CANDICE BERGEN
TV LEGEND SPEAKS OUT FOR CHICKENS

DEPTHS OF DESPAIR
HOW THE FISHING INDUSTRY IS EMPTYING OUR OCEANS

TRIPLE TAKEDOWN
TYSON TARGETED BY THREE MFA UNDERCOVER INVESTIGATIONS IN 2015

TAKING CANADA BY STORM
MFA BRINGS HOPE TO ANIMALS ON CANADA’S FACTORY FARMS

STEMMING THE TIDE
MFA COMBATS FACTORY FARMING IN INDIA
Emmy and Golden Globe award-winning actress Candice Bergen lends an unwavering voice for animals. Fueled by her conviction that undercover investigations are critical to ending extreme animal abuse on factory farms, Candice narrated MFA’s eye-opening new video into a Tyson chicken supplier. In the video, Candice encourages consumers everywhere to make compassionate meal choices. We had the pleasure of chatting with Candice during the video shoot to hear her thoughts on the impact of undercover investigations.

Why are you against factory farming?

I’m a huge animal rights person. I’m against factory farming because I’m against anything that abuses animals.

Why do you think undercover investigative work is so important?

Undercover investigative work is the key. If you hear it, if you read it, you don’t believe it. Because it’s just beyond comprehension. The actual footage of the abuses is what is needed to get real legislation and effect change in the industry. It’s critical in terms of curbing some of these incredible abuses.

DEAR FRIENDS,

We’re winning. There’s no question that our movement has reached a critical point—a time during which we achieve victories for animals every single day. Large and small, these daily triumphs coalesce to form a force to be reckoned with on all fronts of our battle.

Need proof? Consider a few facts.

Over the past 10 years, meat consumption in America has dropped by 10 percent. Driving this decline in large part are millennials, 12 percent of whom consider themselves vegetarians. Now the largest generation in American history, Generation Y is spearheading sweeping changes in all sectors of the economy, in policy, and in our culture. Their collective, compassionate might has meat, dairy, and egg companies scrambling to recover from falling demand—but millennials show no signs of trading in the values they hold dear.

Instead, millennials (and people of all ages) are creating a brighter future for animals by flocking toward products that better align with their morals. The market for vegan food is bigger than ever and growing rapidly: Analysts predict meat alternatives may claim a third of the protein market by 2054. A third! Imagine a large swath of the grocery store meat counter stocked with compassion instead of cruelty. It’s a beautiful sight, and it’s not far off.

Of course, the best proof that we’re winning is in the lives we save. In 2014, 400 million fewer animals were killed for food compared to several years prior. That’s 400 million individuals spared from a lifetime of suffering on factory farms where they would have been confined in small cages or dirty sheds and tormented by callous workers. They would have been torn from their family members and driven mad from imprisonment and loneliness. And then they would have been violently killed after brief, miserable lives.

But they weren’t, and that’s because of you.

None of this progress would be possible without our movement’s rock-solid foundation: you. Through your words, actions, and donations, you are helping us reach more people and spare more animals than ever before. The conversations you have, the outreach you do, and the funding you provide all lay the groundwork. None of it would happen if you weren’t involved.

So thank you for getting involved, staying involved, and spreading the message of compassion to others. Together, we are unstoppable.

With gratitude,

Nathan Runkle
President

@nathanrunkle
malignant MEAT

Although previous studies link meat to cancer, new research released by the influential World Health Organization places processed meats in the same carcinogenic category as asbestos and cigarettes. Now the state of California is considering adding red and processed meat to its cancer-alert list.

EGG INDUSTRY CRACKS

The success of Just Mayo, Hampton Creek’s eggless mayonnaise, sparked a scandal that has rocked the egg industry. When leaked emails showed the American Egg Board trying to thwart sales of Just Mayo, the USDA launched an investigation. Joanne Ivy, CEO of the American Egg Board, has resigned because of the controversy.

THE FUTURE IS BRIGHT

The first lab-grown hamburger debuted two years ago and now scientists in Israel are focusing on test tube chicken. In Germany, even the meat industry has begun heavily investing in meat alternatives. And NASA recently announced that a future manned mission to Mars will feature an entirely plant-based menu.

SUPERNova

Hunger Games star Liam Hemsworth set the twittersphere on fire when he announced in Men’s Fitness that he’d gone vegan. “I feel nothing but positive mentally and physically,” he stated. Pop queen Miley Cyrus has also spoken out about her new plant-based lifestyle, which was inspired by the death of her beloved dog, Floyd.
Kyle Fujisawa

If you’re an animal abuser or you buy from one, you can’t hide from Kyle Fujisawa, MFA’s investigations and research associate. Kyle is one of the closest colleagues of the undercover investigators, reviewing their bravely captured footage for violations of the law and standard industry abuses. With a cruel farm caught red-handed, he also traces the offender’s supply chain to its most prominent corporate buyers. Pressure campaigns against such major food corporations have spurred huge industry changes and resulted in reduced suffering for millions of farmed animals.

Words to Live By:

“If you wanna make the world a better place, take a look at yourself, and then make a change.”
—Michael Jackson

Q: What inspired you to go vegan and how has your life changed?

Earthlings. The documentary shows undercover footage of all the numerous ways humans exploit animals, including in scientific research and the food, clothing, and entertainment industries. I wondered if everything I watched had happened decades ago, but after some research I found out it was still going on.

My activist self was born at that moment. I dropped meat immediately, found out what to eat, and urgently began educating others about the true plight of farmed animals.

Q: How have you kept motivated and focused over the years?

This movement draws in some of the most inspiring, courageous, and genuine people I’ve ever met. When you decide to help animals, you join a community, a family that embodies kindness and welcomes you in its joint effort to reduce suffering. Our family is growing every day and that’s what keeps me going.

Q: What do you find most rewarding about your job at MFA?

I feel absolutely privileged to be part of a team that transforms people into their best selves. Since undercover footage changed my life, being part of investigations is very close to my heart. I know this footage will help inform and empower people to create change. I couldn’t ask for more than that.

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

My week is complete when I help with Food Not Bombs, a volunteer collective that cooks and serves vegan meals to hungry locals. I also enjoy music, tennis, rock climbing, and biking!
MFA’s “Why Love One but Eat the Other?” campaign has gone viral! A touching MFA video encouraging viewers to choose a vegan diet exploded across social media. The video, which shows the similarity between pigs and dogs, generated more than 23 million views. Meanwhile, a pair of powerful MFA billboards with the same theme made headlines in Canada when they were launched above a prominent intersection in Toronto.

These are just two of the words viewers have used to describe MFA’s powerful new documentary short, What Cody Saw. The 11-minute film, already seen by more than half a million people, tells the story of former MFA investigator Cody Carlson, including the shocking cruelty he found at factory farms and slaughterhouses across the country.

Watch it for yourself at WhatCodySaw.com

On August 29, nearly 300 guests poured into the breathtaking Unici Casa in Los Angeles for MFA’s Hidden Heroes Gala. Hollywood royalty including Joaquin Phoenix, Emily Deschanel, Moby, and Pamela Anderson walked the “blue carpet” before taking to the stage to honor the courageous work of MFA’s undercover investigators. The uplifting evening raised over $1 million to support MFA’s hard-hitting investigations.

Hundreds of thousands of Newsweek magazine readers recently turned the page to find MFA’s vibrant new pro-vegetarian full-page ad, which ran in the iconic publication for four weeks. The ad proclaimed the health benefits of a plant-based diet and offered readers a free copy of MFA’s Vegetarian Starter Guide.
I’m a new vegan. With the holidays coming up, how do I respond when my non-veg family grills me on my decision?

Congrats on your decision! Being newly vegan during the holiday season can be challenging. In addition to the question of availability of vegan options at family gatherings, wondering how to handle the nutrition questions that will likely come your way is certainly daunting. Luckily, I have you covered. Here is a quick rundown of common questions you may encounter at the family table along with some simple answers to commit to memory.

**Can you get enough protein from plants?**

Definitely! Grains, beans, nuts, seeds, and vegetables can be fantastic sources of protein. One half cup of beans packs as much protein as an egg or an ounce of meat while also providing nutrients like calcium and fiber. All of us could benefit from including more plant-based proteins in our diets.

**Without milk, how are you obtaining calcium?**

Did you know that greens like collards and kale provide calcium? Or that a cup of fortified nondairy milk has as much (and sometimes more) calcium than dairy milk? Isn’t it great to know there are so many calcium-rich options that don’t involve taking milk meant for baby calves?

**Aren’t you going to become anemic without iron from meat?**

Research shows that vegans and vegetarians are not at greater risk for iron-deficiency anemia than meat eaters. You’d be surprised to learn how much iron is found in beans, grains, and dried fruit. Interestingly, eating vitamin C-rich foods like tomatoes at the same meal enhances absorption of plant-based iron. The delicious three-bean chili I ate today was packed with both iron and vitamin C. Win-win!

**Without fish, how can you get those “good fats”?**

The good fats you’re talking about are omega 3 fatty acids, and while fish do contain these nutrients, there are plenty of plant foods that also provide them. Did you know one tablespoon of ground flaxseed meets the daily recommendation? And the walnuts in the cranberry-walnut cookies I baked today are a good source of omega 3 fatty acids too!

**Don’t you have to take a bunch of supplements?**

The only supplement I need to concern myself with is vitamin B12, and in reality, there are plenty of nondairy milks and other foods today that are fortified with that nutrient. Between a supplement and fortified foods, I have more than enough ways to ensure I’m meeting the vitamin B12 recommendation.

Did you know anyone over 50 is encouraged to take a B12 supplement because the body’s ability to absorb the nutrient from animal protein decreases as we age? Regardless of whether you’re vegan, depending on your overall dietary intake and health conditions, supplements may be warranted.

Lastly, I suggest bringing at least a few tried-and-true vegan dishes to family gatherings. It’s amazing what a plate of delicious vegan food can do to calm the concerns of the naysayers!
Roasted Beet Burgers

2 cups quartered crimini mushrooms
1½ cups coarsely chopped beet
½ cup coarsely chopped onion
4 large cloves garlic, coarsely chopped
1 pound super-firm or extra-firm tofu, drained and pressed
2 tablespoons olive oil
2 tablespoons reduced-sodium tamari
2 teaspoons dried thyme
1 cup cooked quinoa, farro, or brown rice
¼ cup nutritional yeast flakes
½ teaspoon salt
¼ teaspoon black pepper
Makes six burgers


Transfer to food processor. Add quinoa, yeast, salt, and pepper. Pulse 8 to 10 times, until ingredients are well chopped and stick together. Return mixture to large bowl. Form into 6 patties, putting each on waxed paper.

Mist large skillet with cooking spray. Heat over medium heat. Cook patties until crispy, about 5 minutes per side.

Only-Kale-Can-Save-Us-Now Salad

2 tablespoons tahini
2 tablespoons lemon juice
2 tablespoons reduced-sodium tamari
2 tablespoons nutritional yeast flakes
1 tablespoon flax meal
2 teaspoons onion granules
1 teaspoon garlic granules
¼ cup water, more as needed
9 cups torn curly kale leaves, in bite-sized pieces
Makes four servings

Put tahini, lemon juice, tamari, yeast, flax meal, onion, and garlic in large bowl. Add water. Whisk to combine, adding more water if dressing seems thick.

Add kale leaves. Mix using your hands. Rub dressing into kale, distributing evenly. Sprinkle hemp seeds over top if desired. Serve immediately or refrigerate in covered container up to 2 days.

Recipes adapted from Eat Like You Give a Damn © Copyright Michelle Schwegmann and Josh Hooten, 2015.

The holidays just got happier with two new Field Roast varieties: Smokey Forager’s with pineapple mustard glaze and Celebration Roast with traditional bread stuffing and porcini mushroom gravy.

Kite Hill delivers classic creaminess in every bite of its cruelty-free, almond milk-based yogurt. Choose from plain, blueberry, vanilla, strawberry, or peach.

Eat like a kid again with all-vegan Daiya Cheezy Mac in three delicious flavors. No powder—just boil and stir!
Every year, Americans eat more chickens than there are people on earth. Each bird has a family, a personality, and a desire to live.

Many of these animals—nearly a quarter of those slaughtered and eaten in the United States, in fact—are killed by Tyson Foods, the world’s biggest meat producer.

Three MFA hidden-camera exposés released this year shed light on what these birds’ lives are like. As the investigations make clear, the more than 2 billion chickens raised by Tyson annually endure unimaginable pain and horrific abuse.

In July, an MFA undercover investigator working at McGinnis Farms in Dagsboro, Delaware, documented revoltingly unsanitary conditions. Birds were forced to live over layers of their own waste and that of the animals crammed into the sheds before them. Toxic ammonia fumes scalded the chickens’ eyes and throats, and not a single bird was offered proper veterinary care.

Each day, dead bodies piled up on the farm’s filthy floor and were dumped into tractors. Over the course of 42 days, more than 50,000 birds perished. Many of them died as chicks after being tossed out of crates from several feet above the ground, their bodies too fragile to withstand the impact.

The truth is, however, that all chickens Tyson raises for meat are killed as babies, even if they live long enough to make it to the slaughterhouse. The average chicken is killed at just 42 days old: a small fraction of her normal lifespan.

A century ago, the average chicken weighed only two pounds at slaughter. Modern chickens weigh about six pounds by the time they’re killed. This explosive growth over the course of just a few weeks causes today’s chickens to suffer from lameness, broken legs, organ failure, and heart attacks.

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9 COMPASSIONATE LIVING WINTER 2016
A SECOND INVESTIGATION AT ANOTHER TYSON SUPPLIER FACILITY—ONE THAT PROVIDED MEAT FOR MCDONALD’S CHICKEN McNUGGETS—EXPOSED EVEN MORE LAYERS OF UNCONSCIONABLE ANIMAL ABUSE.

At T&S Farm in Dukedom, Tennessee, birds were not only crammed into dirty, windowless sheds and forced to live (and die) in their own waste; they were also beaten, stabbed, and impaled by clubs spiked with nails and then thrown into buckets to slowly die. Covert footage reveals farm owners stepping on live birds’ heads and yanking on their fragile wings and bodies to break their necks.

Following the T&S Farm investigation, Tennessee law enforcement authorities deemed the treatment uncovered unlawful and charged the factory farm owners with criminal animal cruelty. Both McDonald’s and Tyson cut ties with the supplier farm, and the owners pled guilty. As a result of MFA’s investigation, the farm has since closed its doors for good.

The third investigation took place at a Tyson slaughterhouse in Mississippi, where 2.5 million chickens are killed each week. In her narration of the hidden-camera footage from this exposé, five-time Emmy Award-winning actress Candice Bergen called the cruelty depicted “some of the worst animal abuse imaginable.”

At this slaughter plant, an investigator saw workers treating chickens like punching bags. They shoved, flung, and otherwise tormented the birds for fun.

JOIN THE HUNDREDS OF THOUSANDS OF OUTRAGED CONSUMERS WHO HAVE SPOKEN UP AGAINST TYSON’S TORTURE OF CHICKENS.
before slamming them upside down into shackles on the slaughter line. The shackled chickens had their throats cut open and heads ripped off—many while still fully conscious.

Horrified by what he saw, the investigator called Tyson’s internal ethics hotline and also raised his concerns to two different supervisors on three separate occasions, but he observed no corrective actions taken.

TYSON AND SIX OF ITS SLAUGHTERHOUSE WORKERS NOW FACE CHARGES OF 33 COUNTS OF CRIMINAL ANIMAL CRUELTY AS A RESULT OF THIS INVESTIGATION.

These three exposés unearth a festering culture of cruelty in Tyson’s supply chain. Hidden-camera footage from each one reveals careless neglect, abominable conditions, and sickening animal abuse. There’s no question that profound suffering is a daily reality for the birds Tyson raises and kills each year.

Tyson, as well as the companies it supplies—including McDonald’s—holds the power to improve animals’ lives. And it has a moral obligation to do so.

To start, Tyson must stop selectively breeding birds for rapid growth and switch to slower-growing breeds. This will help prevent horrors such as leg deformities and heart attacks.

Offering birds more space, clean litter, environmental enrichments, and access to natural light will meet some of their basic needs and also improve their health and comfort.

Tyson must also end live-hang slaughter systems whereby chickens are violently shackled upside down by careless workers, causing many birds to suffer broken bones and other injuries. Even worse, improperly hung birds miss the “kill blade” and have their heads ripped off while still conscious and able to feel pain.

Ending these horrific systems would signal a true commitment to wiping out the worst of the worst inhumane practices.

Shockingly, Tyson is not required to make any of these changes.

Even though chickens comprise about 95 percent of the animals killed for food in the United States, they are currently not protected by a single federal law.

What will move Tyson to improve birds’ lives? Passionate demands from people like you. Please join the hundreds of thousands of outraged consumers who have spoken up against Tyson’s torture of chickens by signing MFA’s petition.

You can also stand up for these animals every day by choosing to fill your plate with delicious vegan foods.
FASCINATING FISH

Fish feel pain. They learn. They recognize other fish and develop social hierarchies.

Every year, scientists discover more about the cognitive abilities of fish, and recent discoveries have been truly eye-opening.

A study published this year in Nature’s Scientific Reports found that coral reef fish look out for each other when searching for food.

While foraging in pairs, one fish searches in the reef crevices while the other stands watch. They frequently alternate positions in a gesture of reciprocity, a behavior requiring highly developed social skills.

Fish use their intelligence in other creative ways. They can learn how to avoid a trap and still remember how a year later. Fish also use tools to solve problems. A scuba diver’s camera caught a blackspot tuskfish, for example, using a rock to crack open a clam. According to behavioral ecologist Dr. Culum Brown, tool use is probably quite common among fish.

From changing color to express emotion to humming to attract mates, fish have amazing talents. At least one species of fish can see above and below the water surface at the same time, and some fish can even create their own light.

Fish also have the ability to feel pleasure in ways similar to dogs, cats, and other animals. Scientists at the Lisbon University Institute in Portugal found that physically stimulating surgeonfish lowered the fish’s stress level.

UNDER ATTACK

The fishing industry is one of the biggest threats to these intellectually complex and emotional creatures. Commercial fishing indiscriminately kills billions of aquatic animals each year.

A startling new report from the World Wildlife Fund and the Zoological Society of London reveals that the number of fish and other aquatic animals dropped 49 percent between 1970 and 2012 primarily due to overfishing. Some fish populations have been hit even harder; tunas, mackerels, and bonitos have fallen 74 percent. The iconic Pacific Bluefin tuna
is on the brink of extinction because of the sushi market.

An Oceana study found that fisheries could also be threatening the extinction of other aquatic animals, such as dolphins, sea turtles, and whales. They are certainly to blame for destruction of vital aquatic ecosystems.

BRUTAL BUSINESS

It should come as no surprise that the fishing industry is also responsible for unimaginable animal cruelty.

Many marine animals suffer for days caught in nets. Others are hooked, speared, or crushed. Some slowly suffocate, and many undergo painful decompression as they are dragged up from the depths of the sea. Those who reach the surface alive are cut open and left to bleed to death.

In 2010, MFA conducted an undercover investigation inside Catfish Corner, a fish slaughter facility. The abuses documented were horrific and included workers using pliers to pull the skin off of live fish, skinned fish still moving and gasping on the cutting table, and fish flailing and struggling to escape the workers’ knives.

Unfortunately, with harrowing predictions that all the world’s fisheries will collapse by 2048, the decreasing population of wild fish is leading to an increase in fish farms. For the first time ever, humans are eating more fish from farms than from the wild.

Fish raised on these floating factory farms live equally if not more appalling lives than their land-dwelling counterparts. They are forced to live in filthy, disease-ridden enclosures just like pigs or chickens on factory farms.

Luckily, compassionate consumers can withdraw their support from this cruel and unsustainable industry by leaving fish and other aquatic animals where they belong: in the ocean.

HOW THE FISHING INDUSTRY IS EMPTYING OUR OCEANS

A CRUELTY-FREE CATCH

GARDEIN
FISHLESS FILET

GARDEIN
CRABLESS CAKE

SOPHIE’S KITCHEN
VEGANTOONA

SOPHIE’S KITCHEN
VEGAN PRAWN
AT CRAWFORD MARKET IN MUMBAI, INDIA, FECES-COATED CAGES FILLED WITH CHICKENS SIT AMONG THE MARKET STALLS.

Customers bustle through this crowded market where the chickens are slaughtered on-site. A customer points to a bird. The bird is grabbed and has his throat slit before being thrown into a blood-splattered bucket. The bird flails around frantically for his final few moments of life.

This scene starkly contradicts India’s image as the land of vegetarians, a country in which an estimated 80 percent of its 1.3 billion people observe the Hindu religion, which holds cows sacred.

WHILE 40 PERCENT OF INDIA’S POPULATION DOES NOT EAT ANIMALS, THERE’S A STRONG GROWING TREND TOWARD GREATER MEAT CONSUMPTION.

Fueled by rising disposable income, an expanding middle class, and a desire to emulate Western lifestyles, “non-veg” is becoming a strived-for status.

Numbers back this up. Consumption of chickens in India is growing at around 12 percent a year, one of the fastest rates in the world. According to one estimate, chicken consumption in the country will increase tenfold by 2050.

The outlook for dairy cows and buffalo is just as dire. Indian dairy farms produce 15 percent of the world’s milk, making India the world’s largest milk-producing country. In 2012, India surpassed Brazil as the largest beef exporter in the world. Last year, India garnered nearly $5 billion in beef exports largely from buffalo.

These findings underscore the vital importance of animal advocacy efforts in India to curb and reverse current trends.

WITH THEIR OWN EYES

Earlier this year, MFAs president, Nathan Runkle, and general counsel, Vandhana Bala, visited India to learn about the lives of these animals on the other side of the world. They documented the deplorable conditions the animals endure and explored strategic opportunities for MFA to make an impact in helping them.

Vandhana and Nathan visited dozens of Indian factory farms where they observed heartbreak firsthand. Standing on slaughterhouse kill floors, they saw animals dragged to their deaths. They saw others abandoned and dying from neglect.

All of the photos in this spread were taken on the trip, and they represent just a small portion of the atrocities witnessed.
Chickens used by the egg industry live in cruel battery cages, often above open manure pits. Unable to even spread their wings or nest, chickens also develop festering sores from the intense confinement.

Dairy farmers tether cows and buffalo by the neck with rusty metal chains so short some animals can’t even stand up. Unable to stretch their legs or swat away pestering flies, these animals are exposed to extreme heat and forced to lie in their own excrement. They are bound by these chains for their entire lives. Male calves, who are useless to the dairy industry, are tied up and left out in the hot sun without food or water for seven to 10 days until they die from dehydration.

The vast majority of chickens used for meat are slaughtered in roadside markets in front of the customers who purchase them. The same is true for other animals. Because Indian grocery stores typically don’t carry meat products, thousands of goats, sheep, chickens, and fish are sold daily at live markets and either slaughtered on-site or purchased by consumers to be taken home and killed.

**TRIED-AND-TRUE TACTICS**

Armed with a massive Facebook following in India, a Hindi-language ChooseVeg website, and a steadfast determination to bring relief to these suffering animals, MFA is ready to expand its lifesaving campaigns to India.

Celebrities, politicians, and numerous advocates throughout India who met with Nathan and Vandhana are excited to be a part of the campaigns and bring about major change for animals.

With hidden cameras rolling, MFA investigators will further expose the cruel conditions for farmed animals. Through MFA’s educational campaigns and media outreach, the eyes of the Indian public will open to the power of making compassionate food choices.

India’s animal cruelty laws are already among the world’s most progressive but need stricter enforcement. MFA’s legal team is poised to petition lawmakers and the courts to enforce current laws as well as gain new legal protections for animals.

With your support, MFA will reverse the country’s meat consumption trends and bring much-needed relief to billions of farmed animals suffering without hope.

“THEY ARE BOUND BY THESE CHAINS FOR THEIR ENTIRE LIVES”
Dr. Michael Greger, internationally renowned author, speaker, and vegan nutrition expert, is at it again: this time with the release of the important new book *How Not to Die*.

In this nutritional treasure trove, available on December 8, Dr. Greger shares practical advice on how to help prevent the 15 leading causes of death in the United States through simple dietary changes.

In a world of sometimes confusing health advice, Dr. Greger boils it down to the straight facts, using only the latest research in strictly science-based clinical nutrition.

MFA was lucky enough to sit down with Dr. Greger to discuss his new book and the many benefits of a vegan diet:
What inspired you to write *How Not to Die*?

I’ve recorded more than 1,000 videos for NutritionFacts.org, each offering snapshots of some of the most interesting cutting-edge science, but I wanted to create a more coherent whole. *How Not to Die* has enabled me to wrap up decades of groundbreaking discoveries in one place. The book represents my life’s work—work I’ve distilled into about 600 pages. And instead of just reviewing the latest science, this book has also allowed me the opportunity to lay out all my personal recommendations (based on the preponderance of available evidence).

Do you have any advice for people making the transition to a plant-based diet?

You could always go “cold tofu,” but I have typically suggested my patients follow the “Three Step Method.” Research shows the average American family rotates the same eight to nine dinners throughout the month, so:

**Step One:** List all the dinners you currently eat and identify three meals that you already eat that are already plant-based (e.g., pasta primavera).

**Step Two:** Identify at least three meals you already eat that could easily be adapted (e.g., beef burritos made into bean burritos).

**Step Three:** Explore three new plant-based options. Consult vegetarian cookbooks and check out the local library and the internet for cookbooks and recipes. Now you have your nine dinners and you’re off! Then doing the same for lunch and breakfast is a cinch.

If you could only take one food with you to a deserted island, which would it be and why?

Sweet potatoes are probably one of the few foods you could live nearly solely on, but if you’re asking what I’d like to eat—I’m a huge mango fan. Fingers crossed there’s a mango tree on the island!

What are some of your favorite delicious and healthy go-to recipes?

I’m so busy that I need food that’s quick to make. A quickie lunch for me would be toasted sprouted yellow corn tortillas smeared with canned fat-free refried beans and topped with low-sodium jarred salsa. If I have cilantro or fresh tomatoes or avocado to top it off, all the better. And if I have some collard greens, I’ll steam them and use them like a burrito wrap—greens and beans; can’t get any healthier than that!

If readers take away one idea from this book, what would you like it to be?

The bottom line is that we have tremendous power over our health destiny. The vast majority of premature death and disability can be prevented with healthy lifestyle changes, including a diet centered around whole plant foods. We have the power!

Is there anything you’d like to add?

For new videos and blogs every day on the latest discoveries in nutrition please subscribe to NutritionFacts.org (for free, like everything on the site).
Canadian grocers agree to phase out pork raised in restrictive conditions

Hybrid Turkeys pleads guilty to animal cruelty

Just a few years ago, animals in Canada were suffering in the shadows. Piglets were mutilated on factory farms as their mothers were confined in tiny gestation crates. Baby calves were beaten. Cows were tortured for fun. And few people knew about it.

Then Mercy For Animals came to Canada.
Our brave investigators went into farms across Canada with cameras rolling. They exposed the horrendous, institutionalized abuse these animals faced every day at many of Canada’s largest factory farms and slaughterhouses. Thousands of compassionate Canadians spoke up through petitions and letters, and the course of history for animals in Canada changed.

Our work in Canada has led to arrests and convictions of animal abusers, landmark animal welfare policy reforms, and the compassionate choice by Canadians to eat far fewer animals than ever before.

UNPRECEDEDENT REFORM FOR PIGS

In 2012, MFA released a startling hidden-camera video shot inside a pig factory farm operated by Puratone—one of Canada’s largest pork producers—showing piglets mutilated without painkillers and thousands of pregnant pigs crammed into filthy metal gestation crates barely larger than their own bodies.

The shocking exposé stirred national media attention and an outraged public sparked unprecedented reform. All of the major grocery chains in Canada agreed to phase gestation crates out of their pork supply chains, forcing the Canadian pork industry to commit to ending the use of the crates countrywide.

Also as a result of the exposé, the industry will require producers to stop mutilating piglets without pain control.

GROUNDBREAKING CHANGE FOR CALVES

In 2014, an MFA investigation captured workers punching, kicking, and beating baby calves at a Délimax veal factory farm in Quebec. An abusive worker faced criminal charges and Canada’s most-watched current affairs program, W5, aired an in-depth segment on the investigation.

Canada’s largest grocery retailers quickly committed to ending the sale of veal from calves kept in cruel crates. Soon thereafter, the Ontario and Quebec veal associations agreed to phase out veal crates, which will free 97 percent of all calves in Canada from crates.

NEW POLICIES FOR COWS

This year, the largest dairy company in Canada and one of the top 10 dairy processors in the world, Saputo Inc., announced it would improve animal welfare across its entire global dairy supply chain, reducing suffering for hundreds of thousands of cows. The improvements were prompted by a gut-wrenching MFA investigation of Chilliwack Cattle Sales, a Saputo dairy supplier, that exposed workers torturing cows for fun.

Among other critical animal welfare standards, Saputo’s policy stipulates zero tolerance for malicious abuse, elimination of the cruel and unnecessary practice of tail docking, and administration of pain control when dehorning or disbudding cattle.

In the wake of the Chilliwack investigation, British Columbia’s agriculture minister, Norm Letnick, announced the province would officially incorporate the National Dairy Code of Practice into the provincial Prevention of Cruelty to Animals Act (PCA Act) in an effort to reduce cruel handling and mistreatment of dairy cows.

The PCA Act now requires provision of non-slip flooring, adequate bedding, and proper veterinary care; and prohibits unnecessary mutilations and malicious acts of cruelty. The legislation can now also be used to facilitate prosecution of some of the most egregious acts of cruelty and neglect in the dairy industry.

PROSECUTION OF ANIMAL ABUSERS

In August, MFA made history when the world’s largest primary turkey breeder, Hybrid Turkeys, was convicted of criminal animal cruelty. This conviction marked the first time that a factory farm in Canada had been found guilty of criminal animal cruelty as a result of an undercover investigation.

As MFA has worked to take down cruel factory farms and slaughterhouses, the number of Canadians ditching meat has gone up! A complete change in public awareness and perception is taking place. Research shows overall Canadian meat consumption dropped nearly 10 percent between 2004 and 2014.

Milk consumption in Canada has also taken a nosedive—by 19 percent since 1995. And since June of 2015, the dairy industry has seen a 3 percent decline in sales from last year. Concern for animal welfare and a rise in veganism have been cited as two major reasons for this dramatic decline.

The cover has been lifted on factory farms and slaughterhouses in Canada. Because of caring consumers and strong advocates like you, animals in Canada have hope for a better, more compassionate future.
In 2011, Kristin Lajeunesse set out to drive across the entire United States—eating at every vegan restaurant along the way! Her journey, which she blogged, raises awareness of the multitude of vegan food options from Maine to Hawaii and everywhere in between.

We were fortunate to meet up with Kristin to chat about her trip, her new book, and what’s next.

**How did you decide to travel across the U.S. in a van for two years? Was it one aha moment or years of contemplation?**

It was a little bit of both. In 2010 I was working one of my first full-time, 9–5 desk jobs. It was with an organization I liked and people I enjoyed, but something still felt unsettled in my life. Around that time I stumbled upon some books and blogs about people who called themselves “lifestyle designers.” They were people who were typically self-employed and were designing their lives around their greatest passions.

A few months later I was sitting across from my supervisor giving my notice. By fall I’d gotten rid of almost everything I owned, hosted a Kickstarter crowdfunding campaign, and purchased and renovated a van. I was on the road in mid-October.

**Why did you go vegan?**

I 100 percent believe it’s the healthiest way to live—for my body and the planet. Most important though, I’m actively “voting” against animal cruelty by purchasing products free of animal ingredients and testing, which feels ethically sound.

**During your two-year journey, how many restaurants did you visit?**

I dined at 547 vegan establishments, including restaurants, food trucks, and cafes.

**What have you learned from your travels?**

I’ve learned that most people truly are good people, life is only as sweet and rewarding as you make it, and we should all give ourselves permission to be led by our passions and intuition.
Tell us a little about your book and book tour.

The book is a memoir about the two years I spent traveling the country in an effort to eat at every vegan restaurant in the U.S. It’s about the people I met, what my life looked like pre-road trip, and some of the heavier and more important lessons gleaned from the excursions.

I wanted to be able to give the book away for free during the tour. This is where sponsors came in. Sponsors pre-purchased the books, making them free to attendees. I also asked everyone who picked up a free copy to put the money they would have spent on the book toward a meal for someone in need or a cause they believed in.
The generous support of caring people like you led to some incredible victories for farmed animals all over the world this year.

1. YOU HELPED EXPOSE CRUELTY.

With your help, MFA has already completed eight undercover investigations in 2015, bringing to light the cruelty endured by animals on factory farms.

2. YOU HELPED CONVICT ANIMAL ABUSERS.

Your support helped recruit and train undercover investigators. The evidence of animal cruelty collected by those investigators has led to 46 criminal cruelty charges so far this year.

3. YOU HELPED END SOME OF THE CRUELEST FACTORY FARMING PRACTICES.

Following an intense, multi-year campaign underwritten by supporters like you, Walmart announced in May its commitment to ending many of the cruelest forms of institutionalized animal abuse in its entire supply chain, including gestation crates for pregnant pigs, veal crates for baby calves, and battery cages for egg-laying hens.

Walmart announced it is also working to end mutilations of animals without painkillers, such as castration, tail docking, and dehorning, and is moving toward less
In 2015, MFA’s pro-animal content on social media was viewed 1.6 BILLION times.

Our online advertising campaigns generated 550 MILLION impressions.

Our factory farming documentary videos were viewed 40 MILLION times.

We distributed 1.5 MILLION pieces of printed pro-veg literature.

An amazing 550 THOUSAND website visitors pledged to go vegetarian and ordered a Vegetarian Starter Guide.

Every year, 36.5 MILLION hens and 340 THOUSAND sows will be spared from cruel confinement and more than 2 MILLION cows will not suffer painful mutilations thanks to MFA’s investigations and corporate outreach in 2015.

You helped make major corporations listen—and change.

Walmart was not the only food company to step up and make big changes as a result of the investigations you made possible. Leprino Foods, the world’s largest mozzarella cheese maker and a supplier to Pizza Hut, Domino’s, and Papa John’s restaurants, announced earlier this year the most comprehensive animal welfare policy ever adopted by a major U.S. dairy company.

Leprino’s policy includes an aggressive, industry-leading commitment to eliminating tail docking, which will reduce the suffering of more than half a million cows each year.

You helped people make more compassionate choices.

With your support, MFA is inspiring people to care about farmed animals and move toward vegan eating. Together we are showing the public the harsh reality of factory farms and giving people the tools they need to make compassionate food choices.

When you give to MFA, you help make real changes in the way millions of animals are treated. That is serious impact for your charitable dollars. As you make your year-end giving decisions, please consider a world-changing contribution to MFA. The animals thank you!

For the third year in a row, Animal Charity Evaluators has named Mercy For Animals one of the most effective animal protection charities in the U.S.

“Overall, we find MFA to be an exceptionally strong organization because of their demonstrated willingness to adjust their programming to seek maximum effectiveness and because of the range of programs they have undertaken with good results.”

- Animal Charity Evaluators

Shop now for our latest logo gear!

You’ll feel even better knowing that your purchase is helping support MFA’s lifesaving work.

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