IT’S ON!
MFA’S #NOAGGAG CAMPAIGN
IGNITES A MOVEMENT

BONE DRY
WHAT DOES ANIMAL AGRICULTURE
HAVE TO DO WITH CALIFORNIA’S
EPIC DROUGHT?

HELL ON EARTH
MFA INVESTIGATOR EXPOSES
CRUELTY AT CANADA’S LARGEST
CHICKEN SLAUGHTERHOUSE

WINNING WALMART
RETAIL GIANT ANNOUNCES
SWEEPING NEW POLICY
FOLLOWING MFA CAMPAIGN
Decades from now, generations of children will read about the animal protection movement in their history books. Just as they now read about other important struggles for justice, such as the civil rights and feminist movements, children will learn about the evolution of our society's view and treatment of animals. Among the many important dates in our movement’s chapter will be May 22, 2015.

On that day, Walmart—the nation’s largest food retailer—announced a sweeping animal welfare policy that would lessen the suffering of millions of chickens, cows, and pigs. One of the most comprehensive of its kind, the policy marked an end to many of the cruelest practices in the company’s supply chain, including needless mutilations of animals without painkillers, such as castration, tail docking, and dehorning; and confinement of pregnant pigs in gestation crates, baby calves in veal crates, and egg-laying hens in battery cages.

Perhaps more than any other corporate policy change, Walmart’s recent decision is evidence that tough, determined, and relentless work truly does pay off, and that the efforts of many individuals can amount to a monumental, world-altering force. The announcement follows the release of six undercover investigations by MFA, more than 150 protests at Walmart stores across America, full-page newspaper ads, mobile billboards circling the Walmart headquarters in Arkansas, and more than 640,000 signatures of compassionate people on a Change.org petition calling on the company to ban cruel gestation crates.

Time alone would not have carried the critical issue of animal protection into the boardroom of one of the most powerful international corporations—one that sells a whopping 25 percent of all groceries in this county. Nor would it have motivated others like Nestlé, the world’s largest food company, to adopt policies similar to Walmart’s. No, it took a movement.

Passing years will not spread awareness of, and objection to, the horrors of factory farming. And ticking clocks will not be enough to bring cruelty-free, vegan cuisine into the kitchens and restaurants of mainstream America.

This progress happens because you make it happen. You provide the support, sign the petitions, make the phone calls, and attend the protests that push society to a more compassionate place. You have the important conversations, and speak up for animals in often difficult situations. You persevere, live by example, and spread the word to your friends and family—each day inching us closer to a world in which all animals are given the freedom and respect they deserve.

As Martin Luther King Jr. said, “Human progress is neither automatic nor inevitable. ... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals."

More than a symbolic step forward, Walmart’s new policy will ease the pain of millions of suffering animals who have real needs and interests. But this positive change, and the many others we are achieving together, is also emblematic of the indisputable fact that mountains do not move on their own. Together, through actions large and small, we are shifting the very foundation of our society’s relationship to nonhuman animals. We are writing kindness and compassion into the history books of tomorrow.

Sincerely,

Nathan Runkle,
President

@nathanrunkle
With profits plummeting 33 percent from last year, McDonald’s is set to close 350 restaurants worldwide. Could growing demand by millennials for more plant-based restaurant options have triggered this decline?

**PLANT-BASED POLITICAL POWER!**

The 2015 Dietary Guidelines Advisory Committee, the body guiding national nutritional recommendations, has acknowledged the benefits of reduced meat consumption and vegan businesses are responding! Companies such as Field Roast, Daiya, and Follow Your Heart have formed a plant-based lobby to urge lawmakers to help Americans ditch meat, dairy, and eggs.

**epidemic!**

Minnesota recently declared a state of emergency due to a fast-moving strain of bird flu that resulted in the killing of 7 million birds. This outbreak followed the alarming discovery of bird flu in the U.K. and the Netherlands late last year. The highly virulent strain soon spread to North America, affecting farms in Canada and leading to the destruction of thousands of birds.

**SUPERBUGS TAKE FLIGHT**

A new report warns that by 2050 **10 million people could die each year** from antibiotic-resistant bacteria. One of the main culprits? **Factory farming**. In fact, new FDA tests reveal that **U.S. dairy farmers** have been feeding cows **unapproved antibiotics**, and **Time** magazine reports that DNA from antibiotic-resistant bacteria found in American cattle yards **has become airborne**.
MEMBERS ON A MISSION

**Cat Liguori**
This year alone, Seattle Outreach Coordinator Cat Liguori and her team have passed out over 20,000 leaflets and persuaded 1,445 college students to watch MFA’s powerful four-minute edit of Farm to Fridge.

**Curt Albright**
MFA activist Curt Albright not only organizes North Carolina’s Charlotte VegFest, but also coordinates Paid-Per-View events and wields a powerful pen in his letters to the editor.

**Ann Swissdorf**
A dedicated MFA volunteer and organizer of VegFest Colorado, Ann says that her mission has always been “to share information in an effort to educate others.”

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**Alan Darer**

Tomorrow’s leaders will know all there is to know about farmed animal issues thanks to Alan Darer! As MFA’s education project coordinator, Alan oversees hard-hitting pro-veg online advertising campaigns and manages the highly successful MFA Fellowship Program. A New York native, Alan now enjoys the beautiful year-round biking weather of Los Angeles.

**Q: Tell us about the moment you became vegan.**

I was raised vegetarian and during my freshman year at Vassar College, I attended a screening of MFA’s documentary Fowl Play where I learned about the cruel yet standard practices that egg-laying hens endure, such as having their beaks seared off with a hot blade and spending the majority of their lives inside a tiny battery cage with very little room to move around.

I was shocked both at the fact that these abuses were taking place and that I had been vegetarian for 17 years without knowing. I transitioned to a vegan diet and during my winter break spent a month interning with MFA. Doing effective vegan advocacy as an MFA intern gave me the experience and confidence to become a leader in Vassar’s campus animal protection group.

**Q: What excites you most about the MFA Fellowship Program?**

That’s easy: the MFA fellows themselves—incredibly dedicated, passionate individuals who do this lifesaving work on top of being full-time students.

I’ve been lucky enough to oversee a team of 16 amazing student activists at the 11 most elite universities in the country. Together we’ve inspired 2,500 students to go meatless on Mondays, plus reached another 20,000 of them with pro-veg literature or videos. The MFA Fellowship Program’s inaugural year has been a phenomenal success.

Whether these Ivy League students go on to start new companies or become politicians, lawyers, or philanthropists, the next generation of influential leaders is much more likely to be farmed animal-friendly thanks to the unbelievable work of our MFA fellows.

**Q: Tell us about MFA’s online pro-veg advertising.**

In the first four months of 2015 alone, these ads were seen by over 36 million young people around the world! The ads prompted millions to watch footage from inside factory farms, and over 50,000 to sign a pledge to go vegetarian. That means hundreds of thousands of animals will be spared a lifetime of misery!

The best part of these online ads is how incredibly cost-effective they are. For example, a $50 donation toward our Spanish online ad campaign will inspire 30 people to pledge to go vegetarian!

**Q: When you’re not on the road, where can we find you?**

When I’m not traveling, I enjoy biking around Los Angeles, quality beach time, playing tennis, and visiting the many great vegan restaurants LA has to offer (Native Foods is my favorite!).

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**MFA Position:** Education Project Coordinator  
**Hometown:** Chestnut Ridge, NY  
**Email:** AlanD@MercyForAnimals.org
Sodexo and Aramark, two of the country’s largest foodservice providers, have agreed to ditch some of the cruelest factory farming practices, including confinement in battery cages, thanks to a high-impact campaign by MFA and several other animal protection organizations. The changes will affect cafeterias at schools, hospitals, and businesses across the country and spare nearly 2 million animals the horrors of intensive confinement and mutilations without painkillers.

MFA is bringing the plight of farmed animals to a paper near you with our new Media Communications Program. Since the program’s launch earlier this year, leading media outlets, including The New York Times, New York Daily News, San Diego Union-Tribune, and US News and World Report, have spotlighted compelling pro-veg articles and opinion pieces by our most talented writers. That’s a lot of ink!

Over 2,500 students at Ivy League powerhouses such as Yale, Stanford, and Columbia have pledged to go meatless on Monday due to the incredible work of the MFA Fellowship Program this spring semester. An amazing 10 percent of Stanford undergraduates have committed to scrapping meat at least one day a week thanks to the outstanding efforts of our Stanford fellow, David Kay.
Can I maximize athletic performance on a vegan diet?

Physical activity is a pillar of overall well-being. It is said that what you eat can make all the difference in being a good athlete versus a great athlete. The last several years have seen many professional athletes make the change to a plant-based diet with positive results, including decreased recovery time and improved performance; however, these results are not limited to elite athletes. A well-balanced intake of plant foods, including those listed below, will help optimize your performance too.

First and foremost, an athlete must consume enough calories to meet overall energy needs. Low fuel input (food) equals low energy output. Getting enough calories allows our bodies to promote tissue repair, build lean muscle mass, meet nutrient needs, and maximize the benefits of training sessions. Too often I hear of athletes going veg and solely eating salads only to report low energy levels and question staying veg. This is an easy issue to remedy simply by increasing caloric intake and variety in the diet.

Packed full of protein and complex carbohydrates, beans are fantastic for fueling our bodies. Protein helps repair muscle and tissue that are broken down during exercise. Throw some chickpeas on a salad, use lentils in a mock sloppy joe, or make a bean burrito—the possibilities are endless!

Instead of popping sports gels, consider popping a few dates. They are portable and loaded with carbohydrates to keep your endurance strong. Keep a few in your pocket and try them on your next long run!

Nuts in general can be a convenient way for athletes to add nutrient-dense calories to their diets. Walnuts are rich in omega 3 fatty acids, which could help decrease inflammation. You can eat them as is or add them to foods like cereal or homemade trail mix.

One of my personal favorites due to its versatility, the sweet potato is nutrient-dense and a great choice for athletes. Carbohydrates and potassium (an electrolyte that athletes can lose via sweat) are plentiful in the potato. Baked, puréed, mashed, or roasted, you really cannot go wrong with this root vegetable.

Lastly, I cannot overstate the importance of adequate hydration for athletes. Sustained performance can be difficult when you are dehydrated, so staying ahead of the hydration game is a must. Water will satisfy fluid needs, but some athletes may prefer to use sports drinks (homemade or store-bought) to get an extra dose of carbohydrates and electrolytes if needed.
**Italian Apple Cake**


Whisk flour, sugar, baking soda, cinnamon, and salt together. In separate bowl, whisk oil, water, vanilla, and vinegar. Pour wet ingredients into dry. Mix until just combined. Batter will be thick.

Cover bottom of pan with some of the apples. Fold remaining apples into batter. Spoon into pan. Pat evenly. Bake for 40 to 45 minutes, or until center is set and cake lightly browned. Rotate halfway through.

Once cooled, gently unmold so apple design is on top. Remove parchment paper. Dust with powdered sugar. Serve.

**Meatball Sliders**

Heat olive oil in large nonstick skillet over medium-high heat. Cook onion and mushrooms. Add garlic. Cook a few more minutes.

Transfer to food processor. Add brown rice, bread crumbs, flour, dried basil, salt, pepper, and red pepper. Pulse until mixture just comes together. Season to taste. Form into balls to fit bun.

Heat canola oil in skillet. Pan fry meatballs in batches.

Brush insides of buns with olive oil. Toast until lightly browned. Layer spoonful of tomato sauce, meatball, spoonful of pesto sauce, and basil leaf in each bun. Stick with party pick. Serve.

**OUR FAVE FOOD PICKS**

- Rich and creamy in flavors like Dark Chocolate Truffle and Snickerdoodle, **So Delicious** cashew milk ice creams are too good to share.

- From BBQ to Thai Basil, **Tofurky’s Slow Roasted Chik’n** is the best thing since sliced Tofurky!

- Soy-free, gluten-free, and vegan to the last crumb, **Daiya** dazzles us with New York-style cheesecake in chocolate, strawberry, and key lime varieties.

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1½ cups all-purpose flour  
¾ cup sugar  
¼ teaspoon baking soda  
1 teaspoon ground cinnamon  
½ cup canola oil  
¼ cup water

2 teaspoons pure vanilla extract  
1 tablespoon white or apple cider vinegar  
3 peeled apples, thinly sliced  
Powdered sugar

Serves 8

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2 tablespoons olive oil, plus extra for brushing  
1 teaspoon ground black pepper  
¼ teaspoon crushed red pepper (optional)

1½ teaspoons sea salt  
1 teaspoon ground black pepper  
¼ teaspoon crushed red pepper  
Canola oil  
Slider buns or dinner rolls  
Tomato and pesto sauces, heated  
Basil leaves

Serves 20

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ANIMAL LIBERATION TURNS 40

An Exclusive Interview With Peter Singer
In 1975, Peter Singer’s seminal work, *Animal Liberation*, sparked a radical change in attitudes about animals. Since its inception, it has been widely credited as the catalyst for the modern animal rights movement, and has led countless people to consider a vegan diet.

*Animal Liberation* turns 40 this year, and we are honored that Peter met with us to answer a few of our questions.

**Q** When you first wrote *Animal Liberation*, what kind of an impact did you expect it to have?

On the one hand, our exploitation of animals is so deeply entrenched in our way of living, and is supported by such powerful industries and political lobby groups, that it seemed almost impossible that my book would have any impact. Yet at the same time, the arguments I was putting forward seemed so obviously correct that I hoped that once people read them, they would go vegetarian and tell all their friends to do the same. So I oscillated between thinking that the book might disappear without a trace, and hoping that it would change the world.

**Q** How has the landscape for animals changed since *Animal Liberation* was first published?

It’s changed in many ways, and mostly for the better. In 1975, no one took the idea of animal liberation, or animal rights, seriously. Few people knew about factory farming, and there were very few vegetarians. The term “vegan” was completely unknown. There were no large organizations campaigning against factory farming (and hardly any small ones either). Nor did any states or countries have laws of the kind that now exist in Europe and California prohibiting the cruelest forms of confinement for farmed animals.

So all this is good. The bad aspect is that the number of animals abused on factory farms has grown considerably, largely because increasing prosperity in Asian nations has led to a jump in the demand for meat. This is a tragedy for animals, for the climate, and for the health of Asian people. I very much hope it can be reversed.

**Q** What changes do you hope or expect to see for animals in the coming years?

I expect to see the abolition of the standard battery cage for laying hens, gestation crates for sows, and individual crates for veal calves. This has already happened across the entire European Union, and it shouldn’t be too difficult to achieve in the United States, Canada, Australia, and many other countries as well. Such change will bring a better life to hundreds of millions of animals, but of course, will not go nearly far enough. So I expect that in the U.S. the movement away from animal products will continue, and we will see more and more vegetarians and vegans.

**Q** Hidden-camera investigations are a large part of MFA’s work. What difference has undercover cruelty footage made in cultivating a more compassionate view of farmed animals?

I said earlier that when *Animal Liberation* was first published, few people knew about factory farming. Undercover videos have made a huge difference in this respect. Now most people have seen them, or at least clips from them, on the evening television news or online. So the curtain has been lifted, and no matter what ag-gag laws are passed, it will never drop again.
There’s no question that one of the most powerful tools animal rights activists have in their belt are undercover investigations. Through more than 40 undercover investigations, MFA has exposed the horrors of factory farming to millions. These exposés by MFA and other animal protection groups have led to felony convictions for unconscionable cruelty to animals, the largest meat recall in U.S. history, legal action to enforce food safety regulations, and comprehensive corporate animal welfare policy changes.

Since 2011, animal agribusiness has aggressively lobbied to pass “ag-gag laws,” anti-whistleblower laws that criminalize filming animal abuse inside factory farms and slaughterhouses.

MFA is raising awareness of and combatting these blatantly unconstitutional laws with its new #NoAgGag campaign. This exciting photo campaign has quickly gone viral, garnering celebrity support and the participation of thousands of people across the country.

Within hours of its launch, countless people took to Facebook, Twitter, and Instagram, posting photos of themselves with the campaign’s signature #NoAgGag tape over their mouths. MFA quickly responded and flooded its social media with the photos, inspiring even more to get involved.

The campaign is accompanied by a sleek new website that features a video about ag-gag laws narrated by music icon Moby. In the video, Moby states:

I first heard about ag-gag bills a few years ago and I didn’t believe that something like an ag-gag could even exist in the United States because freedom of the press and the ability to shine a light on really nefarious practices is such an enshrined part of the Constitution and our way of life. The animal-producing industries know full well that if people were aware of how bad the conditions were on their farms, everyone would become vegetarian.

There’s also a comprehensive map of the United States on the website that informs visitors about the state of ag-gag laws across the country and how they can take action.

Get involved today and help us ensure undercover investigations stay legal by joining the #NoAgGag campaign. Grab your phone, snap a photo, and upload it to social media. Make sure to use the hashtag. You can also bookmark the website NoAgGag.com and check back frequently to see where ag-gag laws are introduced and how you can help stop them.

See video and take action: NoAgGag.com

The State of Ag-Gag
Tracking ag-gag legislation nationwide since 2011.
SCALDED ALIVE
BUSINESS AS USUAL AT NORTH CAROLINA CHICKEN SLAUGHTERHOUSE

TURNING GEARS... CLANKING METAL... HUMMING CONVEYOR BELTS... SPLATTERING BLOOD... ECHOING SCREAMS... BURNING BODIES...

A brave MFA undercover investigator documented sickening cruelty at this facility, including workers breaking the wings and legs of birds, slicing open their throats while they were still conscious, brutally shocking them with electricity, and even scalding them alive.

Consumers were rightly outraged by this horrific abuse. On April 8, more than 50 MFA supporters descended on Gordon Food Service Store in the company’s hometown of Grand Rapids, Michigan, to protest the unconscionable cruelty caught on hidden camera. The demonstrators wielded signs that featured graphic images of bloody and abused chickens and the message “Gordon Food Service Tortures Animals.”

Two weeks later, MFA paid a surprise visit to Gordon Food Service headquarters to deliver more than 120,000 petition signatures—including the signature of actress Pamela Anderson, who also narrated the undercover video—to Gordon Food Service CEO Jim Gordon, demanding the company adopt animal welfare standards for its chicken suppliers.

Unfortunately, while thousands of birds are tortured to death in its supply chain, the company keeps its back turned on the thousands of consumers calling for change.

Gordon Food Service lags sorely behind many of its food industry competitors on animal welfare issues. Following the release of undercover footage by MFA similar to the Wayne Farms video, major food providers, including Nestlé, Kraft, and Leprino Foods, agreed to enact comprehensive animal welfare policies to prevent egregious animal abuse at their supplier farms. There is no reason Gordon Food Service cannot do the same—Gordon Food Service has not only the power, but also the ethical responsibility, to end the worst forms of animal cruelty in its supply chain.

Shockingly, the USDA estimates that as many as 1 million birds are scalded alive every year in this country. Despite the fact that chickens make up more than 95 percent of the animals killed for food each year in the U.S., they are excluded from the federal Humane Methods of Slaughter Act. This means that every year billions of birds are slaughtered in ways that would be illegal if the victims were cows or pigs.

Although cruelty and violence are standard practice for Gordon Food Service suppliers and chicken factory farms across the country, caring consumers can help protect chickens simply by leaving them off their plates.

SEE VIDEO AND TAKE ACTION: GORYFOODSERVICE.COM
“Popsicles.” “Hockey pucks.” That’s how workers described the thousands of chickens who had frozen to death en route to Maple Lodge Farms—the largest chicken slaughterhouse in Canada.

I have never seen as much misery and suffering as I saw at this slaughterhouse.
Every year, almost 9 billion chickens are raised and killed for food in the U.S. and Canada. People eat more chicken than all other animals combined. Yet chicken factory farms and slaughterhouses have the weakest governmental oversight and chickens have the least legal protection against abuse.

An MFA whistleblower working at Maple Lodge Farms in Brampton, Ontario, got a close-up look at the consequences of this grim reality. “It was hell on earth,” explains John, the whistleblower. “I have never seen as much misery and suffering as I saw at this slaughterhouse.”

**TORTURED IN TRANSIT**

Maple Lodge Farms doesn’t offer birds proper protection from extreme weather conditions. Thousands die from heat stress or suffocation when trucked through sweltering summer temperatures. Harsh Canadian winters inflict a horrible death upon thousands of others, who arrive at the slaughterhouse frozen solid.

Still crammed tightly in plastic crates so small they can’t even move, birds who survive transport are callously dropped several feet onto conveyor belts and moved toward the slaughter line. Because Maple Lodge Farms has set its line to move at an unreasonably fast speed, workers frantically grab chickens—often by a single wing or leg that can break in the process.

**SICKENING SLAUGHTER**

Almost daily, the slaughter line broke down and birds were left hanging upside down, flapping and flailing for up to 45 minutes. The weight of their bodies pulled painfully on their fragile legs as they dangled by their feet in metal shackles. Others were stuck in the “neck stretcher,” a barbaric device that aligns the chickens’ necks with the blade that will eventually slit their throats.

Many birds weren’t adequately stunned, which left them fully conscious throughout the slaughter process. Others even missed the throat slitter and entered the scalding feather-removal tanks alive.

**NO STRANGER TO THE LAW**

In 2013, Maple Lodge Farms was convicted and fined $80,000 for allowing thousands of birds to freeze to death during transport. The company is also currently serving a three-year probationary period and has been ordered to spend $1 million in improvements to its transport systems. Now, based on MFA’s hidden-camera video and detailed legal complaint, law enforcement is considering further criminal charges against Maple Lodge Farms.

**TIME FOR CHANGE**

MFA is urging Maple Lodge Farms to implement meaningful animal welfare policies, including ending selective breeding for rapid growth; providing more space, clean litter, access to natural light, and environmental enrichments; and replacing conventional live-hang slaughter systems with less cruel systems that eliminate the horrific suffering documented in this investigation.

Join the tens of thousands who have signed our petition urging Maple Lodge Farms to take action. But don’t stop there. Consider withholding your money from companies that exploit and kill animals and instead cast your consumer dollars toward a kind and compassionate plant-based diet.

See video and take action: MAPLELODGEHARMS.CA

Please consider visiting MERCYFORANIMALS.ORG/DONATE to help Mercy For Animals continue its lifesaving work.
A STATE SUCKED DRY

...BY THE MEAT AND DAIRY INDUSTRIES
Here in California, the record-breaking, headline-making drought is always on our minds. A NASA scientist warns that we may have just one year’s worth of water left, and Governor Jerry Brown has urged us all to shorten our showers and let our lawns go brown.

But in a popular opinion article published in the San Diego Union-Tribune, MFA’s president, Nathan Runkle, argued that the governor’s plea would do little to solve California’s water woes. When the commercial and residential sectors are responsible for a mere 20 percent of the state’s water use, shorter showers will offer barely more than a drop in the near-empty bucket. The real culprit, he said, is not the water wastage in our bathtubs and fountains, or even on our golf courses—it’s on our plates.

Agriculture accounts for 80 percent of California’s water consumption, and animal agriculture and feed crop production comprise the vast majority of that use, making them by far the biggest water guzzlers in the state. This is true nationally as well; agriculture accounts for between 80 and 90 percent of the fresh water used in the United States, and at least half of that goes to raising and feeding farmed animals.

That’s because the real “water cost” of producing a single pound of meat can be as much as 1,800 gallons. To put that number into perspective, consider that producing just one hamburger requires the same amount of water as two months’ worth of showers. By contrast, the water cost of a pound of potatoes is only 119 gallons.

Far from a victim, animal agriculture is largely to blame not only for the dangerous depletion of the state’s water supply, but also for the drought’s greatest underlying cause: climate change. The livestock industry contributes more to this global crisis than the entire transportation sector.

The good news is that each of us can dramatically reduce our water and carbon footprints by withdrawing our support of this wasteful industry. Vegetarian diets require on average about 60 percent less water than meat-based ones. And the most compassionate, healthful diets—those that exclude all animal products—require even less.
No industry or corporation—no matter how large—is immune to the power and perseverance of a compassionate movement. That is the takeaway message from one of MFA's latest triumphs: after a multi-year, multilateral campaign, Walmart, the largest company in the world, has announced that it will eliminate the cruelest factory farming practices in its supply chain.

"CRATES MAY NO LONGER HAVE A FUTURE IN PORK."
This is a major milestone in the fight against farmed animal cruelty, one that heralds a sea of change in animal agriculture and the animal protection movement. But this achievement didn’t come easily. For years, Walmart was one of the last holdouts—the greatest obstacle to ridding the world of the barren, cramped cages known as gestation crates used to confine pregnant pigs.

Widely recognized as the worst of the factory farm torture devices, gestation crates have been banned in nine U.S. states, New Zealand, Australia, and the entire European Union. Nearly every major food provider in the country, including McDonald’s, Burger King, Safeway, and Kroger—as well as major pork producers Smithfield, Hormel, and Cargill—has committed to phasing them out. Until recently, however, Walmart refused to show pigs any mercy.

MFA knew that convincing Walmart to ditch these crates would signal the beginning of the end for one of the most extreme forms of institutionalized animal abuse in existence. The pork industry would be forced to phase out gestation crates if it wanted to keep Walmart, which sells a staggering 25 percent of the groceries in the United States, as a customer.

Some said it couldn’t be done. Walmart was too big and too resistant to pressure. Undaunted, MFA sprang into action. With the help of outspoken animal advocate and 19-time Emmy Award-winning host of The Price Is Right Bob Barker, who narrated the undercover video for the Christensen Farms investigation, MFA launched its Walmart Cruelty campaign in July 2012. Shortly thereafter, James Cromwell, renowned actor and star of the hit movie Babe, helped kick off MFA’s Walmart Cruelty Tour featuring a 10-foot-tall pig in a gestation crate. Animal advocates appeared in droves in more than 150 cities nationwide to speak up for tortured pigs. Each tour stop garnered mainstream media coverage and prompted hundreds of thousands of people to contact Walmart to urge the company to ditch cruel crates.

Soon some of Hollywood’s brightest stars got involved. In an open letter to Walmart, A-list celebrities, including Ryan Gosling, Emily Deschanel, Kim Basinger, Ed Begley Jr., Steve-O, and Loretta Swit, joined MFA in urging Walmart to free pigs from cages so small they can’t even turn around.
MFA ramped up the pressure in Walmart’s own backyard with a series of full-page ads in the company’s hometown newspaper. To ensure Walmart got the message, MFA circled the company’s Arkansas headquarters for a week with a 20-foot-long mobile billboard calling on Walmart execs to “Ditch Cruel Gestation Crates” and featuring heartbreaking photos of immobilized, imprisoned sows.

Across the northern border, MFA conducted a groundbreaking undercover investigation at Puratone—a major pork producer that supplies Walmart and other leading grocery chains in Canada. Following talks with MFA, the top six grocery chains in Canada, including Walmart Canada, agreed to ban gestation crates. Soon thereafter, the National Farm Animal Care Council in Canada updated its codes of practice to effectively ban the crates nationwide.

Without missing a beat, MFA’s investigative team next brought the heat to Tyson Foods—one of Walmart’s largest pork suppliers—with an investigation in Oklahoma that uncovered workers sadistically beating, throwing, and mutilating animals. Tyson promptly responded with a set of new animal welfare guidelines.

On the heels of the Puratone exposé, a shocking MFA investigation at Pipestone System in Minnesota sparked a major media firestorm in America. Yet another Walmart pork supplier, Pipestone is owned by the high-profile president of the National Pork Producers Council.

The graphic hidden-camera footage showed workers cramming pigs into filthy, fly-infested gestation crates and violently slamming conscious piglets headfirst against the ground and ripping out their testicles without painkillers.
With the help of award-winning actor Joaquin Phoenix, MFA soon released disturbing hidden-camera footage taken at Walmart pork supplier Seaboard Foods—currently one of the few remaining gestation crate holdouts in the pork industry. Soon after the video release, the Twittersphere exploded with tweets from celebrities Jessica Chastain, Kate Mara, Moby, and countless others. MFA quickly followed that investigation with yet another expose uncovering even more sickening animal abuse at Seaboard.

After three years of intense campaigning by MFA supporters and six undercover investigations exposing Walmart’s horrific treatment of animals, on May 22, 2015, the mega retailer finally announced its commitment to eradicating many of the cruelest factory farming practices in its supply chain. Citing the “five freedoms”—a set of minimal ethical standards for farmed animal welfare—Walmart’s policy doesn’t stop at banning gestation crates; it eliminates veal crates for baby calves and battery cages for egg-laying hens as well. The company also announced that it is working to end the needless mutilations of animals without painkillers, such as castration, tail docking, and dehorning. MFA is now urging Walmart to set aggressive timelines for its suppliers to meet these expectations.

Walmart’s mandate is one of the most sweeping animal welfare policies ever adopted by a major food company. Because of Walmart’s massive size, this new policy will benefit millions of animals every single year.

But perhaps more importantly, Walmart’s decision raises the bar for every other food company in the world—in essence setting an international minimum standard by which every player in this industry will be measured. Now that one of the most profit-driven, cost-cutting companies has acknowledged the basic needs of the animals in its supply chain—to be free from pain, isolation, and confinement—it will be impossible for other companies to ignore their plight.

Most of all, Walmart’s decision sends a message to the world that advocates like you will succeed, even in the face of what seem like insurmountable odds.
How to Be Great at Doing Good is a complacency-shattering guidebook for anyone who wants to change the world.
You don’t have to be a millionaire or a full-time activist to make a massive difference for animals. In fact, anyone has the ability to spare tens of thousands of animals from a lifetime of misery.

**SMART DONORS**

Many of us pick which charities to support based on what we feel passionately about, what emotionally moves us, or what has personal relevance to us. It’s very understandable why we’d donate based on those things—it feels good!

But in How to Be Great at Doing Good, Cooney shows that there’s a huge difference in real world outcome when we donate based on what will do the most good for animals versus what feels good. When we base our choices on the former, we can become superheroes for animals.

According to Animal Charity Evaluators, an independent advisory group, the most effective animal protection programs spend less than a dollar for each animal they spare. MFA’s online vegan advertising is a perfect example. Each person who goes vegetarian will spare several dozen animals a year from abuse. MFA’s online ads spend only a few dollars for each person they inspire to go vegetarian.

What does this mean for us? It means the next time we donate, we can help hundreds of animals by giving to the most cost-efficient charities.

**YOUR BRAIN ON CHARITY**

Cooney’s book is also an intriguing and highly readable look at the psychological biases we all have when it comes to charity. For example, studies show we’ll give more to help one individual than we will to help a group, and that when we see someone suffering, we respond more strongly when that individual is the same race as us, lives near us, or is closer to us on the evolutionary tree. Meanwhile, all sorts of silly things that shouldn’t influence our charitable decisions—like the color or font of a fundraising letter—absolutely do.

How to Be Great at Doing Good is an engaging and incredibly compelling book that everyone who cares about animals should read. To learn more and order a personally signed copy, visit NickCooney.com

That’s the message of the fascinating new book How to Be Great at Doing Good, written by MFA’s director of education, Nick Cooney. Released by Wiley & Sons in April, this thought-provoking book empowers average people to do as much good for animals as they can with their limited money.

John Robbins, author of Diet for a New America and president of The Food Revolution Network, said it best: “If you want to get the most bang for your buck, this book will show you the way.”

“Nick Cooney is great at explaining How to Be Great at Doing Good and I hope his book will be widely read.”

PETER SINGER, author of Animal Liberation, and one of Time magazine’s 100 most influential people

“Wow, this is such a great book... Get focused and make the profound difference you long to see by reading (and enacting) Cooney’s brilliant thesis.”

JOHN ROBBINS, author of Diet for a New America, and president of The Food Revolution Network

“If you want to get the most bang for your buck, this book will show you the way.”

KATHY FRESTON, New York Times bestselling author of Quantum Wellness and The Lean
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