MOBY
MUSICAL GENIUS SINGS
THE PRAISES OF VEGANISM

DAIRY’S
SORDID STORY
HIDDEN-CAMERA VIDEO
EXPOSES CRIMINAL CRUELTY

VICTORY!
WORLD’S LARGEST FOOD
COMPANY MAKES DRAMATIC
POLICY CHANGE

STARS ALIGN
HOLLYWOOD ELITE CELEBRATE
MFA’S 15th Anniversary
DEAR FRIENDS,

In this issue, you will read about perhaps the greatest, farthest-reaching corporate policy change ever on behalf of animals. Nestlé, the world’s largest food company, has announced new global animal protection standards that span 90 countries and affect hundreds of thousands of supplier farms.

The industry-leading standards phase out many of the cruelest factory farming practices, including tail docking for dairy cows, gestation crates for pigs, barren battery cages for egg-laying hens, and veal crates for calves. Nestlé’s announcement could signal the end of factory farming as we know it.

Dr. Martin Luther King Jr. once said, “The arc of the moral universe is long, but it bends towards justice.” And each day at MFA we see that arc bending towards a kinder future for animals. But it’s not time alone that moves society forward. It’s the pressing weight of compassionate citizens in search of justice that bends it. It’s you and your actions.

Nestlé’s sweeping reforms are thanks to people like you — people who are always there when the animals need you. You were there when MFA needed your help to fund the work of our investigators, and you were there afterwards to speak up on behalf of the animals. You called, tweeted, and emailed Nestlé, demanding that the company use its power and influence to make life better for animals. You made a fuss, and it led to change.

In this issue of CL, you will read about other important landmark victories MFA has secured for animals over the past few months. You will also read about new undercover investigations and new battles we have begun to fight, battles for which we again need you to stand by our side.

There is no doubt that future generations will look back on our society’s current treatment of farmed animals with absolute horror and disbelief. Thankfully, we will be able to look them in the eye and say we did everything we could to bend the arc of the moral universe towards justice, and compassion, for all.

Sincerely,

Nathan Runkle, President

Q: Can you offer some words of advice for other animal activists?
A: One of the best things we can do is simply, with integrity, speak our truth and not yell at people and not get mad at people but lead by example. Not everybody was born a vegan animal rights activist. Many of us in our misspent youths ate at McDonald’s or Burger King. If I had been at McDonald’s when I was 16 years old and some kid ran in and started screaming at me that meat was murder, I probably would’ve just laughed at him. Fast-forward a few years, and I agree with him wholeheartedly.

Q: Looking forward, what gives you hope?
A: Everyone’s realizing that being vegan means you’re happier, healthier, live longer, look better, and have a better sex life. Pretty much everyone accepts that. I find it very encouraging that veganism isn’t “weird” anymore.

Q: What about MFA’s work resonates with you most?
A: We’re confronted with a world where billions and billions of animals are used for human purposes and killed, so the question becomes how can we effectively use our resources to help the most animals possible? To me that very specifically enters the realm of farmed animals. The fact that MFA is involved in helping so many animals resonates with me most.

Q: You’ve been an animal activist for nearly 30 years. How did you first get involved?
A: The big transitional moment was with a cat I grew up with named Tucker. When I was 19 years old I finally connected the dots and thought to myself that I would fight to the death to protect this cat. I looked at Tucker and saw that he had two eyes and fur, a rich emotional life and legs, and all of a sudden I thought if I want to keep Tucker from suffering, why am I actively involved in the suffering of other creatures?
Fabulous Fast Food

Veganism is going mainstream in some of the most unlikely places. Burger chain White Castle recently began testing veggie sliders and family restaurant Friendly’s has added Gardein veggie burgers to its menu. Another exciting development comes from Subway, the largest chain restaurant in the country, which is now testing not one, but two, vegan sandwiches: the Black Bean and the Malibu Garden. Oh, and Dunkin’ Donuts is now carrying almond milk for its coffee drinks. Score!

Anguished Aquatic Life

From ship to shore, factory farming is bent on destruction. New studies reveal that due to industrial pollution, mercury levels in tuna are 10 million times higher than surrounding seawater. Factory farm runoff is to blame for mutant fish in the Northeast, and 20 billion pounds of caught aquatic animals will be thrown away this year as “by-catch” — sea life deemed useless to the fishing industry.

Farm Fires

Devastating barn fires have recently claimed the lives of thousands of farmed animals. Over 65,000 chickens were burned alive at a “free-range” egg farm in Indiana, 300 baby calves also perished in flames at a facility in Montreal, and thousands of mother and baby pigs died in an inferno in Alberta.

Generational Shift

It doesn’t matter whether you’re just graduating high school or entering your golden years, vegetarianism is on the rise across all generations. The New York Times states that 12 percent of Millennials consider themselves “faithful vegetarians” compared to 4 percent of Gen Xers and 1 percent of Baby Boomers. But don’t count those seniors out just yet; a recent report claims that among Americans over 55, two and a half million have already made the switch to vegetarianism.
MEET MFA

MEMBERS ON A MISSION

Jennifer Mennuti
Jennifer Mennuti is the inexhaustible organizer of not-to-be-ignored leafleting and tabling events throughout Florida, including an outreach table every Saturday night in Miami that features MFA’s powerful Farm to Fridge video looped on a large-screen TV.

Nancy Wheeler
San Diego’s Nancy Wheeler won’t stop until she’s filled up MFA’s calendar with events she’s coordinated! “Every time I do outreach, I think about the innocent animals who suffer so deeply at the hands of the meat, poultry, and dairy industries.”

James Scotto
From leafleting and holding Paid-Per-View screenings to organizing tabling events, it seems there’s nothing NYC’s James Scotto can’t do. James also knows the power of the pen, his letters to the editor gracing the pages of an impressive list of publications.

Ari Solomon

MFA Position: Director of Communications
Hometown: Margate, New Jersey
Email: AriS@MercyForAnimals.org

Words to Live By: “Never, never, never give up.” — Winston Churchill

Ari Solomon is a fierce and fabulous force for animals. As MFA’s director of communications, he oversees the organization’s impact across all social media platforms and manages the MFA blog. He also serves as the liaison to celebrities and other public figures involved in MFA’s campaigns.

Q: What inspired you to become vegan?

About eight years ago, I saw Alicia Silverstone on The View. She mentioned she was vegan and said one day she was on the couch with her dogs and thought, if I’m going to eat animals, why not just eat my dogs? What’s the difference between a dog and a cow or a dog and a pig? That really stuck with me. After the show, I googled Alicia Silverstone and veganism and that took me to websites about factory farming. I spent a couple hours reading and watching undercover videos. By the time I was done, I was vegan.

Q: What excites you about your work at MFA?

Running MFA’s blog and social media is super fun and allows me to be creative. I’m constantly working on new ways to get our message shared. Our celebrity supporters are some of the kindest, most dedicated people I know, so getting to regularly work with them is a real joy.

Q: Tell us about your weekly radio show with The Simpsons co-creator and MFA supporter Sam Simon.

Sam Simon has a weekly animal rights-focused radio show that broadcasts on Radioio.com. Two years ago I came on officially as his co-host. The show is fun, hilarious, and a rollicking good time! We’ve interviewed experts and activists from all over the world, including some MFA undercover investigators. We’ve also received on-air phone calls from people all over the country who’ve transitioned to veganism after becoming loyal listeners. It’s a blast … you should listen!

Q: Any other tips you’d like to give to activists?

The most important tip I can give anyone is to never lose your sense of humor. Animal rights activists do harrowing work and are regularly exposed to horrific cruelty. We need to allow ourselves the space to laugh and have fun too.

Q: When you’re not being a fierce and fabulous activist, where can we find you?

My husband and I live in LA’s Silver Lake neighborhood and we love it! You’ll definitely find us eating at one of Silver Lake’s amazing vegan cafes or going for a run around the beautiful reservoir.
MFA’s star-studded 15th Anniversary Gala, held on the gorgeous rooftop of The London West Hollywood, drew hundreds of compassionate supporters to celebrate MFA’s past and to help launch its future.

Guests included Sam Simon, Russell Simmons, Drew Carey, Diane Warren, Emily Deschanel, Jennifer Tilly, Tony Kanal, Leona Lewis, and other Hollywood notables. Gala co-hosts actor Hal Sparks and CNN host Jane Velez-Mitchell led an award ceremony spotlighting the work of Pamela Anderson and Moby as well as Gardein founder, Yves Potvin, and former MFA undercover investigator Cody Carlson. The inspiring evening raised over 1 million dollars to support MFA’s critical undercover investigations work.

Mercy For Animals volunteers across the country have handed out well over 1 million pro-vegetarian booklets so far this year. From the national Climate March and the massive Warped Tour music festival to LGBT pride parades in over a dozen cities, hundreds of volunteers have educated people on the cruel realities of factory farming and benefits of a vegan diet.

Protesting Walmart’s support of cruel gestation crates, a score of MFA demonstrators and one giant inflatable pig confronted the company’s executives and shareholders as they arrived for this year’s annual meeting. Amazon.com board members were also met with a rousing protest outside their annual meeting, while inside an MFA activist took to the microphone, directly urging CEO Jeff Bezos to end the sale of foie gras. Meanwhile, MFA took Canada’s largest dairy producer to task at its shareholders meeting for failing to implement animal welfare reforms.
What are the top sources of vitamin B12?

**TOP 5 SOURCES OF VITAMIN B12**

Vitamin B12 is a nutrient that cannot be obtained via plants. You must supplement regularly or consume two to three servings of fortified foods daily. Deficiencies can lead to a variety of health issues affecting organs like the heart and brain.

**Supplements** – You can opt for chewable tablets, spray, or injection. I prefer the first two choices based on cost-effectiveness. Doses of 10–25 mcg daily of “cyanocobalamin” (the most common commercially produced supplement) or 1,000 mcg 2–3 times weekly should cover your needs.

**Fortified Nutritional Yeast** – Not all yeast is alike, so make sure the one you choose is fortified. Around 1 tablespoon provides 100 percent of your daily needs and can be added to everything from veggies to popcorn.

**Fortified nondairy beverages** – Again, this is a situation in which not all plant milks are created equal, so check that nutrition label. Not only will you usually be consuming about 50 percent of your daily vitamin B12 requirement per cup, but you will often also receive a nice dose of calcium and vitamin D.

**Fortified breakfast cereal** – Many cereals are fortified with multiple vitamins and minerals, and additionally, they can be an excellent source of fiber. What an easy way to start the day off right!

**Fortified meat substitutes** – Many brands of veggie burgers, hot dogs, and other meat substitutes provide anywhere from 50 to 100 percent of your daily vitamin B12 needs while also packing plenty of plant-based protein.

How about the top protein sources?

**TOP 5 SOURCES OF PROTEIN**

Protein is a nutrient that can certainly be abundant in a vegan diet. If you are eating enough calories from a variety of foods, you are likely meeting your daily protein needs. Important functions of protein include repairing and building muscle, and assisting the immune system. The general daily recommendation for an adult is approximately 0.4 grams per pound of body weight.

**Lentils** – Beans in general are chock-full of protein, and lentils hit the scale with 18 grams per cup. So how about cooking up some lentil soup on these cooler days?

**Tempeh** – Talk about a protein powerhouse! This fermented soy product has 15 grams of protein in a half cup. Tempeh is very versatile and can be shredded for a taco filling or marinated as a cruelty-free bacon option.

**Almonds** – Nuts and seeds are also good sources of protein and something I recommend people consume daily. An ounce of almonds (essentially a small handful) contains about 6 grams of protein, which is the equivalent of an egg without the cruelty.

**Soy Yogurt** – A 1-cup serving has around 9 grams of protein, and soy yogurt is often fortified with calcium too. A win-win!

**Oatmeal** – So we know this grain is full of fiber, but 1 cup cooked also yields 6 grams of protein. Throw some almonds on top with a side of tempeh bacon, and you are on your way to easily meeting your daily protein needs.
Lemon Meringue Chia Pudding

- 1 cup almond milk
- 1 cup raw cashews, soaked in water overnight and drained
- 1 teaspoon lemon zest
- 2 tablespoons fresh lemon juice
- 2 tablespoons agave nectar
- Pinch of salt
- 3 tablespoons chia seeds
- 1 ripe melon (for plating, optional)

Serves 2

Combine all of the ingredients except the chia seeds (and melon) in a blender. Blend the mixture on the high setting until smooth. Taste and adjust lemon or sweetener to your liking.

Whisk the chia seeds into the mixture (make sure they don’t clump up).

Pour the mixture into a glass jar. Cover with a lid and refrigerate overnight, or at least 2 to 10 hours to allow the chia to form the pudding.

Hearts of Palm Lobster Rolls

- 2 ½ tablespoons grapeseed or safflower oil
- 1 (14-ounce) can hearts of palm (not packed with sugar), drained and roughly chopped to the consistency of crab meat
- ¼ cup chopped celery
- ¼ cup diced red bell pepper
- ½ cup chopped onion
- 1 teaspoon minced garlic
- 2 teaspoons Old Bay seasoning
- 1 teaspoon fresh lemon juice
- ¼ cup vegan mayonnaise
- 2 (6-inch) hoagie rolls
- Vegan butter
- Lemon wedges, to serve

Serves 2

Heat 2 tablespoons of the oil in a large skillet over medium-high heat. Add the hearts of palm and sauté for 8 to 10 minutes, stirring occasionally to prevent sticking. Cook until golden brown on all sides. Set aside to cool. Add the celery and peppers and mix well.

Heat ½ tablespoon oil in a skillet over medium heat. Add the onion and sauté until translucent, 3 to 4 minutes. Add the garlic and sauté for 1 minute.

Remove from the heat and add the onion mixture to the hearts of palm. Mix well. Add the Old Bay seasoning, lemon juice, and mayo.

Toast the hoagie rolls until golden brown and butter the insides.

Divide the hearts of palm mixture between both rolls. Serve warm with wedges of lemon.

Tofurky’s crispy, whole grain freezer pockets are the best things since sliced Tofurky! In Pepperoni Pizza, Turk’y Broccoli Cheddar, and BBQ Chick’N varieties, they are hearty, convenient, and 100 percent vegan!

Hampton Creek’s newly hatched Just Cookie Dough makes eating more cookie before the actual baking somehow even more joyful. Say goodbye to eggs and salmonella and hello to chocolate chips.

Craving beefy flavor without the bull? Beyond Meat delivers new crumbles (soy- and gluten-free!) with all of the protein and half the fat of ground beef.
I want to tell you two stories. Here’s the first.

Denver-based Leprino Foods is one of the largest dairy companies in the country, and the world’s top producer of mozzarella cheese. Order a pizza from a national chain like Pizza Hut or Papa John’s, and you’ll be chowing down on Leprino cheese. Pick up a Hot Pocket or a Stouffer’s frozen lasagna from your grocer’s freezer and there again you’ll taste what Leprino has to offer. The company also produces Monterey jack, provolone, and cheddar cheeses sold under a variety of private labels.

Leprino claims that it cares about the treatment of the cows whose milk goes into the company’s dairy products. That’s one story. It’s the story Leprino tells the world about itself through corporate sound bites, press releases, and online promotional materials.
1. A cattle social hierarchy:
   a. is simple and has little effect on a cow’s life
   b. is complex and includes dynamics that determine sleeping arrangements and who gets to be a “boss” cow

2. Just like humans, cows:
   a. have nine-month pregnancies
   b. produce milk for their babies
   c. a and b

3. Which statement is false?
   a. cows show excitement upon solving a problem
   b. cows have no sense of past events and cannot learn from experience

4. The bond between a cow and her calf:
   a. is similar to that of a mother and child
   b. is broken once the two are separated

Answer Key:
THINK YOU KNOW COWS? TAKE THE TEST!
1: b, 2: c, 3: b, 4: a

But there’s a second, more truthful story, one with a humble and straightforward source. It’s a story told in frame after frame of slightly grainy video footage, footage shot by a Mercy For Animals investigator who took a job at Winchester Dairy, a Leprino supplier in New Mexico, from August to September of 2014.

IN THE STORY THIS VIDEO TELLS, SICKLY MILK COWS ARE REPEATEDLY PUNCHED IN THE SIDES OF THEIR BODIES BY ANGRY WORKERS, KICKED IN THEIR BACKS, AND DRAGGED AROUND BY THEIR TAILS.

Others are whipped with metal chains or stabbed with screwdrivers, both of which leave bloody gashes on the animals’ bodies.

In this story, cows who are too ill or injured to walk are repeatedly shocked in their genitals with electric prods, causing extreme pain and fear. Other sick cows are hoisted off the ground by tractors and then shoved, prodded, and kicked into the back of transport trucks to be sent to slaughter.

Frame by frame, the footage gathered by MFA shows baby male calves flipped into the back of a pickup truck like sacks of potatoes. Because they don’t produce milk, these babies will be confined and killed so their bodies can be sold as veal. In a scene almost too disturbing to witness, workers use a chain to rip a dead calf out of his mother piece by piece while she screams in pain. Despite the extreme injuries she suffered during the botched procedure, the mother cow is given no veterinary care. By the next day she is dead, flies swarming her motionless eyes.

After viewing MFA’s footage from Winchester Dairy, animal welfare experts Dr. Bernard Rollin, Dr. Terry Engle, and William Wailes at the animal science department of Colorado State University noted:

“OF ALL THE ATROCITY VIDEOS [WE] HAVE EXAMINED ON BEHALF OF VARIOUS ANIMAL ADVOCACY GROUPS, THIS ONE MAY WELL DEPICT THE MOST PROLONGED, AND SEVEREST PAIN BEING INFLECTED ON INNOCENT, NON-AMBULATORY DAIRY CATTLE … IT IS CLEAR THAT THE WORKERS ENJOY THIS INFLECTION OF PAIN AND SUFFERING, AND EVEN MAKE REMARKS TO THAT EFFECT.”

“Think you know cows? Take the test!”
1: b, 2: c, 3: b, 4: a

Top Left: Cow in headlock device screams in agony as calf is ripped from her body. Top Right: Worker beats cow with a cane. Left: Dead calves piled like trash. Center: Worker hurls calf into a pickup truck. Right: Worker viciously whips cows with a rubber hose. Bottom: Cow too sick or injured to stand hoisted off ground by tractor.
Over 240,000 outraged Americans signed an MFA petition calling on Leprino to implement meaningful welfare improvements on its suppliers’ dairy farms. Despite the horrific cruelty uncovered, as this story goes to press, Leprino has failed to announce any changes whatsoever as to the treatment of cows and baby calves on its suppliers’ farms.

Sadly, Leprino is not the only company whose claim of caring about animals falls apart when the abuse it profits from is exposed by a hidden camera. In six separate dairy farm investigations, Mercy For Animals has without exception found egregious abuse that represents the norm in the dairy industry. Just months before the Leprino investigation broke, an MFA investigator...
documented horrific cruelty at yet another company: Chilliwack Cattle Sales, the largest dairy farm in Canada and a supplier to Canada's largest dairy processor, Saputo Inc.

**AT CHILLIWACK EACH COW WAS DRIVEN INTO THE REVOLVING METAL PLATFORM OF THE MILKING RING THREE TIMES A DAY, FORCED TO PRODUCE A GROSSLY UNNATURAL VOLUME OF MILK.**

The physical burden of producing so much milk led many cows to collapse in the milking stalls. Those too weak to stand were repeatedly kicked and punched in the face. As MFA footage shows, other cows were savagely beaten with canes, rakes, pipes, and hooked metal chains to drive them through the passageways of the dimly lit factory farm. Some were even yanked to the ground by repeated beatings of their legs.

Sick and injured cows suffering from open wounds, oozing infections, and painful injuries were left to suffer without proper veterinary care. Some sick mother cows even had chains attached to their necks, and were yanked off the ground and dangled in the air by tractors in an attempt to get them to move.

In the wake of MFAs shocking investigation, law enforcement officers raided the facility and the local SPCA recommended that criminal charges be filed. The case sparked national outrage and massive media coverage, including by the National Post, Global News, CBC News, and The Province.

**WHILE LEPRINO, SAPUTO, AND OTHER DAIRY COMPANIES CONTINUE TO PEDdle THE STORY THAT THEY TREAT ANIMALS KINDLY, INVESTIGATION AFTER INVESTIGATION HAS MADE CLEAR THAT CRUELTY ALWAYS COMES STANDARD IN THE DAIRY INDUSTRY.**

Thankfully, the shocking footage obtained by MFA investigators has led thousands of caring consumers to cut dairy and other animal products out of their diets for good. By choosing vegan foods, each one of us can write a new story for the animals suffering on factory farms across the country: a story of compassion, and one with a happy ending for animals everywhere.
As I walked up to this massive facility with dozens of dilapidated barns, I had no idea what to expect. It was the first day of my undercover investigation at Reichardt Duck Farm in Sonoma County, California, one of the largest duck factory farms in the county.

I reached for the door handle and turned it slowly. Inside, I saw rows of old, dirty pens with wire metal flooring, uneven and sagging from the weight of the roughly 1 million ducks hatched and brutally slaughtered here each year.

Before this investigation, I’d enjoyed seeing ducks at the park, paddling around happily in the pond, quacking and wiggling their tail feathers, the mothers tenderly guarding their babies.

But there are no lakes or ponds at this factory farm. Instead, these semi-aquatic animals are forced to spend their days on barren, metal wire flooring, unable to engage in even the most basic natural duck behaviors. Many suffer from open wounds, torn wings, and other serious injuries. I never saw a single duck receive veterinary care.
One duck, whom I affectionately named Oliver, had a painful foot deformity that made it difficult for him to walk. Mostly he hobbled around, trying to get to food or water or stay out of the way of workers. Every day, Oliver suffered the pain of becoming stuck in the wire flooring, and every day I tried to free him. But I knew he would never truly be free.

Other ducks often became trapped in the wire by their legs, wings, or bills. They thrashed and flailed, desperately trying to free themselves. Some ended up getting trampled to death. Others died slow and painful deaths from dehydration or starvation. I reported these problems to management, but was met with callous indifference.

Immediately after they hatched, workers grabbed fistfuls of baby birds and burned the tips of their bills with searing-hot metal. No painkillers were used during this cruel process.

I often saw workers throwing, dropping, and otherwise roughly handling these fragile newborns. Sick or injured ducks were grabbed by the neck and spun around in circles until their necks broke. I saw dozens of animals thrown away like garbage every single day.

At just over a month old, the surviving ducks were rounded up and sent to slaughter. At the slaughterhouse, workers violently slammed these frightened birds upside down into metal shackles. The ducks dangled helplessly on the conveyor belt until they passed through an electrified vat of water meant to paralyze them but not necessarily render them unconscious. Finally, a mechanical throat cutter slit their throats and they slowly bled to death.

Mercy For Animals immediately alerted law enforcement authorities to the ongoing and widespread acts of criminal animal abuse at Reichardt Duck Farm.

Based on my video evidence and detailed notes, law enforcement raided the factory farm.

As someone who spends her life documenting the grim conditions inside factory farms and slaughterhouses across the country, I urge you to take a stand against the needless cruelty and violence inflicted on billions of animals each year in the U.S. by moving toward a healthy and humane plant-based diet. Every single one of us has the power to help these animals. Isn’t it time we did so?
It all started last year when an MFA undercover investigator exposed unspeakable animal abuse at a Nestlé dairy supplier in Wisconsin, including workers viciously kicking, beating, and stabbing cows, and dragging “downed” cows by their fragile legs and necks using chains attached to tractors.

The horrific video footage led to the arrest and conviction of several workers who were caught red-handed maliciously abusing animals. It also prompted Nestlé to drop this factory farm as a dairy supplier. Yet Nestlé remained resistant to MFA’s requests to meet and discuss its animal welfare policies.
With the release of the investigation, and the launch of MFA’s website exposing Nestlé’s supplier abuses to the world, the company faced an intense media firestorm and widespread public outrage.

Finally, Nestlé’s top executives agreed to meet with MFA, flying from Switzerland to California, to develop the most comprehensive and far-reaching corporate animal welfare policy in history.

Less than a year later, based on guidance from MFA, Nestlé announced its commitment to systematically eliminating many of the cruelest forms of institutionalized animal abuse within the factory farming industry.

It is impossible to overstate how immense this is. Nestlé’s new industry-leading policy will reduce the suffering of millions of animals each year and hopefully inspire other food providers to implement and enforce similar animal welfare requirements. It’s never been clearer that the days are numbered for many of the factory farming industry’s cruelest practices.

**STOP**
dehorning cows, tail docking pigs and cows, and castrating piglets without painkillers

**End**
cramming calves in veal crates, pigs in gestation crates, and egg-laying hens in battery cages so small they can’t even turn around or stretch their limbs

**Eliminate**
using growth promoters that often lead to crippling leg deformities, organ failure, heart attacks, and other obesity-related dysfunction in animals

The plan covers the company’s entire global supply chain, which consists of hundreds of thousands of farms in over 90 countries, and requires Nestlé suppliers to:

- stop dehorning cows, tail docking pigs and cows, and castrating piglets without painkillers
- end cramming calves in veal crates, pigs in gestation crates, and egg-laying hens in battery cages so small they can’t even turn around or stretch their limbs
- eliminate using growth promoters that often lead to crippling leg deformities, organ failure, heart attacks, and other obesity-related dysfunction in animals

It’s hard to keep up these days with the dozens of major restaurants, grocers, and other food providers who have taken a stand against some of the worst forms of animal abuse on factory farms.

**OF COURSE, THERE IS STILL A LOT OF WORK TO BE DONE.**

It’s now time for Walmart — the largest retailer in the world — and other major food retailers, to stop dragging their feet and use their power and influence to reduce the needless pain and anguish animals endure on factory farms. The time for change is now, and you can be sure that MFA will be leading the charge.

McDonald’s, Burger King, Safeway, Kroger, and over 60 more have committed to ending the intensive confinement of pigs in cruel gestation crates in their pork supply chains. Taking notice, leading pork producers, such as Smithfield, Hormel, and Cargill, have also pledged to phase them out.

But the good news isn’t just for pigs. Costco, Bon Appétit, Wolfgang Puck, and many others are saying goodbye for good to restrictiveveal crates for baby calves and Burger King, Subway, and others are doing away with cramped battery cages for egg-laying hens.

And thanks to Nestlé and Kraft, the two largest food companies in the world, many groundbreaking animal welfare policies, including an end to tail docking, have been enacted to protect cows and calves on thousands of dairy farms around the globe.
When one looks at a gestation-crate pig farm, a battery-cage egg shed, or a crate-and-chain veal facility, one has to wonder: could the factory farming industry be any more perverse in its view of animals as emotionless objects?

The answer, apparently, is yes.

The profit-driven poultry industry has embraced the same assembly-line technology used to mass produce cars, guns, bombs, and all manner of widgets to mass “produce” baby turkeys and chickens for meat.

Every year, millions of newborn birds are condemned to life begun at factory hatcheries. Theirs is perhaps the ultimate story of heartless objectification of animals by the agricultural industry.

At a North Carolina turkey hatchery run by Butterball, the nation’s largest turkey producer and subject of a recent Mercy For Animals undercover investigation, the story begins when just-hatching turkeys, who would naturally enter the world under the warmth of their mothers’ bodies, instead find themselves orphaned under the artificial light of an industrial incubator.

By the bin full, workers dump the hatching babies into a massive machine that knocks them around and batters them, dropping the birds from conveyor to conveyor, until their shells are broken to bits. Many become caught in the machine and are either fatally mangled, or emerge twisted and torn to pieces, but still alive.

Turkeys so injured, or born with deformities, are thoughtlessly tossed through the air into bins, where they pile like trash and slowly die or suffer until they are taken to the grinder; that’s right: the grinder. Unthinkably, “disposing” of unwanted hatchlings by feeding them into spinning blades that grind them up — alive, conscious, and able to feel pain — is standard hatchery practice.
JUSTICE FOR TURKEYS:

MFA Investigation Leads to Landmark Cruelty Charges

MFA made history this year when 11 animal cruelty charges were filed against Canada’s largest turkey breeder, Hybrid Turkeys, and five of its employees as a direct result of an MFA undercover investigation.

The charges followed a national media exposé showing Hybrid workers kicking and throwing turkeys, crushing their spines, and violently beating them with shovels and metal rods. This was the first time an investigation by an animal rights group in Canada resulted in an animal cruelty prosecution.

The four charges against the company include failing to ensure injured turkeys were killed with minimal distress and failing to provide adequate care and medical attention to the turkeys. Each charge carries penalties of up to two years’ imprisonment and up to $60,000 in fines.

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EVERY ONCE IN A WHILE A FILM COMES ALONG THAT CHANGES THE COURSE OF HISTORY.

Just last year, Blackfish resonated with millions of viewers, shifting public opinion on marine parks and causing SeaWorld’s stock to plummet.

Cowspiracy: The Sustainability Secret is nothing short of mesmerizing. Many of us have known for years that animal agriculture is the leading cause of climate change, yet Cowspiracy makes the topic seem brand-new. With dazzling graphics and a fantastic narrative, the film transports viewers and leaves them changed.

With buzz already building around this documentary, it’s poised to be the film that tips the scales and inspires millions to give up animal products for the sake of the planet.

We recently had the pleasure of sitting down with the filmmakers, Kip Andersen and Keegan Kuhn, to ask them a few questions about their project.
What inspired you to make this film and when did the process start?

Kip Andersen: When I found out that animal agriculture is the leading cause of virtually every single environmental ill we face today, I wanted to know why the world’s leading environmental organizations weren’t talking about it. I called and emailed them relentlessly and never got a solid answer. It was after years of trying that I realized the only way to get them to talk to me was to take a camera into their offices and demand interviews. We started filming in earnest in May of 2013.

How is animal agriculture the leading cause of climate change?

Keegan Kuhn: According to an analysis by World Watch, animal agriculture is responsible for 51 percent of human-caused greenhouse gases. Livestock is responsible for at least one-third of the world’s methane production, which is 86 times more destructive than CO2 and is responsible for 65 percent of all nitrous oxide emissions, which are 296 times more destructive than CO2.

Animal agriculture is responsible for 91 percent of all Amazon destruction, which of course plays a major role in regulating global climate. But even beyond climate change, raising animals and the crops they eat is the leading cause of top soil erosion, water depletion, water pollution, species extinction, deforestation, and even ocean dead zones.

Why do you think environmental groups are largely not promoting meat reduction as a way to combat environmental degradation?

Kip Andersen: One of the big reasons I think is that they are afraid of alienating their donors who eat meat. If this is the case, it is a very sad act of putting “profits before planet.” Another reason is that many of these organizations’ leaders eat animals and addressing the issue would require them to make personal changes.

Your documentary presents quite a few shockers. Which had the deepest impact on you?

Kip Andersen: One of the most shocking things I found out during the making of the film was the incredible impact livestock grazing is having on wild animals. The main reason wolves and other predators have been pushed to the verge of extinction is the livestock industry.

Ranchers who operate massive “grass-fed” livestock operations perceive predators as a threat to their industry and have pressured state and federal governments to keep predator numbers extremely low.

Your film has been screened around the country. What has the response been?

Kip Andersen: The response has been amazing! People from all around the world write us after seeing the film and express thanks and the desire to live more sustainably.

What gives you hope?

Keegan Kuhn: I see positive changes happening everywhere. Rainforest Action Network, one of the organizations featured in the film, has been going out of their way to address the impacts of animal agriculture and advocating for a plant-based diet on social media since the movie has come out.

And environmental organizations like Center for Biological Diversity and Western Watershed Project are making animal agriculture their focus of campaigns. People are waking up to what animal agriculture is doing to this planet and a massive shift is happening. It really must happen; there is no other ethical choice but a global shift towards a vegan lifestyle.

Are there plans for a wide release in the future?

Kip Andersen: There are some BIG things in the works right now, so it’s hard to say. But people can visit our website, Cowspiracy.com, and keep up-to-date with what is happening with the film by signing up for our newsletter.
THEY HAD ONE DOWN IN THE CHUTE TODAY AND I WAS PULLING ON HIS TAIL. I HEARD VEINS BREAKING AND EVERY DAMN THING,”

a worker named Kenneth White bragged to me while describing acts of criminal animal abuse at Southeast Mississippi Livestock Sales. As an undercover investigator with Mercy For Animals, I documented Kenneth and other livestock auction workers routinely punching, kicking, and beating terrified animals.

Every year, millions of cows, pigs, goats, sheep, and other animals are funneled through livestock markets just like the ones I worked at in Mississippi. These markets of misery serve as way stations where animals are bought and sold to the highest bidder. Often, their stressful and terrorizing ordeal ends at the slaughterhouse.

Many of the animals I’ve seen at auctions have been too sick or injured to even stand up, much less run away. Sometimes these lame animals, known as “downers,” are sold to customers at a discount. But more often than not, they are left in their cages to slowly languish and die. Because they have no value to these livestock dealers, they are discarded like trash.
“Hey, do we ever gotta give ’em any food or water in here?” I asked the manager at Pontotoc Stockyards, another Mississippi livestock market where I exposed workers viciously abusing animals. Her only response was to shake her head no. I was given the same answer at other facilities.

**I WAS TOLD NOT TO WASTE TIME OR MONEY PROVIDING ANIMALS WITH FOOD, WATER, OR VETERINARY CARE.**

During these investigations, Mercy For Animals and I alerted law enforcement authorities and presented my meticulously compiled evidence of clear-cut violations of Mississippi’s anti-cruelty laws. Soon after, affidavits were filed with the county courts to initiate a total of 49 counts of animal cruelty charges against 10 workers at two facilities. There is now real hope that they will be held accountable for their crimes.

**BY NOW, I’VE DONE SEVERAL INVESTIGATIONS AT LIVESTOCK MARKETS NATIONWIDE, AND EACH TIME I HAVE REVEALED A CLEAR PATTERN OF CRIMINAL ANIMAL ABUSE AND NEGLECT.**

Time and again, I’ve seen desensitized workers stomping on animals. I’ve seen babies ripped away from their mothers, and I’ve seen sick animals being thrown into dead piles like yesterday’s garbage.

Make no mistake: these animals — whose value has been reduced solely to the market price of their flesh — fight with every ounce of their being against their abusers. They value their lives as much as you or I value ours, and they make their will to live known. But if it were not for people like me, armed only with a hidden camera, their pitiful cries would go unheard.

But we as consumers can do more than push for criminal charges against these animal abusers. When it comes down to it, we all have a choice. We can listen to the animals and their terrified cries for help, and we can listen to our own consciences. We can choose kindness over cruelty every time we sit down to eat by choosing healthy and humane vegan alternatives to meat, milk, and eggs.

Earlier this year, as a direct result of MFA’s investigative and legal advocacy efforts, the California courts issued a landmark ruling affirming a one-of-a-kind state law that prohibits the sale, transport, and inhumane treatment of animals who are too sick or injured to stand or walk.

Although a California trial court initially rejected the law, Mercy For Animals wouldn’t be defeated. MFA appealed the trial court’s ruling and ultimately prevailed!

The historic ruling follows MFA’s investigation of southern California’s largest livestock auction, Ontario Livestock Sales, documenting horrifying acts of cruelty against downer animals. Shortly after the ruling was issued, the owner of the auction was found guilty of criminal animal cruelty.

Multiple auction workers were also charged with animal cruelty and two have already been convicted. The others are awaiting trial later this year. We are confident that justice will once again be served.
Delimax Veal, located in a small town in rural Quebec, is one of the largest veal production companies in North America, operating not only in Canada, but also in the U.S. and Brazil.

The first moment I stepped inside the factory farm shed I truly wondered whether I would be able to work there for even one day. Eight weeks later I was walking out the door for the last time, knowing that what I had witnessed — and documented on hidden camera — had to be seen to be believed.

Calves born to walk and run in the richness of the outdoors under the watchful eyes of their mothers were condemned to lives virtually immobilized inside barren wooden crates.

Typically chained by the neck and afforded barely more space than their bodies filled, they were unable to turn around or even lie down and stretch their legs.

They were kicked, punched, and thrown by workers; they were driven mad from isolation and stress; and they became stuck in the slatted flooring of their crates. Many of the calves who were sick or injured were left to suffer and slowly die in their own filth, their cries falling on the uncaring ears of the factory farm owner.

One calf in particular really touched my heart. He relished in my gently petting the little white tuft on his head. In my mind I called him Matty, although he was known to the factory farm only as #1742.
Wonderful Life: CALVES FATED FOR THE VEAL FARM FIND SANCTUARY

Ralphie, Andy, and Elvis were rescued together as babies from a dairy farm. The steers, who will all be 12 years old this year, have since been living their lives happily and free from harm at Woodstock Farm Animal Sanctuary in New York.

Sanctuary co-founder Jenny Brown describes Ralphie as incredibly calm and gentle, exuding a “certain wisdom and poise.” Elvis loves music and will kick up his heels and circle when he hears it. Andy, who has the most “soulful eyes,” can often be seen close to Ralphie, who’s his best bud.

A fourth steer, Dylan, arrived at the sanctuary about a year later. Dylan is super affectionate and comes to his name, sometimes trotting and swinging his head in excitement.

You’ll often see all four lying or standing very closely together.
THERE ARE BILLIONS OF REASONS TO BECOME A MEMBER OF MERCY FOR ANIMALS.

MEET REASON #642

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

YOU CAN HELP CREATE A Brighter Future FOR FARmed ANIMALS

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