CIRCLE V
> WORLD’S FIRST VEGAN MUSIC FESTIVAL ROCKS HOLLYWOOD

INSIDE MEXICO’S SLAUGHTERHOUSES

MFA’S MOST SHOCKING FOOTAGE YET

HAPPY & HUMANE HOLIDAYS
A GUIDE TO A CHEERFUL AND COMPASSIONATE SEASON

KAT VON D
BOLD AND BEAUTIFUL

HOW YOU CHANGED THE WORLD FOR ANIMALS IN 2016
DEAR FRIENDS,

As the year draws to a close, we celebrate the many major successes we have achieved together on behalf of animals. But during this reflection, we must also look to the challenges ahead.

2016 has been a year marked with groundbreaking change.

Because of you, this year saw the demise of the caged egg industry. The top 25 grocery chains in the U.S. and Canada and more than 100 of the largest food companies pledged to free hens from cruel wire cages. Around 80 million hens annually will soon be able to walk, spread their wings, and experience other basic freedoms.

And because you took action, Perdue announced a game-changing set of animal welfare improvements. From an end to live-shackle slaughter to the addition of natural light and environmental enrichments, nearly 680 million chickens raised for meat each year will gain reprieve from the worst factory farming abuses.

The good news doesn’t stop there. This year animals won big at the ballot: Massachusetts became the first state to ban not only tiny cages for calves, pigs, and chickens, but also the sale of meat and eggs from animals raised in cruel confinement. You made this historic win possible.

This year also marked the expansion of MFA’s lifesaving programs to the international stage. Now active in six countries, which together are home to more than half the world’s population, MFA is racking up major corporate animal welfare policy changes and legal wins, and inspiring people to go vegan in droves.

But there is still much work to be done.

In this issue of CL, you will take a heartbreaking look behind the closed doors of slaughterhouses in Mexico and Canada: conscious, bellowing cows strung up by their legs and slashed at the throat, pigs burned in the eyes with electric prongs, and turkeys with broken bones thrown onto slaughter lines.

The need for action is urgent.

As we enter the new year, I encourage you to ask yourself this simple question: How can I help more animals? Perhaps it’s moving toward a vegan diet. Or becoming a more engaged, effective advocate. Or perhaps it’s making a pledge to give more generously to causes you care about. Whatever your answer, please commit to doing more. The animals are counting on you.

The new year poses new hurdles from opposition forces aiming to keep animal cruelty legal, hidden, and normalized. But we must reach higher. Dig deeper. Speak louder. We must ensure that the progress we have made grows in strength and scope.

I have no doubt that if we all renew and redouble our efforts, we can make 2017 the most historic year yet for farmed animals.

Onward!

Nathan Runkle
President

Kat Von D is bold and brilliant. She is also an ardent Mercy For Animals supporter. From presenting at the Hidden Heroes Gala to hosting a panel at Circle V music festival, Kat Von D never stops speaking out for animals.

What inspired you to live a vegan lifestyle?

After being a vegetarian for years, I stumbled upon the documentary Forks Over Knives. The straightforward information on food and its direct connection to the world’s bad health just hit home with me.

How would you describe your brand of activism?

My personal approach to activism is sharing what I know as effectively as possible. As for the content I create, whether it’s tattooing, beauty products, or shoes, I see all of these business ventures as an opportunity to make it easy for the consumer to choose compassion over cruelty.

What part of MFA’s work most resonates with you?

I love the “voice” of Mercy For Animals. The delivery of the message is smart, informative, honest, direct, and easy to follow. It speaks not only to the vegan community, but more importantly, to the non-vegan world.

Kat Von D Beauty recently announced the entire line would be vegan. How did that make you feel?

I love being able to show not just makeup junkies but other brands that conscious ethical changes are important, realistically doable, and profitable. If I can do it, so can you.
1. **Tyson Bets On Plants**

Is the largest U.S. meat processor planning for a meat-free future? Tyson Foods has invested in plant-based meat company Beyond Meat for a 5 percent stake. A Tyson senior vice president told The New York Times that Beyond Meat's latest burger is "a game-changing product."

2. **Big Dairy Pays for Big Rip Off**

Dairy industry groups, including National Milk Producers Federation, Dairy Farmers of America, and Land O'Lakes, conspired for years to artificially inflate milk prices. Now they're paying for it in a $52 million class action lawsuit filed after farmers killed half a million cows and calves to decrease the U.S. milk supply.

3. **A Better Whey**

A new startup could convert die-hard dairy consumers to a cruelty-free product. Using a strain of yeast, a cow's DNA sequence, and a 3D-printer, Perfect Day has recreated casein and whey without a single cow harmed. The proteins are combined with plant-based fats and nutrients to make milk.

4. **Landslide Victory!**

Massachusetts voters overwhelmingly passed a ballot measure banning battery cages, veal crates, gestation crates, and the sale of any products of these cruel confinement systems in the state. It's the second state in the U.S. to ban the sale of eggs from caged hens and the first to ban the sale of meat from severely confined pigs and calves.
Blanka Alfaro Pola

As MFA’s first staff member in Latin America, Blanka Alfaro Pola is a tenacious pioneer for animals. Overcoming language barriers and cultural challenges, Blanka has expanded MFA’s campaigns and outreach to millions more people. She brings relentless passion and dedication every day as MFA’s vice president in Mexico. Blanka believes being pragmatic and staying focused on effective advocacy will bring about the most change.

Words to Live By:

There are men that fight for a day, and they are good.
There are others that fight for a year, and they are better.
There are those that fight for many years, and they are better still.
But there are those who fight for a lifetime.
These are the essential ones.

—Bertolt Brecht

Q: Tell us about the moment you became vegan.

I was at a family wedding, and they served spaghetti with meat. I was about to eat it when a cousin said, “You say you protect animals, and you are eating a cow.” I felt so bad because I was volunteering all of my spare time to help dogs and cats. Suddenly all these questions came to mind. I asked myself why I was protecting some animals and not others. I did a little research about what happens to farmed animals. After watching Meet Your Meat, that was it. I immediately went vegan.

Q: What do you love about working at MFA?

It is so rewarding to be part of an organization focused on helping the most animals possible and one that is unafraid to reevaluate, renew, and change strategies if necessary. I go to work knowing that every minute of my time adds up to protecting millions of farmed animals.

Q: What most excites you about MFA’s efforts in Latin America?

MFA does outreach in Latin American countries where farmed animals had been forgotten. I’m excited to give these animals a voice. We are also reaching millions of people through social media and our pro-vegan Spanish-language website, EligeVeg.com. We inspire people to make compassionate choices and give them the support and tools they need to change their lives in ways that will benefit farmed animals.

Q: What gives you hope for the future?

The support of our amazing donors is what makes all the difference for animals in countries like Mexico. They are a light of hope for farmed animals. With their support, we can spare millions from suffering.

Q: When not creating change in Mexico, what do you enjoy doing?

I volunteer at a local farm sanctuary. I also try vegan restaurants and products so I can take pictures for social media—more proof that vegan food is delicious!
A compelling 10-minute documentary short about an MFA undercover investigator premiered at the Toronto International Film Festival in September. Andy Goes In profiles “Andy,” who uncovered Tyson contract farm owners viciously beating chickens. The heartbreaking film shows viewers the rampant abuse at factory farms and slaughterhouses and offers a look into the lives of MFA’s unseen heroes.

Watch the documentary at MercyForAnimals.org/AndyGoesIn

Imagine how many lives could be spared if businesses and major institutions—like schools and hospitals—reduced the amount of meat they served by just 20 percent. It’s possible, and MFA in Brazil is working to make it happen. MFA’s new meat-free recipe guide features popular Brazilian recipes with serving quantities fit for a crowd. Combined with effective outreach, it’s sure to bring big changes to Brazil’s dining halls and cafeterias.

The star-studded event raised more than $1 million for MFA’s lifesaving work.

Russell Simmons presented The Compassionate Leadership Award to longtime MFA supporter and founder-president of The Pollination Project, Ari Nessel.
There is a great deal of misinformation related to bringing children up on a vegan diet, and this often plays out in the media in stories that rarely cite registered dietitians specializing in vegan nutrition. The truth is, there is no controversy. Many health institutions, like the Academy of Nutrition and Dietetics, hold the position that a vegan diet can be nutritionally adequate through all life stages, including infancy, childhood, and adolescence. The best way to combat the naysayers is to have the proper information. Here are a few tips:

**SUPPLEMENTS ARE NOT BAD!**

And yes, your child needs them. Would it be great to get everything we need from food alone? Sure, but the present environment in which we live can make that a challenge. Vitamin B12 intake is critical for every vegan—whether it be in fortified foods or through a standard supplement. It is especially important for growing children and helps neurological development. Algae-sourced DHA and EPA omega-3 fatty acid supplements could also be beneficial to brain development, but research still hasn’t agreed on the dosage.

Levels of nutrients like iron and vitamin D can easily be tested, and your child may require supplements depending on age and nutritional intake, and that is OK.

**GIVE ‘EM FAT!**

Kids need calories for growth and development, and a great way to ensure adequate calories is to feed nutrient-dense foods rich in fats, like nut or seed butters, tofu, avocado, and soy milk. Fats also help in the absorption of vitamins A, K, D, and E. Because of this, you will find no objection from me when adding oil to foods like vegetables to enhance flavor and palatability.

**BEWARE OF BULK!**

Speaking of vegetables, there is such a thing as too much of a good thing. What I mean is a little one also has a little stomach, and when you are loading it up with lots of fiber, that can cause the child to become fuller faster. This can result in not enough calories consumed and potentially lead to poor growth. So, while fiber-rich foods are certainly important for gut health, it is OK to add some processed grains to the daily mix.

**BE A ROLE MODEL!**

I can’t tell you how many times I have met parents who refuse to eat vegetables or try new foods. If your goal is to raise children with healthy attitudes toward food, you have to make sure you are setting the example. It is through your support and guidance that they will flourish in becoming healthy vegan adults.

Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. Anya decided in middle school that eating animals was no longer an option. 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!
Fresh Tomato and Basil Pizzettes

1 package vegan puff pastry (2 9-inch sheets)
½ cup pizza sauce
24 fresh basil leaves
8 slices vegan mozzarella cheese, quartered
1 large tomato, cut into thin rounds
¼ teaspoon sea salt
¼ teaspoon freshly ground black pepper
2 teaspoons neutral-tasting oil

Thaw puff pastry sheets. Preheat oven to 425°F.

Cut each sheet of puff pastry into 4 large disks using 4-inch circular cookie cutter. Place disks on parchment-lined baking sheet.

Spoon 1 heaping tablespoon pizza sauce on each round of puff pastry. Spread out almost to edges.

Top each pizzette with 3 leaves fresh basil, 4 pieces cheese, and 1 slice tomato. Sprinkle pizzettes with sea salt and pepper. Drizzle pizzettes with oil.

Bake for 26 minutes, or until golden.

“Chicken” Noodle Soup

1 tablespoon vegan butter
1 medium yellow onion, finely chopped
2 cloves garlic, finely chopped
1 carrot, diced
2 stalks celery, diced
2 cups vegan chicken, diced
1 teaspoon poultry seasoning spice blend
½ teaspoon sea salt
½ teaspoon freshly ground black pepper
1 bay leaf
6 cups reduced-sodium vegetable broth
1 cup water
1½ cups spaghetti, broken into 2-inch pieces
1 tablespoon freshly squeezed lemon juice
1 teaspoon brown rice syrup
2 tablespoons fresh flat-leaf parsley, coarsely chopped (optional)

Heat a 4-quart saucepan over medium heat. Add butter, onion, and garlic. Cook 3 to 5 minutes, or until softened.

Add carrot, celery, vegan chicken, poultry seasoning, sea salt, pepper, and bay leaf. Cook 3 to 4 minutes. Add broth, water, and spaghetti pieces. Cover pan with lid. Bring soup to a simmer. Cook 16 to 18 minutes, or until noodles are cooked through. Discard bay leaf.

Remove from heat. Add lemon juice and brown rice syrup. Add more sea salt and pepper, if desired. Top with parsley (if using). Serve warm.

Our Fave Food Picks

Do your sandwiches need a makeover? Dress up your deli slices with the flavor of smoked gouda from Follow Your Heart.

Step aside, seitan! The Jackfruit Company’s BBQ jackfruit takes sandwiches, pizzas, and nachos to the next level.

Kite Hill stuffs whipped almond ricotta, fresh garlic, and mushrooms or spinach—your pick—into pasta pillows for a ravioli masterpiece.

LIVE TURKEYS
SHACKLED, 
SHOCKED, SLICED,
AND SCALDED
BEFORE ARRIVING 
ON HOLIDAY 
TABLES

Dead birds will sit atop millions of holiday tables this year. They won’t have names, and those gathered around the tables won’t know their stories.

But their stories are similar—a horrifying, painful existence on a factory farm followed by a terror-filled last day at a slaughterhouse.

AS REVEALED BY A NEW MFA HIDDEN-CAMERA EXPOSÉ AT A LILYDALE SLAUGHTERHOUSE IN BRITISH COLUMBIA, THE LIVES OF FARmed TURKEYS ARE HELL.

The video footage shows workers yanking turkeys out of transport crates and hanging them by their fragile legs on the slaughter line. The rapid pace often causes injury to the birds. Still they are hung by their wounded limbs.

Sometimes workers punch those who flap in fear. On the line, the birds are dragged through an electrified vat of water. The shock is painful but many turkeys emerge still conscious. Next their throats are sliced open by an automated blade. Most birds bleed out, but if the first blade doesn’t kill a turkey, a worker must manually cut the bird’s throat. A distracted worker or minor mistake means the turkey will be scalded alive in a hot water tank.
Line stops happen on a daily basis, leaving turkeys hanging for upwards of 20 minutes. It’s very hard for turkeys to breathe upside down, and turkeys with vomit running down their beaks struggle not to suffocate.

TURKEYS ARE SENT THROUGH THE SLAUGHTER LINE REGARDLESS OF WHETHER THEY ARE INJURED, SICK, OR ALREADY DYING. IN MANY CASES, THESE AILING ANIMALS STILL END UP ON HOLIDAY TABLES.

W5, Canada’s most-watched current affairs and documentary program, aired an in-depth segment on the hidden-camera footage. Award-winning journalist Victor Malarek showed MFA’s undercover video to representatives of Sofina Foods, Lilydale’s parent company. In a statement, the company did not deny its role in the animals’ suffering: “[T]he practices depicted in the video comply with current industry and government regulatory requirement.”

Indeed, most of the abuse—hanging birds upside down in shackles, dragging them through an electrified vat of water, and slitting open their throats—is standard practice in the animal agriculture industry. And that is even more sickening.

Sofina Foods should follow the lead of Maple Leaf Foods, the largest meat producer in Canada, by pledging to make swift, far-reaching changes. MFA is calling on the company to replace live-shackle slaughter—one of the worst forms of animal abuse—with a less cruel system that eliminates the horrific suffering caused by shackling, shocking, and slitting the throats of conscious animals.

Caring consumers can also make meaningful change by choosing compassionate alternatives to turkey. There are many widely available vegan turkey products that offer all of the taste without supporting the torture.

JOIN MFA IN CALLING ON SOFINA FOODS TO STOP TORTURING ANIMALS AND ADOPT MEANINGFUL POLICIES TO ELIMINATE THE WORST FORMS OF ANIMAL ABUSE AT ITS FACILITIES.

SIGN THE PETITION:
LilydaleTurkeyTorture.ca
Maria could never have fully prepared for or predicted the heart-wrenching scenes that would unfold in front of her at slaughterhouses across Mexico.

It was unchartered territory. Never before had an MFA investigator entered a Mexican slaughterhouse. But over a couple of months, Maria courageously stepped foot inside nine government-owned-and-operated slaughterhouses.

Maria captured on camera some of the worst animal torture ever recorded by MFA. The footage is gruesome, the abuse ruthless, and the suffering widespread.

**no mercy for pigs**

At a slaughterhouse in the central Mexican state of Guanajuato, Maria stood in a dirty cement room with her camera rolling. She saw a worker hold a fully conscious pig by a **hook in the mouth** while another worker thrust a **knife** straight into the **pig’s throat**. Blood spilled onto the floor while the pig screamed in pain while other terrified pigs looked on.

The workers moved on to another pig who **screeched relentlessly** as the hook entered his mouth. This pig hit the ground quickly, **blood splattering** against the walls and onto other pigs. By the end of the killing, the entire floor was a sea of red with bodies strewn about.

South of Guanajuato in the state of Hidalgo, Maria recorded workers strapping a **metal chain around a pig’s hind leg**. While the pig shrieked and tried to run away, the chain tightened, **dragging the pig backwards** and into the air.

Pigs hanging upside down by one leg moved through a conveyor line. With a knife, a **worker gouged each pig’s throat**. The pigs were conscious for minutes after the stabbing. Workers wore tall rainboots to walk through the pools of blood.

These horrors **repeated** at slaughterhouse after slaughterhouse.

continued on next page--------->
But there was more. In the western Mexican state of Jalisco, a fully conscious pig was dragged into a room by a rope around one hind leg. Once released, the pig took a few steps before a worker viciously stabbed the animal in the heart with a knife. The pig continued to walk around, bellowing as the blood poured out. More than 30 seconds passed as the pig withered in agony. The worker showed no signs of compassion.

In nearby Nayarit, a child assisted in the slaughter. The young boy walked up to a pig bound by a rope around a back leg and stabbed her in the side. After agonizing in severe pain for minutes, the pig was bludgeoned by an adult worker wielding a metal pipe. Another worker stabbed her again in the neck to finish her off.

Elsewhere in Mexico, pigs were painfully shocked with electric prongs in their eyes and ears. Those forced to witness others being killed struggled to escape.

cold-blooded cruelty to cows

Maria learned that cattle slaughterhouses across Mexico were just as nightmarish.

In Guanajuato, a worker hovering over a cement chute placed the barrel of a captive bolt gun right against a cow’s forehead and fired. The animal was then hoisted into the air by a chain around one leg. Some cows were still conscious and blinking when a worker sliced the backs of their heads before cutting deeply into their throats. Workers caught some of the blood in buckets and used squeegees to mop the rest into a drain.

Some cows didn’t fall after the first stun. Others dropped to the ground and writhed in anguish.

In Veracruz, a worker stood over the heads of corralled bulls with a knife and stabbed each animal at the base of the skull. As the animals faltered, they were stabbed in the head multiple times. It was not a quick death. Many were still fully conscious as they were dragged to another killing floor where the knife cuts continued and animals choked on their own blood and vomit.

Finally, in Nuevo León, workers tied ropes around a bull’s neck and one hind leg. The ropes tightened from opposite directions, forcing this frightened animal into a sprawled position. Again and again, a worker slammed a sledgehammer into the head of this terrified, suffering animal. He was still blinking and struggling in the ropes when a worker shoved a large blade into his throat.
legal action

MFA’s investigation revealed systemic torture permeating the slaughter process. Perpetuated by weak laws and virtually no oversight, this unimaginable cruelty runs rampant throughout slaughterhouses in Mexico.

MFA submitted a detailed legal complaint along with the video footage to SAGARPA, a government agency tasked with overseeing Mexico’s agriculture, and to the governors of the states in which this abuse was documented.

MFA is also calling on the Federal Government of Mexico to pass legislation making it a crime to dismember and slit the throats of conscious animals at slaughterhouses. Current laws in Mexico require animals to be properly stunned before they are killed. However, breaking these laws at most results in a mere slap on the wrist—an administrative penalty similar to a parking ticket. Violations are not a criminal offense.

Mexico needs a stronger criminal law that imposes higher fines and possible imprisonment for anyone who tortures animals. Stiff penalties will force workers and the government to take animal welfare seriously.

Killing any farmed animal is undeniably violent, bloody, and unnecessary. And we can all take steps to end this needless suffering by choosing to eat vegan.

Together, we have a chance to stop some of the worst animal suffering in the world.

moving forward

Animals in Mexico and around the world desperately need our help. As this investigation shows, farmed animals are suffering in ways many of us never imagined.

But MFA can’t do this alone. Caring people like you make it possible for MFA to be an international defender of farmed animals. Please continue to support our investigations so we can bring an end to this unconscionable cruelty.

Use our self-addressed donation envelope included in this issue to send a tax-deductible donation today, or give through MFA’s website.
It's time to ring in another holiday season with peppermint soy lattes, Tofurky roasts, almond milk nog, and stockings filled with gifts that reflect your compassion!

Celebrating winter holidays as a vegan is as easy as making a tofu pumpkin pie, and since many of the festivities involve family, friends, and food, there are also opportunities to show off just how tasty vegan cuisine is.
FOR STARTERS

Show off fabulous vegan flavors by hosting your own holiday party. If you’re aiming for an appetizers-only soirée, serve a platter of assorted Miyoko’s Kitchen artisan cheeses or set out boxes of Lagusta’s Luscious truffles or caramels.

More in a do-it-yourself mood? Grab a copy of The Sexy Vegan’s Happy Hour at Home cookbook for small-bite recipes or Isa Chandra Moskowitz’s just-released cookbook, The Superfun Times Vegan Holiday Cookbook.

For more gift ideas, holiday recipes, and helpful tips for navigating family occasions, browse ChooseVeg.com.

FOR THE BOOKWORM

Your well-read gift recipient can explore the inner world of fish with Jonathan Balcombe’s What a Fish Knows, or learn the amazing story of a pig named Esther in Esther the Wonder Pig. Pick up Santa’s First Vegan Christmas by Robin Raven, give a subscription to VegNews magazine, or make a donation to MFA in your recipient’s name for a subscription to Compassionate Living.

FOR THE FASHION ICON

Head to Matt & Nat’s for in-style, cruelty-free handbags, wallets, and shoes. MFA’s new embroidered logo scarf is perfect for looking great and staying warm.

FOR THE HOBBYIST

Don’t forget, DINNER!

There are so many accessible vegan main course products that it’s hard to choose. Tofurky’s roast is a timeless favorite. Baste it with soy sauce, olive oil, thyme, and rosemary and bake over a bed of winter vegetables. Field Roast also offers hearty roasts, including its Celebration Roast, which comes stuffed with seasoned butternut squash, mushrooms, and Granny Smith apples. Even Trader Joe’s has joined the vegan party with its turkey-less stuffed roast.

FOR THE GIVING SPIRIT

PURCHASES HAVE POWER. THIS YEAR, SHOP FOR HOLIDAY GIFTS WHILE SUPPORTING ANIMAL PROTECTION ORGANIZATIONS AND HUMANE BUSINESSES.

Start with APPAREL

Pick up one of MFA’s comfy “Be Free,” “Hope,” or “Love” T-shirts. Shop the latest Vaute Couture vegan fashion, or grab a “Vegan for President” tank from Herbivore Clothing Company.

FOR A LITTLE HOLIDAY CHEER

MFA also carries gorgeous gifts for the holiday season. Beautiful laser-cut maple wood ornaments of baby animals serve as sweet reminders of your love for all animals. The ornaments are perfect as presents, or for any holiday tree, wreath, or gift wrapping accent. Your friends and family will also love MFA’s new “Peace for All” holiday cards showing geese playing in the snow.
An Interview with
Drs. Alona Pulde &
Matthew Lederman
As physicians, Drs. Alona Pulde and Matthew Lederman understand why some foods are the best for nourishing our bodies. As parents, they know how to design whole-food, plant-based meals that kids love. Their latest book, *Forks Over Knives Family*, shares kid-friendly recipes along with advice and tips for vegan parents. The authors talked to MFA about their book and raising a vegan family.

**Q** Tell us why you wrote *Forks Over Knives Family*.

We have been fortunate to have many opportunities to share our medical approach to health and healing—one in which nutrition and lifestyle change come first and foremost, wherever appropriate, before pills and procedures. It has been extremely gratifying as physicians to see that every patient who incorporates a plant-based lifestyle does better, gets better, and feels better.

This first attempt at sharing a more personal perspective came about largely as a result of curiosity expressed by our patients: “Are you remaining on a plant-based diet while pregnant?” “Will you raise your children this way?” or “How will you address holidays and birthday parties?”

**Q** How does your family benefit from eating plant-based whole foods?

The benefits of a whole-food, plant-based diet are numerous, including disease prevention and reversal, weight loss, and increased vitality. Our daughters are young (three and five), so for them the biggest benefit is that they get to start so early nourishing their bodies with the most health-promoting and nutritious foods available.

**Q** Talk about a few of the social challenges vegan parents face.

Introducing something less familiar to replace the status quo can be threatening. One of the greatest challenges we have faced is well-meaning friends and family who worry about our children—will they get all of their nutritional needs met? More specifically, where will they get their protein? On some occasions, these questions have proven to be great opportunities to share thoughts and ideas. On others, we have amicably agreed to disagree.

Birthday parties and holidays, especially Halloween and Easter, present their own challenges. When our daughters were very little, these occasions were easy because the girls were not invested in the foods or the outcomes. As they get older, they are certainly having stronger opinions. When we go to birthday parties, they get to bring along their favorite plant-based dessert. So far that has worked great!

**Q** What are your family’s favorite meals?

This is one of my favorite questions, albeit harder to answer because there are so many choices. Our girls, who dictate much of what we eat, love pancakes, oatmeal packed with fruit, hummus-and-veggie pita sandwiches, veggie pizza, spaghetti and lentil balls, black bean burgers, and sweet potato fries.

**Q** What would you most like vegan parents to know?

Diet-related diseases are on the rise. The epidemic of diabetes is reaching more and more adults and now affecting our children. Heart disease remains the number one killer, and obesity rates are increasing, with 66 percent of Americans overweight. Thirty-three percent of those are obese and about 17 percent are children. There is no better time to begin or continue a whole-food, plant-based diet, as it has been proven (over and over again) to positively impact and potentially reverse all of these conditions.

You can get your copy of *Forks Over Knives Family* at ForksOverKnives.com
Music icon Moby performed chart-topping hits to a packed Fonda Theatre on October 23. This wasn’t just any concert for Moby—or for the crowd of fired-up concertgoers. This was Circle V, the first-ever all-vegan music festival. Organized by Moby, No Doubt’s Tony Kanal, Goldenvoice, and Mercy For Animals, Circle V’s debut inspired, informed, and empowered thousands of vegans and non-vegans alike.

The event was a colossal success, and proceeds from ticket sales will benefit the millions of animals MFA fights to protect.
Ready for vegan food, cruelty-free shopping, superstar speakers, and a fabulous concert, hundreds lined Hollywood Boulevard in anticipation of Circle V’s opening.

In the Fonda Theatre parking lot—transformed into Circle V’s vegan village—delighted attendees were pampered with lip and eye makeovers from Kat Von D Beauty. Ms. Von D herself greeted fans and posed for photos. Playful pop-ups selling vegan apparel, art, accessories, and much more lined the village’s perimeter.

Ramenhood LA dished out noodle bowls complete with mock eggs, while Clara’s Cakes satisfied everyone’s sweet tooth with pumpkin butterscotch cupcakes. LA’s Donut Friend laid out a spread of enticing donuts, and people raved about Taqueria La Venganza’s tacos.

NBA all-star John Salley, ultramarathoner Rich Roll, and Olympic medalist Dotie Bausch spoke on upping your athletic game with a plant-based diet. Beyond Meat founder Ethan Brown, Memphis Meats founder Dr. Uma Valeti, and Miyoko’s Kitchen founder Miyoko Schinner explained why plant-based is the future of food.

The most-attended panel of the day was one on animal rights as the next great social justice movement. The panel included MFA founder Nathan Runkle, PETA co-founder Ingrid Newkirk, and Farm Sanctuary co-founder Gene Baur. Kat Von D also joined the panel to exhilarated hoots and hollers from the crowd.

As festivities wound down outside around dusk, things were just getting started in the theater next door.

The floor and the balcony of the Fonda Theatre were brimming as The Gaslamp Killer spun beats. Next, fans raised the roof over sets by Cold Cave and Blaqk Audio.

Circle V’s speaker tent was standing room only the entire day and featured some of the most notable leaders in the animal rights movement. Vegan racecar driver Leilani Münter and Cowspiracy director Keegan Kuhn appeared on a panel detailing the effects of animal agriculture on our environment. Moderating the illuminating discussion was none other than journalist and activist Jane Velez-Mitchell. Next up, “Plant-Based Dietitian” Julieanna Hever and PCRM founder Neal Barnard talked with Kathy Freston about the health benefits of being vegan.

The truly legendary Moby closed out the evening with a show that brought the house down. In his only live show this year, Moby performed some of his biggest hits, including “South Side,” “Porcelain,” and “Honey.”

Between musical acts, activist Jamie Kilstein performed stand-up comedy that roused the room. Nathan Runkle and Tony Kanal also addressed the cheering crowd.

Circle V concluded around midnight, leaving attendees inspired, hopeful, and full of delicious vegan foods. This inaugural festival will set the tone for years to come as Circle V grows and becomes a beacon lighting the way for a kinder and more compassionate future.
NO STOPPING US
TOGETHER, WE CHANGED THE WORLD
FOR ANIMALS IN 2016
Together in 2016, we ushered in unparalleled animal welfare policies, brought abusers to justice in courtrooms, gave animals a voice at the ballot box, and empowered people around the world to make kinder choices.

**MILLIONS OF ANIMALS WILL BE IMPACTED BY THE PROGRESS YOU MADE POSSIBLE.**

**YOU PERSUADED CORPORATIONS TO RAISE THE BAR ON ANIMAL WELFARE**

You stood up to Perdue, one of the largest U.S. poultry producers, and forced the company to adopt the most comprehensive animal welfare policy ever set forth by a major chicken producer. The lives of nearly 680 million chickens each year will be greatly improved. The company committed to ending the worst factory farming practices and allowing birds to perch, nest, and feel the warmth of natural light. Perdue’s pledge, which came as a result of MFA investigations and months of negotiations you funded, sets a precedent for other companies.

Across North America, companies are swiftly moving to cage-free eggs, practically ensuring an end to the callous practice of cramming hens into small wire cages.

As a result of MFA campaigns, major supermarkets and their affiliates, including Albertsons, Safeway, Publix, IGA, H-E-B, SUPERVALU, and ShopRite, have all pledged to sell only cage-free eggs. In Canada, all major grocers, including Loblaw’s, Sobeys, Metro, and Walmart Canada, have made similar commitments thanks to MFA’s work.

The 25 largest grocers in the U.S. and Canada have now all agreed to end the sale of eggs from hens living in cruel cages. The Publix pledge alone, which followed a compelling three-month MFA campaign, will spare 15 million hens annually a lifetime of torture.

Restaurants know cages are long gone too. Because of your support, MFA has expanded its campaigns to Brazil and the rest of Latin America. As a result, McDonald’s, Burger King, Subway, and other major fast-food chains have pledged to end their use of eggs from caged hens throughout those regions.

Even the egg industry sees the writing on the wall. Eggland’s Best, North America’s largest specialty egg brand, also agreed to end the use of battery cages in its supply chain following an MFA investigation and negotiations.

**YOU BROUGHT JUSTICE FOR ABUSED ANIMALS**

Your unwavering support for MFA investigations has brought animal abusers to justice.

Following an MFA investigation at Chilliwack Cattle Sales, the largest dairy factory farm in Canada, the company, one of its owners, and three of its employees stated that they intended to plead guilty to animal cruelty charges. The hard-hitting undercover video exposed workers terrorizing and beating animals with chains, pipes, canes, and rakes. The workers were also caught intentionally poking animals’ wounds, ripping hair out of cows’ tails, and punching bulls in the testicles.

A Foster Farms slaughterhouse worker in California was convicted of animal cruelty after MFA undercover footage revealed the worker throwing live birds and ripping out their feathers.

An MFA investigation at Winchester Dairy in New Mexico exposed workers inflicting unconscionable abuse, including stabbing cows with screwdrivers and shocking them in the genitals with electric prods. Two of the farm’s workers were convicted of multiple counts of animal cruelty in 2016.

Justice was also dealt to a Perdue Farms worker who viciously abused chickens at a farm in North Carolina. The worker pled guilty to three counts of criminal animal cruelty and was sentenced to 45 days in prison and 12 months’ probation. He was also banned from working with animals.

All told, your support in 2016 will free about 80 million hens per year from a life confined in filthy, barren cages.
YOU HELPS MFA BECOME A GLOBAL FORCE FOR CHANGE

Our movement for animals is taking root around the world. Because of your support, this year MFA already has staff in Hong Kong, India, Mexico, and Brazil fighting to end animal suffering.

Their actions have been rapid and their impacts are growing. More than 5 million people globally follow MFA on Facebook alone, and our leafleting efforts, fueled by the passion of hundreds of volunteers, reach even more people on the ground.

MFA is approaching institutions in Latin America to encourage more plant-based meals on a large scale and entering the darkest corners of factory farms and slaughterhouses in Mexico to give animals there hope for a better future.

YOU CHANGED LAWS FOR ANIMALS

MFA supporters joined with other animal protection organizations to collect an astonishing 170,000 signatures to ensure the Prevention of Farm Animal Cruelty Act made the Massachusetts ballot. Supporters also pounded the pavement and hit the phone lines to get the votes. The efforts paid off big: Despite hundreds of thousands of dollars in ads from well-funded opponents, Massachusetts voters made history on Election Day when they overwhelmingly passed the measure with a remarkable 78 percent of the vote.

The new law mandates that all eggs, pork, and veal produced and sold in the state come from animals not raised in extreme confinement. Massachusetts is now the fifth state to ban or phase out battery cages, the ninth state to outlaw veal crates, and the 10th state to ban gestation crates. It also joins California in banning the sale of eggs produced using cruel confinement.

Oklahoma voters also spoke up for animals at the polls by boldly rejecting a so-called right to farm amendment to their state constitution. More aptly termed a “right to harm” bill, the vaguely written amendment was intended to protect factory farms. MFA joined a broad coalition of groups in opposing this amendment.

2016 Veggie Awards

MERCY FOR ANIMALS VOTED FAVORITE NONPROFIT OF 2016

BY VEGNEWS MAGAZINE READERS!
For the fourth year in a row, Animal Charity Evaluators has named Mercy For Animals one of the most effective animal protection charities.

—Animal Charity Evaluators

We think their undercover investigations and related corporate and legal campaigns are particularly promising approaches, and they are using funding for online ad campaigns effectively.

Canada’s most-watched current affairs and documentary program, W5, aired a feature on MFA’s investigation at a turkey slaughterhouse in British Columbia, shining a spotlight on animal abuse for millions of Canadians before the winter holidays.

This year also saw the inaugural Circle V, the world’s first all-vegan music and food festival celebrating animal rights. The daylong event was a collaboration of music icon Moby, No Doubt’s legendary Tony Kanal, Goldenvoice (Coachella, Desert Trip), and MFA. Thousands showed up in West Hollywood to browse retail pop-ups, listen to an all-star lineup of speakers, eat delicious vegan food, and rock out to bands. All proceeds benefited MFA.

Our online ads spread awareness worldwide and empowered nearly 500 million people to make more compassionate food choices.

We distributed more than 1.1 million pieces of pro-vegan literature this year.

Our Facebook posts appeared in newsfeeds more than 1.2 billion times in the U.S. alone.

Every year, thanks to MFA’s investigations and corporate outreach in 2016, 680 million chickens raised for meat will lead improved lives, as will the 80 million egg-laying hens spared from cruel confinement.

When MFA began 17 years ago, veggie burgers and soy milk were relegated to back corners of grocery stores. Few people knew about the abuse and torture animals on factory farms endure, and farm owners had little worry of being exposed or losing market share.

Today, because of your actions, entire grocery store departments are dedicated to the variety of vegan products in the marketplace, and veggie burgers are even moving into the meat department. Sales of nondairy milks are expected to soar to $21.7 billion globally.

Every time you sign a petition, share a video, choose vegan products, or donate to MFA, you push this movement forward and give animals hope.

Let’s continue changing the world together.
GIVE THE GIFT OF compassion

GO TO SHOPMFA.COM