters, winning "Product of the Year" in the 2009 Veggie Awards, and it's spreading to grocery stores and restaurants around the world.

Several Whole Foods Market locations, Zpizza restaurants and online retailers offer this popular product. Vegan-friendly brands, Gardein and Amy's, also offer products using Daiya cheese.

### Green Bean & Miso Salad

#### Ingredients:

- 2 tbsp yellow miso paste
- 3 tbsp rice vinegar
- 1 tbsp light agave nectar
- ¼ tsp sea salt
- ¼ tsp black pepper
- ½ shallot, minced
- 1 garlic clove, minced
- 1 tbsp Dijon mustard
- Juice of ½ lemon
- ½ cup safflower oil
- 1 tbsp minced fresh chives
- 1½ cups baby arugula
- 8 oz fingerling potatoes, boiled for 15 minutes, then sliced into ¼-inch-thick rounds
- 8 oz green beans, blanched in boiling water for 1 minute



Place the miso paste, vinegar, agave nectar, salt, pepper, shallot, garlic, mustard, lemon juice, and 1 tablespoon water in a food processor and pulse to combine. With the motor running, slowly add the oil in a thin stream until the vinaigrette is emulsified. Fold in the chives. Place the arugula, potatoes, and beans in a large bowl, drizzle with the vinaigrette, and toss to coat.

### Cashew Cream

Use 2 cups whole raw cashews, rinsed very well under cold water.

Put the cashews in a bowl and add cold water to cover them. Cover the bowl and refrigerate overnight. Drain the cashews and rinse under cold water. Place in a blender with enough fresh cold water to just cover them. Blend on high for several minutes until very smooth. (If you're not using a professional high-speed blender such as a Vita-Mix, which creates an ultra-smooth cream, strain the cashew cream through a fine-mesh sieve.)



For more information visit [DaiyaFoods.com](http://DaiyaFoods.com)

# DAIRY'S DARK SIDE

An MFA Investigation Reveals  
The Sour Truth Behind Milk

## DAY 1

**The mechanic training me says of the cows, "You'll learn to hate them." He whips them with a frayed steel cable and charges at them with a large wrench.**

"John," an undercover Mercy For Animals' investigator, documented this barbaric abuse while working at Willet Dairy in Locke, New York. Willet is the state's largest factory dairy farm, confining over 7,000 cows. For five weeks during the winter of 2009, John posed as just another employee, all the while secretly filming the farm's activities with a camera concealed on his body. The images he captured on film are a far and tragic cry from the dairy industry's "happy cow" commercials.

Evidence gathered during the investigation revealed:

- Cows confined indoors in herds so densely packed or stalls so small that they could barely move
- Workers kicking, punching and electric-shocking cows and calves
- Newborn calves dragged away from their mothers, causing emotional distress to both mother and calf
- "Downed" cows – those too sick or injured to stand – left to suffer for weeks before dying or being killed
- Workers injecting cows with a controversial bovine growth hormone used to increase milk production
- Cows with debilitating leg injuries, abscesses, open wounds and prolapsed uteruses
- Workers burning out the horns and slicing off the tails of calves without anesthesia

## Cruel Confinement

Like many dairy cows across the country, Willet's cows lived in dismal warehouses. They often stood body-to-body in manure-collection aisles, nearly hoof-deep in excrement, or lay in concrete stalls too small for them to fit comfortably. Except when herded to and from the milking parlor, cows rarely left this cramped holding area, and they barely saw sunlight or breathed fresh air until the day they were loaded onto a truck bound for slaughter.

## Sickening Conditions

Many of the cows suffered from severely swollen hocks (corresponding to human ankles), due to prolonged lying and standing on concrete. In many cases, the swellings were as large as grapefruits. The cows' legs were often manure-encrusted and their swollen hocks afflicted with open sores, impacted with feces and dripping pus.

Willet employees regularly injected cows with the growth hormone, Posilac, in order to maximize milk production. Posilac is a controversial drug, due to its possible link to cancer in humans. John documented several cows suffering from mastitis, a painful condition that often results from excessive milk production. Mastitis is marked by misshapen and discolored udders, often so grossly inflamed that they hang nearly to the floor and cause the cows to walk bowlegged.

John also observed multiple cases of uterine prolapse, a condition in which the uterus herniates outside of the cow's vagina during birthing. These grotesque, bleeding, and often infected protrusions festered with no apparent veterinary care, as do most injuries and illnesses on factory dairies. Some were exacerbated as they scraped along the concrete floors when the cows lay down. John called one severe case of uterine prolapse to the attention of a co-worker, who just smiled and walked off.



## The Downed Side of Dairy

Typical of modern dairies, many cows at Willet eventually became “downed,” or unable to walk or stand, due to illness or injury. One common cause of injury was slipping on concrete flooring that was slick with excrement. John documented numerous cases of downed cows left to suffer for up to 12 days with no apparent provision of food, water or veterinary care. In one desperate case, a cow had been left on the floor to languish on her side. She lifted her head repeatedly, but it lolled and collapsed to the floor every time. Tracks she had raked in the straw around her evidenced her prolonged struggle to stand.

On one occasion John observed a downed cow near death, with a gaping, infected gash on her leg. John asked a manager what the farm did with downers. He said, “We give them a couple weeks and if they don’t get up, we f---ing shoot them.” As workers herded cows into the milking parlor one day, one of the cows collapsed. Three workers forced her to her feet by pounding on her back, kicking her in the sides and jabbing her in the anus with keys.

**This downed cow is too sick or injured to stand.**



Such brutal treatment of downers in order to get them to their feet is common within the dairy industry, particularly among “spent” cows, who have reached the end of their milk-producing years. No matter how pained or decrepit a cow may be, as long as she is able to walk off of the transport trailer, even forcibly, a farmer can legally sell her flesh for human consumption.

Dr. Holly Cheever, a veterinary practitioner, who has lifelong experience with dairy cattle, explains an additional, yet rarely noted dimension of downer suffering:

**Any cow, as a prey and not a predator species, experiences terror due to her immobility, which instinctively causes stress since she knows she is helpless to protect herself with her instinctive fight or flight response. These wild-prey animal instincts are sufficiently deeply ingrained, behaviorally, as to be resistant to the mitigation of a few thousand years of domestication.**

## Breaking Bonds

While it is natural for cows to nurse and protect their calves for several months before weaning, on dairy farms calves are separated from their mothers shortly after birth. John observed workers dragging the terrified newborns out of the birthing arena by their legs, their mothers chasing and bellowing in distress.

**A co-worker described to John how a cow often becomes “crazy” after her calf is taken from her, “running around the box stalls, looking for it for days.”**

The calves were removed to a separate holding pen, their mothers hovering over the pen or attempting to push through the gate separating them from their calves. A co-worker described to John how a cow often becomes “crazy” after her calf is taken from her, “running around the box stalls, looking for it for days.” According to Debra Teachout, DVM, who also holds a degree in veterinary clinical pathology, “These outward signs of distress suggest an extreme psychologically traumatic experience for the mothers.”

Newborn calves to be raised as replacement heifers in the milking herd were housed in a barren, frigid tin shed. Early one morning, John discovered a downed calf, apparently dying from the cold. He called her condition to the attention of the worker responsible for newborns, who agreed that she was likely suffering from cold, but took no action to relieve her. Late that afternoon, the calf still lay in the same place, alive but barely breathing. The following day John found the calf frozen to death. Two other calves huddled together, shivering.

## Scorched. Sliced. Standard

Calves who survived the harsh first few weeks of life were destined for lives of continued deprivation and pain. At around one month old, calves were subjected to torturous mutilations, including “disbudding.” A standard practice within the industry, workers began by using cable to muzzle the calves and tightly bind their heads to the steel fencing. This immobilized the calves, as workers used a smoking iron to burn their nascent horns out of their heads, searing through flesh and bone and leaving behind molten, bloody cavities. Calves wheezed, frothed and strained to bellow through their bound mouths. One worker steadied the heads of struggling calves by grasping the tops of their skulls with one hand and thrusting his fingers into the calves’ eye sockets.



**Workers separate mother cows from their newborns by dragging the baby calves into a separate holding pen.**

After disbudding, calves immediately endured the torment of tail docking, another standard industry practice. Workers secured bladed clamps to the calves’ tails, slicing off the ends, including vertebrae. Like disbudding, tail docking is performed without anesthesia; the calves’ legs buckled from the pain, and they staggered and stumbled to the ground. Workers then applied the same smoking cautery used for disbudding to the amputations. Many veterinarians and animal scientists, including the conservative American Veterinary Medical Association, oppose tail docking as an acutely painful procedure that lacks scientific support.

## A Culture of Cruelty

### DAY 30

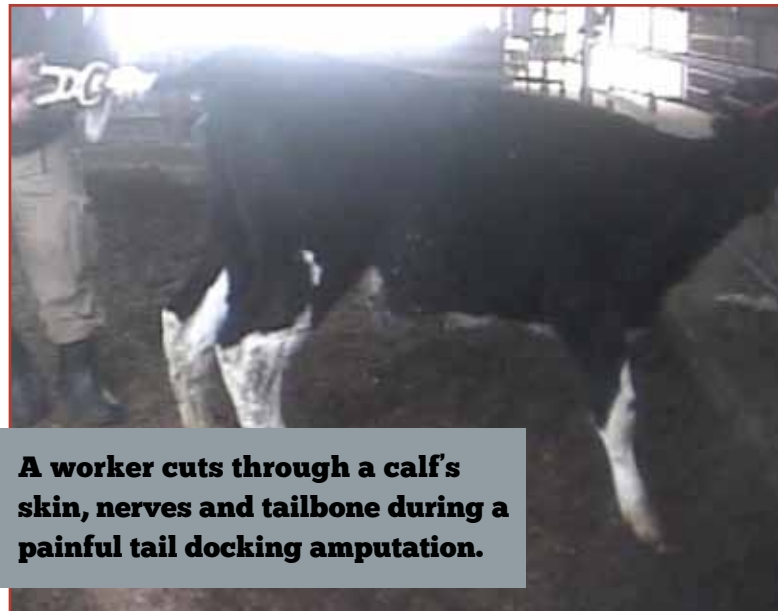
**I saw dozens of calves with bloody wounds where their horns had been burned out. My supervisor told me that this was his favorite job.**

**"We burn em'. It's this little iron, and you put it on the little nubs on their head and it kills it off. It's like, 'sssssss.' I used to love doing that."**

John frequently observed or listened to stories of violent, and often sadistic, battering of the animals. The mechanic training him often entertained himself by punching cows in the face. On one occasion he recounted an incident in which a calf had escaped and led him and two other workers on an extended chase. Once they had caught her, he said, "[W]e tied her to a gate and the three of us just started pummeling her. F---ing kicking her and hitting her. F---ing jumping off the top of the goddam-ed gate and stomping on her head and sh-t...

Awww, we were p-ssed...I'd just f---ing hold her head and start f---ing punchin' the s--t outta her! 'You stupid b-tch!' BAM! BAM!" He ended this story with a chuckle.

Pain and terror were the methods of operation for herding heifers into transport trailers at Willet. Workers pounded them in the rump, screamed, kicked and electric-prodded them. The transport trailers were often packed so tightly that the last few heifers in line could not fit in. Nevertheless, workers relentlessly battered them and shouted, repeatedly attempting to close the truck door on them, until the last of the heifers forced her way in.



**A worker cuts through a calf's skin, nerves and tailbone during a painful tail docking amputation.**



**Several times a day, dairy cows are hooked up by their udders to milking machines.**

## Milking Misery

"Crowd gates" facilitated herding cows into the milking parlor. These electrified metal gates closed in on the herds, producing electric jolts that forced the cows to walk forward. The herds were frequently so dense that some cows became pinned against the gates to suffer repeated shocks.

The cows were milked three times a day, headlocked into their milking stalls. Typically eight workers milked approximately 500 cows per hour, hurriedly and roughly attaching the mechanized milking devices to the cows' teats. Typical of cows on factory dairies, Willet's cows produced at least 50 pounds of milk per day – over three times that a nursing cow would naturally produce.

Posted on a refrigerator in a drug storage room were results of recent tests performed on milk from Willet's cows, revealing that 1,600 were afflicted with Streptococcus, Staphylococcus or E. coli.



## Mountains of Manure

In terms of overall environment, Willet was a veritable cesspool. John's supervisor routinely instructed him to unclog manure pits under the milking stations by reversing the pump such that manure sprayed all over the cows in the milking line and surrounding area. Manure from these indoor pits normally drained into outdoor lagoons, which spanned acres and generated an expansive, choking stench. John wondered whether it was a breach in one of Willet's lagoons that caused cow feces to flow from local residents' water faucets a few years earlier.

John also documented drinking vats holding black, oily water – the result of years containing rotting matter, with chunks of straw, manure and other debris floating on top. On one occasion he observed a cow drinking brown water that had collected on a pile of manure. Not far from there, he discovered a decomposing cow tail in the feed supply.



**A cow's budding horn is burned off - a painful mutilation performed without anesthesia.**

## Death on a Dairy Farm

At times corpses occupied holding areas with live cows, who uneasily sniffed the bodies of their perished herdmates. The dead were eventually piled in a front lot, where drivers picked them up and delivered them to rendering plants to be turned into low-grade dog food and soap. Once John noticed a cow in the lot who had been left behind. The driver had stuck a note on her, using a dab of manure, which read, "Sorry, can't take this cow. Rotten. Thanks."

If factory farm life does not overcome them first, cows at Willet and other industrialized dairies in the U.S. are spent and sent to slaughter at age four or five, about a quarter of their natural lifespan.

## Dairy's Downward Spiral

MFA's Willet Dairy exposé was a public-relations catastrophe for the U.S. dairy industry. Local and national television stations across the country featured the undercover footage and the Associated Press ran an attention-grabbing article in most major U.S. newspapers. Most notably, Nightline and ABC's World News Tonight with Diane Sawyer aired provocative episodes, in which reporters confronted the CEO of Willet Dairy head-on. Combined, these episodes reached over 12 million American viewers.

Upon release of the undercover footage to the public, Willet lost one of its largest buyers. Leprino Foods, a Denver-based cheese producer that distributes cheese to the top three pizza companies in the U.S. – Pizza Hut, Dominos and Papa Johns, dropped the cruel dairy as a milk supplier, citing animal welfare concerns.

MFA's investigation also prompted New York State Assemblymember Linda B. Rosenthal to propose a ban on the tail docking of cattle, similar to the New York ban on horse tail docking enacted decades ago and the ban on cattle tail docking signed into law in California last year. Since its introduction, the bill has garnered nearly two-dozen co-sponsors in the New York State Assembly.



## DAIRY AND VEAL: TWO SIDES OF THE SAME CRUEL COIN

The veal industry is a byproduct of dairy farming. Approximately half of the calves born to dairy cows are male and of no use to dairy farmers as they will not produce milk. Males of the dairy breed of cattle do not carry enough muscle to be raised profitably for beef, so they are slaughtered for veal – the flesh of young calves, considered a delicacy by veal consumers for its tenderness.

Cruelty is inherent in veal production, no matter what the type of veal ("white," "milk-fed," "organic," "grass-fed" or "free-range"). Calves used for veal are typically isolated from their mothers shortly after birth, causing extreme emotional trauma for both animals. Many calves are also castrated without anesthesia in order to prevent testicular hormones from toughening their flesh.

Calves raised for gourmet "white" veal are fed an iron-deficient formula, designed to induce borderline anemia. This deliberate malnourishment produces the pale flesh for which white veal is named. Such calves are also often confined to individual stalls or crates, so small that they are unable to turn around, stretch their limbs or lie down comfortably. Immobilizing calves in this way inhibits muscle development, resulting in the ultra-tenderness for which white veal is prized by many. Crated calves experience leg and joint disorders, and those with an impaired ability to walk are often electric-prodded, kicked and dragged onto the auction and killing floors.

Some calves are slaughtered or sent to auction immediately after birth, often with their umbilical cords still attached. These calves are sold for "bob veal," a cheap meat used in TV dinners and dog food.



Each time we sit down to a meal or visit the grocery store, we must not only remember the suffering of dairy cows but also of their offspring. Whenever we support the dairy industry, we also support the veal industry.

## Dairy-Free & Delicious

Dairy-free has never been more delicious. Not only are there amazing butter, sour cream and cream cheese substitutes, there are decadent vegan whipped "creams" and coconut milk or soy milk-based ice creams in a variety of flavors.

Rice milks, almond milks, hemp milks and soy milks – plain, vanilla and chocolate – are available in nearly every grocery store. They are great on their own, served over cereal, or used in baking.

1 cup milk =  
1 cup soy or almond milk

1 cup buttermilk =  
1 cup soymilk + 1 tablespoon white vinegar  
(let stand 5 - 10 minutes)

1 cup butter =  
1 cup vegan margarine such as Earth Balance or ¾ cup vegetable oil

Because vegan margarine is less solid than dairy butter, freeze it before using it in a pie crust. Chill the crust 15 minutes before rolling it and again before baking it. Also, decrease any salt in the recipe by half, unless your vegan margarine is salt-free.



## Putting Ethics on the Table

The abuses recorded at Willet are not isolated. Cruelty investigations have exposed similar abuses nationwide, strongly suggesting that Willet is not a mere "bad apple" of the industry, but a reflection of industry norms.

Of course, dairy cows are not the only victims of animal agribusiness. The meat, egg and seafood industries also subject animals to unconscionable and systemic abuse. And like any other business, agribusiness supplies products in response to market demand; therefore, the best action that we can take to end animal suffering is to shrink consumer demand for animal products by adopting a plant-based, vegan diet.

The array of vegan products on the market, including hearty faux meats and delicious alternatives to dairy products, is rapidly expanding and increasingly mainstream, making cruelty-free living easier now than ever.

**According to some estimates, the average vegan spares the lives of over 50 animals per year - a shining testament to the power each of us holds to make a positive impact on the world.**



According to some estimates, the average vegan spares the lives of over 50 animals per year – a shining testament to the power each of us holds to make a positive impact on the world.

Most of us would never directly subject animals to the abuse documented at Willet. Such mistreatment runs against our moral grain. As thinking people, however, we must ask ourselves: how different is it, if at all, to pay someone else to abuse animals on our behalf?

When we support factory farms with our consumer dollars, we are as culpable as any factory farm worker or owner. Ultimately, factory farming is a dirty business – and they couldn't do it without us.

# HELP PROTECT

## MILLIONS OF OHIO FARMED ANIMALS

**X** Ballot Initiative to Prohibit Cruel Intensive Confinement, Downer Abuse and Inhumane Killing Methods

Ohioans have an incredible opportunity this year to end some of the cruelest farming practices in the state. A compassionate, citizen-sponsored ballot initiative, spearheaded by the group Ohioans for Humane Farms, is underway to reduce the suffering endured by over 27 million farmed animals each year on Ohio's factory farms.

Mercy For Animals is a proud ally of Ohioans for Humane Farms, a coalition of animal advocacy, food safety and environmental advocates driving a grassroots campaign to place a farmed animal protection measure on the November 2010 ballot. The measure would not only prevent extreme confinement of farmed animals in crates and cages, but also prohibit meat from "downed" animals from entering the human food supply and ban painfully inhumane "euthanasia" methods commonly practiced in the state.

This ballot measure would allow voters to provide much needed guidance to the newly enacted Livestock Care Standards Board by setting minimal, common-sense standards that would greatly reduce cruelty to animals, improve health and food safety, and help safeguard the environment. **If passed, the measure would:**

**X** **BAN EXTREME CONFINEMENT IN TINY CAGES FOR MONTHS ON END.**

Tens of thousands of calves raised for veal, 170,000 breeding pigs, and approximately 27 million egg-laying hens in the state are confined in cages and crates so restrictive that the animals can barely move for virtually their entire lives. Many don't even have enough room to stretch their limbs, turn around or comfortably lie down.

**X** **PROHIBIT "DOWNER COWS" FROM ENTERING THE HUMAN FOOD CHAIN.**

Allowing sick and injured animals into the food supply threatens public health and food safety. Cows too sick or injured to stand or walk on their own to slaughter should not be painfully dragged, pushed, shocked and beaten onto the kill floor to be used for human consumption.

**X** **OUTLAW THE PRACTICE OF KILLING COWS AND PIGS BY STRANGULATION**

A factory farmer was videotaped killing sick pigs by hanging them execution-style from a tractor, leaving them to writhe in the air for minutes on end. He was acquitted of cruelty charges – a verdict Ohio's agribusiness community hailed as a "huge victory" – because the state has no law specifically requiring humane euthanasia of farmed animals.

There are no laws regulating the killing of sick and injured animals on the farm and for years Ohio lawmakers have failed to address even the most heinous abuses. Ohio has some of the weakest anti-cruelty laws in the nation and farmed animals, although they count for the vast majority of animals in the state, have the least protection.

While the most powerful action that each of us can take to reduce animal suffering is to adopt a vegan diet, the ballot measure stands to improve the lives of millions of farmed animals, and if passed, would be a tremendous stride in the right direction.



### TAKE ACTION NOW!

With 403,000 valid signatures needed to place the measure on the November ballot, signature-gathering efforts are at their most crucial point and are underway throughout the state. Volunteers and financial support are vital. Please visit [OhioHumane.com](http://OhioHumane.com) and take one or more of the following actions:

- Sign up to join the campaign
- Make a monetary donation to support the campaign efforts
- Participate in or organize a signature-gathering event

### JOIN THE CAMPAIGN ONLINE:

Visit: [OhioHumane.com](http://OhioHumane.com)

### JOIN THE CAMPAIGN OFFLINE:

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1799 W. 5th Ave. #318  
Columbus, OH 43212  
614-464-7421

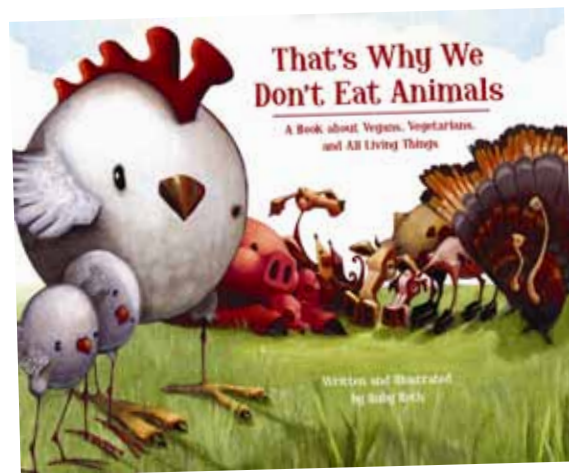


# Story Time meets Dinner Time

Exclusive Interview with Ruby Roth



I WANTED KIDS TO IDENTIFY THE INCREDIBLE SIMILARITIES AND DIFFERENCES BETWEEN OURSELVES AND ANIMALS – THE IDEA BEING THAT BOTH INSPIRE WONDER AND COMPASSION.



Ruby Roth is an author, illustrator and painter, residing in Los Angeles. Roth created her new illustrated book, *That's Why We Don't Eat Animals*, for elementary school-aged children, exploring topics such as factory farming, overfishing and rainforest destruction in a manner that is truthful, yet age-appropriate. As Jane Goodall, primatologist, activist and UN Messenger of Peace says of Roth's latest book, *"Farm animals have emotions similar to our pets and this is conveyed in Roth's enchanting illustrations. It will make children –and their parents – think."*

**CL:** What inspired you to write an illustrated book for children about vegetarians?

**RR:** In 2003, I went vegan as a health experiment and it was like taking off a heavy jacket and starting to run. The more I learned about food, animals, climate change, and our food and health industries, the more my choice was validated. Fast forward, I was teaching art at an elementary school and the kids were all curious about my veganism. Little by little, and very matter-of-factly, I shared my reasons and they responded with incredible insight. Many kids wanted to go vegan, but there was no support system in their schools or homes. I looked, but couldn't find a book on the subject that wasn't based on a talking animal or vegetable, which I felt they were too smart for. So I decided to create the book myself.

**CL:** Your book is informative and honest, while not "too scary" for young children. How did you approach the text and illustrations in order to strike this balance?

**RR:** I wanted to provide factual, emotional ideas that children relate to. In my experience teaching, I found that children don't require the sugarcoating they usually get. They respond with great intelligence to facts and in turn, a powerful sense of self-empowerment. Although the book is written in simple, sweet language, it is in fact comprised of factual, ethological information. I wanted kids to identify the incredible similarities and differences between ourselves and animals – the idea being that both inspire wonder and compassion.

**CL:** What values do you hope to instill in children who read your book?

**RR:** This book is about valuing all life and feeling connected to animals and the planet. With this kind of conscious appreciation for all living beings, we're more likely to treat the planet and each other and ourselves with great care. Also, being that vegan children get little support in the world outside of their families, I want this book to inspire self-confidence, bravery, and a pride in self-determination. I want vegan kids to feel good about sticking up for what they believe in, regardless of what their peers are eating at birthday parties or in the school cafeteria.

**CL:** What has the response been to the book?

**RR:** People across the world have been super-excited and supportive. At readings, children have shown incredible interest and insight – even those raised on meat and dairy. I think they enjoy being let in on what seems to have been a "secret" kept from them. They are excited by the truth and start asking a lot of questions and drawing their own conclusions.

**CL:** You conclude with a page titled "What Else Can We Do?" How do you hope children and/or their parents will apply what they've learned from your book?

**RR:** I hope families continuously find ways to foster a sense of appreciation for animals, health, and the planet. I say in the book that each day, we have the freedom to change our lives. I think this is a very important concept for any child or adult to absorb; and one to emphasize when you read the book to a kid: we do not have to fear things that we have the power to change. This kind of upbringing extends beyond veganism into all facets of life...and it lasts a lifetime.

**CL:** What role do you see this book playing in the animal rights movement?

**RR:** I hope this book becomes the go-to resource for teachers, librarians, parents, and veg families who respect a child's capacity for information as well as their capacity to make decisions. There has never been a more relevant time to learn about veganism.

It is a solution related to many crucial issues in the headlines today, from disease and healthcare to climate change and endangered species.

**CL:** Do you feel that you have a social responsibility as a writer/artist?

**RR:** Yes, particularly in a poor economy when art and books are luxuries, I aim for my work to be not only practical, but political. But no matter what my career, I would feel a responsibility. Regardless of your profession, be it house cleaner, makeup artist, or lawyer, you have the capacity to be very effective by introducing social, environmental, or food responsibility within your field.

**CL:** What do you see in the future of veganism and animal rights?

**RR:** Following the civil rights movement, veganism is the next step for moral progress in our society. I think the movement will follow the same historical trajectory as all previous rights movements – through denial and anger, but finally acceptance. Most immediately, I envision the eradication of factory farms. Be it from the outside in, as a result of widespread education or from the inside out, as the result of widespread diseases like H1N1, I believe that factory farming will inevitably collapse. It is far too unsustainable not to reach that point eventually.

To learn more about the book visit [www.WeDon'tEatAnimals.com](http://www.WeDon'tEatAnimals.com)

# SICKENED CHICKEN

## FACTORY-FARMED DISEASE, CONTAMINATION AND DEADLY FLU

In his recent book, *Eating Animals*, Jonathan Safran Foer chronicles the extreme overcrowding, brutal handling, torturous mutilations, neglect and terrifying, violent slaughters that comprise the tormented existence of animals used in U.S. meat, dairy and egg production.

While the bulk of Foer's book addresses the emotional, psychological and physical suffering of animals at the hands of factory farms and slaughterhouses, in his chapter titled "Influence/Speechlessness," Foer argues that the abuses rampant in factory farming will inevitably reach beyond non-human animals and cause wide-scale human suffering and death.

Citing the Food and Agricultural Organization of the United Nations, the World Health Organization (WHO) and the World Organization for Animal Health, Foer reports that there is an irrefutable link between factory farming and the emergence of drug-resistant "superpathogens" and more virulent strains of salmonella, *E. coli* and flu that threaten catastrophic global pandemics.

### A Case in Point: Disease-Ridden, Feces-Contaminated Chicken

Taking modern poultry farming as an example, Foer illustrates how meat sold in supermarkets becomes disease-ridden and feces-contaminated. According to Foer, the problem originates in the overcrowded, filth-ridden, indoor confinement and crude mishandling of animals raised for food.

Factory farmers typically house animals by the thousands in warehouses laden with liquid manure and fecal dust. These animals are packed body-to-body, barely able to move, let alone avoid inhaling or touching their own and each other's excrement. *E. coli*, salmonella and campylobacter (a common form of food poisoning that can be severely debilitating) are all feces-borne pathogens, which combined contaminate up to 83 percent of chicken meat sold in retail stores. Fecal contamination is facilitated by assembly-line slaughter systems. Animals moving along high-speed conveyors pass by workers or through automated machines so quickly that they are often improperly

stunned or their crucial arteries missed and they continue along the belt, live and conscious, breathing in, swallowing or absorbing pathogens in their environment.

Due to botched attempts to kill them, many chickens enter the scalding feather-removal tanks alive. According to government estimates, about four million birds per year go live into scalding tanks. As feces on the skin and feathers is transferred to the water, these animals leave the tanks filled with pathogens that they have ingested or absorbed through their pores, which dilate from the heat.

High rates of contamination also occur as animals pass through automatic "eviscerators" – machines that slice them open and remove their internal organs. Again, the rapid pace and mechanization of this process commonly lead to botched results, such as intestines accidentally torn open, releasing feces into the animals' body cavities.

Finally, thousands of dead, featherless, gutted birds are cooled at the same time in massive tanks of cold water. Tom Devine, from the Government Accountability Project, has stated that the "water in these tanks has been aptly named 'fecal soup' for all of the filth and bacteria floating around." The U.S. Department of Agriculture currently allows 11 percent of a carcass's weight to consist of absorbed fecal soup sold at chicken meat prices.

### Influenza: The Barnyard Theory

Foer asserts that not only does factory farming facilitate the spread of existing diseases through contaminated meat sold to consumers, it threatens human health by promoting the creation and spread of new diseases able to move between farmed animals and humans.

Citing virologist Robert Webster, he explains that all flues have their origins in domestic birds. Webster coins this the "barnyard theory" of transmission. Each species of mammal is susceptible to only certain



The U.S. Department of Agriculture currently allows 11 percent of a carcass's weight to consist of absorbed fecal soup sold at chicken meat prices.



flu viruses carried by birds; however, there is overlap, and this is where the trouble begins. Pigs and humans, for example, are vulnerable to at least two of the same types of bird flues. Humans are also susceptible to certain flues carried by pigs. When an animal becomes infected with two types of viruses at the same time, the viruses may mingle and mutate into a new strain. In the case of H1N1 (swine flu), it appears that a pig became infected with bird and pig flu viruses that were also contagious to humans, creating a new strain of human flu, more virulent than any other. Scientists at Columbia and Princeton Universities have been able to trace most of the genetic components of H1N1 directly to U.S. factory farms.

Mega-animal factories are virtual petri dishes for the emergence of such new flu viruses. Subjected to extreme overcrowding, stress, squalor and artificial light, factory-farmed animals are illness-prone. Further, as animals on factory farms are bred for genetic uniformity, they are ripe for the rapid-fire spread among them of any new disease. According to WHO, another lethal global flu pandemic "is coming" and 2 million to 7.4 million people will die.

### The Rise of the "Superpathogen"

Animals on factory farms are fed antibiotics on a daily basis to compensate for their weakened immune systems. Such non-therapeutic use of drugs threatens the development of what Foer terms a deadly "superpathogen of superpathogens," resistant to all available drugs. He cites numerous studies that show bacteria quickly adapt to new antibiotics after the drugs are introduced to

farmed-animal feed. For example, in 1995 when the Food and Drug Administration approved the use of a new class of powerful antibiotics on poultry farms, the percentage of bacteria resistant to these drugs rose from nearly zero to 18 percent.

### Veganism: Preventative Medicine

As Foer aptly observes, the power of factory farming profiteers to profoundly affect human health has been handed to them by consumers. "We have chosen, unwittingly," he asserts, "to fund this industry on a massive scale by eating factory-farmed products."

Our power as consumers is truly tremendous – a fact that should inspire and encourage us all. By adopting a vegan diet, we not only greatly reduce the needless suffering and death of animals, but we also become the guardians of our own health, empowering ourselves to help prevent our own needless suffering and death, and that of our fellow humans.

### Logo T

\$20 (XS, S, M, L, XL, XXL)

Show your support for animal liberation with MFA's logo apparel. Features the MFA logo on 100% cotton, sweatshop-free garments made by American Apparel.

T available in white or black.

### Girls Baby Cap T

\$15 (XS, S, M, L, XL)

Available in black only.



### "Not Cool" T

\$25 (XS, S, M, L, XL, XXL)

This pro-vegetarian hipster T features the etchings of the human rib cage, a dotted line delineating the stomach, and a swallowed chick-with-attitude declaring, "Not Cool." A larger chick rests on the back bottom corner of the T who concludes "Go Vegetarian." The left sleeve bears the MFA logo.

### Beef Cuts 101 T

\$25 (XS, S, M, L, XL, XXL)

Parodying the classic Beef Cuts diagram used by butchers, this edgy new T gives a brutally honest look at what's truly for dinner.



### Hoodie

\$30 (S, M, L, XL, XXL)

This popular item features MFA's logo on the front of a 50/50 cotton/polyester hooded sweatshirt.

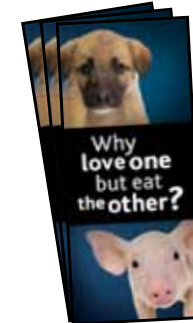
### Messenger Bag

\$25

For school, work, and travel — MFA's messenger bags give you go-anywhere capabilities with ease. Bag made from black canvas by Anvil.

### Puppy & Piglet Brochure

10/\$1



Complete with graphic factory farm and slaughterhouse photos, shocking facts, and info dispelling the "humane" meat myth, MFA's newest brochure challenges readers to show compassion for all animals, not just cats and dogs, by going vegetarian.



### Fowl Play DVD

\$10

MFA's new, award-winning documentary featuring footage from the country's largest egg facilities, as well as interviews with animal rescuers, undercover investigators, and animal care professionals.

### Eat Kind Bag

\$5

This new, lightweight canvas bag is great for trips to the grocery store. Nude color with "Eat Kind, Choose Vegetarian" in green print, accompanied by a cute pig holding a sign with the MFA logo.



### Vegetarian Starter Kit

2/\$1

MFA's 32-page Starter Kit is packed full of mouth-watering recipes, helpful tips, and thought-provoking information on the health, ethical, and environmental reasons to go vegetarian.



### Global Warming Brochure

10/\$1

This new MFA brochure exposes another inconvenient truth: meat production is a leading cause of global warming. Learn how raising farmed animals creates more greenhouse gas emissions than all the world's cars and trucks combined.



### Vegetarian Eating Brochure

10/\$1

Positive, inspiring, and informative, this non-graphic pro-vegetarian brochure describes the ethical, health, and environmental benefits of a plant-based diet.

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