NOM YOURSELF
CREATIVE VEGAN COOKING
WITH CHEF MARY MATTERN

TORTURE ON TOUR
MFA HITS THE ROAD WITH "ABBY THE ABUSED CHICKEN"

THE DOMINO EFFECT
MFA INVESTIGATIONS PUSH GLOBAL FOOD INDUSTRY CHANGE

HONOR ROLL
CULTIVATING COMPASSION WITH MFA'S FELLOWSHIP PROGRAM

+ IDAHO AG-GAG STRUCK DOWN!
LANDMARK RULING COULD HAVE RIPPLE EFFECTS FOR OTHER STATE LAWS
People care about animals. If there was ever any doubt, the international outcry surrounding a certain big cat has officially dispelled it. Millions worldwide are mourning Cecil, a Zimbabwean lion illegally shot down by an American hunter. Months after his demise, social media is still awash with tears and vehement pleas for justice.

As animal advocates, many of us are grieving for Cecil along with the rest of the world. But we can also choose to see his death as an opportunity to educate our friends and family about the plight of animals very much like him. We can find a way to channel our grief into something good.

We can tell our peers that unlike Cecil, animals raised for food do not roam free before their end. Instead, they spend months or years cramped inside filthy sheds or cages so small they can barely move. Many are killed as babies, not in old age as Cecil was. And unlike lions on the savanna, they are not plucked off one by one and hung on mantles. They are hung, nameless and by the billions, on fast-moving assembly lines like widgets in a factory.

This, we know, does not make their deaths any less of a tragedy.

Because like Cecil, they all have interests and personalities. They are smart and capable of deep emotion. Like lions, they form tight-knit communities when allowed to bond with others of their kind.

With your support, Mercy For Animals is working to spread awareness not only of these animals’ miserable lives and deaths at the hands of animal agriculture, but also of their tremendous capacities to love, feel, and communicate with one another and with us. We’re encouraging our society to put into practice a belief nearly all humans already espouse: animals’ lives matter.

Cecil’s story reveals the animal protection movement’s quick progress in creating a more compassionate society. People everywhere are coming to realize that just as trophy hunters could live happy, fulfilled lives without dead animals on their walls, we can do the same without dead animals on our plates.

Thanks to your enduring support for MFA, countless more people make compassionate choices every day, each sparing dozens of animals per year from misery. Legal successes and corporate policy changes mean millions more animals will find some relief from their pain. One victory at a time, together we are showing the world that when it comes to the capacity to suffer, and the desire to live free of human exploitation and violence, every animal is Cecil.

Sincerely,

Nathan Runkle
President

@nathanrunkle
Viral videos of children reacting to meat and slaughter, including a Brazilian child refusing to eat octopus, an Irish girl bursting into tears because the turkey on the table had to die, and a Nepalese boy fighting desperately to save a goat from religious sacrifice, are dishing the world some serious food for thought.

According to BBC Earth, there are undeniably far more similarities between humans and animals than previously thought; for instance, new research shows that cows live within complex social hierarchies, possess excellent spatial learning ability, and love music!

The New York Times reports that as avian flu ravages birds in the Midwest, major restaurants and food companies, such as General Mills, are looking for alternatives to eggs. Hampton Creek Foods also signaled the end of the egg with its recent announcement that 7-Eleven would exclusively use its egg-free mayonnaise, Just Mayo, in all of the chain’s prepared foods.

To the delight of the world, Ben & Jerry’s is working on a vegan variety of ice cream that should hit supermarket shelves by spring 2016. Not to be outdone, Blue Bunny Ice Cream, one of the largest ice cream producers in the world, is testing vegan flavors in Colorado, Texas, and Nebraska!
Kristen Diederich

Kristen Diederich is a true powerhouse—not just at the gym, but at the MFA office as development systems manager. Kristen’s super impressive workdays include overseeing the organization’s entire donor base and developing innovative and exciting new programs, such as peer-to-peer fundraising, social media giving, and both online and on-site auctions. Kristen also knows MFAs donors are the true heroes for animals and never lets them forget it!

Words to Live By: 
“Happiness is when what you think, what you say, and what you do are in harmony.” - Mahatma Gandhi

Q: What inspired you to become vegan?

I went vegetarian when I was 16, but like a lot of people didn’t realize how horrific the dairy and egg industries were. About three years ago, a friend and I started looking into animal rights issues a bit more deeply, and after watching a few videos and learning how animals were treated, we both ended up vegan.

Q: How are MFA’s donors heroes for animals?

Nothing we do could happen without donors. Every dollar we receive directly benefits animals. Donors are the reason landmark animal welfare policy changes have been made and the demand for meat has decreased while sales of plant-based alternatives have soared. Because of our donors, the meat, dairy, and egg industries are running scared.

Q: Which part of your work with MFA inspires you the most?

I’m most inspired by donation comments from supporters who decided to reduce or eliminate animal products from their diets as a result of MFA’s work. They remind me how life-changing this organization’s mission really is. I remember how empowering it was to finally get my own values and actions into alignment; I love knowing that we’re empowering so many others in that same way.

Q: What’s the most valuable advice you’ve received?

Don’t worry about what other people think. Do what makes you happy (as long as you aren’t hurting anyone). Society spends a lot of time telling us what we “should” be doing and what constitutes success, but if those things don’t make you happy, why spend the time doing them? Once I really took this message to heart, I began traveling around the world helping animals through various volunteer projects. Eventually I followed my passion for animal rights to MFA and have never looked back. When you do what you love, that’s when you’ve truly made it.

Q: When you’re not saving animals, where can we find you?

Most evenings you can find me in one of the many incredible gyms Los Angeles has to offer. On the weekends, I like to spend time outside hiking, camping, and exploring southern California.
In the same month as the Supreme Court handed down its landmark ruling on marriage equality, hundreds of MFA volunteers took to the streets at major pride parades in Los Angeles, San Francisco, Chicago, New York, and beyond, distributing 65,000 pro-vegan brochures. With the message “No one is free when others are oppressed,” activists drew the connection between LGBT rights and animal rights.

PRIDE & COMPASSION

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CAPTIVATING COMPILATION:
HEARTLESS ROCKS CANADA

Shocking. Horrifying. Life-changing. Those are just a few of the words used to describe MFA’s powerful new four-minute video Heartless: Inside Canada’s Factory Farms. Shot over three years at numerous farms, hatcheries, and slaughterhouses across the country, this eye-opening exposé makes clear just how abusive the Canadian factory farming industry is. See it at MeatVideo.ca.

LATIN INVASION

MFA’s veg advocacy in Latin America has exploded, and the numbers speak for themselves. In just the past month, our work south of the border generated 1.5 million views of factory farm cruelty footage, 40 million views of pro-veg content on Facebook, and over half a million page views of our EligeVeg.com veg eating website and blog. Can you say, “Viva el veganismo”? 
What are the top 5 nutritional powerhouses all vegans should have in their pantries?

I am a fan of being prepared in the kitchen, and part of being prepared is making sure your pantry is stocked with those “must-have” staples. Keeping these essentials on hand will help you build a nutritious foundation at mealtime.

**BEANS**

Was there any doubt I would include beans on my list? Chock-full of nutrients, such as protein, iron, and fiber, every kitchen should have a stockpile of legumes. Beans are not only inexpensive, but also incredibly versatile—from making great burrito fillings to adding some umph to a salad. There are dozens and dozens of beans to choose from, including the chickpea, cannellini, and adzuki. Dried or canned, make beans a part of your pantry!

**TOMATO SAUCE**

Like beans, tomato sauce can be highly versatile. Jazz it up with some herbs, spices, and veggies and serve over pasta or use it as a base in soups, such as minestrone. Tomatoes are an excellent source of vitamin C, which is important to regularly consume at meals because it helps increase the body’s absorption of iron.

**NUTS**

I keep a variety of nuts on hand—raw cashews, walnuts, almonds, and peanuts. (Botanically peanuts are legumes, I know!) Sources of “good fat,” nuts also contain protein and depending on the type, are sources of vitamin E, omega 3 fatty acids, and calcium. Cashews and peanuts make great sauces. Walnuts and cashews pair well with dried fruit to make trail mix. And nothing can beat a nut butter spread on apple slices.

**GREENS**

We all know by now that kale is awesome and nutritious, but are you eating it or other greens regularly? Tossed into a stir-fry or tofu scramble, baked into a casserole, stuffed in a wrap, or blended into a smoothie are but a few ways to eat our greens. Greens provide a plethora of vitamins, minerals, and antioxidants, so go ahead and add some bok choy to that fridge of yours.

**FLAXSEED**

Ground flaxseed is a fantastic source of those essential omega 3 fatty acids, which help reduce inflammation and have been linked to other protective factors in disease prevention. It can be sprinkled into your cereal or smoothies and used as an egg replacer in baked goods.

**VITAMIN B12 SUPPLEMENT**

All vegans should either consume 2–3 servings of vitamin B12-fortified foods per day or take a supplement of 500–1,000 mcg three times per week. This is one nutrient we cannot ignore. Doing so could lead to irreversible neurological damage.

When it comes to ensuring a nutrient-packed diet, the key is to include a variety of vegetables, fruits, grains, nuts, seeds, and legumes. Eating vegan is really that simple.

Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. Since starting grad school, Anya’s staples tend to include lots of peanut butter and fruit sammiches. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.

Visit AnyaTodd.com to learn more about Anya Todd and living a compassionate, healthy lifestyle!

Visit ChooseVeg.com for news, videos, vegan recipes, and more!
**Fried Eggplant Sticks**

Peel eggplant skin. Cut into 1/2 in. x 2 in. sticks.

Set three medium-sized bowls on counter. Pour flour in one and almond milk in another. Mix breadcrumbs, parsley, garlic powder, and vegan parmesan in another.

Heat large skillet with olive oil over medium heat.

Dip eggplant sticks in flour, then almond milk, then breadcrumbs. Make sure they are fully coated.

Cook in frying pan on all sides until golden brown. About 2 minutes. Repeat until eggplant is gone.

Place on plate. Sprinkle with parsley. Serve with marinara sauce or kale pesto.

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**Hazelnut Banana Bread**

Preheat oven to 375 degrees.

Mix flour, sea salt, baking powder, cinnamon, and sugar in medium bowl.

Mix flaxseed meal and almond milk in small bowl.

Add bananas, flaxseed mixture, and hazelnuts to flour mixture. Mix until well combined.

Pour into bread pan. Cook for 15 minutes or until toothpick comes out of center of bread clean.

Let sit for 30 minutes. Plate and top with berries and coconut whipped cream.

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**OUR FAVE FOOD PICKS**

- **Available in Chili Lime Carnitas and Bar-B-Que varieties, Upton’s new Jackfruit Shreds** are sure to impress even the most devout meat lovers!

- **Tofurky’s Sausage & Veggie Quiche**, our new best brunch buddy, delivers a taste that has us begging for seconds (and thirds).

- There’s nothing fishy about **Gardein’s Crabless Cakes**—all the flavor and no sea life harmed in the making!
IDAHO AG-GAG STRUCK DOWN!

LANDMARK RULING COULD HAVE RIPPLE EFFECTS FOR OTHER STATE LAWS

FEDERAL JUDGE STRIKES DOWN IDAHO'S 'AG-GAG' LAW

JUDGE STRIKES DOWN IDAHO 'AG-GAG' LAW, RAISING QUESTIONS FOR OTHER STATES
Dairy cows kicked, beaten in the face, shocked, and even sexually abused... Workers tying a metal chain around a cow’s neck and using a tractor to drag her battered body...

These are just a few of the scenes captured by an MFA investigator who worked undercover at Bettencourt Dairies, Idaho’s largest dairy factory farm, in 2012. The abuse caught on film was so horrific it led to national news coverage and criminal animal cruelty charges against farm employees. Thanks to your support, animal abusers were put behind bars and the public got an eye-opening look at the blatant cruelty of modern dairy farms.

In the wake of MFA’s investigation, members of the Idaho Dairymen’s Association leapt into action. But instead of working to prevent further abuse, they set their sights on preventing the public from finding out about the abuse. They drafted a reprehensible “ag-gag” bill that made it a crime to film inside a factory farm without the farm owner’s permission. In 2014, state legislators passed the bill.

The story—and hope for Idaho’s millions of farmed animals—could have ended there. But impassioned animal advocates fought back, generating statewide media attention and widespread public outcry against the law.

This past August, in a landmark legal victory for farmed animals, U.S. district court judge B. Lynn Winmill struck down Idaho’s ag-gag law as unconstitutional. The court ruled that the law violated our First Amendment right to free speech and also the Equal Protection Clause because it was motivated by a desire to silence animal protection groups.

It isn’t every day that a federal judge uses a written opinion to express how valuable undercover investigators are. But Judge Winmill did just that, noting:

**Undercover investigations actually advance core First Amendment values by exposing misconduct to the public eye and facilitating dialogue on issues of considerable public interest. ... Food production and safety are matters of the utmost public concern.**

Winmill likened undercover investigators to modern Upton Sinclairs, using audio and video evidence to document abuses and other problems in the food industry. “Protecting the private interests of a powerful industry, which produces the public’s food supply, against public scrutiny is not a legitimate government interest,” he observed. Winmill even went so far as to call Idaho’s ag-gag law “perverse.”

MFA’s hard-hitting investigations from coast to coast have inspired countless people to move toward a compassionate vegan diet. They’ve also motivated some of the country’s leading food industry players, including Walmart, Nestlé, and Kmart, to commit to phasing out the most abusive factory farming practices in their supply chains.

None of this would have been possible without you, our supporters. The fact that the factory farming industry is fighting tooth and nail to ban undercover investigations is a testament to just how much power you have to create a better world for farmed animals by funding such investigations.

The defeat of Idaho’s unconstitutional ag-gag law was precedent-setting. Now we must use the momentum to prevent the passage of new laws in other states and to strike down similar laws in Montana, Utah, North Dakota, Missouri, Kansas, Iowa, and North Carolina. And now more than ever, we need to support our brave undercover investigators so they can keep shining a bright and powerful light on the hidden horrors of factory farming.

SEE VIDEO AND TAKE ACTION: NOAGGAG.COM
DESPITE ITS NAME AND STATED MISSION, AMERICAN HUMANE ASSOCIATION (AHA) ACTIVELY WORKS TO THE DETRIMENT OF MILLIONS OF ANIMALS

When animals are seriously hurt or even killed in the making of movies, AHA still lends filmmakers its famous “No Animals Were Harmed” disclaimer, and when legislators propose to ban the circus’s use of cruel bullhooks—steel-pointed weapons used to pierce elephants’ flesh to make them perform tricks—AHA sides with the circus, not the elephants.

Perhaps AHA’s most shocking betrayal of animals is the use of its American Humane Certified program to trick well-intentioned consumers into buying meat from factory-farmed animals.

Unfortunately, AHA humane certification standards, which the organization claims cover more than 1 billion animals, fall far below those of virtually every other humane certification program and barely exceed even the minimum recommendations set by the factory farming industry itself.

For more than a decade, AHA has given its “humane” stamp of approval to some of the worst factory farms in North America.

These include cruel companies MFA has exposed abusing animals, such as Butterball and Foster Farms, the subject of a recent MFA investigation.
In MFA’s hard-hitting investigation video, Bob Barker urges American Humane Association and Foster Farms to stop torturing chickens and lying to consumers.

FOSTER FARMS: DON’T BUY THE LIE

Our investigations at multiple Foster Farms facilities reveal that Foster Farms chickens are purposely bred to grow so quickly they often suffer from crippling leg deformities and die from heart attacks or organ failure before they are even six weeks old. Crammed into windowless sheds by the tens of thousands, they never get to see the sun, feel the grass beneath their feet, breathe fresh air, or do almost anything that comes naturally to them.

Hidden-camera video footage shows workers punching and throwing them, handling them as if they were doing basketball drills, and ripping out their feathers for fun.

Shackled birds are dragged through an electrified vat of water meant to paralyze them, but not necessarily render them unconscious. This means that many chickens are still completely conscious and able to feel pain when their throats are cut open. Those who are shackled improperly and miss the kill blade are often scalded alive in hot feather-removal tanks.

At the slaughterhouse, Foster Farms chickens are recklessly and violently slammed upside down into metal shackles by workers who seem to take pleasure in tormenting the frightened animals.

RUBBER STAMPING CRUELTY

Astoundingly, even after exposure of extreme animal abuse at Foster Farms facilities, packages of the company’s chicken products still bear the American Humane Certified label. This and AHA’s abysmal animal welfare standards, which remain starkly out of line with consumers’ expectations, prompted MFA to file a complaint with the Federal Trade Commission outlining AHA’s and Foster Farms’ blatant lies and knowing torture of animals.

MFA is also calling on AHA and Foster Farms to implement meaningful animal welfare requirements, including providing birds with more space, clean litter, access to adequate light, and environmental enrichments. The proposed requirements also mandate an end to selective breeding for rapid growth and elimination of live-shackle slaughter methods. A shift to less cruel methods would prevent dumping, shackling, shocking, and slitting the throats of conscious animals.
got misery?
milk does.

“... my nights will be overcome by nightmares...”
As MFA's director of investigations, I brace myself every time an investigator lands a job at a dairy farm. It means my days will be filled reviewing videos of workers viciously punching, kicking, and dragging cows, and my nights will be overcome by nightmares of baby calves dragged away from their bellowing mothers.

It helps to remember I’ve got it a lot easier than the courageous investigators who risk everything to gather the evidence needed to hold animal abusers accountable for their crimes.

Several of our eight randomly conducted dairy investigations have led to criminal charges and convictions of farm workers, managers, or owners who were caught on video torturing animals. Many of our dairy investigations have also prompted sweeping dairy industry reforms that are eliminating some of the worst forms of institutionalized animal abuse.

Unfortunately, things went down differently with our latest undercover investigation at a dairy factory farm in Colorado—one of the 15,000 member farms of the cooperative Dairy Farmers of America (DFA).

Not surprisingly, our hidden cameras captured animals suffering from untreated open wounds and infections, and workers violently punching and kicking cows, stabbing cows with screwdrivers, and viciously hitting cows with milking equipment.

Upon release of the footage, workers lost their jobs and law enforcement launched a criminal investigation. But instead of meeting with us to address animal abuse at its member farms, DFA issued a biting press release—shooting the messenger for shedding light on cruelty—and ignited a vengeful social media campaign in an attempt to shift blame from animal abusers to the whistleblower.

DFA conveniently ignored the factory farm owners’ lax oversight and utter lack of employee training on animal welfare. It stood silent on their complete failure to address animal abuse when brought to their attention by the investigator or even monitor their own surveillance footage revealing the routine, malicious abuse.

It’s no shock that DFA is so resistant to ending animal abuse at its member farms.

The company’s bottom line depends on desensitization of workers, a mentality that allows them to exploit and inflict pain on animals for money, and one that darkens until no one thinks twice about tormenting an animal out of frustration or boredom—or just for fun.

But we as compassionate people need not support the dairy industry’s cruelty and violence. With all of the great-tasting vegan alternatives to milk, cheese, and ice cream, it’s never been easier to ditch dairy. We can choose cruelty or kindness. As someone all too familiar with the abuses running rampant in the dairy industry, the choice is simple.

SEE VIDEO AND TAKE ACTION: GOTMISERY.COM
Tyson TORTURES ANIMALS

BY ALLIE—AN MFA UNDERCOVER INVESTIGATOR
Before they even hatch, the baby birds bred by Tyson Foods are destined for lives of pain and misery. Bred to pack on weight too fast for their little bones to keep up, many of the chickens who survive long enough hobble on broken legs within weeks of arriving at the “growout facility.”

But I met them while they were still sunshine-yellow, soft, and new. I picked one up and held her lightly in my palm, stroking her fluffy feathers with my thumb. At just a few days old, this baby chick had already outlived thousands of her fellow birds. Many perished in their shipping crates on the way from the hatchery. Many more died or were seriously injured when they were callously tossed out of their crates onto the ground. I saw some chicks lying lifeless and dozens bleeding and visibly broken, their wings and legs splayed, like casualties of a terrible crime.

Others would soon succumb to their own genetics. Over a span of just a few short weeks, I saw the animals grow in size from nearly weightless chicks to hefty, oversized birds. Nearly all of them were in so much pain they couldn’t walk, and many died of dehydration because they couldn’t reach the water nozzles. I saw thousands of dead birds—victims of heart attacks, organ failure, and other problems related to their rapid growth.

The horrible sight of dead birds awaited me each day, as did the acrid stench of months’ worth of piled-up chicken waste. The giant, windowless sheds these birds were forced to live in were almost never cleaned between flocks. The ammonia burned my eyes and seared into the back of my throat. It permeated my hair and clothes, lingering long after I left for the night.

The chickens, of course, had it worse. They had to sit directly on the filthy ground 24 hours, seven days a week. Their skin became inflamed and infected and their bellies raw, and they coughed and wheezed from respiratory distress. Many were blinded by the ammonia fumes.

All told, more than 52,000 birds perished over 42 days at this one factory farm. Those who survived were yanked up by their fragile legs, wings, and necks and rammed back into transport crates. Then they were trucked off to be shackled upside down and slaughtered before being sent to grocery stores and restaurants across America.

Tyson, the largest meat producer in the world, gets away with torture day after day, year after year. Deprived of mercy from the very first hour of their lives, the birds Tyson raises and kills never know a single moment of kindness.

But thanks to you, that may someday change. After completing my investigation, compassionate people like you spread word of this abuse. Thousands of people signed a petition calling on Tyson to end the needless cruelty. News stories broke by the dozens and heartbroken readers shared them far and wide. Many pledged to boycott Tyson, and others resolved to take chickens off their plates for good.

As an undercover investigator, I am just the messenger. Animals depend on you to share their stories and make the real change happen. Thanks to your passion and commitment, I am confident that it will.

SEE VIDEO AND TAKE ACTION: TysonTorturesAnimals.com
Members of MFA recently took to the road with “Abby the Abused Chicken”—a graphic, seven-foot-tall chicken with a bloody broken wing, slit throat, and open wounds—to tell Gordon Food Service, Tyson Foods, and Foster Farms that torturing chickens will not be tolerated.

MFA tour assistants donned the Abby costume as part of three multi-city tours featuring an eye-catching protest at every stop. The protest tours followed the release of undercover investigations exposing horrific animal cruelty at a Gordon Food Service supplier farm, a Tyson factory farm, and numerous Foster Farms facilities.

Abby the Abused Chicken’s features and injuries—born at a Hollywood special effects studio—paint a gory, real-life picture of not only brutal butchering at the slaughterhouse, but also the tortured life of a chicken on a farm.

Gordon Food Service Store shoppers got an eyeful when Abby kicked off her tours in the Midwestern states operating the company’s supermarkets. The Chicago Tribune couldn’t ignore MFA volunteers who took to the streets in Evanston, Illinois, for Abby’s first protest. Northward in Ann Arbor, home state of Gordon Food Service, local media reported on the many horn honks of support from motorists passing by Abby on her second tour stop.

As Abby made her way around the Midwest, the media coverage followed. Major news outlets, including Pittsburgh Post-Gazette, Toledo Blade, and Cleveland.com, reported on the great public turnout in support of Abby. The powerful stories were peppered with eye-opening quotes from MFA volunteers about the abuse chickens endure on factory farms and in slaughterhouses.

“'I really think that’s disgusting, if that’s what they’re doing,” an Ohio passerby told Cleveland.com. “Y'all are doing the right thing. I’m with you.”

Grocery line conveyors nearly froze at Fred Meyer, Safeway, Vons, and Albertsons locations when Abby steered her shocking self onto the West Coast to target sales of Foster Farms chicken. In Los Angeles, Grammy-nominated musician, best-selling author, and activist Moby stood solidly by Abby’s side in the protest line.

For the grand finale, Abby confronted Tyson chicken sellers Harris Teeter, Kroger, Food Giant, and Publix in...
Tyson’s own backyard—the southeastern states surrounding Tyson’s Arkansas headquarters.

As North America’s largest private foodservice distributor, the world’s largest meat company, and the West Coast’s largest chicken producer, respectively, Gordon Food Service, Tyson, and Foster Farms have not only the power, but also the ethical responsibility, to make a meaningful difference for chickens.

With hundreds of volunteers across the country joining Abby to speak out for chickens, and hundreds of thousands of concerned consumers signing petitions calling for meaningful animal welfare changes, these companies are feeling the pressure. Abby will resume touring and continue undaunted until each of them takes action to reduce the suffering of millions of birds.
In its 16-year history, MFA has blown the lid off of more than 40 factory farms, hatcheries, and slaughterhouses. Each hidden-camera exposé has revealed shocking animal cruelty out of step with American values. These undercover investigations and their associated pressure campaigns leave companies no choice but to answer for their actions. In turn, the industry itself must change its game.
In 2013, an MFA undercover investigation exposed sadistic animal abuse at a Wisconsin dairy farm supplying Nestlé. The sickening video showed workers viciously beating and whipping cows, cows suffering from open wounds and injuries left to suffer without veterinary care, and workers dragging cows by their fragile legs and necks using chains attached to a tractor. The footage was so horrific it prompted Nestlé—the world’s largest food company—to issue a historic, comprehensive animal welfare policy extending not only to cows, but also to pigs and chickens.

Affecting 90 countries, Nestlé’s requirements prohibit slicing off cows’ sensitive tails and mandate an end to searing off cows’ horns and ripping out piglets’ testicles without painkillers. They also eliminate use of growth promoters in chickens raised for meat and intensive confinement of pigs, calves, and egg-laying hens in cruel crates and cages.

Since Nestlé enacted its groundbreaking policy, Starbucks, one of the best-known brands in the world, and Aramark and Compass Group, two of the largest foodservice companies in the world, have adopted similar sweeping animal welfare policies of their own.

Also following Nestlé’s lead, Leprino Foods, Great Lakes Cheese, and Saputo, three of the world’s largest dairy companies, established important animal welfare policies after MFA undercover investigations uncovered egregious animal abuse in each of the companies’ supply chains. These policies ban tail docking and dehorning cows without painkillers in addition to addressing other crucial animal welfare concerns. Cumulatively, these policies will reduce the suffering of hundreds of thousands of cows each year while influencing other dairy companies to adopt similar policies in order to remain competitive.

The egg industry has also begun to crack. Sodexo, another of the largest foodservice companies in the world, recently expanded its cage-free egg policy to include liquid eggs, a move that will relieve millions of birds annually by allowing them room to spread their wings and walk around.

Thanks to Sodexo’s, Aramark’s, and Compass Group’s revamped cage-free egg policies and the diligent work of animal welfare groups and their constituents, forty other foodservice companies have followed suit.

Most significantly, Walmart—the world’s largest retailer—issued a monumental animal welfare policy earlier this year following an intense campaign by MFA spanning three years. The campaign included six undercover investigations of Walmart pork suppliers, graphic mobile billboards circling the Walmart headquarters, 150 traffic-stopping protests outside Walmart stores across the country, and halting full-page newspaper ads. It also packed the power of 640,000 petition signatures from outraged consumers and A-list celebrity support from Joaquin Phoenix, Ryan Gosling, Sia, Pamela Anderson, and Emily Deschanel.

Thanks to the tireless efforts of MFA and supporters like you, Walmart announced a landmark commitment to ending many of the cruelest forms of institutionalized animal abuse in its supply chain. These include the extreme confinement of pigs in gestation crates, calves inveal crates, and hens in battery cages and the castration, tail docking, and dehorning of animals without painkillers. The commitment also includes switching to less cruel slaughter systems that eliminate the horrific suffering of chickens shackled, shocked, and scalded while still fully conscious and able to feel pain.

These pivotal policy changes signal a new era—not just for these particular companies, but for the food industry as a whole. Changing the way the biggest players in food treat animals sets precedents with the power to turn an entire industry into a row of tumbling dominoes.

**BY THE NUMBERS**

- **800 THOUSAND** mother pigs spared yearly from gestation crates thanks to MFA’s committed campaigning
- **26 MILLION** egg-laying hens saved annually from battery cages as a result of MFA’s corporate outreach
- **2.6 MILLION** dairy cows protected annually from tail docking and other cruelties due to MFA’s work
- **90 COUNTRIES** impacted by MFA’s corporate victories
INFLUENCING THE INFLUENCERS

MFA FELLOWSHIP PROGRAM CULTIVATES COMPASSION FOR FARMED ANIMALS IN A NEW GENERATION OF LEADERS
PATH TO THE POWERFUL

It started as a simple idea: If we want society to be kinder to farmed animals, it would help to have the most powerful members of society on our side; these include the wealthiest individuals, CEOs of Fortune 500 companies, federal legislators and judges, and cultural icons.

Reaching these individuals, let alone persuading them to consider the plight of farmed animals, isn’t easy. Most are surrounded by layers of secretaries and handlers. So today’s leaders may be hard to reach, but what about tomorrow’s leaders?

It turns out that an amazingly large percentage of the country’s elite attends a tiny handful of schools. Harvard, Stanford, and Columbia universities top the list, followed by the remainder of the Ivy League.

So in the summer of 2014, MFA launched its new fellowship program. The goal? To persuade future political, economic, and cultural leaders to care about farmed animals by reaching them on the campuses of world-class universities.

A NEW SOCIETY

Envision a world 30 years from now in which many of the world’s billionaires are vegan, a world in which the majority of CEOs at Fortune 500 companies are strongly opposed to factory farm cruelty. Imagine a world of cultural leaders and federally elected officials from both ends of the political spectrum who count vegetarians and vegans among their closest friends.

That is a world in which fundamental change for farmed animals is possible. And the seeds of that world are being planted firmly in the soil of today thanks to the ambitious and visionary new MFA Fellowship Program.

COMPASSION ON CAMPUS

During the MFA Fellowship Program’s inaugural year, more than 620 promising students attended screenings of Cowspiracy or Forks Over Knives and a talk by MFAs education project coordinator, Alan Darer.

Thanks to the work of our fellows, an impressive 2,400 students have pledged to go meatless on Monday.

This fall semester, thousands of students will pick up a magazine-style Vegetarian Starter Guide at Harvard, Yale, and other high-ranking schools, courtesy of distribution racks placed in dorms, dining halls, and campus centers by dedicated MFA fellows. Countless more students will be handed a pro-vegan booklet, see powerful online videos of factory farm cruelty, and receive unique campus dining guides highlighting the delicious vegan options available in their dining halls and area restaurants.

MFA SUPERSTARS

Being a fellow has given me a tremendous sense of purpose; I feel that I am truly making a difference for farm animals, and that is an amazing and motivating feeling.

Not only have I had the opportunity to become a better activist through leafleting sessions, hosting movie screenings, and organizing speaker events, but I have also had the pleasure of spreading compassion in the Harvard community.

The MFA Fellowship Program has allowed me to transform my restlessness and passion into action. It’s easy to feel powerless, but MFA has given me the support and tools I need to feel focused and fearless as I advocate for animals.

DAVID KAY
(SENIOR, STANFORD UNIVERSITY)

CHESLEY EKELEM
(SENIOR, HARVARD UNIVERSITY)

VEDIKA KUMAR
(SENIOR, COLUMBIA UNIVERSITY)
If you’re new to veganism, finding food while out with friends or when traveling might be a bit daunting at first. Luckily, with a little preparation, it’s easy to find delicious, animal-friendly foods anywhere.

WHEN IT COMES TO EATING OUT, THINK INTERNATIONAL:

**MEXICAN:**

Chow down on a savory bean and rice burrito crammed with salsa and fresh guacamole. Don’t forget a side of crunchy tortilla chips!

**CHINESE:**

Start off with a side of veggie spring rolls or dumplings and then take your pick of a wide variety of rice or noodle dishes with vegetables and tofu.

**ITALIAN:**

Feast on fresh salad, breadsticks, and a plate of pasta with zesty marinara sauce or order a tomato pie with your favorite veggie toppings.

**MIDDLE EASTERN:**

Try falafel served in a pita pocket with roasted veggies and tahini. Add a side dish of grape leaves, baked pita with hummus, or seasoned lentils and rice.

**INDIAN:**

Choose from an array of dishes packed with potatoes, cauliflower, eggplant, rice, or chickpeas smothered in spicy tomato or curry sauce.

**JAPANESE:**

Sushi time! Stuff your face with delicious avocado or cucumber rolls and don’t forget the wasabi!
SHORT ON TIME? TRY THESE POPULAR FAST-FOOD CHAINS:

**TACO BELL**
Order the fresco bean burrito or the seven layer burrito without cheese and sour cream. Also, the cinnamon twists are all plant-based.

**SUBWAY**
Get a veggie sub piled sky-high with all the veggies and topped with spicy mustard dressing. Don’t forget the minestrone soup. It’s delicious!

**CHIPOTLE**
Go for the vegetarian bowl or burrito with guacamole and black or pinto beans. And remember the Sofritas—a savory braised tofu blend.

**DENNY’S**
Try the veggie burger without cheese and butter or order the garden salad with light Italian dressing.

**PANERA BREAD**
Order the Mediterranean veggie sandwich without feta, or the black bean or vegetable soup without pesto.

**STARBUCKS**
Try the Hearty Blueberry whole grain oatmeal. Also, nearly every drink can be made without dairy—just ask for soy!

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PLANNING A TRIP?
Jet setting across the continent? Here are a few tips to make eating vegan easy and delicious:

**PACK SOME SNACKS**
Convenience stores like 7-Eleven have a ton of vegan snacks for when you have next to no time, including nuts, dried fruit, bananas, trail mix, pretzels, and Cliff bars, which are perfect in between meals. And don’t forget to bring a few peanut butter and jelly sandwiches!

**CALL THE AIRLINE IN ADVANCE**
Most airlines offer vegan meal options for international flights. Just make sure to call the airline ahead of your trip.

**DOWNLOAD HAPPY COW**
Remember the Happy Cow app! The ultimate travelers guide, this app shows you vegan options at nearby restaurants!
MAKE YOUR BIRTHDAY WISH COME TRUE!

ASK FRIENDS TO DONATE TO MFA IN HONOR OF YOUR SPECIAL DAY

SIGN UP NOW
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