COMPASSION WITHOUT BORDERS

MFA’S SOARING MOMENTUM IN LATIN AMERICA

TO THE TUNE OF KINDNESS

RENOWNED MUSICIANS USE THEIR VOICES FOR ANIMALS

Say (vegan) Cheese!

SEE WHY Miyoko Schinner MAKES US SMILE

+ MFA's BLUEPRINT FOR Best Impact!
DEAR FRIENDS,

We were told we couldn’t pressure Walmart, the largest company in the world, to implement comprehensive and meaningful animal welfare policies. But we made it happen.

We were told we’d never obtain wins for farmed animals in court, much less pass legislation to protect them from the cruelest factory farming practices. We did both.

Every day, I am inspired by our generous donors, passionate volunteers, and dedicated staff who have the audacity to do the impossible.

Earlier this year, MFA’s founder and long-serving president, Nathan Runkle, announced his decision to step back from much of the day-to-day operations to focus on new visionary initiatives. While Nathan will continue to serve on the board of directors and remain closely involved in strategic decisions as the organization’s founder, he asked me to step into the role of president of MFA. Knowing I’d have a courageous and compassionate army—all of you—by my side, my answer was a resounding yes.

I’ve worked in the animal protection movement for more than 15 years, with over half of that time spent at MFA alongside Nathan. Together, we carried out a shared vision for the organization and for animals.

I did grassroots outreach before being promoted to director of operations and then to director of investigations; in the latter role I oversaw the release of nearly 40 undercover investigations.

Most recently, I served as executive vice president, overseeing all departments. My heart is in the mission to end factory farming in our lifetimes, and I’m incredibly proud of everything we’ve accomplished together to bring us closer to the day when animals are no longer slaughtered for food.

As MFA continues to innovate and reach new heights, we have recognized a need to restructure our teams to optimize our impact. With guidance from two of the world’s top consulting groups, we have also examined our culture and introduced new initiatives to support our staff. I believe the organization has emerged from this transitional period stronger than ever.

This year, we have redoubled our efforts to help chickens and launched new initiatives to protect fish. We are focused on developing our programs in India and the Greater China region and expanding our impact in Latin America and Brazil. We will build on the groundbreaking victories of our food policy program, which last year worked with schools and other institutions to switch 26 million meals a year to plant-based.

Because of each of you, MFA can take on entrenched, powerful systems and make this remarkable progress for animals.

I truly believe that our biggest successes are yet to come, and I can’t wait to share them with you.

Sincerely,

Matt Rice
President
“If you saw a child on the street that was crying or suffering, you would do what you could for that child. I don’t see the difference if you saw an animal of any kind. They have a language. Certainly they have pain and suffering.”

Natasha Brenner
96-year-old animal rights activist

“I believe the way to help animals is to help people, to open 🌍’s and 💖’s. That’s how Mercy For Animals helped me go vegan.”

Veg Support Participant

The American Heart Association found those who consumed a plant-based diet decreased their risk of heart failure by 42 percent.

Thinking about going veg?

Grammy Award-winning singer Mýa’s got you. Check out her vegan transition guide!

Glam up with the new Studded Kiss cruelty-free lipstick line from Kat Von D, a true superhero for animals!

Happy 2018! I normally don’t make resolutions, but how’s this? Let’s all tell the truth, treat everyone equally, be kind to all people and animals, and offer the planet respect. Starting… now.

“In 2008 I was lucky enough to accidentally discover the life-changing book Skinny Bitch! I decided to become a vegan instantly and embark on a journey that has forever changed and enriched my life.”

Meagan Duhamel
2018 Olympic Gold Medal Figure Skater

Credit: Carrienelson1 | Dreamstime.com

Credit: Olga Besnard | Dreamstime.com

Credit: Carrienelson1 | Dreamstime.com
Before footage from an investigation hits the airwaves or lands on a sheriff’s desk, it goes through Paula Tejeda-Moncrief, a vital member of MFA’s investigations team. Paula pores over hours of graphic videos, looking for legal violations and egregious abuse. From her painstaking research, justice is dealt, laws are passed, and eyes are opened.

Q: How did you get started in animal advocacy?

When I was 19, I was driving home late one night when the car in front of me hit a dog and took off. Although it’s very common to see injured and neglected dogs in the streets of Chile, I was compelled to stop. I managed to get the injured dog in my car and take him to an emergency animal hospital.

This event inspired me to research the relationship between humans and nonhuman animals. I saw the inconsistency in caring for dogs and cats while eating and wearing other animals.

Q: What happens once your team receives footage from an MFA undercover investigator?

After we receive footage, we thoroughly review it with lawyers and animal welfare specialists to gather evidence to bring to law enforcement. We also partner with other MFA teams to ensure each investigation has the greatest impact for farmed animals.

In every investigation, I see animals suffering and enduring miserable lives they don’t deserve.

Q: You have to view a lot of animal abuse. How do you stay hopeful?

Before working at MFA, I would see videos of animal abuse and think, “Please someone do something.” I felt helpless. Their pain haunted me, and I thought that maybe if I worked full time at a place dedicated to alleviating this suffering, I wouldn’t feel so helpless.

When videos of our investigations go online, it gives me so much hope. Every day MFA hears from people who have sworn off animal products because of what they saw in our videos.

I also try to stay balanced by doing yoga several times a week; hugging and kissing my two dogs, my cat, and my husband; and enjoying fictional books and films.

Q: What’s one thing anyone can do to be a voice for farmed animals?

Anyone can learn about factory farming and make an informed decision to stop eating animals and animal products.

Q: Who’s your favorite vegan celebrity?

Moby, because he isn’t afraid to speak up against oppression of animals and humans.
01

Close the Loophole

The USDA withholds basic slaughter protections from 98 percent of the land animals killed for food in the U.S.: birds. MFA investigations—and the USDA’s own reports—document egregious cruelty to these animals at slaughterhouses, but it’s all legal. MFA has submitted a formal petition to the USDA urging the agency to extend the law to birds and close this shameful loophole.

Join MFA in calling for change:
MERCYFORANIMALS.ORG/POULTRYSLAUGHTER

02

BEINGS

In MFA’s new video series BEINGS, people from different walks of life share how they strive to create a kinder world for animals. Community activist Omowale teaches his kids integrity by showing them that both people and animals deserve care and respect. Volunteer Lydia recounts her life-changing encounter with a rescued lamb to remind us of the impact we have on animals’ lives. Visit MFAs Facebook page to hear their stories and be inspired.

03

On Trial

Haunting footage from a 2014 undercover investigation at Canada’s largest dairy producer shows workers whipping, kicking, stabbing, and dragging terrified cows. Seven workers pled guilty and faced sentences of up to 60 days in jail. Now Canada’s government is appealing the sentences—because the punishment is too lenient. Straight from the Crown, the appeal sends a strong warning to animal abusers: not in our country!

04

Calling All Californians!

MFA is part of a coalition working to pass a measure that will ban the production and sale of meat and eggs from animals kept in cruel cages. Help us collect 500,000 signatures to get this historic initiative on the ballot in California.

Join the team:
PREVENTCRUELTYCA.COM
Improving brain function through diet is an area of strong interest and research. Like other organs, our brains can be adversely affected by inflammation and oxidative stress. While we cannot definitively say, “Eat X, Y, and Z and you will not get dementia,” we know of many brain-boosting nutrients to include in a balanced vegan diet.

When discussing brain power, many people think of omega-3 fatty acids. Low intake of these polyunsaturated fats has been shown to negatively impact cognition. Unfortunately, fish and fish oil are often consumed to increase omega-3 levels. But this nutrient is easily found in plants, like walnuts and ground flaxseed. A small handful of walnuts thrown into your oatmeal will do the trick! Additionally, DHA and EPA are essential fatty acids found in algae (what the fish eat!) and can easily be supplemented. Aim for 300 mg per day.

Regarding dietary fat, we should point out that saturated fats (abundant in animal products) and trans fats appear to increase risk of dementia. Correlation doesn’t equal causation, but I’d argue this is all the more reason to consume nutrient-dense plant foods.

If you have followed my column over the past decade, you know I always emphasize the importance of vitamin B12 and its role in brain function. Every vegan should consume two to three servings of fortified foods daily or supplement 1,000 mcg of B12 two to three times per week.

Even if you aren’t vegan, everyone over 50 should do the same, because the body’s ability to absorb the nutrient decreases over time. Other B vitamins likely play a role in neurological function, but the jury is out on whether supplementation can prevent or reverse conditions.

What do foods like nuts, leafy greens, avocados, and dark fruit (like blueberries) have in common, aside from being delicious? They are all good sources of vitamin E. Research has shown cognitive improvement in Alzheimer’s patients supplementing vitamin E. As with many nutrients, positive effects from supplements are often seen in subjects with subpar levels. For folks with adequate levels, additional benefits are less common.

This antioxidant is a popular supplement, but consumers should know that supplementing vitamin E can be harmful, especially if you take blood thinners, have heart disease, or are at risk for prostate cancer.

My advice: Stick to guacamole instead of popping pills.

Many nutrients have proved important to brain health—too many to discuss here.

Lutein, the carotenoid in foods like dark leafy greens, is a major component in brain tissue. Curcumin, a compound in turmeric, has shown anti-inflammatory effects. And green tea has exhibited positive impacts on cognition.

Further, a great deal of research focuses on how our gut microbes affect our brains. The overall lesson is that plants have no shortage of protective factors and that nutrients work in conjunction with one another. A vegan diet rich in variety and color will help keep that brain of yours healthy.

Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. Anya’s fridge is never without walnuts. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.
Baked Cornmeal and Pepita Crusted Onion Rings

<table>
<thead>
<tr>
<th>1 large sweet onion</th>
<th>½ cup ground unsalted raw pepitas</th>
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<tbody>
<tr>
<td>4 cups almond milk</td>
<td>1 teaspoon smoked paprika</td>
</tr>
<tr>
<td>2 tablespoons plus 2 teaspoons apple cider vinegar</td>
<td>1 teaspoon garlic powder</td>
</tr>
<tr>
<td>⅛ cup almond meal</td>
<td>½ teaspoon dried oregano</td>
</tr>
<tr>
<td>½ cup cornmeal</td>
<td>½ teaspoon sea salt</td>
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<tr>
<td></td>
<td>Ground black pepper, to taste</td>
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Mix almond milk and vinegar to create a vegan buttermilk. Set aside. Slice onions into half-inch-thick circles. Place onions in the vegan buttermilk. Soak overnight for best results or at least 3–4 hours.

Heat oven to 450. Combine 1 cup of the buttermilk with the almond meal and mix well to form a batter. Pour into a bowl or shallow dish. Combine cornmeal, ground pepitas, and spices in a bowl or shallow dish and set aside.

One by one, dip onion slices in batter and coat well. Then coat with cornmeal-pepita mixture. Place on a parchment-lined cookie sheet. Bake for 10–12 minutes, then flip and bake for another 10–12 minutes. Serve fresh.

Philly Portobello Steak Sandwich

| 4 portobello mushrooms (de-stemmed) | 1 tablespoon parsley |
| 1 small green bell pepper | Oil for sautéing veggies |
| 1 small red bell pepper | (or vegetable broth if not using oil) |
| 2 cups spinach | 2 tablespoons brown rice flour |
| 1 sweet onion | ½ cup vegetable broth |
| 2 cherry bomb peppers (optional) | Salt and black pepper, to taste |
| 1 teaspoon fresh chopped garlic | Hot dog buns or sub sandwich rolls |
| (about 1 medium clove) | |

Wash and thinly slice mushrooms, bell peppers, spinach, cherry bomb peppers, and onion.

In a pan, sauté garlic in oil or broth until lightly browned. Add veggies and cook covered until mushrooms release some liquid.

Add parsley and seasoning and mix well. Remove cover, add flour and vegetable broth, and continue to cook until juice thickens.

Remove from heat and serve in buns. Top with a creamy condiment or sliced vegan cheese.

KITCHEN HACKS

- Whip refrigerated canned coconut milk for a decadent dessert topping.
- Add nutritional yeast to dishes for a cheesy flavor and a boost of B vitamins.
- Mix one part ground flaxseeds with four parts water to replace an egg in baking.

Reprinted with permission from Veggies Don’t Bite. VeggiesDontBite.com/cookbooks
COMPASSION WITHOUT BORDERS
When Blanka Alfaro walks into a senator’s office, she holds an iPad cued to scenes of atrocious slaughter from MFA’s investigations in Mexico. She introduces herself and immediately hits play.

“Once they see our footage of animals being beaten and abused, they cannot deny it,” said Blanka. “They want to talk about what needs to change.”

Blanka, MFA’s vice president in Mexico, has deployed this tactic dozens of times as she’s fought to win votes to back a groundbreaking piece of federal animal protection legislation. The bill, now gaining steam in the country’s legislature, would outlaw the deplorable slaughter methods documented by an MFA investigator.

With MFA’s support, members from every major political party in Mexico introduced the bill in early 2017. The move followed an MFA investigation that revealed shocking animal torture in government-run slaughterhouses.

After sailing through two committees, the bill passed the Chamber of Deputies, the representative branch of Mexico’s congress, with nearly unanimous support—318 votes in favor and only four against. The senate will vote on it in 2018.

Blanka believes the bill wouldn’t have advanced without the unrelenting efforts of MFA supporters, who sent over a million letters to members of congress.

“I’ve been in meetings with members during our call-in days, and the phones do not stop ringing,” said Blanka.

She lifted the veil on 10 slaughterhouses. Her footage surpassed 25 million views online and generated widespread media coverage.

No one could have prepared for what Maria found. Pigs wailed in terror as they frantically tried to escape a worker’s hook or knife. Others were dragged by their limbs. A tied-up cow suffered blow after blow from a sledgehammer. A cornered pig was stabbed in the side with a large knife.

Mexican actor Eugenio Derbez lent his voice and star power. The footage sparked a national conversation, and MFA supporters in Mexico rallied behind the landmark bill that could end some of the worst animal suffering in the world.

In addition to the bill, MFA worked with the federal government to pass a resolution urging the secretary of agriculture to publicize the number of slaughterhouses in compliance with current laws and the extent of fines levied against facilities not in compliance.

Since organizing in the country three years ago, MFA’s staff, volunteers, and investigators have not only obtained overwhelming support for a federal animal protection measure but persuaded companies to eliminate cruel cages for hens; uncovered abominable animal abuse; raised awareness about factory farming; and worked with state and city governments to reduce the meat, dairy, and eggs served in public schools.

MFA’S SOARING MOMENTUM IN LATIN AMERICA

TELLING THEIR STORIES

Just a few years ago, animals tormented in Mexico’s slaughterhouses had no champions. Their stories went untold; their suffering was unknown to anyone beyond the slaughterhouse doors. But in 2016, Maria, a heroic MFA investigator, changed this.

“Tell the stories. Make your voice heard.” Maria is an unrelenting advocate for animals—especially pigs. She covered her face. She was more than just an investigator; she was a champion for animals. She was a voice for those who couldn’t speak for themselves. She was a hero.

Maria is a reminder that we all have the power to make a difference. We can stand up for animals and demand better treatment. We can make a difference in the lives of animals and in the world.

“Let your voice be heard. Let your action be felt.” Maria’s words resonate with Blanka as she walks into another senator’s office, holding an iPad cued to scenes of animal cruelty. She knows that her work is far from over. But she also knows that together, we can make a difference.

“Once they see our footage of animals being beaten and abused, they cannot deny it,” said Blanka. “They want to talk about what needs to change.”
A COMPASSIONATE COMMUNITY

With eyes and hearts opening in Mexico, MFA launched a comprehensive resource to support people on their paths toward plant-based eating. MFA’s Latin American website, EligeVeg.com, offers plant-based recipes, nutritional information, a vegetarian starter guide, and one-on-one conversation. The site garnered more than 15 million visits last year.

Through Spanish-speaking veg support specialists and a weekly Facebook Live Q&A, more than 200,000 people found answers to their questions about vegetarian eating.

Before long, exceptional stories emerged.

A woman in Peru decided to close the butcher shop she owned after conversations with a veg support specialist. People told stories of remarkable health transformations, exclaiming going veg had saved their lives. Teenagers shared fears of telling their parents and relief when their parents, inspired by MFA’s informative resources, encouraged the decision.

Doctor Jesús shared copies of MFA’s vegetarian starter guide with his patients. Raquel, at 92 years old, proved it’s never too late to ditch meat, dairy, and eggs.

The number of Latin Americans connecting to MFA’s social media channels grows exponentially every year. These channels boast more than 3 million followers and exceed 1 billion impressions annually.

BIG, BOLD MOVES

When major institutions reduce meat, dairy, and eggs served, far fewer animals are born into miserable lives at factory farms. The impact is massive.

That’s why MFA created Come Conscientemente, our conscious eating program.

MFA partners with leaders at these institutions to reduce animal products served by 20 percent or more. At no cost, MFA provides sample menus, plant-based recipes for large-scale cooking, nutritional information, and training with experienced chefs.
In Mexico, Come Consciente worked with government officials in the state of Veracruz to implement the program in schools and social assistance services, resulting in more than 925,000 vegan meals served each year.

Mexico also passed a resolution urging schools and social assistance programs to cut out meat and eggs one day a week. Never before has the government so strongly promoted plant-based eating.

Progress in Mexico is swift.

“We offer something these leaders haven’t seen before: packages of studies and information and access to high-quality chefs and nutritionists to support the transition,” said Blanka. “They take us seriously.”

ADÍÓS CAGES

Food companies sense the momentum and are getting on board.

Major companies have adopted meaningful animal welfare policies after hearing from MFA’s Héroes de las Gallinas (Hen Heroes) community of more than 5,000 volunteer activists.

Pollo Pepe, Les Croissants, Loz Car, Grupo Alimento, Tortas Locas Hipocampo, Grupo BCG, TGI Fridays by Grupo Trovisa, and Taco Holding pledged to ban cruel cages for chickens in their supply chains after pressure from MFA.

And with a growing MFA team in Latin America, 2018 is poised to be a year of sweeping progress for hens.

FORWARD!

A long road lies ahead for farmed animals in Latin America. Each country has its own laws and cultural norms to navigate.

But one thing is abundantly clear: We share the same moral compass.

The past three years have shown that once people see inside factory farms and slaughterhouses, they will not give up until animals no longer suffer in these horrific places.

Hundreds of thousands of MFA supporters have made their voices heard. They’ve signed petitions, sent letters, tweeted, and knocked on lawmakers’ doors in Mexico City. Their persistence has brought rapid progress. Politicians told MFA they had never seen such a passionate, well-coordinated social media campaign to pass legislation.

People are empowered by our movement. Kindness is ever growing. And thanks to all of you, a new day has dawned.
When Miyoko Schinner met Ericka, a cow raised in the dairy industry, Ericka wouldn’t stand. Citing arthritis, workers at the farm deemed her “spent,” but a stroke of luck saved her from slaughter and brought her to Miyoko’s sanctuary. As soon as she arrived and saw green fields, she ran into the pasture. She’s been running and playing ever since.

Animals at the sanctuary know Miyoko as a kind caregiver; we know her as the queen of vegan cheese. Her wildly successful company continues to raise the bar. MFA spoke with Miyoko about building a business and growing the plant-based market.

Q How was Miyoko’s Kitchen born?

I wrote Artisan Vegan Cheese in 2012, and it became a cult classic. I’ve had many businesses in the past; I had no intention of having another. But people kept saying they would buy my cheese. Seth Tibbott from Tofurky said: “Why don’t you start a cheese business? I’ll be your first investor.”
Which lessons from your previous businesses helped guide you with Miyoko’s Kitchen?

Hard work. Perseverance. Learning to develop new things. You need systems in place. You need to think about a production line. You need to have innovative equipment and know how to scale. I’m still learning today.

What’s a mistake you see small businesses make?

There are so many great vegan businesses. I’ve mentored a lot of companies trying to start out. Many just don’t know what they’re selling; they don’t know what their business is. You can’t build a business on one product, unless you’re Coca-Cola.

My advice: Really analyze what you’re making. Get someone to work with you on crafting your brand.

Sometimes younger companies don’t have well-thought-out branding or messaging. Understand your product. Know your market potential and know your customers.

Why is it important to you to mentor other vegan businesses?

I don’t see vegan companies as my competitors at all. I often give props to other vegan cheese brands. We can’t grow the category alone. We may want to be the leaders, but we can’t grow if the space given to plant-based cheese is only one shelf. We need to create an entire section of the grocery store.

Do you have strategies for reaching beyond vegans?

It’s important to have a product that appeals to people who are not vegan and provides a reason they’d want to eat it. Maybe your product is lactose-free or cholesterol-free. Mission-based businesses appeal to people across the board, and most people are flexitarians. “Better for you” is a market category reaching well beyond vegans.

Have you faced challenges as a woman of color in this space?

At a trade show a guy approached me and said he’d come the day before looking for the CEO and hadn’t realized I was the CEO. I’ve been on many panels where I was the sole Asian or sole female. Honestly, the bottom line is you are never going to get your work done or achieve your mission if you spend your time worrying about how others see you. I just forge ahead.

What’s coming next at Miyoko’s Kitchen?

We have completely rebranded ourselves and have new packaging that reinforces our belief in using the word “vegan.” We are putting our mission to save animals and the environment at the forefront. And we are doing it in a way that is inoffensive, unthreatening, and absolutely beautiful.

What’s your favorite cheese flavor?

I really like Black Ash, but we have some new flavors coming out. We’re launching three flavors of cream cheese, including the first lox-flavored cream cheese called “Unlox Your Dreams.” Cheddar spreads will be out in July.

Tell us about your sanctuary.

I started a sanctuary about three years ago. It’s run by volunteers, and we hope to establish programs for schools that teach kids where their food shouldn’t come from.

People often don’t realize how much these animals are individuals and how much they care for one another. I feel so blessed to have this opportunity to spend time with animals. It’s a wonderful place. This is my meditation.
Mothers will move mountains to protect their babies. Call it motherly instinct or just pure love.

But what if you were powerless? What if your baby writhed in agony before your eyes? How deeply would this haunt you?

At a factory farm in Santa Catarina, Brazil, a mother pig confined in a small metal crate watched as workers held her newborn up by one hind leg and cut off the piglet’s tail, ground down the baby’s teeth with a power tool, and punched holes into his sensitive ears.

The mother was just a foot away. She frantically lunged against the crate as her piglet shrieked in pain. Her eyes revealed intense despair—and heartbreak.

Camila, the undercover investigator who filmed these scenes, said the mental anguish mother pigs endured at this facility defied comprehension.

Pigs also suffered physical pain. They developed pressure sores from rubbing against their prison bars. The crates were so small that the animals couldn’t even turn around, and the pigs’ muscles wasted away from lack of use.

The undercover footage also shows pigs biting the bars of their crates, their mouths moving back and forth aimlessly. Veterinarians say this reflects a collapsed mental state due to intense stress.

These brutal scenes might have stayed behind closed doors and chain-link
fences if not for a growing network of compassionate people in this South American country who have embraced and expanded MFA’s work.

Brazilians care about animals. A whopping 80 percent of consumers in Brazil want to see restaurants and supermarket chains stop selling products that are the result of animal cruelty.

Major food suppliers in Brazil, such as Nestlé, McDonald’s, Burger King, and Subway, have started to phase out intensive confinement of pigs in their supply chains.

Now, MFA is calling on Grupo Pão de Açúcar, the country’s largest food retailer, to demand suppliers stop tail docking, ear tagging, and teeth grinding without pain relief and eliminate horrible crates once and for all.

One day these crates will be empty, and no mother pig will have to watch her piglet in pain. Until then, these corporate policy changes will help prevent the worst suffering at factory farms.

Your ongoing support helps MFA’s investigators continue to shine a light into the darkest places.

MercyForAnimals.org/Give

MFA ACTIVISTS DEMONSTRATE AT AVENIDA PAULISTA, THE LARGEST AVENUE IN SÃO PAULO, BRAZIL.

When I am in the field, what keeps me focused is remembering that we are their only hope. We cannot ignore this injustice. We need to be brave, strong, and united.

-CAMILA
UNDERCOVER INVESTIGATOR IN BRAZIL

MFA’s investigation received coverage in Folha de S.Paulo, a newspaper widely regarded as the most influential daily news outlet in Brazil!
Before Miley Cyrus tweeted about her loveable blowfish...

Before Moby captivated a sold-out crowd at Circle V...

Tom Scholz toured the world singing "More Than a Feeling" and eating veggie burgers backstage.

Founder of the multiplatinum rock band BOSTON, Tom has delighted generations of fans with hits that continue to resonate.

While Tom shines in the spotlight, his immense contributions to animal protection are often behind the scenes. His most recent Hyper Space tour packed more than 50 shows, and Tom generously donated a portion of every ticket sold to animal advocacy causes. Half the donation benefited MFA.

BOSTON's success has enabled Tom to help animals. But he doesn't consider it giving back.

"My support for animal protection groups is a responsibility," he asserts.

"My wife and I live a simple life. We are in a position to financially help, and there's no way I could ignore that."

At age 70, Tom could retire. He continues, he says, because every performance can fund animal protection efforts.

Renowned musicians use their voices for animals.
Nowadays, you need not look far for vegan musicians. Call it the Paul McCartney effect.

These animal-friendly artists tweet out plant-based recipes, open vegan restaurants, sport MFA shirts on Instagram, and, more recently, join together to produce and perform at Circle V—a first-of-its-kind event in Los Angeles that celebrates animal rights.

The day portion of the festival features speakers, delicious food, lifestyle pop-ups, and compassionate street art. But by nightfall, the Regent Theater fills with eager concertgoers.

Produced by Spaceland Presents, Mercy For Animals, and longtime musician-activists Tony Kanal and Moby, Circle V brings together foodies, music lovers, families, and animal activists.

Past performers include Dreamcar, The Gaslamp Killer, Cold Cave, Blaqk Audio, Raury, Moon Honey, and, of course, Moby. Part of each year's proceeds supports MFA's lifesaving work for animals.

"Vegan life is da bomb."
—Miley Cyrus

Musicians are also spreading compassionate messages online.

Miley Cyrus takes to Instagram to decry the violence of fur, post photos of immaculate veggie stir-fries, and share hilarious (or sometimes heartbreaking) vegan memes with her 74 million followers.

She encourages fans to reach for Tofurky over turkey, participate in World Vegan Day, and go veg for the environment.
I think veganism has given my music a sense of purpose, and with that comes a more intense drive for it to be heard,” says Scott.

Animal rights is certainly a driving force behind SECT. The band’s outspoken members have been writing songs on the topic and promoting a vegan lifestyle since the 1990s.

Drummer Andy Hurley, who also plays in the hit band Fall Out Boy, runs Oracle Coffee Company, a vegan cafe he opened last year in Portland, Oregon.

Staying fit can be hard for traveling musicians. But, like Erykah, many credit their plant-based lifestyles for providing the energy to meet demanding tour schedules and remain competitive in sports.

Tom Scholz played basketball until his 50s and then transitioned to freestyle ice skating, a sport still challenging him to complete a double-toe loop.

“I have no cardiovascular problems, no diabetes, no cancer,” he says. “I believe state of mind plays into how you age, and I feel at peace.”

Mike Malinin, former rocker with the Goo Goo Dolls and current drummer for country star Tanya Tucker, can be found training for and completing ultramarathons. Mike’s plant-based diet has seen him through 50- and 100-mile races.

Longtime vegetarian and aspiring vegan Ellie Goulding also thrives on plant-based foods, starting her mornings with Vega-boosted green smoothies.

"If you don't need meat to survive, I don't see why you have to have it," she told New York magazine. "Also it makes you feel tired, it makes you feel lethargic, and your body finds it hard to process."

"We put as much heart into our message as we do our sound."

—Scott Crouse

Scott Crouse, the guitarist for hard rock band SECT, sees music as a vehicle for inspiring change.

Miley is smart and knows the future is kind. “I am very certain that veganism is taking over and stoked to see so many brands jumpin’ on this revolution!” she tweeted.

Lyrics to some of Miley’s recent hits even echo the ethical struggles animal activists face:

On Saturday night, we all went out to eat / but I can never decide, so someone chose sushi / I got soup, and I ordered rice / but watching my friends eat my friends ruined my appetite

Miley is one in a legion of world-changing musicians.

Last year R&B singer and producer Ne-Yo saw What the Health and ditched meat, dairy, and eggs. He told the Herald Sun: “I can’t know what I know and still eat that stuff. I just can’t.”

He also put out a call to his 7 million Twitter followers for plant-based recipes: “So I need y’all to send me some vegan recipes... Because I’m in the grocery store—lost.” His followers met the call with a barrage of recipes and tips.

“Vegan food is soul food in its truest form.”

—Erykah Badu

Singer Erykah Badu has been producing music and touring since 1997. She focuses on clean eating for physical and spiritual health. “It’s just what’s best for my body,” she told PEOPLE magazine. “If I was a Lamborghini, I would want to put the best gas in it.”
In addition to French toast doughnuts and zucchini bread, the menu boasts impeccable high-quality coffee with Oatly, Califia Farms, or Pacific plant-based milk.

Vocalist Chris Colohan is the proud creator of Magic Vegan Bacon Grease, a little something he thought up while on the road that replaces animal-based grease, oil, or shortening in recipes.

"Meet people where they are at, and you’ll change hearts."

— Mike Malinin

When Mike is on tour with Tanya Tucker’s band, his tour manager is sure to order a veg dish for him. According to Mike, it’s usually pretty darn impressive.

“Eventually our fiddle and piano players noticed and started asking for what I was eating,” says Mike. “Now they both often eat vegetarian on tour.”

Mike’s routine certainly changes with bands. On the road with the Goo Goo Dolls, he called up HappyCow and Yelp at each stop in search of vegan eats. Tanya Tucker’s band plays in smaller towns, and country music culture relishes barbecues and steakhouses. But on a recent stop in Edmonton, Canada, the entire band dined at a vegan restaurant.

These musicians inspire fans to lead healthier lives, and they touch the millions of people who turn on their radios and hear songs about how we treat animals. Each with a unique tune, their voices weave together to tell a compelling story, a beautiful piece about love and respect for all beings. And the passion that reverberates long after the spotlight dims infuses our souls.

**VEG HEART**

Leona Lewis stopped eating animals before she was 10; now she uses her fame to speak out against meat, leather, and animal testing and to promote compassion through her cruelty-free beauty line.

**ALL YOU NEED IS LOVE (AND PLANTS)**

A longtime animal advocate and the face of the new Meat Free Monday campaign, Paul McCartney has banned meat from his concerts and stirred film viewers with his narration of If Slaughterhouses Had Glass Walls.

**I’LL STAND BY ANIMALS**

A lifelong activist and passionate vegan, The Pretenders’ Chrissie Hynde hits the streets to leaflet and lead demos for animal rights. She declared the meat industry a “living nightmare for animals” and opened an award-winning vegan restaurant in Akron.

**BREAK FREE FROM MEAT**

Catch Ariana Grande on Instagram hugging rescued farmed animals. The singer also touts the perks of veganism: “I am a firm believer in eating a full plant-based, whole-food diet that can expand your life length and make you an all-around happier person.”

**PLANT-BASED IS LIKE... WHOA**

Mýa sings the praises of her vegan lifestyle: “I look better and feel better than I did a couple of years ago when I was not vegan.” She’s launched veg challenges to encourage others to reap the benefits.
When Bill Gates and Leonardo DiCaprio invested in vegan company Beyond Meat, people were intrigued. When Tyson Foods did it—twice—people were shocked. Cargill’s investment in clean meat company Memphis Meats sparked the same reaction. But while seemingly unlikely, these investments are a smart response to a changing market that may, in our lifetimes, bring an end to factory farming.

Just last year, Maple Leaf Foods, Canada’s largest meat company, made a huge investment in vegan foods, acquiring both Lightlife and Field Roast. Similarly, Nestlé acquired Sweet Earth Foods and Danone bought WhiteWave, maker of Silk and So Delicious. These acquisitions provide smaller brands access to large mainstream grocery stores. The result? With expanded range and visibility, plant-based products reach many more people.

But this is just the beginning. The market is shifting to reflect the growing distaste for animal agriculture.

Plant-based eating has exploded in recent years, especially among younger people. The New York Times reported that 1 percent of baby boomers and 4 percent of Gen Xers were “faithful vegetarians” compared to 12 percent
According to a Nielsen report, compared to 12 percent of baby boomers, 51 percent of millennials check labels for a product’s social and environmental impact, and 81 percent want to know more about how their food is produced, something animal agribusiness has long fought.

Increased awareness has inspired startups to bust boundaries and innovate.

As Finless Foods’ Mike Selden says, “We’ve moved past needing to kill animals and ruin the environment for food; we can do much better with the technology that we have.”

These companies are not settling for a niche market—no, they aim to end animal agriculture. And that means giving meat lovers the experience they crave.

“To capture the whole market, you have to deliver whatever it is that consumers value from that category of product,” says Pat Brown, founder of Impossible Foods.

This is a challenge, yes. But it’s also a means to an end. As the cultural shift creates a market dominated by sustainable, ethical, and broadly satisfying products, it ushers in the future of food—without animals.

Trailblazing technologies have enabled innovative companies to bring more animal-friendly foods to mainstream consumers. We caught up with Kathy Freston and Bruce Friedrich, authors of the new book Clean Protein, to get the scoop.

What is the clean protein revolution?

Kathy: We all need protein to thrive. But most of us were taught that protein equals meat, eggs, and dairy. The revolution is the growing understanding that there are better ways to get the protein we need, from nuts and beans to plant-based and clean meat. These better choices don’t have the negative impacts on health, global poverty, animal welfare, climate change, and the environment that the current production method does.

When do you think consumers will be able to walk into a grocery store and purchase clean meat?

Bruce: Clean meat will probably follow the same path as the Impossible Burger; it will be available at select restaurants first, probably in a year or two. We’re probably three to seven years away from clean meat in most grocery chains.

What do you hope readers take away from the book?

Kathy: There is a lot of bad information out there about protein—claims that we need a lot more protein than we do and claims that we don’t have to worry about protein. After reading our book, people will have honest and accurate information on how much protein we need and know about better sources for it.

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81%
A Beautiful Mind

Scientists say fish may be as clever as primates.
An octopus and a grouper fish walk into a bar.

They communicate and devise a plan to obtain their evening meals.

There’s no punchline. This scenario has played out before near an ocean reef.

Here’s how: Both grouper and octopus survive on a diet of small fish, who often hide in the crevices of coral reefs. Scientists have documented that a grouper will change skin color to alert a nearby octopus that a fish is trapped in a reef. In turn, the octopus will reach a tentacle into the cracks to flush out the fish. Sometimes the fish swims right into the waiting mouth of the grouper; other times, the octopus eats.

“These very different species have discovered that teamwork brings success,” states a narrator for the BBC’s Blue Planet II.

Beyond teamwork, this interplay shows the two animals understand the outcome of specific actions and possess the foresight to plan accordingly. Scientists say this level of intelligence could rival that of humans’ closest relatives—chimpanzees.

Every day we learn more about fishes’ individual personalities, complex thoughts, and ranges of emotions. Fish are more like dogs and cats than most people realize.

Unfortunately, captive fish contrast sharply with their counterparts in the wild. Fish in captivity, especially those in fish farms, suffer depression and exhibit physiological and behavioral symptoms similar to those of depressed humans, according to research discussed in The New York Times.

*Depressed people are withdrawn,*" says Culum Brown, a biologist at Macquarie University. "The same is true of fish.” Without environmental stimuli, such as objects to explore, fish become depressed and linger near the bottom of the tank.

At fish factory farms, fish are not provided any environmental enrichments. They are packed into tanks, ponds, or sea cages and often injured through overcrowding. Water quality is usually poor, and disease is common. Many fish die from parasitic infections.

According to a recent study, farmed salmon suffer from severe depression, and some simply give up and float lifelessly. In the wild, salmon can travel thousands of miles from their home stream to the ocean and back again to spawn. At factory farms, they can barely swim without bumping into others or the sides of their enclosures.

The conversation about fish sentience is growing, and yet few people have seen beneath the surface of the fish farming industry. This year that will change. More fish are killed for food than any other animal, and MFA has laid the groundwork for a vigorous campaign to give these brilliant, beautiful animals a voice.

Learn more at MercyForAnimals.org/Fish
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