Ag-Gag Wars
DEFENDING FREE SPEECH AND ANIMALS

ESTHER THE WONDER PIG
MOVE OVER MISS PIGGY… THERE’S A NEW GIRL IN TOWN

TYSON TAKEDOWN
HOW MFA’S INVESTIGATOR CAUSED THIS CORPORATE GIANT TO CHANGE

MAYIM BIALIK
TV’S VEGAN SUPERSTAR SPARKS A BIG BANG
It all started with a piglet, a schoolteacher, and a broken legal system 15 years ago. It was a warm spring morning at Graham High School, a quart school nestled between farmhouses and cornfields off a small country road in Saint Paris, Ohio. As the bell rang, students noticed something shocking: a sickening case, which unfolded virtually in front of their eyes. This story will forever change how some Ohioans think about the future of their state. As we look back, we also look ahead to the future of the animal protection movement. I know, in my heart, that we will prevail in the next 15 years with great excitement. I've highlighted MFA's growth, successes, and achievements over these past 15 years. And it's all been possible because of you.

**THE KING IS DEAD!**

In a huge victory for farmed animals across the nation, the dangerous “King Amendment” to the Farm Bill was stopped dead in its tracks. Sponsored by the notoriously anti-animal Steve King of Iowa, the King Amendment would have wiped out virtually every state law protecting farmed animals from even the most horrific cruelty. Beef is actually not what’s for dinner in more and more American homes. In fact, beef consumption has been on the downturn for years in the U.S. and is expected to drop another 5 percent in 2014. Americans aren’t swapping cows for fish either. Seafood consumption is in the midst of a seven-year nosedive. Got milk? Not so much anymore. Milk has seen a whopping 40 percent decrease in consumption since 1970.

**FOSTER FARMS FIASCO**

Foster Farms chicken is to blame for sickening hundreds with salmonella. The outbreak came during a government shutdown when the USDA and the Food Safety and Inspection Service websites were down, leaving millions in the dark and at risk. Just a couple of months later, Foster Farms was back in the news after a cockroach infestation was discovered at its Livingston poultry plant.

**MFA’s first undercover investigation uncovers shocking cruelty at Ohio’s largest egg factory farms and leads to the rescue of 34 hens.**

**Please Don’t Pass the MEAT, DAIRY, or SEAFOOD**

**Please Don’t Pass the Meat!**

**NEWSWATCH**

**TCBY AND CHIPOTLE EMBRACE VEGANISM**

Californiaans were super excited last summer when Chipotle launched its delicious new Sofritas – braised tofu with spices — throughout the state. Now the mega chain has plans to take Sofritas nationwide. Another vegan debut, TCBY’s almond-based chocolate frozen yogurt, was so hugely successful that the company has introduced an incredibly tasty vanilla flavor, now available throughout the U.S.

**FRIENDS,**

It started with a piglet, a schoolteacher, and a broken legal system 15 years ago. It was a warm spring morning at Graham High School, a quaint school nestled between farmhouses and cornfields off a small country road in Saint Paris, Ohio. As the bell rang, students noticed something shocking: a sickening case, which unfolded virtually in front of their eyes. This story will forever change how some Ohioans think about the future of their state. As we look back, we also look ahead to the future of the animal protection movement. I know, in my heart, that we will prevail in the next 15 years with great excitement. I’ve highlighted MFA’s growth, successes, and achievements over these past 15 years. And it’s all been possible because of you.

**THE KING IS DEAD!**

In a huge victory for farmed animals across the nation, the dangerous “King Amendment” to the Farm Bill was stopped dead in its tracks. Sponsored by the notoriously anti-animal Steve King of Iowa, the King Amendment would have wiped out virtually every state law protecting farmed animals from even the most horrific cruelty. Beef is actually not what’s for dinner in more and more American homes. In fact, beef consumption has been on the downturn for years in the U.S. and is expected to drop another 5 percent in 2014. Americans aren’t swapping cows for fish either. Seafood consumption is in the midst of a seven-year nosedive. Got milk? Not so much anymore. Milk has seen a whopping 40 percent decrease in consumption since 1970.

**FOSTER FARMS FIASCO**

Foster Farms chicken is to blame for sickening hundreds with salmonella. The outbreak came during a government shutdown when the USDA and the Food Safety and Inspection Service websites were down, leaving millions in the dark and at risk. Just a couple of months later, Foster Farms was back in the news after a cockroach infestation was discovered at its Livingston poultry plant.

**MFA’s first undercover investigation uncovers shocking cruelty at Ohio’s largest egg factory farms and leads to the rescue of 34 hens.**

**Please Don’t Pass the MEAT, DAIRY, or SEAFOOD**

**NEWSWATCH**

**TCBY AND CHIPOTLE EMBRACE VEGANISM**

Californiaans were super excited last summer when Chipotle launched its delicious new Sofritas – braised tofu with spices — throughout the state. Now the mega chain has plans to take Sofritas nationwide. Another vegan debut, TCBY’s almond-based chocolate frozen yogurt, was so hugely successful that the company has introduced an incredibly tasty vanilla flavor, now available throughout the U.S.

**FRIENDS,**

It started with a piglet, a schoolteacher, and a broken legal system 15 years ago. It was a warm spring morning at Graham High School, a quaint school nestled between farmhouses and cornfields off a small country road in Saint Paris, Ohio. As the bell rang, students noticed something shocking: a sickening case, which unfolded virtually in front of their eyes. This story will forever change how some Ohioans think about the future of their state. As we look back, we also look ahead to the future of the animal protection movement. I know, in my heart, that we will prevail in the next 15 years with great excitement. I’ve highlighted MFA’s growth, successes, and achievements over these past 15 years. And it’s all been possible because of you.

**THE KING IS DEAD!**

In a huge victory for farmed animals across the nation, the dangerous “King Amendment” to the Farm Bill was stopped dead in its tracks. Sponsored by the notoriously anti-animal Steve King of Iowa, the King Amendment would have wiped out virtually every state law protecting farmed animals from even the most horrific cruelty. Beef is actually not what’s for dinner in more and more American homes. In fact, beef consumption has been on the downturn for years in the U.S. and is expected to drop another 5 percent in 2014. Americans aren’t swapping cows for fish either. Seafood consumption is in the midst of a seven-year nosedive. Got milk? Not so much anymore. Milk has seen a whopping 40 percent decrease in consumption since 1970.

**FOSTER FARMS FIASCO**

Foster Farms chicken is to blame for sickening hundreds with salmonella. The outbreak came during a government shutdown when the USDA and the Food Safety and Inspection Service websites were down, leaving millions in the dark and at risk. Just a couple of months later, Foster Farms was back in the news after a cockroach infestation was discovered at its Livingston poultry plant.

**MFA’s first undercover investigation uncovers shocking cruelty at Ohio’s largest egg factory farms and leads to the rescue of 34 hens.**

**Please Don’t Pass the MEAT, DAIRY, or SEAFOOD**

**NEWSWATCH**

**TCBY AND CHIPOTLE EMBRACE VEGANISM**

Californiaans were super excited last summer when Chipotle launched its delicious new Sofritas – braised tofu with spices — throughout the state. Now the mega chain has plans to take Sofritas nationwide. Another vegan debut, TCBY’s almond-based chocolate frozen yogurt, was so hugely successful that the company has introduced an incredibly tasty vanilla flavor, now available throughout the U.S.

**FRIENDS,**

It started with a piglet, a schoolteacher, and a broken legal system 15 years ago. It was a warm spring morning at Graham High School, a quaint school nestled between farmhouses and cornfields off a small country road in Saint Paris, Ohio. As the bell rang, students noticed something shocking: a sickening case, which unfolded virtually in front of their eyes. This story will forever change how some Ohioans think about the future of their state. As we look back, we also look ahead to the future of the animal protection movement. I know, in my heart, that we will prevail in the next 15 years with great excitement. I’ve highlighted MFA’s growth, successes, and achievements over these past 15 years. And it’s all been possible because of you.

**THE KING IS DEAD!**

In a huge victory for farmed animals across the nation, the dangerous “King Amendment” to the Farm Bill was stopped dead in its tracks. Sponsored by the notoriously anti-animal Steve King of Iowa, the King Amendment would have wiped out virtually every state law protecting farmed animals from even the most horrific cruelty. Beef is actually not what’s for dinner in more and more American homes. In fact, beef consumption has been on the downturn for years in the U.S. and is expected to drop another 5 percent in 2014. Americans aren’t swapping cows for fish either. Seafood consumption is in the midst of a seven-year nosedive. Got milk? Not so much anymore. Milk has seen a whopping 40 percent decrease in consumption since 1970.

**FOSTER FARMS FIASCO**

Foster Farms chicken is to blame for sickening hundreds with salmonella. The outbreak came during a government shutdown when the USDA and the Food Safety and Inspection Service websites were down, leaving millions in the dark and at risk. Just a couple of months later, Foster Farms was back in the news after a cockroach infestation was discovered at its Livingston poultry plant.

**MFA’s first undercover investigation uncovers shocking cruelty at Ohio’s largest egg factory farms and leads to the rescue of 34 hens.**

**Please Don’t Pass the MEAT, DAIRY, or SEAFOOD**

**NEWSWATCH**

**TCBY AND CHIPOTLE EMBRACE VEGANISM**

Californiaans were super excited last summer when Chipotle launched its delicious new Sofritas – braised tofu with spices — throughout the state. Now the mega chain has plans to take Sofritas nationwide. Another vegan debut, TCBY’s almond-based chocolate frozen yogurt, was so hugely successful that the company has introduced an incredibly tasty vanilla flavor, now available throughout the U.S.
MEMBERS ON A MISSION

Ellen Kennelly
If there is something happening in the Boston area, chances are Ellen Kennelly is there with her team of volunteers sharing MFA’s message of compassion. Ellen does it all, from leafleting and running MFA exhibits at major festivals to delivering humane education presentations and reaching out to restaurants to expand their vegan menu offerings.

Joshua Sias
Cleveland Outreach Coordinator Joshua Sias started working with MFA about five years ago. You can usually find him volunteering alongside his partner, Frances Cheng. As a philosophy scholar with a focus in ethics, Joshua presents the ethical arguments for a plant-based diet, while Frances, who holds a doctorate in medical science, explains the health benefits. A true activism power couple!

ACTION REPORT

Telling It Like It Is

MFA’s hard-hitting videos exposing the routine cruelties of animal agriculture have been viewed online over 5 million times in the past few months. From our undercover investigations to compilation films like Farm to Fridge and Standard Practice, MFA’s videos are awakening viewers worldwide to the power of their food choices.

Kate Ziegler

MFA Position: Investigations and Research Associate
Hometown: Chicago, Illinois
Email: KateZ@MercyForAnimals.org

Words to Live by: “It’s a matter of taking the side of the weak against the strong, something the best people have always done.” – Harriet Beecher Stowe

Animal abusers better watch out for Kate Ziegler’s eagle eye. As investigations and research associate for Mercy For Animals, Kate works closely with MFA’s director of investigations and legal team to review and analyze undercover evidence, determine potential violations of law, and serve criminals a heaping helping of justice.

1. What inspired you to become vegan?
A good family friend told me about factory farming and its impact on animal welfare and the environment. Around the same time, I saw a video of an undercover investigation on the Internet. The footage of abuse and neglect truly horrified me. I transitioned to a plant-based diet to help as many animals as possible.

1. Why are undercover investigations important?
MFA’s undercover investigations reduce farmed animal suffering. They have inspired individuals to choose a compassionate diet free of meat, dairy, and eggs, corporations to enact welfare policy changes, and lawmakers to ban some of the cruelest forms of institutionalized animal abuse.

1. How do you cope with viewing undercover videos of animal abuse?
I’m reminded of just how important our work is when I hear of a high schooler adopting a vegetarian diet, or a multibillion-dollar company establishing animal welfare guidelines as a direct result of one of our investigations. Spending time with my family and trying new vegetarian recipes also helps me stay balanced.

1. What excites you about the future of MFA’s investigations department?
Growth! Every day, MFA receives résumés from individuals who love farmed animals and are interested in becoming undercover investigators. More investigators mean more investigations and more investigations mean an increased awareness of the cruelty farmed animals endure.

WORDS TO LIVE BY

Kate Ziegler at KateZ@MercyForAnimals.org
Hometown: Chicago, Illinois
MFA Position: Investigations and Research Associate

COMPASSION WITHOUT BORDERS

MFA’s anti-factory farming petitions have been going viral, with nearly a million people demanding major retailers take a stand against cruelty. Our Walmart petition calling for an end to gestation crates garnered 500,000 signatures alone, making it one of the most successful ever on petition site Change.org. Among the millions tweeting our petitions are A-listers like Tony Kanal, Kate Mara, and Emily Deschanel.

2003
MFA launches groundbreaking pro-vegetarian advertisements on MTV, BET, and Animal Planet.

2004

Joining the campaign against the egg industry’s “Animal Care Certified” label, MFA reveals inhumane conditions inside an ACC egg farm. Soon after, the Federal Trade Commission announces the label will be discontinued nationwide.

2005
Protecting Animals US merges with Mercy For Animals, expanding MFA’s reach to Chicago.

2006

MFA launches ChooseVeg.com.

VegNews magazine names Mercy For Animals “Nonprofit of the Year.”

To combat the rise in meat consumption in the developing world, MFA recently launched EligeVeg.com, CarneVideo.com, and a month-long Spanish-language email series that guides people through the transition to a plant-based diet. This groundbreaking campaign aims to inspire more people in Latin America to ditch meat. Similar sites and email series will soon launch in China and India, helping MFA spread compassion worldwide.

MEMBERS ON A MISSION

Ellen Kennelly
If there is something happening in the Boston area, chances are Ellen Kennelly is there with her team of volunteers sharing MFA’s message of compassion. Ellen does it all, from leafleting and running MFA exhibits at major festivals to delivering humane education presentations and reaching out to restaurants to expand their vegan menu offerings.

Joshua Sias
Cleveland Outreach Coordinator Joshua Sias started working with MFA about five years ago. You can usually find him volunteering alongside his partner, Frances Cheng. As a philosophy scholar with a focus in ethics, Joshua presents the ethical arguments for a plant-based diet, while Frances, who holds a doctorate in medical science, explains the health benefits. A true activism power couple!
Iron is an essential mineral that helps red blood cells carry oxygen throughout the body. It also acts in energy production, as well as assists in the maintenance of the immune and central nervous systems. With such important functions, it is no wonder iron receives a lot of attention.

We have all heard the myth that you have to eat meat in order to get iron. Luckily, that is not true when eating a well-balanced plant-based diet.

You may have also heard that iron from plant sources is not as easily absorbed as animal-sourced iron. This is true; however, when it comes to being utilized on a cellular level, it makes no difference what form the iron is in. Athletes participating in intense endurance exercise may also have a higher need.

When one’s diet lacks enough iron, a condition known as iron-deficiency anemia can occur. Symptoms include lethargy, headaches, and irritability. With these symptoms, it is easy to mistakenly self-diagnose your condition as anemia when it may be something more benign, such as lack of sleep — or in my case, chocolate withdrawal!

If you are truly concerned, have your blood levels checked. Please don’t supplement iron unless under the guidance of a health professional, as too much of the mineral can be as detrimental as vegans — it is the world’s most common nutritional deficiency.

Iron-rich plant sources include legumes, whole grains, seeds, dried fruit, and blackstrap molasses. To maximize absorption of the iron in your diet, there are “tricks” you can use, like consuming a food rich in vitamin C at the same time. So, a bean burrito loaded with salsa is a total winner, a perfect combination of iron (legumes) and vitamin C (tomatoes).

Iron is a total winner, a perfect combination of iron (legumes) and vitamin C (tomatoes).
MISSION OF MERCY

HOW ONE MFA INVESTIGATOR BROUGHT LANDMARK CHANGE TO TYSON FOODS AND THE PORK INDUSTRY

A SLEEPY TOWN'S DIRTY SECRET

Tucked into the cornfields of rural Oklahoma is Henryetta, a drowsy town of under 6,000 residents. Originally springing up around a coal mine, Henryetta's story over the past century is typical of small-town America. As manufacturing grew in the 1940s and 1950s, Henryetta grew with it. New plants and refineries brought an influx of jobs to the city. But by the 1990s many of those plants had closed their doors. Henryetta's population began to wane, and it seemed unlikely the town would ever play a prominent role on the national stage.

All that changed one dusty late-summer morning in September of 2013 when Pete (not his real name), a Mercy For Animals undercover investigator, pulled into the parking lot for his first day of work at Henryetta's West Coast Farms. It wasn't chance that had brought Pete to rural Oklahoma. West Coast was a contract pig farm for Tyson Foods, one of the country's largest pork producers, a factory farming behemoth that processes and kills 18 million pigs a year.

CULTURE OF CRUELTY

MFA had sent Pete to Henryetta with one mission: to shine a spotlight on the incredible cruelty Tyson inflicts on innocent pigs. As an employee at West Coast Farms, Pete would be able to do just that. Over the next few weeks, the hidden camera concealed in Pete's clothing would capture shocking brutality — and drive one of the country's largest pork producers to put an end to cruel practices it had supported for decades.

The abuse began almost from day one of a pig's life. Baby piglets were dragged away from their mothers shortly after they were born. Their tails were hacked off and their testicles cut out with a knife, all without painkillers. When piglets were sick or didn't grow quickly enough, workers killed them by lifting them high into the air and slamming them headfirst against the concrete. The practice, known as "thumping," is routine in the pork industry. As Pete's video showed, some piglets who had been thumped were still alive and breathing a full 30 minutes later, no doubt in intense agony.

Left: Pregnant pigs trapped in the cold metal and concrete of gestation crates. Right: Sick, injured, and slow-growing piglets are smashed headfirst into the ground.

The abuse began almost from day one of a pig's life. Baby piglets were dragged away from their mothers shortly after they were born.

Their tails were hacked off and their testicles cut out with a knife, all without painkillers. When piglets were sick or didn't grow quickly enough, workers killed them by lifting them high into the air and slamming them headfirst against the concrete. The practice, known as "thumping," is routine in the pork industry. As Pete's video showed, some piglets who had been thumped were still alive and breathing a full 30 minutes later, no doubt in intense agony.
TYSON’S SHAMEFUL STANDARDS

FOR PIGLETS WHO SURVIVED TO ADULTHOOD, THINGS GOT EVEN WORSE. WORKERS VICIOUSLY PUNCHED PIGS, KICKED THEM IN THE FACE, PULLED OUT THEIR HAIR, AND EVEN THREW A BOWLING BALL AT THEIR HEADS.

Dr. Temple Grandin, widely considered the world’s leading authority on farmed animal welfare, spoke out on NBC News to condemn the farm’s cruelty. “Poking pigs in the eye multiple times, violently shaking a young piglet, beating a sow with the edge of a board — these are things I rate as cruelty to animals,” said Grandin.

In the months that followed, over 370,000 people signed a Mercy For Animals petition on Change.org that demanded Tyson do away with gestation crates.

TYSON BREAKS

And then it happened. What Pete encountered the day he laced up his work boots and walked into West Coast Farms in rural Henryetta began to change on January 8, 2014, when Tyson Foods sent a letter to its suppliers setting forth a variety of meaningful animal welfare improvements. Slamming baby piglets headfirst into the ground would no longer be allowed on company-owned farms. And all of Tyson’s contract farmers were asked to provide mother pigs with enough room to stand, lie down, turn around, and stretch their limbs.

TYSON’S ABOUT-FACE MEANT MILLIONS OF PIGLETS AND MOTHER PIGS FROM COAST TO COAST WOULD BE SPARED FROM BRUTAL INJURY AND A LIFETIME OF INTENSIVE CONFINEMENT.

And this change — this reversal of decades-old policies — all sprang from one very brave investigator’s time on one hellish farm on the outskirts of Henryetta, Oklahoma.

When a pig, sick and crippled by life on a factory farm, had trouble walking, workers would beat her with a wooden board or jam fingers into her eyes to get her to walk.

Meanwhile, pregnant pigs were confined in tiny, maggot-infested “gestation crates” — individual metal stalls so small the pigs could not even turn around. In row after row, in stall after stall, these intelligent, social mothers were driven mad by the extreme confinement, their bodies riddled with open sores from constantly rubbing against the cage bars.

While dozens of producers, grocery chains, and fast-food outlets had pledged to end their use of gestation crates, Tyson had so far stubbornly refused to change.

THE DAM BURSTS

After just a few short weeks at West Coast Farms, Pete had compiled enough footage to document a pattern of routine brutality. What had been Henryetta’s dirty little secret was about to become a source of national outrage.

Video from MFA’s investigation soon blanketed the media, from multiple segments on NBC national news to damning print coverage in The Washington Post, Los Angeles Times, and other media outlets.

Top: Dead piglets were a common sight at this factory farm. Middle: Workers kick, punch, and beat animals daily. Bottom: Life in a crate is no life at all.

MFA’s investigation at an Ohio dairy farm reveals cows beaten with crowbars and stabbed with pitchforks and leads to arrest and conviction of a farm worker. Celebrities from Ashton Kutcher to Jamie Lee Curtis speak out against farmed animal cruelty.

With MFA’s support, a landmark animal welfare agreement is reached in Ohio that places a moratorium on battery cage facilities and bans veal crates and gestation crates.

Bob Barker joins MFA, narrating new investigative video revealing cruelty to calves at an Ohio veal factory farm. As a result, Costco, the nation’s third-largest grocer, implements a new policy banning the sale of veal from calves confined in veal crates.

MFA’s “Why love one but eat the other?” pro-vegetarian ad campaign is launched in Toronto, New York City, Las Vegas, New Jersey, and Michigan, reaching over 14 million commuters.

Through the first-ever undercover investigation into fish slaughter in the U.S., MFA exposes cruelty being skinned and dismembered while still conscious and suffering.

TAKE THE PIG QUIZ

1. Pigs are as intelligent as
   a. a dog
   b. a horse
   c. a three-year-old child

2. Pigs
   a. are extremely social
   b. form close bonds
   c. often sleep snout-to-snout
   d. all of the above

3. When pigs are isolated from other pigs they become
   a. depressed
   b. calmer
   c. all of the above

4. Pigs can learn to
   a. read
   b. manipulate objects on verbal cue
   c. play video games on a computer
   d. both b and c

Answer Key:
   1: c;  2: d;  3: a;  4: d
The owner and seven workers at a Texas factory farm are charged with criminal animal cruelty after MFA obtains hidden-camera footage of barbaric practices! The operation is raided and the owner is arrested for operating an illegal slaughterhouse. The case results in the first felony-level conviction for cruelty to factory-farmed birds.

MAYIM BIALIK: A VEGAN BLOSSOMS

Mayim Bialik is no stranger to the spotlight. Who can forget her dazzling performance as a young C.C. Bloom (Batte Midler) in Beaches, or her wildly successful television show Blossom, in which she played the title role?

Now playing Dr. Amy Fowler on the hugely popular CBS sitcom The Big Bang Theory (fun fact: Mayim actually holds a doctorate in neuroscience), Mayim’s career is hotter than ever! A dedicated vegan, Mayim has created her new cookbook jam-packed with over 100 delicious and simple recipes!

Tell us about your journey to becoming a vegan.

I've been vegetarian since I was 19, largely for animal rights reasons. I cut out most dairy in college, and about six years ago, after reading Eating Animals by Jonathan Safran Foer, I cut out all trace eggs and dairy. Obviously for me it's been a gradual process.

How does going vegan reflect your personal ethics regarding animals?

Going vegan was a huge nod to my love for animals and the guilt I felt even as a small child for eating animals. I do not believe it is right to abuse animals for our use of their meat and by-products simply because we are human.

There was no way for me to reconcile the inherent inhumanity of the business of making animals into our food and clothing, so I simply chose to happily avoid being part of those industries.

MUSTKNOW RECIPE

TOMATO SOUP WITH ISRAELI COUSCOUS

2 tablespoons olive oil
1 onion, chopped
1 to 2 carrots, diced
1 (14-ounce) can chopped tomatoes
6 garlic cloves, roughly chopped
6 1/4 cups vegan vegetable stock
1 to 1 1/2 cups uncooked Israeli couscous
2 to 3 mint sprigs, chopped, or several pinches of dried mint
1/4 teaspoon ground cumin
1/4 bunch fresh cilantro or about 5 sprigs, chopped
Salt and freshly ground pepper

1. Heat the olive oil in a large pan, add the onion and carrots, and cook over medium-low for about 10 minutes until softened. Add the tomatoes, half of the garlic, vegetable stock, couscous, mint, cumin, and cilantro.
2. Bring the soup to a boil, add the remaining chopped garlic, then lower the heat slightly and simmer gently for 7 to 10 minutes, stirring occasionally, or until the couscous is just tender. Season to taste with salt and pepper. SERVES 4–6

Can you offer some tips for people who feel they just don’t have time to cook?

I cook in advance and freeze things, and as I discuss in the book, I often feed my kids pretty simply and save the more labor-intensive recipes for special occasions.

Tell us about your journey to Mayim’s Vegan Table?

I've been vegan for over 10 years now. I was raised vegetarian and I have always been impressed with the inherent compassion of vegetarians. Over time, I've come to believe that being a vegan means much more than just not eating meat, but rather an ethical and moral stance that is in line with my values.

Many people who feel they just don’t have time to cook.

I often feed my kids simple things like burritos, taco salads, and chili. I cook in advance and freeze things, and as I discuss in the book, I often feed my kids pretty simply and save the more labor-intensive recipes for special occasions.

What are some fast and easy recipes that kids love?

One of the things I talk about in the book is teaching your children — and yourself — to enjoy foods in their natural state. Some of my son's favorite snacks are fruits and veggies with fun dips and some of their favorite meals are simple things like burritos, taco salads, and chili.

What can readers expect from Mayim's Vegan Table?

I put together a book with pediatric nutritionist Dr. Jay Gordon of actual recipes I make for my kids and for all the non-vegans in my life. It doesn't involve a lot of fancy ingredients and most of the recipes are very simple.

Can you speak to the health benefits of being vegan?

There are so many health benefits. For me, not having sinus infections, having my seasonal allergies reduced, and not constantly having stomach aches have been wonderful benefits of being vegan.

My son eats a large variety of fruits and vegetables to get all the nutrients they need and they’ve never been on antibiotics, nor have they had any significant allergy problems or intestinal problems that are often associated with eating dairy.

You've veganized classic Jewish dishes like potato latkes and matzo ball soup. What’s your secret to creating amazing new versions of traditional favorites?

The key in making traditional recipes of any kind vegan is that they need to taste good! I don't want people to say, “These are great vegan latkes.” I simply want people to say, “Those are great latkes!”

MUSTKNOW RECIPE | MAC N CHEEZ

1 16-ounce package pasta, such as farfalle, rigatoni, penne, shells, or large macaroni
1 1/4 cups nondairy milk (almond milk works best)
2 tablespoons all-purpose flour or white or brown rice flour
1 (8-ounce) can shredded vegan cheese, preferably mozzarella or cheddar
1/2 cup bread crumbs (optional)

1. Preheat the oven to 350°F.
2. Heat 1/2 cup of the milk in a saucepan and place in a large bowl.
3. In a separate saucepan, heat the remaining cup of milk over medium heat. Add the flour and whisk until dissolved. Add the shredded vegan cheese and stir constantly until the cheese is dissolved and the sauce is bubbly, about 5 minutes. Pour over the pasta mixture and stir to combine.

If desired, place the pasta in a 9 by 13-inch casserole dish and cover with the bread crumbs. Bake, covered, for 20 minutes. Uncover and broil until browned on top, about 5 minutes. SERVES 8

From Mayim's Vegan Table: More Than 100 Great-Tasting and Healthy Recipes from My Family to Yours by Mayim Bialik with Dr. Jay Gordon. Reprinted courtesy of Da Capo Lifelong Books.

The owner and seven workers at a Texas factory farm are charged with criminal animal cruelty after MFA exposes workers beating in the skulls of calves with hammers and pickaxes. The investigation sparks national outrage, causes the live-cattle stock price to drop, and leads the AVMA to condemn the abuse.

MFA reveals McDonald's egg suppliers in three states cramming birds into cages, torturing hens, and throwing live chicks into trash bins. The owner of an illegal slaughter operation is arrested and charged with 10 counts of cruelty after MFA obtains hidden-camera footage of horrific animal abuse. Dozens of animals are rescued and placed at a sanctuary.
Each time I begin an investigation at a farm, I try to prepare myself emotionally for what I will see. Yet nothing can fully prepare a compassionate person for the cruelties I witnessed at Wiese Brothers Farms in Wisconsin, where I worked as an undercover investigator for Mercy For Animals in October of 2013.

**AT THE TIME, WIESE BROTHERS WAS A MAJOR SUPPLIER TO DIGIORNO PIZZA, WHICH IS OWNED BY NESTLÉ, THE LARGEST DAIRY SUPPLIER IN THE WORLD.**

On today’s industrialized dairy farms, cows are pushed to their limits to produce far more milk than they ever would naturally. Between that and the filthy, unsanitary conditions they are kept in, many get so sick they cannot walk or even stand. I saw more of these “downed” cows at Wiese Brothers than I could count.

Workers were constantly annoyed that the downed cows wouldn’t walk where they wanted them to go. They screamed things like “You whore!” or “You worthless piece of …” and other vulgarities I can’t repeat here, all while beating the cows with whips, violently stabbing them, or kicking them in the face.

**A CRIPPLED COW NUMBERED “12695” (LILY TO ME), FLAILED IN THE AIR AS HER HINDQUARTERS WERE HOISTED UP OFF THE GROUND WITH METAL CHAINS ATTACHED TO A TRACTOR. LILY FRANTICALLY TRIED TO HOLD HERSELF UP AS HER HEAD DRAGGED ON THE FLOOR.**

So many cows had open wounds, crusted sores, and infected masses the size of baseballs. I was completely overwhelmed, yet it was just another day in the life of a dairy cow on a modern dairy factory farm.

**LIGHT: THE BEST DISINFECTANT**

Thankfully, Mercy For Animals brought the footage I captured to light so that millions of people could see for themselves the routine abuses these animals endured. Media outlets around the globe, including NBC national news, ABC News, the Chicago Tribune, and the British Daily Mail covered the story, and DiGiorno quickly cut ties with the farm.

Also as a result of my hidden-camera video, four workers documented committing horrific acts of abuse — violently kicking, stabbing, and beating cows and cruelly hoisting them into the air — are being held accountable for their actions: convicted of a total of seven counts of animal cruelty and ordered to pay fines in excess of $3,300.

**MFA Launches Three Provocative Pro-Vegetarian TV Ads, Which Air Nationally on MTV, Bravo, VH1, Oxygen, and E!**

**VegNews Magazine Awards MFA with VegNews Nonprofit of the Year Award, Making MFA the First Organization Ever to Receive the Honor Twice.**

**MFA Takes Pro-Veg “Why Love One but Eat the Other?” Campaign on the Road, Hitting Dozens of Cities with Demos Featuring an Inflatable Puppy in a Hamburger Bun.**

**MFA Releases Farm to Fridge, a Powerful Documentary Narrated by Oscar-nominated Actor James Cromwell. A Truck Fitted with Giant TV Screens Hits the Streets to Air the Film, Traveling Around the Country to Over 40 Cities.**

**2011**

**ONE UNDERCOVER INVESTIGATOR’S HEARTBREAKING STORY ABOUT THE TREATMENT OF COWS ON A DIGIORNO SUPPLIER FARM**

**MORE THAN JUST A NUMBER**

She was cow 17545 to the factory farm, but she was Maggie to me. I named her after my childhood dog because her deep, innocent brown eyes reminded me of her. The thick red blood dripping from her nose and mouth was heartbreaking. It had become caked onto her skin.

I had no idea how long she had been bleeding, or what caused it, but nobody was worried about helping her but me. And yet I couldn’t.

**Top: A sick cow is dragged by her neck with a chain attached to a tractor. Middle: Workers beat, whip, and stab cows to force them to move. Bottom: Frightened cows are hoisted into the air, putting them at great risk of injury.**
MAKING MEANINGFUL CHANGE

MFA is now calling on DiGiorno to adopt meaningful animal welfare policies for its dairy suppliers, including:

- Zero tolerance for animal abuse
- A safe, sanitary environment for cattle
- Proper care and transportation for sick, injured, and downed animals
- Prohibition on mutilations without painkillers, including tail docking — a cruel and outdated practice that involves cutting through skin, nerves, and bones

Over 60,000 people have already signed MFA’s Change.org petition asking DiGiorno to adopt these basic reforms. You can sign it at www.SliceofCruelty.com.

COMPASSIONATE CONSUMPTION

With each investigation we undertake, we expose the hidden abuses animals suffer so that people can make informed food choices. While MFA is making great strides in creating a kinder world for farmed animals, horrific animal abuse continues to run rampant in the dairy industry.

Our simple choice to put soy milk in our coffee, to leave cheese off of our veggie burgers, or to have a delicious pizza with Daiya vegan cheese on top makes a world of difference for these animals.

“DRAGGING LIVE COWS, AND COMPLETELY SUSPENDING THEM WITH THE COW LIFT IS SEVERE ANIMAL ABUSE. THE ACTIONS OF THESE PEOPLE WENT BEYOND ROUGH HANDLING AND ESCALATED TO THE LEVEL OF CRUELTY. KICKING, BEATING, AND HARD WHIPPING OF DOWNED COWS IS ABUSIVE.”

DR. TEMPLE GRANDIN, THE WORLD’S LEADING EXPERT ON FARMED ANIMAL WELFARE

CALLING ALL CHEEZE LOVERS

CHEESE SHREDS

Try mozzarella, cheddar, and pepper jack varieties from Daiya or Follow Your Heart’s mozzarella, cheddar, and fiesta blend.

FAB FACT:
It's the same melty mouthfeel you grew up loving.

READY TO CHILL?

Whether it’s margherita, pepperoni, Italian sausage, or “Cheeze-Lover’s” that strikes your fancy, Tofurky and Daiya frozen pizzas have got you covered.

FAB FACT:
100 percent cholesterol-free and no bovine growth hormones.

MFA Canada garners national attention with the nation’s first-ever undercover investigation into the pork industry. Just months later, the country’s eight largest grocery retailers pledge to phase out the use of cruel gestation crates.

MFA goes international with the founding of Mercy For Animals Canada.

Law enforcement charges the owner and seven workers at Ontario Livestock Sales with 24 counts of cruelty to animals after MFA reveals workers throwing, hitting, and neglecting downed animals.

Top: Newborn calves are separated from their mothers immediately after birth. Middle: Cows too sick to walk are dragged with ropes, chains, and tractors. Bottom: Injuries and infections are often left to fester without proper veterinary care.
INTERVIEW

MOVE OVER MISS PIGGY, THERE’S A NEW GIRL IN TOWN.

Meet Esther the Wonder Pig! She’s a real-life pig who is changing the hearts and minds of people around the globe.

Unlike her brothers and sisters, who were fated to be raised on a factory farm and killed at a slaughterhouse, Esther had the good fortune of being adopted into a loving home. Little did her adopters know at the time, however, Esther was not the miniature house pig they expected. No, Esther was a full-blown “farm” pig, bred for pork, who grew to be over 300 pounds!

We were super excited to sit down with Esther’s dads, Steve and Derek, and get up-to-speed on the latest in the life of their popular pig.

Q. What inspired you to invite a pig into your family?

It was a very unplanned thing. I got a call at about 9 p.m. on a Friday night from a girl who had brought Esther home to live with her family. I was told she wasn’t getting along with their dogs and needed to be rehomed ASAP. By 9 a.m. Saturday, Esther was in my arms.

Q. At first you believed Esther would grow to only 70 pounds. What was your reaction when you realized she would grow to be over 300 pounds?

Pretty much every emotion you can think of, we felt. We asked ourselves the typical questions: How can we possibly keep her? What’s the town going to say? What was your reaction when you realized she would grow to be over 300 pounds?

Pretty much every emotion you can think of, we felt. We asked ourselves the typical questions: How can we possibly keep her? What’s the town going to say?

Q. How does living with a pig compare to living with dogs and cats?

She is so smart it blows our minds almost daily. Early on, for example, she learned where we kept our “human” food. She figured out how to open the cupboards and would pull everything out in a panic trying to eat anything she could. This usually resulted in her getting caught by us and sent for a “time-out.” Within a couple of weeks, she started breaking the process down into steps. She would open the cupboard then walk away as if she was waiting to see if we heard her. Then she would go back and pull out the basket, and walk away again. Finally, on the third trip, she would grab what she wanted and literally run out of the kitchen to the bedroom frantically trying to eat her prize. It was as if she knew her chances of success were greater if she took her time and didn’t cause a fuss. She was right!

As for similarities, she loves to play and wrestle. Esther wants nothing more than to be cuddled on the couch or have her belly rubbed. She gets excited to see us when we come home.

Q. How has living with Esther changed your lives and inspired your activism?

We always had this disconnect between animals we loved so dearly at home like dogs and cats, and animals we ate like pigs, cows, and chickens. For whatever reason, we were able to look the other way when “those trucks” went by on the highway. Esther changed all of that.

Falling in love with Esther made us want to find another way to live. Pigs are sensitive, loving, and extremely intelligent creatures. Not just a bar code and a weight. Learning how easy going vegan was made us decide we needed to share our story.

Q. What has been the overall reaction from people to your story?

The reaction has been overwhelmingly positive. We can’t even tell you how many people pour their hearts out to us because Esther made them realize things. It’s our story all over again and it’s because people are building a relationship with this incredible pig that they can’t ignore. We call it “the Esther effect.”

Q. Now that Esther is a star, does she have an agent? Has she met Miss Piggy?

(Laughs). Esther is a very grounded piggy, so for now, she’s trying to ignore the glimmering lights of Hollywood. She hasn’t met Miss Piggy because we have a feeling she’d be mad at us. We put in an innocent call to Kermit, she found out, and apparently she wasn’t happy. We’re really hoping we can all move past it.

Esther has never really been into frogs or frogs. She’s really hoping we can all move past it.

Q. What’s next for Esther and your family?

We have known for a while that we, or should I say Esther, have outgrown our house and we need to move. We’ve decided that we want to purchase a farm and open our own sanctuary, dedicated to Esther and other abandoned or abused commercially farmed animals.

We want to create a place where visitors can interact with our animals. We also want to provide vegetarian and vegan cooking classes to show how delicious and easy it can be to live a compassionate lifestyle.
BRED TO SUFFER

In November 2013, President Obama “pardoned” two turkeys, Caramel and Popcorn, as part of a Thanksgiving tradition that is more about good PR for the turkey industry than anything else. Although these two birds were spared a gruesome death and dismemberment at the slaughterhouse, they did not live happily ever after. They both died several weeks later, as did all of the turkeys “pardoned” by Obama over the years.

In a race to increase factory farming profits, domesticated turkeys like Caramel and Popcorn have been bred for rapid growth and become so large so quickly that they often die of heart attacks at a very young age and suffer from obesity-related health problems.

For many domesticated turkeys in the world, including Caramel and Popcorn, this genetic manipulation and debilitating obesity begin at Hybrid Turkeys, the second-largest turkey producer in the world and the subject of a recent Mercy For Animals Canada undercover investigation.

In the wild, turkeys are sleek, agile, and able to fly. These magnificent birds can live for more than a decade; in fact, the oldest known wild turkey lived to the age of 13. Keith Williams, a spokesman for the turkey industry’s trade association, admits that unlike their wild counterparts, domesticated turkeys only have a “life expectancy of about 18 weeks.”

“Her flesh has grown so fast, and their heart and their bones and their other organs can’t catch up,” Dean Norton, the director in charge of the pardoned turkeys at Mount Vernon, explained to CNN. “The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long.”

In addition to turkeys being purposely bred to suffer and die young, the investigation at Hybrid revealed turkeys being punched, kicked, and thrown by workers, brutally beaten with shovels and metal rods, and crowded into filthy warehouses, left to die from horrific injuries and illnesses.

These unnaturally large turkeys are also too big to reproduce naturally. Workers at Hybrid manually "milk" the male turkeys for semen. They then violently grab the females, shove their heads to the ground, and ram a tube into them to artificially inseminate them.

"The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long."

Turkeys are remarkable creatures who play, dance, nurture their young, and communicate over distances as great as a mile with 20 distinct vocalizations. They form lifelong friendships with each other, and humans too. Turkeys grieve their dead and have been observed to feel sorrow so deeply that they die alongside their lost companions. Chicks begin roosting in trees with their mothers as young as two weeks, and mother turkeys will fight ferociously to protect their chicks.

The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long.

For many domesticated turkeys in the world, including Caramel and Popcorn, this genetic manipulation and debilitating obesity begin at Hybrid Turkeys, the second-largest turkey producer in the world and the subject of a recent Mercy For Animals Canada undercover investigation.

In the wild, turkeys are sleek, agile, and able to fly. These magnificent birds can live for more than a decade; in fact, the oldest known wild turkey lived to the age of 13. Keith Williams, a spokesman for the turkey industry’s trade association, admits that unlike their wild counterparts, domesticated turkeys only have a “life expectancy of about 18 weeks.”

“Her flesh has grown so fast, and their heart and their bones and their other organs can’t catch up,” Dean Norton, the director in charge of the pardoned turkeys at Mount Vernon, explained to CNN. “The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long.”

In addition to turkeys being purposely bred to suffer and die young, the investigation at Hybrid revealed turkeys being punched, kicked, and thrown by workers, brutally beaten with shovels and metal rods, and crowded into filthy warehouses, left to die from horrific injuries and illnesses.

These unnaturally large turkeys are also too big to reproduce naturally. Workers at Hybrid manually "milk" the male turkeys for semen. They then violently grab the females, shove their heads to the ground, and ram a tube into them to artificially inseminate them.

"Their flesh has grown so fast, and their heart and their bones and their other organs can’t catch up," Dean Norton, the director in charge of the pardoned turkeys at Mount Vernon, explained to CNN. "The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long."

In addition to turkeys being purposely bred to suffer and die young, the investigation at Hybrid revealed turkeys being punched, kicked, and thrown by workers, brutally beaten with shovels and metal rods, and crowded into filthy warehouses, left to die from horrific injuries and illnesses.

These unnaturally large turkeys are also too big to reproduce naturally. Workers at Hybrid manually "milk" the male turkeys for semen. They then violently grab the females, shove their heads to the ground, and ram a tube into them to artificially inseminate them.

"Their flesh has grown so fast, and their heart and their bones and their other organs can’t catch up," Dean Norton, the director in charge of the pardoned turkeys at Mount Vernon, explained to CNN. "The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long."

In addition to turkeys being purposely bred to suffer and die young, the investigation at Hybrid revealed turkeys being punched, kicked, and thrown by workers, brutally beaten with shovels and metal rods, and crowded into filthy warehouses, left to die from horrific injuries and illnesses.

These unnaturally large turkeys are also too big to reproduce naturally. Workers at Hybrid manually “milk” the male turkeys for semen. They then violently grab the females, shove their heads to the ground, and ram a tube into them to artificially inseminate them.

"Their flesh has grown so fast, and their heart and their bones and their other organs can’t catch up," Dean Norton, the director in charge of the pardoned turkeys at Mount Vernon, explained to CNN. "The organs … that are in this bird are meant for a smaller bird. They just can’t handle the extra weight, so they end up living not as long."
GOOD HEARTS vs. BLOOD MONEY

After Iowa became the first state to enact an ag-gag law in 2011, a Des Moines newspaper reported that Iowa governor Terry Branstad, senate bill sponsor Joe Seng, and several other legislators who supported the bill received close to a million dollars from influential agricultural interests like the Iowa Pork Producers Association, Iowa Beef Products, and Iowa Select Farms (the target of a 2011 Mercy For Animals investigation).

A similar report showed that the agricultural industry in Idaho “donated” over half a million dollars to Governor Butch Otter and the various state legislators who supported the state’s ag-gag law. In the absence of any meaningful animal welfare laws, investigators play a crucial role in the protection of farmed animals. MFA’s investigations, for example, have been instrumental in the passage of state ballot initiatives that ended some of the worst forms of intensive confinement, have led major corporations to implement meaningful animal welfare policy changes, including eliminating veal and gestation crates and prohibiting tail docking, and have resulted in dozens of successful criminal prosecutions of farmed animal abuse.

Thanks to overwhelming opposition from compassionate activists nationwide, however, that number pales in comparison to the 18 states in which ag-gag bills have been defeated. But our work is not done yet. As we continue to expose the horrific practices of the factory farming industry, we can be sure that the industry will keep trying to enact ag-gag laws.

We must continue showing lawmakers that the vast majority of Americans strongly oppose attempts to stifle undercover investigations. Together, we can be an unwavering voice for farmed animals.

LAY OF THE LAND: AG-GAG

In an attempt to stifle the growing number of undercover investigations documenting the horrors of the meat, egg, and dairy industries, many states have introduced or enacted “ag-gag” legislation. Check out this map for the lay of the land.

WHAT YOU CAN DO

GO VEG

Withdrawing your financial support from industries that abuse animals and seek to keep that abuse hidden from public view is the single most powerful action you can take to prevent needless cruelty to animals.

EXPOSE FACTORY FARM CRUELTY

Use social media to share MeatVideo.com and other undercover factory farming footage with as many people as you can.

TAKE A STAND

If an ag-gag bill is introduced in your state, contact your lawmakers and urge them to oppose the bill. Ask your friends and family to do the same.

SPEAK OUT

Submit an editorial to your local paper. Engage others in the fight against ag-gag by educating people on the horrors of factory farming.

WHAT YOU CAN DO

GO VEG

Withdrawing your financial support from industries that abuse animals and seek to keep that abuse hidden from public view is the single most powerful action you can take to prevent needless cruelty to animals.

EXPOSE FACTORY FARM CRUELTY

Use social media to share MeatVideo.com and other undercover factory farming footage with as many people as you can.

TAKE A STAND

If an ag-gag bill is introduced in your state, contact your lawmakers and urge them to oppose the bill. Ask your friends and family to do the same.

SPEAK OUT

Submit an editorial to your local paper. Engage others in the fight against ag-gag by educating people on the horrors of factory farming.

HIDING THE TRUTH: THE STATE OF AG-GAG

Undercover investigations of factory farms document gut-wrenching cruelty to animals. Criminal prosecutions follow an investigation if the abuse is vicious or sadistic enough, which it often is. Major corporations drop the factory farm or slaughterhouse. Others prevent investigators from denying affiliation with an animal protection group when applying for jobs as farm workers. Some even impose a one-sided “mandatory reporting” requirement that involves turning over all video evidence of farmed animal abuse.

Known as “ag-gag” laws, they pose a serious threat to us all.

Those dangerous laws jeopardize the integrity of the food supply, pose a risk to the environment, and impair workers’ rights. Ag-gag laws prevent detection of any criminal activity occurring within a factory farm or slaughterhouse.

They are also an affront to the long-standing principle that we as consumers have a right to know where our food comes from and should be able to engage in meaningful discourse about something as important as the food we eat.

2014

Canada’s three largest retailers ban sale of veal from calves confined in crates after an MFA Canada investigation reveals heartbreaking cruelty at a major veal supplier.

MFA Canada exposes cruelty to chicks at Maple Leaf Foods, the country’s largest meat producer.

States With Ag-gag Laws
States Where Ag-gag Bills Have Been Defeated
States Still Considering Ag-gag Bills in 2014

HIDING THE TRUTH: THE STATE OF AG-GAG

Undercover investigations of factory farms document gut-wrenching cruelty to animals. Criminal prosecutions follow an investigation if the abuse is vicious or sadistic enough, which it often is. Major corporations drop the factory farm or slaughterhouse. Others prevent investigators from denying affiliation with an animal protection group when applying for jobs as farm workers. Some even impose a one-sided “mandatory reporting” requirement that involves turning over all video evidence of farmed animal abuse.

Known as “ag-gag” laws, they pose a serious threat to us all.

Those dangerous laws jeopardize the integrity of the food supply, pose a risk to the environment, and impair workers’ rights. Ag-gag laws prevent detection of any criminal activity occurring within a factory farm or slaughterhouse.

They are also an affront to the long-standing principle that we as consumers have a right to know where our food comes from and should be able to engage in meaningful discourse about something as important as the food we eat.

2014

Canada’s three largest retailers ban sale of veal from calves confined in crates after an MFA Canada investigation reveals heartbreaking cruelty at a major veal supplier.

MFA Canada exposes cruelty to chicks at Maple Leaf Foods, the country’s largest meat producer.

States With Ag-gag Laws
States Where Ag-gag Bills Have Been Defeated
States Still Considering Ag-gag Bills in 2014

WHAT YOU CAN DO

GO VEG

Withdrawing your financial support from industries that abuse animals and seek to keep that abuse hidden from public view is the single most powerful action you can take to prevent needless cruelty to animals.

EXPOSE FACTORY FARM CRUELTY

Use social media to share MeatVideo.com and other undercover factory farming footage with as many people as you can.

TAKE A STAND

If an ag-gag bill is introduced in your state, contact your lawmakers and urge them to oppose the bill. Ask your friends and family to do the same.

SPEAK OUT

Submit an editorial to your local paper. Engage others in the fight against ag-gag by educating people on the horrors of factory farming.

LAY OF THE LAND: AG-GAG

In an attempt to stifle the growing number of undercover investigations documenting the horrors of the meat, egg, and dairy industries, many states have introduced or enacted “ag-gag” legislation. Check out this map for the lay of the land.

WHAT YOU CAN DO

GO VEG

Withdrawing your financial support from industries that abuse animals and seek to keep that abuse hidden from public view is the single most powerful action you can take to prevent needless cruelty to animals.

EXPOSE FACTORY FARM CRUELTY

Use social media to share MeatVideo.com and other undercover factory farming footage with as many people as you can.

TAKE A STAND

If an ag-gag bill is introduced in your state, contact your lawmakers and urge them to oppose the bill. Ask your friends and family to do the same.

SPEAK OUT

Submit an editorial to your local paper. Engage others in the fight against ag-gag by educating people on the horrors of factory farming.

LAY OF THE LAND: AG-GAG

In an attempt to stifle the growing number of undercover investigations documenting the horrors of the meat, egg, and dairy industries, many states have introduced or enacted “ag-gag” legislation. Check out this map for the lay of the land.

WHAT YOU CAN DO

GO VEG

Withdrawing your financial support from industries that abuse animals and seek to keep that abuse hidden from public view is the single most powerful action you can take to prevent needless cruelty to animals.

EXPOSE FACTORY FARM CRUELTY

Use social media to share MeatVideo.com and other undercover factory farming footage with as many people as you can.

TAKE A STAND

If an ag-gag bill is introduced in your state, contact your lawmakers and urge them to oppose the bill. Ask your friends and family to do the same.

SPEAK OUT

Submit an editorial to your local paper. Engage others in the fight against ag-gag by educating people on the horrors of factory farming.

LAY OF THE LAND: AG-GAG

In an attempt to stifle the growing number of undercover investigations documenting the horrors of the meat, egg, and dairy industries, many states have introduced or enacted “ag-gag” legislation. Check out this map for the lay of the land.
THERE ARE BILLIONS OF REASONS TO BECOME A MEMBER OF MERCY FOR ANIMALS.

For over a decade MFA has been at the forefront of campaigns to prevent cruelty to farmed animals and promote compassionate food choices and policies.

BECOME A MEMBER TODAY AND GIVE A VOICE TO THE VOICELESS. JOINMFA.COM

HAL SPARKS
Comedian

JANE VELEZ-MITCHELL
HLN Host

MOBY
Musician

SAM SIMON
Co-Creator of The Simpsons

PAMELA ANDERSON
Actress

RUSSELL SIMMONS
Hip-Hop Mogul

Celebrate 15 years of saving lives, changing minds, and winning victories for farmed animals. Enjoy a celebrity-studded awards show, delicious vegan dinner, and more.

PURCHASE TICKETS AT MFAGALA.COM