ANIMALS AND THE LAW
The Shocking Truth

CHEW ON THIS
Exclusive Interview

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dearfriends

Welcome to the premier issue of Compassionate Living — Mercy For Animals’ newly expanded and improved magazine. We have chosen to retire our publication’s original title, Outrage, in exchange for one we feel more accurately reflects MFA’s mission – creating a compassionate place for all beings.

Each issue of CL will be packed with exclusive interviews, helpful advice, thoughtful provocations, detailed news updates, opportunities to meet key activists behind MFA’s work, action alerts, tasty and satisfying vegan recipes, and much more. I hope you find its content informative, entertaining and inspiring.

Mahatma Gandhi once proclaimed, “We must be the change we wish to see in the world.” These wise words have long been echoed by many of history’s most progressive thinkers and outspoken social justice leaders. Gandhi’s motto of personal responsibility certainly still rings loud and clear today when we are confronted with the harsh reality of animal suffering at the hands of humans.

The oppression animals face by the meat, dairy, and egg industries cannot be overstated.

Every minute in America, over 16,000 farmed animals take their last breath while suspended upside-down on a slaughterhouse line. Each year, the meat industry subjects billions of cows, pigs, chickens, and turkeys to abuse so extreme that it could warrant felony level cruelty-to-animal charges if committed against a dog or cat. These acts of abuse occur out of sight, and largely out of mind, from a country of complacent consumers.

“Nothing in all the world is more dangerous than sincere ignorance and conscientious stupidity,” declared Dr. Martin Luther King, Jr. in his book Strength to Love. It is this attitude of apathy, the mentality Dr. King warned against, that has led many consumers to choose palate preference over principle. Adopting a vegetarian diet is perhaps the most important act each of us can take to end animal cruelty. As conscientious and compassionate citizens, we must do more than merely dream of a day when animals receive their due consideration – we must embody such change. We must first look at our beliefs, our choices, our actions, and our inactions.

By leading lives that reflect the change we wish to see in the world, we are changing more than ourselves – we are changing the future. With all our collective acts of compassionate living, we can create a world where animals receive the respect they so rightly deserve.

Nathan Runkle
Executive Director

Mercy For Animals (MFA) is a nationally incorporated 501(c)(3) non-profit animal advocacy organization that believes non-human animals are irreplaceable individuals who have moral and legal significance and inherent rights, including the right to live free of unnecessary suffering. MFA is dedicated to establishing and defending the rights of all animals.

Given that over 97% of animal cruelty occurs in the production of meat, dairy, and eggs, MFA’s main function is promoting a vegetarian diet. MFA works to be a voice for animals through public education and advocacy campaigns, research and investigations, working with news media, and grassroots activism.

MFA relies on the generous support of compassionate individuals to carry on our lifesaving work. To become a member, simply send a contribution of $15 or more.

Nathan Runkle
Executive Director

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Thank you for your commitment to making the world a kinder and more compassionate place for all beings.

Contributors
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2006 Election Victories for Animals
Arizona voters overwhelmingly passed a historic initiative to improve the lives of farmed animals — the Humane Treatment of Farm Animals Act. Proposition 204 passed with 62 percent of Arizonans’ votes making Arizona the first U.S. state to ban veal crates, and the second state to ban gestation crates for pigs — Florida was the first to do so in full 2002.

Sixty-nine percent of Michigan voters said “NO!” to opening the first target-shooting season on the state’s official bird of peace — the mourning dove. Well-funded hunting groups wanting to overturn a 100-year-long Michigan tradition of protecting doves initiated the proposal. The crushing win at the polls of “NO!” votes exceeded the “yes” votes by more than 1.3 million, all thanks to a two-year grassroots campaign by The Committee to Keep Doves Protected. The Humane Society of the United States.

Mainstream Vegan Money Machine
No longer considered a “hippie fad,” the vegan lifestyle is translating into a growing $50 billion annual natural-products industry. There are more than 1.7 million vegans in the United States, according to a 2000 poll conducted by the Vegetarian Resource Group, based in Baltimore, MD. Choices for vegan consumers are growing along with demand, as more niche businesses cater to vegans, and mainstream grocery stores carry more products, said John Cunningham, consumer research manager for the vegetarian group. The market for foods replacing meat and other animal products is estimated at $2.8 billion, according to Mintel International Group Ltd., a research consumer company. Antara Daily Star.

Don’t Bring Home the Bacon
According to researchers, daily consumption of more than an ounce of smoked and processed foods such as bacon, sausage, or corned beef, increases the risk of developing stomach cancer from 15 percent to 38 percent. The culprit in such meats are likely the high salt content, which irritates the lining of the stomach, or the carcinogenic nitrate and nitrite additives. More reason to just skip the bacon. Time Magazine.

Gazoontite!
If you’re a fanatical germaphobe, then you might build yourself a self-containing bubble and never come out after reading Bird Flu: A Virus of Our Own Hatching, by Michael Greger, MD. Greger traces the human role in the transformation into a killer mutant strain with the potential to become as ferocious as Ebola and as contagious as the common cold. In the face of the coming pandemic, Greger reveals what we can do to protect our families and what human society can do to reduce the likelihood of such catastrophes in the future. The entire book is available online for free at BirdFluBook.com.

2007 (Spring/Summer) Issue


Want to keep up-to-date on all the important animal rights and vegetarian headlines? We have you covered. Sign up today for MFA’s free monthly newsletter, The Voice, at www.MercyForAnimals.org.

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Q. Where do you seem to get the best responses? 

A. I have really enjoyed leafleting colleges in Indiana. The students are remarkably polite and receptive. There will always be people who want to argue with you, but it’s best to just be polite, make a few good points, and move on. There are far too many people who are ready to have this information for us to waste time trying to win an argument with a meat eater.

Q. What is your #1 goal when leafleting? 

A. Ending animal exploitation is the moral imperative of our time. My goal is to share this burden of awareness with others, as they have the power to stop sentencing animals to brutal rates of suffering and death. I have already made the decision to be vegan, which spares about 35 farm animals each year. Helping others to reduce their consumption of animal products, become vegetarian or vegan spares so many more.

Q. What have you learned about activism that may help others who want to leaflet, but feel intimidated? 

A. It may be hard to believe, but I tend to be a shy person. To this day I am still a bit nervous every time I pull into the parking lot of a school to leaflet, even schools that I have been to many times before. But what activists need to keep in mind is that what they are doing is right, standing up against oppression is something that the best people have always done. The reward in terms of the reduction in animal suffering is well worth overcoming any nervousness we might feel.

Q. What keeps you motivated? 

A. To me, it’s a matter of justice, and I feel compelled to do this work. Knowing that my efforts have spared tens of thousands of animals from the horrible experiences of factory farms is a rich reward.

Q. Why Leaflet? 

A. Rather than sitting around wishing people would stop supporting the cruelties of factory farming, we should go out and ask them to, with compelling and accurate information that might move them to stop. In leafleting, you can be an effective activist anytime. I’m able to reach a large number of people, and it’s statistically likely that the information I distribute will change some people’s diets, which spares many animals from an existence of horrible suffering.

In December of 2006, MFA launched over 100 new anti-fur advertisements on the Chicago Transit Authority’s Red Line subway system – the most ridden train line in the city. The ads urge residents, students and tourists to choose compassion over violence by choosing fur-free fashion.

The chilling 30-second spots take viewers behind the closed doors of America’s factory farms, giving a shocking glimpse into the unseen suffering endured by billions of chickens, pigs, and cows. Viewers are encouraged to learn more at MFA’s ChooseVeg.com website.

Two New MFA Pro-Veg Commercials Hit the Airwaves

Mercy For Animals’ two powerful new pro-vegetarian TV commercials, “Hidden from View” and “Old MacDonald,” recently hit the airwaves in Chicago, Cleveland, and Columbus.

The chilling 30-second spots take viewers behind the closed doors of America’s factory farms, giving a shocking glimpse into the unseen suffering endured by billions of chickens, pigs, and cows. Viewers are encouraged to learn more at MFA’s ChooseVeg.com website.

The advocate spoke about the standard practices on modern day factory farms and explained how small, family-owned farms were succumbing to the pressures of these massive factory farms and were shutting down by the droves. Joe could relate, as his uncle had recently lost his farm as well. Eager to learn more, Joe attended a meeting of Students for Animal Rights, and he became vegetarian a month later. The advocate that introduced Joe to vegetarianism is the Co-Founder and Executive Director of Vegan Outreach, Matt Ball. Upon meeting Matt and learning of the massive suffering that introduced Joe to veganism is the Co-Founder of Illinois Champaign-Urbana to cash a check, No. 9377 from graduating with a degree in Biology.

Growing up, Joe worked on his uncle’s small, family-owned farms and had never seen the grotesque conditions displayed on the video footage in front of him. An animal advocate was there to answer questions and offer literature on vegetarianism. Joe was immediately impressed with the advocate’s polite demeanor when fielding questions and dealing with resistance.

Today, Joe is one of the most prolific vegetarian leafleters on the planet. Since the fall of 2003, he has distributed over 70,000 booklets on college campuses. In addition to working 40 hours a week as a social worker, each Tuesday he travels to college campuses in Illinois, Indiana, Michigan, and Wisconsin to leaflet. According to Joe, “there is no substitute for consistency.”
Quick Chili

1/2 cup boiling water
1/2 cup TVP
1 onion, chopped
1 green bell pepper, diced
2 large garlic cloves, minced
1/2 cup water or vegetable stock
2 15-ounce cans pinto beans
1 15-ounce can tomato sauce
1 cup fresh or frozen corn
1 to 2 teaspoons chili powder
1 teaspoon dried oregano
1/2 teaspoon ground cumin
1/8 teaspoon cayenne

*TVP = Textured Vegetable Protein and is made from soy protein and can replace beef.

Pour the boiling water over the textured vegetable protein and let stand until softened.

Braise the onion, bell pepper, and garlic in water until the onion is soft, then add the remaining ingredients, including the textured vegetable protein. Simmer at least 30 minutes.

Curried Tofu with Peanuts

3/4 cup chopped peanuts, whole or chopped
1 pound tofu, drained and sliced
3 tablespoons oil
1 onion, chopped
1 teaspoon salt
2 cloves garlic, minced
1 teaspoon curry powder
1 cup peas (fresh, frozen, or canned)
1 carrot, diced

Sauté the onions and garlic in oiled frying pan. Add remaining ingredients and cook over medium heat for 10-20 minutes. Add a little water if needed. Variations: Use garlic powder or ginger instead of garlic. Use different nuts or vegetables.
ANIMALS &

THE LAW

“...if one person is unkind to an animal, it is considered to be cruelty, but where a lot of people are unkind to animals, especially in the name of commerce, the cruelty is condoned and, once sums of money are at stake, will be defended to the last by otherwise intelligent people.”

– Ruth Harrison, Animal Machines

By Maureen Jacob

What is the difference between these acts of animal cruelty, which rarely grab headlines, and the previous ones? The answer is simple: they involve institutionalized animal abuse – occurring in the name of profit and food production. These inhumane acts are, for the most part, considered perfectly legal under current American laws.

This article aims to expose the little known truth behind the legal loopholes in our country’s federal and state laws that often render over 97% of domestic animals – those that are bred and killed for food – outside the legal realm of protection from egregious cruelty.

To the shock of most consumers who mistakenly believe that cows, pigs, and chickens are protected from mistreatment, chilling acts of neglect and abuse are routinely allowed to continue behind the walls of factory farms and slaughterhouses. It often happens without so much as a blink of an eye from local, state, or government agencies. In fact, every year in the U.S. alone, nearly ten billion farmed animals are subjected to crowded living conditions, painful mutilations, traumatic transports, and inhumane deaths. The perpetrators of such treatment could face felony level cruelty-to-animals charges if farmed animals were granted the same legal protection as dogs, cats, and other companion animals.

Quite simply, such exemptions are out of step with the values of most Americans who show widespread support for laws to protect all animals. A 2003 Gallup poll indicated that nearly two-thirds of Americans “support passing strict laws concerning the treatment of farm animals.” A Zogby poll conducted that same year found that nearly 70 percent of Americans find it “unacceptable” that farm animals have no federal protection from abuse while on the farm, and more than four-fifths of Americans believe there should be effective laws to prevent farmed animal cruelty.

Quite simply, institutionalized animal abuse is, for the most part, perfectly legal in the United States.
Today, not a single federal law exists that provides protection to animals raised for food during their lives on the farm. Shockingly, you can cram a farmed animal in a cage so small that they can’t turn around (battery-cages, veal crates, farrowing stalls), you can rip off their body parts without pain killers (castration), you can starve them (forced-molting), and you can deny them access to veterinary care. There is no federal law preventing any of these acts.

There are currently only two areas where some farmed animals have any federal protection whatsoever – transport and slaughter. However, even these laws are weak to the point of absurdity.

A quick breakdown of federal laws pertaining to animal welfare follows:

### Twenty-Eight Hour Law

**Enacted: 1873; repealed, reenacted and amended in 1994**

The 28 Hour Law prohibits the interstate transport of animals for more than 28 hours without being unloaded for food, water, and rest.

This law is frequently violated with truckers sometimes going 36 hours or more without giving the animals a break. The law is rarely enforced by the Attorney General and the maximum penalty is only $500. Animals transported by air or water, or within state borders, receive no protection under this law.

The law does not regulate the actual conditions in which the animals are transported. For example, the law does not prevent animals from being overcrowded or from having to endure freezing temperatures.

### Humane Slaughter Act

**1958**

The Humane Slaughter Act is supposed to require that livestock slaughter “be carried out only by humane methods” to prevent “needless suffering.”

However, this act does not apply to chickens, turkeys, or fish – which make up over 93% of the animals slaughtered for food in the United States. There is a far worse rate of less than 5% of the animals slaughtered for human consumption.

The law also does not apply to ritual slaughter, such as Kosher slaughter, despite the fact that some of the worst abuses have been found in Kosher slaughterhouses.

Even when an act of cruelty is actually considered illegal under the law, it is unlikely to be enforced. The USDA has never bothered to criminally prosecute anyone for violating the Humane Slaughter Act. Further, the Act applies only to slaughterhouses under federal meat inspection - not state-inspected or small custom facilities.

### Animal Welfare Act (AWA)

**Congress passed the AWA in 1966**

The Animal Welfare Act (AWA) is the federal law that governs the humane care, handling, treatment, and transportation of animals used in laboratories.

Contrary to popular belief, it does not prohibit any experiment, no matter how painful or useless; it simply sets minimum housing and maintenance standards for confined animals.

The AWA also applies to dog and cat breeders, puppy mills, zoos, circuses, and various other animal handlers.

### State Animal Laws & Common Farming Exemptions

All fifty states have anti-cruelty statutes – varying in degree, language, coverage, and criminal status (some consider animal cruelty a misdemeanor, while others classify it as a felony).

Given the ineffective federal legal protection for farmed animals, one may assume that such animals receive greater protection at the state level. In this context, the only significant protection for farmed animals are criminal anti-cruelty statutes which are intended to prohibit “unjustifiable” and/or “unnecessary” suffering to animals. In fact, many of such statutes were originally enacted to protect farmed animals. Thus, the question is simple: do state criminal anti-cruelty statutes protect farmed animals from cruelty today?

The answer is, for the most part, no. While these laws have never worked well to protect farmed animals, there is a fast growing trend to ensure that farmed animals are removed from the reach of these statutes entirely.

The trend, pushed forward by the heavy hand of agribusiness interests wishing to escape potential cruelty prosecution, is to remove legal protection to farmed animals by deeming legal anything viewed by the farming community as “accepted,” “common,” “customary,” or “normal.” Essentially the very corporations that profit from farmed animal exploitation are now being given the power to decide what is and isn’t cruel.

#### State Animal Laws & Common Farming Exemptions (CFEs)

CFEs allow states to get away with carrying out acts that previously may have been considered illegal, such as using battery cages, veal and gestation crates, debeaking, dehorning, tail docking, castration, branding and beak searing without anesthesia; forced molting, force-feeding, stunning, dismemberment, suffocation, scalding, gassing, grinding up, and withholding veterinary care.

Other states go a step further and entirely exclude certain animals, such as poultry, from their anti-cruelty laws. This is quite significant given that poultry account for 95% of the nearly ten billion farmed animals slaughtered each year.

At least thirty states have managed to pass their CFEs through the legal system and avoid prosecution for their inhumane farming practices.

Essentially the very corporations that profit from farmed animal exploitation are now being given the power to decide what is and isn’t cruel.
Amidst the gloom, there is some hope on the horizon. Farmed animals are beginning to gain protection in a number of states when citizens, not lobbyists for agribusiness, are given a chance to draft and vote on initiatives relating to farmed animal welfare. In November of 2006, for example, Arizona voters passed the Humane Treatment of Farm Animals Act (Proposition 204), making it the first state in the nation to ban veal crates and the second state to ban gestation crates for pregnant pigs.

Eleven out of fifteen Arizona counties supported the measure. A similar measure gained support of voters in Florida in 2002—banning gestation crates. These efforts, however, involve massive amounts of time and financial resources and face fierce opposition from animal exploitation industries. Further, many states prohibit or are working to severely restrict such citizen-initiated issues from ever making it on the ballot.

Not only are the laws weak, but they’re also rarely enforced. Police and public prosecutors frequently view animal cruelty cases as a low priority, and let those responsible for the abuse off the hook, particularly when the victims are farmed animals. Convictions are infrequent and often dealt with a slap-on-the-wrist mentality—punitives are typically limited to relatively small fines. Currently, eight states do not even consider animal cruelty a felony under any circumstances, no matter how egregiously cruel the crime. And while most states do consider certain types of animal cruelty a felony, the majority of these statutes specifically exclude farmed animals.

Offenders associated with Societies for the Prevention of Cruelty to Animals and humane societies must demonstrate probable cause to obtain a warrant to search private property for evidence of abuse. Unless the agency is informed by someone “on the inside,” it is extremely difficult for information to be discovered, and evidence obtained without a valid warrant will be suppressed.

In certain states the obstacles are even greater. In Tennessee, for example, the anti-cruelty statute specifically states that although the SPCA is statutorily authorized to investigate animal abuse, it cannot do so in the case of farmed animals. Instead, law enforcement investigations relating to farmed animals, and entries onto farms, can only be conducted following an examination by “the county agricultural extension agent of such county, a graduate of an accredited college of veterinary medicine specializing in livestock practice or a graduate from an accredited college of agriculture with a specialty in livestock.” A small animal veterinarian does not make the cut.

The list of supporters who rallied in favor of the Act reads like a who’s who of the animal exploitation industries, including such deep-pocketed organizations as The Fur Commission and Animal Agriculture Alliance.

Another key component in this lethal mix of money, profit, and continued animal abuse is society’s misperception of farmed animals as incapable of experiencing physical or emotional pain. Agribusiness has long worked to strip cows, pigs, and chickens of their unique personalities and needs—reducing them to commodities. In food production, animals are turned into mere “food-production units,” “crops,” “grain-consuming animal units” (as defined by the USDA), and “biomachines.”

As we can see, gone are the days of the small family farmer. The big red barn and open pastures have been replaced with windowless metal sheds, wire cages, and tiny stalls. Intense factory farming has become the accepted standard in today’s agricultural system whose end goal is to produce maximum amounts of food for maximum profit.

Enforcement

How Did This Happen?

In court, when asked if there was a difference between manure and a live hen, the defense attorney for ISE Inc. bluntly stated: “No, your honor.”

As the saying goes, “for the love of money is the root of all evil,” and the same might be said of commercial animal abuse—money feeds its hungry belly. This is big business and big money. Annual sales among the meat packing, meat processing and poultry processing industries are estimated at more than $100 billion per year.

With all this money comes power, and commercial farmers and organizations have used that power to designate huge budgets in enlisting lobbyists to ensure that their inhuman money-making machines can continue to operate at maximum efficiency, without being hindered by anti-cruelty laws.

The Arizona Republic, Matthew Scully, author of Dominion: The Power of Man, the Suffering of Animals, and the Call to Mercy, brought to attention how the “power of the pork industry’s allies in the Arizona Legislature proposed a constitutional amendment to bar the public from passing any laws promoting the humane treatment of farm animals, effective Jan. 1, 2006. Scully reported that if the humane-farming initiative passed by the public’s vote, industry lobbyists planned to nullify the law retroactively.

Evidence of that persuasive monetary clout is also evident in the recent passing of the Animal Enterprise Terrorism Act (AETA), a bill that protects animal enterprises by branding animal activists as “terrorists” and may threaten legitimate activities such as boycotts, investigations, and whistle-blowing by law-abiding groups and individuals.

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In an issue of the industry journal Hog Farm Management, John Byrnes advised: “Forget the pig is an animal. Treat him just like a machine in a factory.”

One of the largest egg producers in the U.S. northeast, ISE Inc., was convicted of cruelty to animals for discarding two living chickens in a trashcan. ISE appealed the conviction, claiming that its hens can legally be treated like manure, because to ISE, it viewed the chickens as inanimate commodities and as “tools of production.”

In court, when asked if there was a difference between manure and a live hen, the defense attorney for ISE Inc. bluntly stated: “No, your honor.”

Once again, to agribusiness, the mighty dollar is more important than that of a sentient being’s welfare.
The view and legal status of animals as mere property has resulted in billions of sentient beings being reduced to disposable commodities to be bought, sold, exploited, and slaughtered at their owners’ discretion.

The current oppression of animals is rooted in a belief system, and economic ladder, that has led humanity down the road of other injustices throughout our history.

The current situation is a product of demand for cheap meat, dairy, and eggs. Like all markets, the food industry is driven by consumers. As demand for the flesh, skin, milk, and eggs of animals declines, so too will the number of animals subjected to the grim realities discussed in this article.

Regardless of what path we choose in fighting the injustices against animals—whether it is writing letters to your representatives, changing your diet, or educating others about the issues—it is essential that we take action. The system of animal exploitation won’t change unless we make it change.

What Can We Do??

Certainly we must continue to work on improving the existing animal welfare laws, and to create new ones. We owe this much to the unfortunate animals who, due to current demand for their skin, milk, flesh, and eggs, are condemned to the nightmare reality of factory farms and slaughterhouses. It is our obligation to provide relief and reduce their suffering as much as possible.

Most importantly, however, we need to focus on attacking the problem at its roots—rather than merely addressing its symptoms.

The view, and legal status, for example, of human beings as slaves—mere property—led to unmitigated exploitation and cruelty. Similarly, the current legal status of animals as personal property has led to exploitation on an unimaginable scale. Enforcing and developing stronger and more stringent laws which protect animals from cruelty is crucial. However, the solution must not end at mere welfare reforms, as it only treats the symptom of a much larger societal injustice. Just as we would be foolish to believe that simply passing laws requiring shorter forced work days, lighter chains, or fewer beatings would end the injustice of human slavery, we must not find contentment with simply a few more inches of cage space or wider crates.

To be effective in the long term, we must work to create a society that respects all of its members, including the weakest, most vulnerable, and those without a voice—the animals. Adopting a vegetarian diet is an essential first step toward putting this commitment and vision into practice.

As Nobel Prize winner Isaac Bashevis Singer said, “To be a vegetarian is to disagree—to disagree with the course of things today… Vegetarianism is my statement. And I think it’s a strong one.”

The Larger Problem

One might think that the biggest problem animals face is that the laws are too weak, or that the laws aren’t enforced, or that the large corporations have too much influence and money in politics.

All of these present huge obstacles to achieve any type of meaningful protection for animals, but they are dwarfed by the underlying problem: that animals are regarded as pieces of property—commodities to be owned or consumed.

Since childhood, most Americans have been taught and conditioned to view certain animals as things—a hamburger, a chicken nugget, a leather couch, a fur coat—a means to an end—a something instead of a someone. As long as we regard other creatures as our property to be bought and sold, to be owned or mastered, to be slaughtered for fashion or because we like the taste of their flesh—animals will continue to be exploited and suffer needlessly, and we will continue to distance ourselves from our own humanity.

The current oppression of animals is rooted in a belief system, and economic ladder, that has led humanity down the road of other injustices throughout our history.

Take Action!

1. Go Vegetarian—Every time we sit down to eat, we can choose compassion over cruelty. Adopting a healthy, non-violent vegetarian diet is the single most important and powerful action you can take to end animal cruelty. For free information, resources, tips, and recipes to help you make the transition to a cruelty-free diet, visit ChooseVeg.com.

2. Change the law—As many states in our Nation are moving backwards, by amending their laws to specifically exempt farm animals from protection, other countries are moving forward. Over the past decade the European Union has moved to outlaw such cruel factory farm systems as the veal crate, gestation stall, and barren battery-cage. It is high time that our elected officials stop ignoring the plight of farmed animals.

In the United States, 10 billion land animals are raised and killed annually by the meat, egg, and dairy industries. Despite the incredible number of individuals and the routine suffering too many endure, these farm animals do not receive protection under the federal Animal Welfare Act. Moreover, 95% of the animals slaughtered each year do not receive protection under the federal Animal Welfare Act. “To be a vegetarian is to disagree—to disagree with the course of things today… Vegetarianism is my statement. And I think it’s a strong one.”
**Put the Chicken Before the Egg**

**Urge Morningstar Farms® to Adopt an Egg-Free Policy**

Morningstar Farms®, which is owned by the Kellogg® company, is currently purchasing eggs produced by hens confined inside barren wire battery cages. Battery cages are typically provided with a meager 67 square inches of space in which to live—that's less than the size of this page. These birds are so intensively confined for their entire lives that they are denied their natural inclinations to spread their wings, preen, or even walk.

Morningstar Farms has long been a leader in supplying delicious vegetarian foods to a growing market. Let them know that the market also wants them to remove their support from the cruel battery egg industry. Please encourage them to join companies like Gardenburger that have taken eggs out of all their products except for one private-label line.

Please contact Morningstar Farms and politely request that they remove eggs from their products. Let them know one of their biggest competitors, Gardenburgers, has already made this decision for all but one of its products.

**WRITE, CALL, EMAIL**

**Submit Your Comments Online**

Visit Morningstar-Egg-Facts.com to send your polite and thoughtful comments directly to Morningstar Farms using an online form.

**Make a Call:**

Call Kellogg’s customer feedback hotline at 1-800-962-1413, Mon. thru Thurs. 8 a.m. to 7 p.m. or Fri. 8 a.m. to 6 p.m., Eastern Standard Time. Say “Representative.”

Press 2 for product information
Press 1 for general inquiries

**Write a Letter to:**

Morningstar Farms
C/O Kellogg Consumer Affairs
P.O. Box CAMB
Battle Creek, MI 49016

**Average number of 1 hours it takes a hen to lay a single egg. Over 95% of U.S. egg-laying hens spend their entire lives crowded into cages so small they can’t flap their wings or walk.**

**Battered Bunnies**

Despite being one of the most popular companion animals in the country, rabbits are among the most exploited. Domestic rabbits — cherished for their playful, gentle natures — are skinned for their fur, blinded to test cosmetics, and raised by breeders motivated by profit.

But the exploitation doesn’t end there. Rabbit meat is a growing U.S. industry. The rabbit-meat industry follows the inhumane practices of the poultry and egg industries, often packing animals in small wire battery cages. Such confinement can cause a host of health problems, yet sick rabbits are routinely denied veterinary care. Investigators have found rabbits living in overstocked, unsanitary conditions.

The USDA divides animals into two groups: livestock and poultry. It defines livestock as large animals and poultry as “chickens, turkeys, ducks, geese, capons, rabbits, and other.” As such, rabbits are exempt from the Humane Slaughter Act. Often fully conscious while being slaughtered, they are killed using a number of cruel methods, including a blow to the head, decapitation, or cutting the throat.

The combination of inhumane treatment and increased efforts to market their flesh clearly spell bad luck for rabbits. Take action today to help turn the tide in favor of these lovable critters.

**WRITE, CALL, EMAIL**

**Don’t patronize restaurants that serve rabbit; better yet, ask them to stop.**

**Ask the USDA to protect rabbits under the Humane Slaughter Act:**

Secretary Mike Johanns
USDA
1400 Independence Ave., S.W.
Room 200-A
Washington, DC 20250

Phone: (202) 720-2361
Fax: (202) 720-2166
Email: agsec@usda.gov

**Visit RabbitProduction.com and watch the film “Rabbits: Pets or Poultry?”**

**Unforgivable**

ShopNBC Reneges on Fur-Free Promise

Less than a year after it pledged to adopt a permanent fur-free policy, ShopNBC—the television shopping channel and online retailer for NBC TV—has reneged on its promise. This is despite the fact that leading clothing retailers like Forever 21, J.Crew, Ann Taylor, Polo Ralph Lauren, and others have pulled fur from their stores forever. Animals on fur farms spend their entire lives exposed to all weather conditions and confined to cramped, filthy wire cages. They often go without adequate shelter, clean water, veterinary care, or the ability to engage in natural behaviors like climbing, burrowing, and swimming. In these conditions of intensive confinement, the animals suffer from severe physical and psychological trauma.

Fur farmers use the cheapest and cruelest killing methods, including suffocation, electrocution, gassing, and poisoning. These crude killing methods aren’t always effective, and sometimes animals “wake up” while they are being skinned. With so many fashionable, comfortable alternatives available, there is no excuse for ShopNBC to sell fur apparel.

**WRITE, CALL, EMAIL**

**Please take a moment to let ShopNBC know that you are outraged that it reneged on its promise and urge the company to discontinue its sale of real fur:**

William Lansing, CEO
ShopNBC
6740 Shady Oak Rd.
Eden Prairie, MN 55344
Phone: (952) 943-8888
Fax: (612) 947-0188
Email: wlansing@shopnbc.com
Have you ever wondered what lurks behind those nuggets, fries and burgers? Award-winning journalist Eric Schlosser exposed the gruesome facts in his book *Fast Food Nation: The Dark Side of the All American Meal*, a provocative exposé of the American fast food industry. After the success of *Fast Food Nation*, Charles “Chuck” Wilson, who has written articles for publications such as *The New York Times* and *Washington Post*, urged Eric Schlosser to share his insight with young people. In *Chew on This: Everything You Don’t Want to Know About Fast Food*, Schlosser and Wilson empower kids by revealing the sad truth about Happy Meals. Mercy For Animals’ Lizz Petroff recently had the chance to ask Eric and Chuck about their groundbreaking book.

**What inspired you to write *Chew On This***?

**ERIC:** Chuck came to me with the idea. His mother runs a small children’s book company, and he thought that kids should have access to the information in *Fast Food Nation*. After all, they are being targeted by fast food marketers day and night. Why not give them a different point-of-view? It seemed like such a good idea, I insisted that Chuck write it with me.

**CHUCK:** Young people are bombarded with fast-food advertising, and they are establishing eating habits that can stay with them for a lifetime—often with very harmful consequences.

**ERIC:** What we set out to do was to write a book that explained in a very simple, direct voice where fast food came from, how it’s marketed, and what can happen to a young person’s body if he or she eats too much of it. A book like this allows young people to make their own informed decisions about what they are eating. We never wanted to be didactic or heavy-handed; we simply wanted to present a side of the fast-food story that young people would never see in $3 billion worth of television advertisements every year.

**How has the fast food industry changed the raising and slaughtering of animals?**

**CHUCK:** The fast-food industry’s demand for cheap meat has had enormous consequences for both animals and workers. During the late 1960s, McDonald’s bought fresh ground beef from 175 regional companies. Within a few years, as the chain rapidly began to spread across the United States, McDonald’s switched to frozen hamburger patties and reduced the number of its beef suppliers to five. This had a huge impact on the centralization and industrialization of the meatpacking industry. The fast food chains want a uniform product that tastes exactly the same at thousands of different locations—and they want it cheap. A major consequence is that they have turned animals into industrial commodities on a massive scale.

**ERIC:** For thousands of years, cattle roamed the prairie, eating native grasses and co-existing with a wide range of other species. Today, cattle are being fattened for slaughter at feedlots that contain as many as 100,000 cattle. They are routinely given antibiotics and growth hormones. They live in each others’ waste and eat genetically modified grain out of concrete troughs. These feedlots are bad for the environment, bad for the health of the animals, and bad for the health of people who eat them. Along with mega-feedlots, the industry has brought us mega-slaughterhouses. Fifty years ago, it was hard to find a slaughterhouse that could kill 120 cattle an hour. Today, the largest slaughterhouses process 400 an hour. It’s all about speed, efficiency, cheapness, and uniformity. Meatpacking used to be one of the most highly-paid, unionized jobs in America; now it is one of the lowest-paid industrial jobs—and one of the most dangerous jobs.

**CHUCK:** We were delighted to stumble upon a few stories of renegade industrialized animals who managed to cheat death. We relate the tale of two pigs in England who, shortly before they were to be killed, wriggled through a hole in a fence, swam across the Avon River, and remained on the lam for a week. Eventually they were captured and bought by the Daily News newspaper and given to a farm where they are still living peacefully. People named them Butch and Sundance after the famous renegades in “Butch Cassidy and the Sundance Kid.”

We also tells the story of a two-year-old dairy cow in Massachusetts named Emily who was sent to slaughter by her owner. Shortly before she was to enter the slaughterhouse, Emily ran away, jumped over a 5-foot high fence, and then escaped into the woods, where she foraged alongside deer for forty days and nights. She was eventually captured by a vegetarian couple and raised by them until she died of natural causes.

**Similar changes have been seen in the hog, poultry, and egg industry. Some of McDonald’s egg suppliers house 1 million birds under a single roof. Chickens and turkeys are now processed on disassembly lines that can slaughter an animal every two-and-a-half seconds.**
Today, a typical chicken weighs five-and-a-half pounds after only six weeks. Their growth rate is phenomenal and totally unnatural. It’s the equivalent of breeding a child who’d weigh 286 pounds by the age of six years.

You mention in your book that chickens are now suffering from heart attacks. Can you explain what is causing this?

ERIC: The chicken nugget revolutionized the whole broiler industry—including how the chickens are raised. Thirty years ago, more than half of Americans bought their chicken whole—but now only about 10 percent do. People have grown accustomed to eating chicken that’s been cut into strips or reconstituted into nuggets. To meet this demand, the big processors started to raise birds that had large chests and to accelerate their growth in order to cut costs. They started giving antibiotics to chickens and feeding them animal byproducts instead of their traditional meal of choice: grass.

Thirty years ago, a typical chicken being raised for slaughter weighed about three-and-a-half pounds after a couple of months on the farm. Today, a typical chicken weighs five-and-a-half pounds after only six weeks. Their growth rate is phenomenal and totally unnatural. It’s the equivalent of breeding a child who’d weigh 286 pounds by the age of six years.

CHUCK: These single-trait engineering techniques have had unintended consequences. Many birds have developed problems with their legs because of the difficulty of supporting their top-heavy bodies. It would also be hard to find a person who raises broiler chickens today who doesn’t have to discard birds killed by heart attacks. Even though chickens live only six weeks from hatching to slaughter, many don’t even survive that brief lifespan. Their hearts simply cannot support their tremendous rate of growth and simply give out. Sometimes this results in something called “flip-over disease”—the birds suddenly flip over and die.

You also write about the problem of animal waste. How much waste is produced in feedlots and slaughterhouses and where does it all go?

ERIC: In thirty years, we’ve gone from a system where young people look very skeptically at fast-food restaurants as the future where you don’t want to have a job because you don’t want to pollute the environment with the waste you create, to a system where young people look with a book like this that you might create the sort of awareness where young people look very skeptically at fast-food marketing and think hard about what they want to eat.

How have workers been affected by the fast food industry?

ERIC: The fast food industry pioneered a whole new sort of service sector employment: low wages, high turnover, no benefits. There’s a reason why they’re called McJobs. The fast food industry is the nation’s largest employer of minimum wage labor. And it should come as no surprise that the fast food chains have for years been some of the strongest opponents of any increase in the minimum wage. Thanks to them, the federal minimum wage, adjusted for inflation, is lower than it was fifty years ago. It’s about 40 percent lower than it was in the late 1960s, when the industry started to grow.

Other companies in other sectors of the economy have imitated the fast food labor model. So you increasingly see jobs that have been carefully designed to provide no training and that treat workers like they’re interchangeable parts of a machine. These companies have proven very skilled at imposing their labor costs on the rest of society—since taxpayers now have to pay for the medical care of these poor workers.

How has the fast food industry impacted public health?

ERIC: The founders of the fast food industry realized very early that by appealing directly to children, they could use “paster power” to bring a whole family into a restaurant. At McDonald’s, the food is wrapped up like a little present. It was linked to a free toy and a warm, friendly clown. A warm, friendly aura has been created around this food—an aura that can extend far beyond childhood, especially to those seeking comfort and familiarity. The foods that young people learn to like from a very young age can determine their eating patterns for the rest of their lives.

Fast food usually tastes pretty good, but it can be very bad for your health if you eat it all the time. At many fast food restaurants, as much as 80 percent or more of the business comes from the same 20 percent of the customers. These customers have sometimes been called “heavy users” within the industry, and they are the ones who are most likely to develop health problems from eating fast food. It is our hope with a book like this that you might create the sort of awareness...
## Marketplace

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**ShopMFA.com open 24/7**

- **Spaghetti Tank**: Spread the message of compassion with this fashionable MFA logo American Apparel spaghetti tank. Sweatshop free and made of 100% combed cotton. Size Medium fits approximately 80% of women.
- **Hoodie**: This popular item features MFA’s logo on front of a 50/50 cotton/polyester hooded sweatshirt.
- **Pro-Veg Bumper Sticker**: Drive home the message of compassion for farmed animals with a ChooseVeg.com bumper sticker.
- **Messenger Bag**: For school, work, & travel- MFA’s messenger bags give you go-anywhere capabilities with ease. Perfect size for laptops and textbooks. Bag made from black canvas by Anvil.
- **T-Shirt**: Show your support for animal liberation with MFA’s logo apparel. Features the MFA logo on 100% cotton, sweatshop-free T-shirts made by American Apparel. Available in white or black.

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**Payment Information**

- **Credit Card #**
- **Exp. Date**

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**Donation**

- **TOTAL**
TWO GREAT REASONS
NOT TO WEAR FUR

>> Animals are trapped, gassed, electrocuted, clubbed, drowned, and skinned alive to produce fur and fur-trimmed garments.