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Compassionate Living

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THE MAG OF MFA. SPRING-SUMMER 12 ISSUE 10



BUTTERBALL ABUSE

UNDERCOVER AT THE TURKEY TYRANT

CELEBS TO McDONALD'S: "I'M HATIN' IT"

MFA EXPOSES FAST-FOOD
GIANT'S CRUELTY TO HENS

THE LEAN

Exclusive Interview
with Kathy Freston



THE RISE AND FALL

The Growth of Veganism
and Decline of Meat

MERCY FOR



ANIMALS

MercyForAnimals.org



The heavy hand of industrial agriculture—not the will of the people or our constitutional rights—rules the roost in Utah and Iowa, the largest egg- and pork-producing state in the nation. When the governors of these states signed ag-gag bills into law, they failed the American people and created safe havens for animal abuse and other criminal activity in their states.

Not only will Iowa's and Utah's ag-gag laws perpetuate animal abuse, they endanger workers' rights, consumer health and safety, and the freedom of journalists, employees and the public at large to share information about something as fundamental as our food supply. Simply put, these laws are bad for consumers, who want more, not less, transparency in food production.

The push by "big ag" for such legislation begs the question: "What do they have to hide?" As Mercy For Animals undercover investigations at some of the nation's largest meat, dairy, and egg producers have shown time and time again, the answer is "a lot." From sick animals suffering from bloody open wounds and infections, to workers viciously beating animals—every time we point our cameras at a factory farm or slaughterhouse, we find appalling abuses.

For over a decade, the work of MFA's brave investigators has led to landmark corporate animal welfare policy reforms, new and improved laws to protect farmed animals and the environment, felony convictions of animal abusers, increased consumer protection and food safety initiatives, and the closure of particularly corrupt facilities. Without undercover investigations, there are oftentimes no effective watchdogs protecting animals from egregious cruelty in these facilities, or the public from serious health violations.

So what do these ag-gag bills really mean? They mean we're winning. They show that factory farmers know their cruel operations can't stand the spotlight. Confining animals in tiny filthy cages where they can't even turn around, mutilating baby animals without painkillers, and mercilessly slitting the throats of conscious animals are practices grossly out of step with the values of most Americans today.

To the chagrin of big ag, the animal protection movement has already picked up traction and momentum that will only build over time. No amount of oppressive legislation can stop an idea whose time has come.

Sincerely,

Nathan Runkle
Executive Director



Contributors

- Vandhana Bala
- Amy Bradley
- Eddie Garza
- Nora Kramer
- Erik Marcus
- Ginnie Maurer
- Brooke Mays
- Julie Rothman
- Nathan Runkle
- Anya Todd
- Kenny Torrella
- Sarah Von Alt



Mercy For Animals is a national non-profit organization dedicated to preventing cruelty to farmed animals and promoting compassionate food choices and policies.

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 advertisement 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 to:

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Info@MercyForAnimals.org

FLEXING THE MEAT-FREE MUSCLE



From professional football players to fierce endurance racers, **some of the world's toughest athletes** are reaping the rewards of eating a **plant-based diet**.

New records were set last fall, as **100-year-old Fauja Singh** became the oldest runner to complete a marathon. Singh **credits his success to his vegetarian diet**. In December, **vegan athlete Juliana Sproles** was crowned the **World's Toughest Woman**, upon finishing a 24-hour, mud-filled obstacle race in below-freezing temperatures.

Dallas Cowboy Tony Fiammetta, who went **vegan** last summer, says, "I've actually felt better on the field and off the field."

Athletes are not only going vegan to **improve health and performance**, but also to **oppose cruelty to animals**. In a *New York Times* piece, **vegan bodybuilder Jimi Sitko** stated, "It amazed me how much cruelty there is in the commercial farming industry."

AN APPLE A DAY



CRACKING THE EGG INDUSTRY

According to an article in *U.S. News & World Report* titled "The Mainstreaming of Vegan Diets," many leading nutritionists are now embracing **vegetarian eating as "the most healthy way to live for most people."**

For example, the medical journal *Nutrition, Metabolism, & Cardiovascular Diseases* recently reported that **vegans have a 70 percent reduced risk for developing type 2 diabetes**. Similarly, according to *Stroke* magazine, women **reduce their risk of stroke by 17 percent** by eating more **veggies, fruits, and whole grains**.

Time magazine also recently highlighted a medical study that concluded a **diet rich in vegetables and fruits can decrease the risk of heart disease**. Even people genetically predisposed to heart disease showed no increased risk when following a plant-based diet.

Eating veg is **not only good for your heart, but also your love life**. A new video by the makers of *Forks Over Knives* connects the dots between cardiovascular disease and erectile dysfunction, and shows how a plant-based diet can prevent both.

According to the U.S. Department of Agriculture, **egg consumption has dropped** every year since 2006—and for good reason. According to a recent study published in the medical journal *Cancer Prevention Research*, men who eat **more than two and a half eggs per week are 80 percent more likely to die from prostate cancer**.

USA Today also recently reported **another health risk associated with eggs** when Minnesota-based Michael Foods recalled **more than a million eggs** for fear of **contamination with the deadly bacteria listeria**, which can cause fatal infections, high fever, and severe headaches.

If health threats associated with eggs weren't reason enough to stop eating them, the **shocking cruelty inflicted on chicks by the egg industry** certainly is. Compassion Over Killing recently filed a lawsuit against California-based Cal-Cruz hatcheries after authorities failed to take legal action following the release of an **undercover investigation revealing horrific abuses** toward newly hatched chicks.

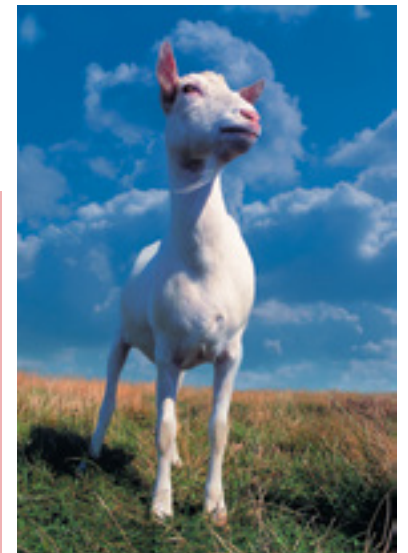
FARMED ANIMALS SOMEONE, NOT SOMETHING

Science—and common sense—tells us that **farmed animals are complex beings with rich mental and emotional lives**. Portuguese scientists have even found that **fish, like cats, dogs, and chickens, enjoy a good massage**. And in his new book *The Exultant Ark: A Pictorial Tour of Animal Pleasure*, animal behavior expert Dr. Jonathan Balcombe asserts that **when the lives of animals are deprived of purpose or pleasure, they may suffer even more intensely than humans**.

to recognize emotions on the faces of other sheep, researchers at Queen Mary University of London have also found that **when goats are placed into mixed social groups, they adjust the sounds of their calls** to be more similar to their peers, just as humans develop accents.

Despite the irrefutable evidence that farmed animals are indeed sensitive and intelligent creatures, a study detailed in *Psychology Today* showed that **when people are about to eat meat, they will accord lower intelligence to the animal** than when they are about to eat fruit.

Not only are **chickens able to communicate through at least 30 different calls**, and **sheep able**





COMPASSIONATE CALIFORNIAN

Activist Spotlight: Steve Erlsten

Position with MFA: Los Angeles Campaign Coordinator
 Hometown: Galion, OH
 Email: SteveE@MercyForAnimals.org
 Favorite Quote: "The question is not, can they reason? Nor, can they talk? But, can they suffer?" - Jeremy Bentham

STEVE ERLSTEN is a true leader on the frontlines of the animal protection movement. Serving as Mercy For Animals' Los Angeles campaign coordinator, Steve organizes volunteers and interns throughout the greater Los Angeles area, and oversees grassroots campaigns, such as leafleting on college campuses and at major festivals and parades, and expanding MFA's Paid-Per-View screenings of Farm to Fridge. He relocated from Orlando to West Hollywood to join MFA in its mission to end farmed animal suffering.

An avid outdoorsman, when Steve is not on the ground speaking out for animals, he can be found hiking, biking, swimming and camping.

Q: What first inspired you to help farmed animals and go vegan?

SE: Farmed animal abuse, as well as other global issues that are important to me, such as worker exploitation and environmental degradation, intersect in our food choices. The most effective way for me to improve my ethical and ecological footprint on our planet was to adopt a plant-based diet and encourage others to try it too.

Q: What do you think is the most effective way aspiring activists can get involved?

SE: Leaflet. Once new activists are aware of the issues and have switched to a plant-based diet themselves, the most effective use of their time is to get out there and let other people know about the abuse farmed animals go through. Not only is leafleting the most bang-for-your-buck advocacy tool out there, it's also a lot of fun.

Q: You previously worked as an engineer. What prompted this dramatic shift in career?

SE: I enjoyed engineering, but even working full-time I stayed involved in animal advocacy. I helped to organize some large vegan festivals, with hundreds of vendors and tens of thousands of attendees. Seeing thousands of people try delicious vegan food for the first time, and attend their first vegan cooking demonstrations and lectures from national animal rights leaders was incredibly inspiring. I'd always planned to become a full-time animal advocate once I retired, but some friends convinced me to do so much sooner. I'm really glad they did, as I can't imagine a more fulfilling or rewarding line of work.

Q: You're heading up MFA's grassroots efforts in Los Angeles, home of MFA's newest office. What is your focus for the year ahead?

SE: I'm currently focused on getting interns and volunteers active at our outreach events, and on expanding our humane education presentations at high schools and colleges. I'm also happy to announce that we're on track to exceed our leafleting goal of 150,000 leaflets for the year; in fact, with the help of more volunteers, we could easily top 200,000 leaflets in the LA area alone!

Q: What keeps you inspired and motivated?

SE: Knowing that I make a difference for animals every day keeps me motivated. MFA's campaigns and grassroots outreach have the power to inspire great change, prevent animal suffering and spare lives. Visiting the rescued animals at local sanctuaries is also a great source of inspiration, as their unique personalities put a face on the work we do.

Q: What drew you to working with Mercy For Animals?

SE: MFA's focus on farmed animals. The vast majority of animal suffering occurs in meat, dairy and egg production. Also, farmed animal advocacy has the most immediate impact. After leafleting at a college campus or concert, I know that some of the people I talked to that day will be changing their diets. That's an immediate result.

YEAR IN NUMBERS

2011 was a groundbreaking year for MFA. Activists distributed over **825,000 pieces of literature**, and held over **1,500 pro-vegetarian outreach events and 125 humane education presentations**. MFA released **five shocking undercover investigations** into a Butterball turkey farm, a Texas calf farm, an Iowa pig farm, a fish slaughter facility, and a primary McDonald's egg supplier.

Our high-profile investigations and campaigns generated over **4,000 news stories**, and our eye-catching websites attracted **3.2 million visitors**. MFA ad campaigns garnered a combined **viewership of over 30 million**.

MercyForAnimals.org/YIN

MFA HITS THE WEST COAST



Thank you for your continued support to help us expand our vital campaigns to the West Coast!

MFA has just **opened its fifth office** (and new headquarters) in **sunny Los Angeles, California**—the second-largest city in the nation!

We're bringing our eye-catching advertisements, groundbreaking undercover investigations, and effective grassroots activism to **millions of Californians**. MFA staff is diligently working with **the media, celebrities, and other high-profile individuals** to further our mission in one of the most influential and dynamic cities in the world.

MFA's LA Coordinator, Steve Erlsten, runs our grassroots campaigns, including leafleting, educational exhibits, Paid-Per-View screenings, and humane education presentations, **opening countless hearts and minds to the plight of farmed animals**.

MercyForAnimals.org/CA

MEATLESS GOES MAINSTREAM

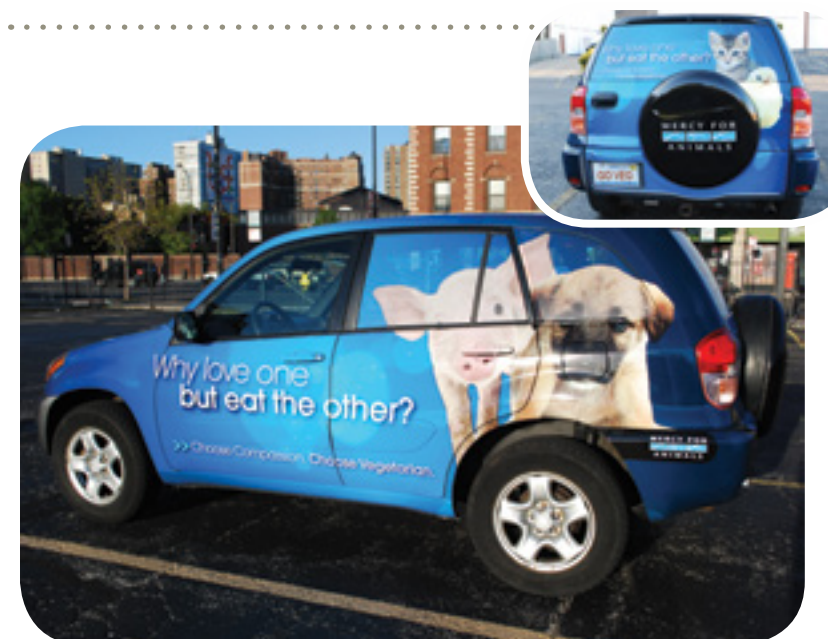
MFA hit the ground running this year with our **campaigns to speed meatless eating into the mainstream**. **Hundreds of compassionate consumers** started the New Year off right by signing up for **MFA's 2012 Vegetarian Resolution**, receiving **helpful tips, delicious recipes, and friendly encouragement** as they move toward a kinder and more sustainable future.

In celebration of the **Great American Meatout** in late March, **MFA teamed up with chefs** from Native Foods Café and V-Spot restaurants and **showed millions of viewers** just how **easy and delicious vegan eating** could be with **cooking segments** on WGN in Chicago, FOX in Dallas and Telemundo in New York City.

MFA also recently joined the **Meatless Monday** campaign, working with **universities to increase vegan cafeteria options** and **encourage students to ditch meat** once a week to **help animals, the planet, and their health**.



MercyForAnimals.org/MGM



DRIVING COMPASSION IN CHICAGO

Windy City residents are getting some serious food for thought. On the hood, sides and back of **MFA's new anti-meat automobile**, are **pairs of adorable animals**—a puppy and a piglet, a cow and a dog, and a chick and a kitten—who ask the question, **"Why Love One but Eat the Other?"** The question is accompanied by an urgent call to **"Choose Compassion. Choose Vegetarian."**

The eye-catching vehicle is **viewed thousands of times every day**, encouraging consumers to **open their hearts and minds to helping farmed animals** and **exploring cruelty-free cuisine**. Pedestrians and drivers alike take pictures to share with friends and family, and give our drivers a thumbs up in **support of kindness to all animals**.

MercyForAnimals.org/DCC

ASK Anya

Q • What are the top 5 nutrition-packed staples vegans should have in their kitchens?



Anya Todd is a vegan registered and licensed dietitian who recently accepted a position at Rainbow Babies & Children's Hospital in Cleveland. She looks forward to teaching youngsters about the benefits of eating their fruits & vegetables.

For a well-balanced vegan diet, the following items are pantry "must haves":

KALE

This vegetable seems to be everywhere these days, and for good reason. Kale is part of the cruciferous family, which also includes broccoli and cauliflower. Packed full of antioxidants and rich in vitamins and minerals, like vitamin A and calcium, kale is as nutritionally rich as it is versatile. Kale can as easily work in a green smoothie as it can in a stir-fry. I encourage at least one serving (which is a cup raw or a half cup cooked) of the dark green veggie on a daily basis.

VITAMIN B12

In any way, shape or form, I cannot stress enough the importance of having a reliable source of this powerhouse vitamin in your diet.

Vitamin B12 is essential for healthy blood, and a healthy heart and brain.

There is no plant source that provides us with enough vitamin B12, so be sure to take a supplement or consume vitamin B12-fortified foods like non-dairy beverages, Red Star nutritional yeast, cereals, and mock meats.

The daily recommended vitamin B12 intake for adults is 2.4 mcg. If you opt for fortified foods, 2-3 servings per day will typically provide your daily dose. Supplements can vary in strength, so choose between 25 and 100 mcg pills daily, or a 1,000 mcg pill 2-3 times per week.

BLACKSTRAP MOLASSES

Perhaps your only experience with blackstrap molasses has been in gingerbread or baked beans. You probably never gave much thought to it, but blackstrap molasses is an excellent source of iron and calcium. A tablespoon provides almost 20% of the recommended daily allowance of both. Add it to hot cereals, smoothies and baked goods, stir it into nut butter, or even dilute it in hot tea.

BEANS

Talk about a plethora of shapes, colors and tastes! From the ordinary chickpea to the uncommon adzuki, beans are chock-full of nutrition. Protein is often thought of as the main nutrient in beans, but they are also rich

in fiber and iron. Plus, they don't cost much, and are low in fat. Depending on the variety of bean, they are wonderful for easy dishes like dips, soups, salads, and casseroles.

OMEGA-3 FATTY ACID

Like vitamin B12, omega-3 fatty acid is an essential nutrient found in a few fantastic foods. Just a small handful of walnut halves (about 7-9) or a tablespoon of ground flaxseed provides the suggested daily dose. Sprinkle ground flaxseed onto salads, stir it into oatmeal, or blend it into a smoothie for a nutrient-packed treat.

Omega-3 fatty acid may reduce the risk of chronic conditions, such as cardiovascular disease, joint pain and inflammation throughout the body.

This nutrient also plays a major role in mental functioning (memory, concentration, and problem solving), and for this reason is often called "brain food."



RECIPES FROM SPORK-FED

Coconut and Lime Seitan Skewers

- 1 (14-ounce) can regular coconut milk
- 2 tablespoons fresh lime juice, and grated zest of 1 lime
- 1 ½ teaspoons jerk seasoning or spice rub
- ¼ teaspoon sea salt
- 2 tablespoons brown rice syrup
- 2 packages seitan stir-fry strips, or 3 cups homemade seitan pieces
- 1 tablespoon neutral tasting high-heat oil
- ½ cup finely shredded coconut

Mix coconut milk, lime juice and zest, jerk seasoning, sea salt and brown rice syrup in a large bowl and whisk until uniform. Cut seitan into 1- or 2-inch pieces and marinate pieces in mixture for 30 minutes to overnight.

Preheat a large sauté pan and add oil. Pour seitan and mixture into pan. Cook over medium heat for about 5-7 minutes on each side, until well browned.

The liquid will not evaporate until seitan is well cooked, so use it to keep glazing seitan in pan. Cook for about 5 additional minutes, until all liquid has been absorbed.

To serve, place shredded coconut in a shallow dish. Place 2-3 pieces of seitan on each skewer, and roll in shredded coconut. Serve warm.

Makes 4-6 servings.



Crème Fraîche and Berry Parfait

- 2 (14-ounce) cans regular coconut milk, pre-chilled (see directions)
- 1 tablespoon non-dairy butter
- 3 tablespoons evaporated cane sugar
- 1 teaspoon fresh lemon juice
- 1-2 teaspoons fresh orange juice
- Dash vanilla extract
- Dash sea salt
- 1 pint fresh strawberries, sliced
- 1 pint fresh blueberries

Refrigerate 2 cans of coconut milk for 24 hours before using. In a small (2-quart) pot, melt butter and sugar over low heat. Cook for about 2-3 minutes to caramelize sugar, stirring constantly until sugar has dissolved and your mixture is smooth and uniform. Remove from heat and set aside.

Carefully open pre-chilled cans of coconut milk and remove firm, white coconut cream layer from top, avoiding the coconut water. Only the cream will be used. In a mixer, whisk coconut cream on high for about 30 seconds, or until well blended. Add caramelized sugar, lemon juice, orange juice, vanilla extract and sea salt. Blend for an additional 30-60 seconds.

To serve, layer berries and crème fraîche in individual glasses, or large clear bowl.

Makes 4-6 servings.



FEATURED PRODUCT

Veg powerhouses Amy's Kitchen and Daiya Foods are heating up the freezer section with their introduction of the Vegan Margherita Pizza. This fresh take on a classic pizza is kosher certified, has over 80% organic ingredients, and is 100% delicious. Its wheat crust, topped with tomato, Italian seasonings and Daiya mozzarella-style shreds, is full of flavor and free of animal products. Toss one in the oven, slice it up, and enjoy it in peace knowing that no animals were harmed in the making of this mouthwatering addition to the Amy's product family. Look for it in stores that sell the Amy's line.



McDonald's SHAME

FROM SHELL TO HELL: UNDERCOVER AT AN EGG MCMUFFIN FACTORY FARM

"THE TORTURE THEY PUT THESE ANIMALS THROUGH...IT BREAKS MY F---KING HEART."

-SPARBOE EGG FARMS WORKER



In the summer of 2011, an MFA investigator went undercover at Sparboe Farms—the fifth-largest egg producer in the U.S. and major supplier to McDonald's and Target at the time of the investigation. Sparboe is a place where egg-laying hens spend their entire lives in cages so small they can barely move, newborn chicks are mutilated without painkillers, and birds are left to suffer and slowly die from untreated injuries and illnesses. As unimaginably cruel as these abuses are, they are largely standard and accepted throughout the egg industry.

Serving as eyes and ears for the public, MFA's investigator—let's call him "Jacob"—embarked upon the dangerous work of documenting the horrific, day-to-day reality for the animals at Sparboe facilities in Iowa, Minnesota and Colorado. Jacob's findings, captured on hidden camera, provide a rare glimpse into the dark world of factory egg production.



Her legs caught in a snare, this hen is swung in the air by a worker for fun.

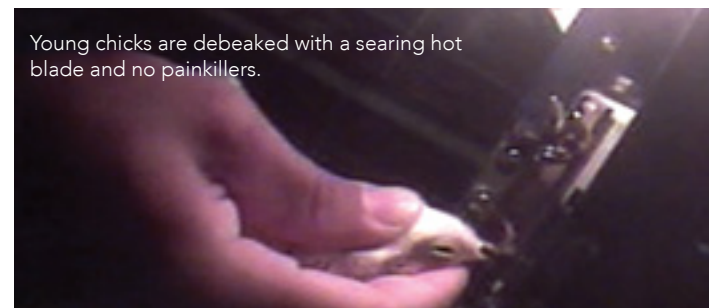
HIDDEN HORRORS

Sparboe "Farms" is more like a collection of factory warehouses. Each facility extends beyond the length of a football field, and confines over 150,000 birds under one roof. The birds are kept in cages, stacked in tiers, and in rows that stretch farther than the eye can see.

The cages themselves are made entirely of metal and wire, and are completely barren, except for the accumulation of excrement. There are no nesting materials and no bedding. Rather, hens spend their entire lives standing on mesh flooring. Packed body to body, the birds are unable to fully extend their wings, and are barely able to take a couple of steps without climbing over their cage mates. Hens are seen walking on each other's backs, and pinned under the weight of other birds.

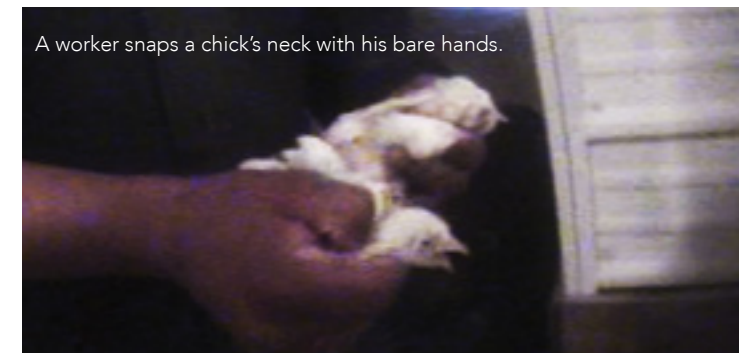
All the while hens screech frantically, many fluttering their wings in distress and failed attempts to fly. Some of the hens live among corpses—badly decomposed and trampled flat, hardly recognizable anymore as birds.

The stress of overcrowding often leads hens to aggressively peck one another. Rather than allow birds more space, the egg industry cuts off their beaks shortly after they're hatched. This mutilation is almost always performed without anesthesia.



Young chicks are debeaked with a searing hot blade and no painkillers.

At Sparboe, workers grab newly hatched chicks by the head and shove their beaks under the steaming hot blade of a massive debeaking machine.

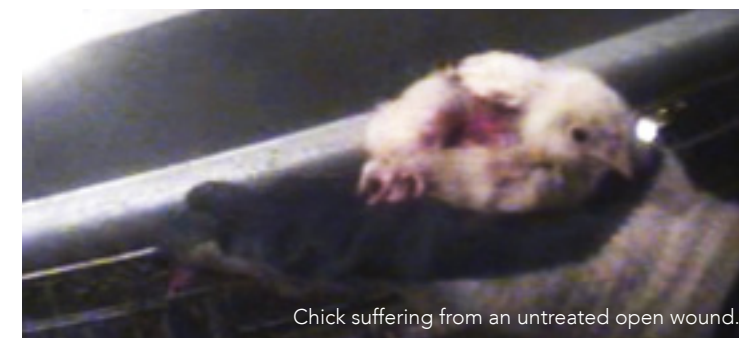


A worker snaps a chick's neck with his bare hands.

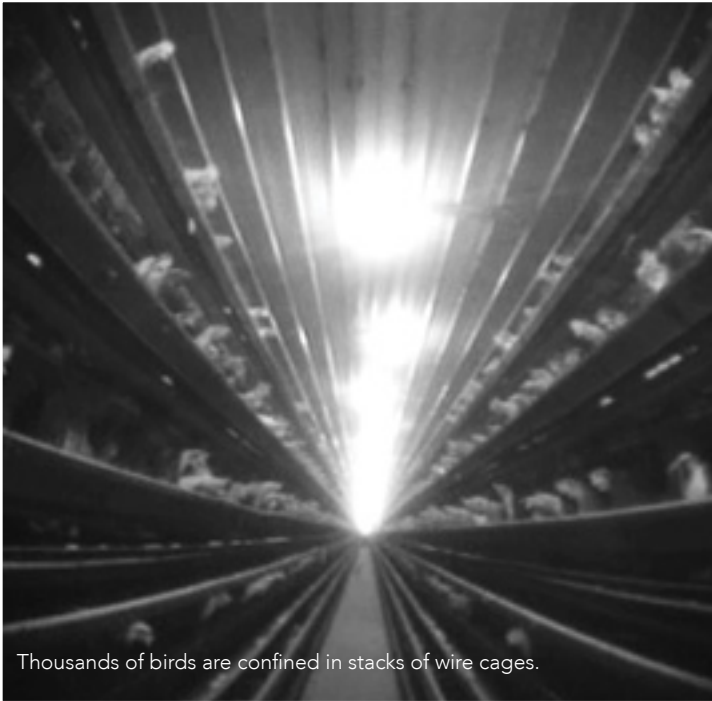
The acute pain it causes can be seen in the way the chicks begin to kick or brace their legs against the machine every time the blade slices through. According to veterinarian Dr. Holly Cheever, searing off the beak tip is "intensely painful," because a bird's beak is filled with nerves.

Sick and injured chicks are left to suffer without veterinary care. Jacob lifted a chick in his hand, the animal too weak to sit up, and straining to gasp in her last few breaths. She had apparently developed a severe eye infection, her eye swollen shut with the lids and surrounding tissue darkly discolored. Another chick's lower beak had been bent under and nearly broken off after becoming caught in cage wiring.

But perhaps most startling was the chick with a massive open wound that left the flesh on most of her side raw and exposed.



Chick suffering from an untreated open wound.



Thousands of birds are confined in stacks of wire cages.

LIAR, LIAR...

In spite of the routine abuses suffered by the birds at Sparboe, the company had the audacity to declare on its websites that it ensured the animals in its care "freedom from hunger or thirst," "freedom from discomfort," "freedom from pain, injury or disease," "freedom to express normal behavior," and "freedom from fear and distress."

Defending consumers against these patently fraudulent claims, MFA lodged an official complaint against Sparboe with the Federal Trade Commission. The complaint, supplemented by expert testimony from animal scientists, detailed the false statements issued by Sparboe on its websites and the contradictory evidence of routine animal cruelty.

Avoiding further legal action, Sparboe quietly withdrew the deceptive claims from its websites.

RETAILERS CRACK UNDER PRESSURE

Release of the shocking Sparboe footage captured major mainstream media attention, bringing the tragic truth about commercial egg production into the living rooms of millions of Americans. The media flurry began with an exclusive story on *Good Morning America*, followed by more in-depth coverage on ABC's *World News Tonight* and *20/20*. From there, the footage went viral on the Internet and was covered by more than 2,000 print, television and radio outlets worldwide.

Caught in the midst of a public-relations nightmare, McDonald's, Target, Sam's Club, and other major retailers immediately dropped Sparboe as an egg supplier.



View the undercover video at McDonaldsCruelty.com

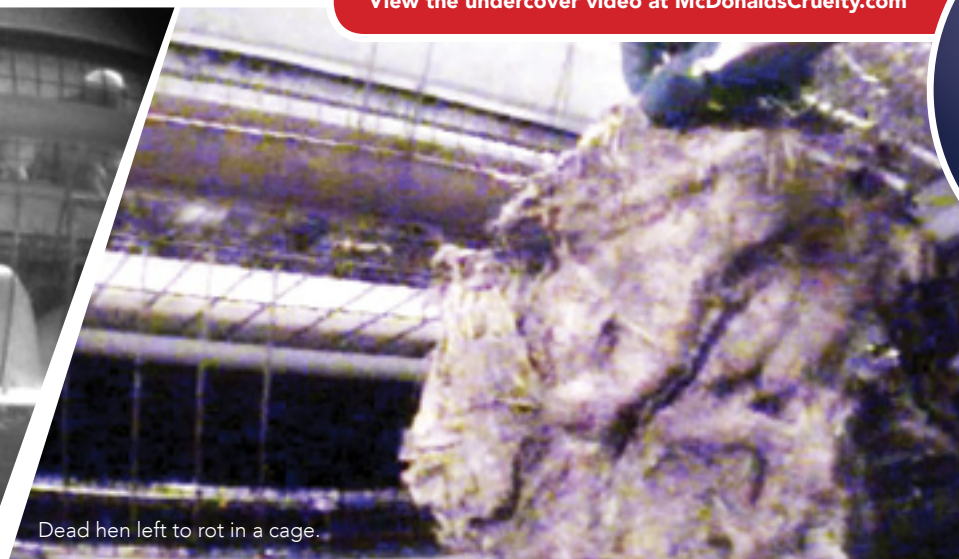
Unwanted chicks are often brutally killed. Workers sometimes snap the chicks' necks between their fingers. Many other chicks are simply piled live into plastic bags either to suffocate or be crushed to death under the weight of other birds.

Jacob also documented instances of workers engaging in sadistic cruelty, including one worker grasping a hen by the legs in a snare, and swinging her in wide circles above his head. Another worker stuffed a full-grown chicken headfirst into the coat pocket of a coworker, apparently for laughs.

Just two days prior to the release of MFA's investigative findings, the U.S. Food and Drug Administration (FDA) also identified a number of serious health violations at several Sparboe facilities. In a warning letter issued to the company, the FDA cited "unacceptable rodent activity," packaging "under unsanitary conditions," and inadequate protections against salmonella cross-contamination.



Hens confined in filthy, barren battery cages.



Dead hen left to rot in a cage.

BATTERED BIRDS



95% of egg-laying hens in the U.S. spend nearly their entire lives in barren battery cages like the ones at Sparboe. Virtually immobilized by the cramped conditions, they cannot engage in even their most basic natural behaviors.

The blatant cruelty of these cages has compelled the entire European Union, as well as the states of California and Michigan, to ban their use. Leading food retailers, such as Whole Foods and Wolfgang Puck, as well as colleges and universities across the country, have also refused to use or sell eggs from hens so cruelly confined. Veterinarian Dr. Lee Schrader condemns the cruel confinement of laying hens:

"Battery cage confinement of laying hens is nothing short of torture. The most essential instincts of the birds are frustrated by the intense confinement, which does not even allow the birds to spread their wings or sit comfortably, and prevents their innate desire to peck, dust bathe, or roost. The scientific evidence clearly shows that hens so confined suffer acute and chronic pain and distress."

Professor of animal sciences Dr. Bernard Rollin concurs, asserting:

"Research confirms what common sense already knew—animals built to move must move."

Building on this common-sense notion, and society's growing opposition to the intensive confinement of egg-laying hens, MFA called on McDonald's to adopt a 100% cage-free egg policy in the U.S. as it had already done in the European Union.

CELEBRITIES TELL MCDONALD'S: "I'M HATIN' IT"

For McDonald's to drop its ties with Sparboe only to contract with another, equally abusive battery-cage egg farm would simply not be good enough.

Many Hollywood stars, outraged by the findings of the Sparboe investigation, joined forces with MFA in its campaign to end the sale of eggs from battery-caged hens in McDonald's restaurants worldwide. In a powerful letter fired off to the fast-food giant, Ryan Gosling, Zooey and Emily Deschanel, Alicia Silverstone, Maria Menounos, Kristin Bauer, Ed Begley, Jr., Wendy Malick, Bryan Adams, and Steve-O wrote:

"Sadly, there is not a single federal law to protect hens from cruelty from the time they hatch to the time they are killed. While McDonald's brags about the 'billions and billions served,' millions of hens exploited for your restaurants are being grossly underserved. In fact, these animals are being abused in ways that could land your egg suppliers in jail, if dogs or cats were the victims."

POWER OF OUR PLATES

As the largest egg buyer in the entire country, McDonald's certainly has the moral responsibility and purchasing power to lessen the cruelty endured by millions of egg-laying hens in the U.S. But as consumers, so do we. By rejecting eggs (and meat and dairy), and casting our consumer dollars in favor of humane vegan alternatives, we can reduce the needless suffering of egg-laying hens—and all farmed animals—and help lead our society toward a more compassionate future.

THE INNER LIVES OF CHICKENS

Chickens are far from mindless meals-to-be. In fact, noted experts have identified advanced intelligence in chickens. According to Dr. Lesley Rogers, professor of zoology at the University of New England:

"Chickens have cognitive capacities equivalent to those of mammals, even primates."

Similarly, Dr. Chris Evans, professor of psychology at Macquarie University, notes that "the chicken's ability to understand that an object, when taken away and hidden, continues to exist" is "beyond the capacity of young children."

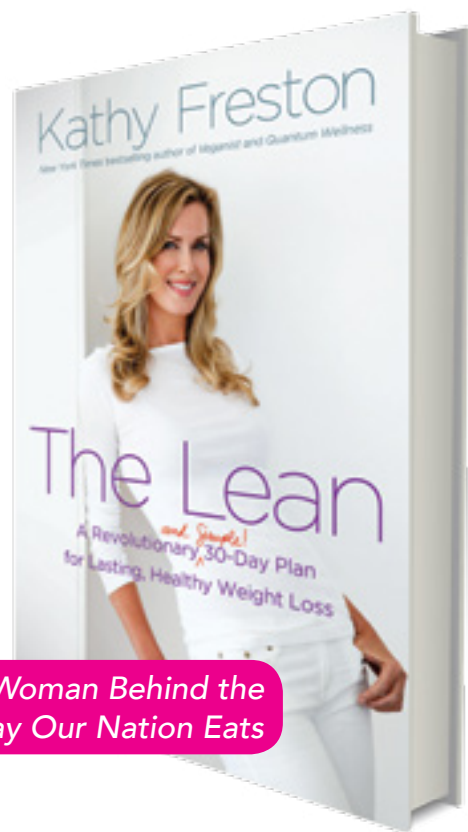
Chickens are also able to feel empathy for their young. Researchers noted that when they exposed chicks to puffs of air, just as the chicks showed signs of distress, so did their onlooking mothers.

Beyond these amazing capabilities, Raf Freire, a researcher at the University of New England, notes that chickens are also able to demonstrate self-control. This quality was discovered when chickens in a study learned that waiting longer to eat brought them more food than if they took a smaller portion earlier.

Such new insight gives a whole new meaning to the term "birdbrain."



THE LEAN



An Exclusive Interview with the Woman Behind the Book That's Changing the Way Our Nation Eats



KATHY FRESTON is a bestselling author with a focus on healthy eating and conscious living. Her instant *New York Times* bestsellers include *The Lean*, *Veganist*, *Quantum Wellness*, and *The One*. She has frequently appeared on national television, including *Oprah*, *Ellen*, *Good Morning America*, and *The Martha Stewart Show*.

Kathy's latest book, *The Lean*, lets readers in on her secret: losing weight doesn't have to be difficult, and it can last. She champions the idea of "leaning in" to weight loss by adding in small, practical tweaks to your diet so that you never have the chance to feel hungry or deprived. Freston believes in "crowding out," not "cutting out," so transforming your body happens easily and gently. Although she advocates for leaning in to vegan, she also believes in progress, not perfection!

CL: What do you mean when you say that *The Lean* plan is all about "crowding out," not "cutting out"?

Most diets would have you cutting things out from your diet; they are about denial and discipline. *The Lean* is focused on "crowding out," which means you are going to add things to your daily routine, thus leaving little room for the bad stuff. You won't have to white knuckle your way through some crazy deprivation diet; instead you'll be adding in a little of this and a little of that—healthy, fiber-filled foods like apples and flax seed—and before you know it you'll not have the belly space to fit the old foods you are used to!

So no tough rules or overnight changes, no hardcore discipline that makes you hate your dietary changes.

If you are miserable with too many restrictions on a diet, you certainly aren't going to keep it up. Life is meant to be lived and enjoyed—and that includes enjoying your food. The weight comes off easily because the added fiber leaves you feeling fulfilled and satisfied; it changes your body chemistry and cravings.

CL: How does *The Lean* plan work?

The *Lean* 30-day plan is about getting lean in the body, but it's also about "leaning in" to the process of losing weight and getting healthy. You add one new (simple!) habit a day, and you maintain that habit throughout the 30 days. A momentum builds, and soon your body is changing.

CL: Why do you advocate for a move toward plant-based foods and away from eating animals?

THREE REASONS:

1. *Meat, dairy and eggs are concentrated sources of fat and calories. Fat and calories make you fat. Period.*
2. *Animal foods have no fiber in them at all; zero, zilch. Fiber fills you up, cleans you out, lowers cholesterol, and burns calories. You can only find fiber in foods that are plant-based.*
3. *Plant protein—the kind that comes from navy beans and brown rice, for instance—has a high thermic effect, which indicates the amount of calories burned as body heat during digestion. So when you opt for food that is grown in the ground or on trees, you are literally stoking your metabolism. That means if you change absolutely nothing else, you're burning more calories by opting for nutrient-dense, fiber-rich vegan food.*

CL: Describe the damage done by diets "touting success through eating anything that flies, swims, or walks."

Here's the cornerstone claim of how the Atkins-like diets work: the body goes into something called ketosis, which is similar to what happens when someone is starving and the body begins to eat up muscle.

The problem is that when ketosis goes on for too long, it causes serious kidney problems and an increased risk of heart disease, and for pregnant women it can cause abnormalities in the fetus, or miscarriage.

The body ultimately can't sustain this diet, and people who try it nearly always quit and gain back all their weight and then some.

CL: In the chapter titled "Change Up Your Cheese" you note that cow's milk was designed to "help a teeny little calf grow 1,000-plus pounds in a very short amount of time." Tell us about the relationship between cheese consumption and obesity in the U.S.

The growth hormones inherent in milk and cheese make us fat, so it makes sense to avoid dairy milk at all costs.

And think about this: cheese consumption in America has increased hugely over the past several decades, and obesity has soared right alongside. This is no coincidence. A century ago, Americans consumed about 4 pounds of cheese per person per year; this amount has increased by a whopping 725 percent, to 33 pounds per person per year.

By eating cheese, you are fighting a serious uphill battle to lose weight. The dairy industry, however, continues to muddy the nutritional waters by funding studies and devising clever marketing campaigns in an attempt to convince us that cheese is actually helpful for weight loss and management, and new misinformation is spread daily.

The good news—and it's really good news in my opinion—is that we can enjoy nondairy cheeses and milks. So we get the same kind of creaminess that we grew up loving, but without all the problems that go along with cow cheeses and milk.

CL: What is your favorite success story from the book?

Well, I'm biased because I include my half-sister Kathy's story in the book. When I began talking with her about shifting her diet, she was overwhelmed by the idea, especially because she has 3 kids who like the traditional foods they've grown up eating. But she leaned into the tiny shifts I recommend in *The Lean*, and she quite easily lost 30 pounds. She's got tons of energy now, and her kids are loving the food she puts on the table (sometimes unbeknownst to them that it's healthy!).

CL: *The Lean* includes dozens of delicious, animal-free recipes. How did you discover all of these wonderful dishes and what are some of your favorites?

I can't take credit for these delicious recipes; there is a wonderful chef named Danya McLeod who came up with them! She's taken some of her favorite dishes from around the world (she used to work on a fancy private yacht, and traveled all over the place) and upgraded them so that they are healthier and more full of fiber. Still incredibly tasty and fulfilling, but just better for the waistline!

I particularly love her Chocolate Mousse with Raspberry Coulis because it's loaded with protein, and although it's delicious and sweet, it doesn't have the kind of sugar that makes you gain weight!

CL: You say that "awareness" or "consciousness" is a powerful motivator and you tell readers to "connect the dots about where food comes from." What do you mean by that and how can readers help raise their own awareness?

Willpower is a tricky thing, and we all too often cave to our old cravings.

The one thing that truly keeps me on course is the videos I've watched (thank you MFA!) about where eggs, milk, cheese, and chicken come from.

That totally knocks the oomph right out of my cravings!

Even though you may already know that eating a plant-based (vegan) diet is helpful for weight loss, after watching a few undercover videos showing animals suffering as they become food, I'm pretty darn sure you will find it easier to stay on *The Lean* path.



Lean Facts

- Researchers found that instructing women to eat an apple or pear before each meal resulted in significant weight loss.
- The one dietary component most highly and consistently associated with long-term weight loss is fiber consumption.
- By feeding your body nutrient-dense foods, you curb cravings that would otherwise tempt you.



Mercy For Animals' most recent investigation into a Butterball turkey factory farm sparked virtually unprecedented action by law enforcement—a raid of the facility, and felony and misdemeanor animal cruelty charges against five Butterball employees.

At 3:30 every morning, MFA's undercover investigator "Jane" left for her job at a Butterball facility in Shannon, North Carolina. With a hidden camera carefully concealed under her clothes, Jane drove along dark country roads, surrounded by cotton fields and rolling green pastures, to a place that was far less idyllic: Butterball's Farm 11, which housed approximately 2,500 male turkeys whose every day was filled with pain, suffering, and misery.

INDUSTRIALIZED EXPLOITATION

The name "Butterball" has become synonymous with "turkey." Butterball is the largest producer of turkey products in the United States, supplying the nation with roughly one billion pounds of turkey each year. Headquartered in Garner, North Carolina, Butterball supplies turkey products to over fifty different countries.

Butterball touts itself as the "turkey experts" and claims to be an "industry leader in quality and food safety." But these lofty claims stand in stark contrast to the grim reality Jane observed every day during the course of her month-long investigation.

In order to maximize corporate profits, today's factory farms genetically manipulate turkeys to grow to unnatural sizes—often to more than twice their natural weight. As a result, these turkeys are unable to stand or walk properly, let alone fly. They often die of heart attacks or organ failure.

Jane saw firsthand the heartbreaking consequences of such breeding, noting in her diary that their bodies just "grew and grew" to the point that their "legs popped out of their joints."



Turkeys crammed into pens, unable to freely walk or spread their wings.

These turkeys are also unable to reproduce on their own. Instead, employees manually collect semen from male turkeys ("toms") in order to inseminate the females—a process referred to by Butterball as "milking."

A CHAMBER OF HORRORS

"I am saddened and sickened by this shocking, callous, and brutal maltreatment of sentient, aware beings."

-Jonathan Balcombe, PhD

As Jane witnessed, in order to collect the semen, employees grab the toms by their legs and painfully flip them over, clamping their delicate legs into a wood and metal contraption known as "the chair." The toms hang upside down with their heads and necks on the ground while the employees roughly extract their semen using a suction device.

These turkeys spend almost a year in the dark, windowless sheds of Farm 11. Rows of filthy wire pens run the length of the shed floors, with about fifteen turkeys crammed into each enclosure. Here they spend every waking moment so crowded together they are unable to freely walk, spread their wings, or move about. They see no sunlight, and breathe no fresh air.

Not once during this period are the pens cleaned.



Thick cobwebs, dirt, and filth cover the interiors of the barns.

In Jane's words, "It is a dusty, grimy place." The barns are "covered in filth," and there are "cobwebs everywhere, so thick you can't see through them."

For forty weeks, the toms are forced to stand in a mixture of urine, feces and dirt. The muck rapidly accumulates—sometimes to over a foot high. As a result, turkeys, who have some of the most delicate respiratory systems of all animals, become unable to see or breathe properly because the stench of ammonia and feces is overwhelming. In fact, the "wretched smell" was the first thing Jane noticed when she set foot into the barn. "It was overpowering and it never went away."

The turkeys are also often covered in blood, because the stress of their extreme confinement causes them to attack each other. Jane saw "many birds who were just ripped to shreds by the other birds." Almost always, those birds were simply left to die.

The majority of sick and injured turkeys languish without any medical attention. Jane asked her manager why these turkeys did not receive any veterinary care, and the response she got was clear: it was too costly and time consuming. Occasionally, employees would be instructed to "euthanize" a turkey by blunt force trauma to the head, a practice that has been widely condemned by veterinarians and animal welfare experts as unacceptably inhumane.

"Workers would grab the turkeys by their legs or wings and drag them outside. They would bash the turkeys' heads in with a metal rod they kept in the barn. A lot of times the workers would miss the heads, and end up striking other parts of the bird. They just kept beating the birds over and over with the metal rod until they eventually struck the right spot."

-JANE

BUTTERBALL®

ABUSE

AN MFA INVESTIGATION

Watch the hidden-camera video at ButterballAbuse.com

The sad fact is that these miserable conditions are not isolated to so-called milking facilities, but exist from the moment turkeys are hatched until the time of slaughter.



A bruise covers the side of this confined turkey.

Butterball's turkeys are not hatched in nests under the watchful and protective eye of their mothers as nature intended, but in massive incubators. When they are just a few weeks old, their beaks are painfully cut off without any anesthesia to prevent them from pecking each other. Jane noticed several turkeys who were victims of botched de-beakings, rendered unable to eat or drink properly.

Shortly after they are hatched, these turkeys are moved to "grow-out facilities," where they spend approximately thirty weeks confined in filthy, windowless sheds with thousands of other turkeys. The birds

who manage to survive these horrific conditions are then forcefully packed into transport trucks headed for the slaughterhouse. They often suffer broken bones in the handling process, and many die from their exposure to harsh weather conditions during transport.

Once at the slaughterhouse, turkeys are hung upside down and their heads are dragged through a "stunning tank" intended to immobilize them.

Many turkeys are not effectively stunned and remain fully conscious as their throats are slit. These turkeys are slaughtered at a mere fraction of their natural lifespan.



Painful and bloody open wounds are left untreated.

CRIMINAL CRUELTY

"[T]his extreme depth and breadth of abuse at this facility is deplorable, and absolutely cannot be tolerated."

-Dr. Jean Hofve, DVM

Before Jane even left the facility, MFA prepared a detailed investigative report, supported by extensive hidden-camera footage, to present to the Hoke County District Attorney's Office. The report outlined an ongoing pattern of cruelty and neglect at Butterball which violated North Carolina anti-cruelty statutes.



Turkey with severe eye infection.

The footage showed numerous turkeys with eyes that had rotted out, or turkeys with open wounds and decaying, exposed flesh who were swarmed by flies. The video also revealed Butterball employees intentionally and maliciously abusing the turkeys. Farm workers were caught on tape violently kicking and stomping on turkeys, hurling them into trucks or onto the ground, and painfully dragging them by their wings and necks.

The compelling footage prompted quick and decisive action from authorities. Ten days after receiving the footage, the district attorney and Hoke County Sheriff's Department obtained a search warrant and raided the facility, accompanied by a licensed veterinarian and an animal behavior expert. For two days, authorities searched the factory farm—examining birds, documenting abuses, and euthanizing dozens of sick, injured, and dying animals.

Following the raid, five Butterball employees were arrested and charged with felony or misdemeanor animal cruelty. A high-ranking North Carolina Department of Agriculture employee also pled guilty to obstruction of justice charges for tipping off Butterball to the impending raid.

Thanks to the commendable and determined actions of the Hoke County district attorney's and sheriff's departments, the animal cruelty laws of North Carolina were enforced—a rare victory for farmed animals. In response, Butterball issued a public relations statement claiming to have "zero tolerance" for animal abuse. Yet the facts of the case told a very different story. Two of the employees who were criminally charged were still working for Butterball at the time of their arrests—nearly two months after Butterball had observed them mistreating animals in the undercover video.



"This is clearly a facility in which animal welfare is not only ignored but also the workers go out of their way to be mercilessly cruel." Dr. Lesley Rogers, PhD

Major television networks and newspapers around the country covered the story. As far away as the United Kingdom, news outlets were reporting on the "horrific" and "vicious" abuse caught on tape in MFA's "provocative" undercover investigation. Consumers worldwide had finally been given an eye-opening glimpse behind the closed doors of Butterball's turkey factory farms.

EATING ETHICALLY

Tragically, the horrifying animal abuse and neglect documented by MFA is not unique to Butterball. Meat, dairy and egg factory farms value profit over animal welfare, and the animals in these facilities are viewed and treated as mere commodities, not individuals with needs and interests. To make matters worse, there are no federal laws protecting turkeys, or any farmed animals, during their lives on factory farms.

Because of MFA's investigation, some of the worst abuses at one Butterball facility were uncovered.

However, animal cruelty runs rampant on factory farms nationwide. Ultimately, the most effective way to end the needless suffering of farmed animals is for consumers to adopt a healthy and compassionate plant-based diet. It's up to each of us to put our ethics squarely on the table and reject animal abuse at every meal.



TURKEY ALTERNATIVES

Boycotting animal cruelty doesn't mean giving up delicious sandwiches, picnics, or holiday meals with loved ones.

Check out these tasty plant-based versions of old favorites:

DELI STYLE SANDWICH SLICES

Tofurky TOFURKY DELI SLICES
OVEN ROASTED, HICKORY SMOKED, AND PEPPERED FLAVORS

YES THE GOOD DELI TURKEY SLICES



ROASTS

- TOFURKY FEAST
- FIELD ROAST'S CELEBRATION ROAST AND HAZELNUT CRANBERRY ROAST EN CROUTE
- VEGEUSA'S VEGAN WHOLE TURKEY
- GARDEIN'S SAVORY STUFFED TURK'Y



HELP HENS

SUPPORT FEDERAL LEGISLATION TO IMPROVE CONDITIONS FOR EGG-LAYING HENS

Now is your chance to speak up for perhaps the most abused and exploited creatures on the planet—egg-laying hens. Currently, nearly 95% of hens in the United States are confined to barren battery cages so small the birds cannot even spread their wings, walk freely, or turn around.

Building on the momentum of barren battery-cage bans in the entire European Union, and the states of California and Michigan, Congress is considering a nationwide ban on their use that would reduce the suffering of hundreds of millions of animals. The bill (HR 3798) is supported by a broad coalition of animal protection organizations, as well as the American Veterinary Medical Association; yet the meat industry is fiercely lobbying against it. As there are currently no federal laws protecting animals during their lives on factory farms, meat industry front groups like the National Cattlemen's Beef Association are "extremely, extremely concerned" that this bill could set a precedent for future federal protections for farmed animals. Let's prove them right.

If passed, HR 3798—the Egg Products Inspection Act Amendment of 2012 (EPIA)—would:

- **Require all US egg farms to replace barren battery cages with new, enriched colony systems that provide each hen nearly double the living space, as well as perches, nesting boxes, and scratching areas**
- **Mandate labeling on egg cartons nationwide informing consumers of the method used to produce the eggs**
- **Outlaw the common practice of forced molting—starving hens in order to shock their bodies into another laying cycle**
- **Prohibit the transport and sale of eggs and egg products in the United States that don't meet these requirements**



YOU CAN HELP!

1. Go to HenBill.com and send a message to your congressmen asking them to vote in favor of EPIA.
1. Follow up with a phone call to the Capitol Switchboard at **202-224-3121** and again urge your congressmen to support EPIA.

JOIN THE MEATLESS MONDAYS MOVEMENT



Meatless Mondays is a rapidly growing international campaign aimed at improving human health, protecting the environment, and helping animals.

By encouraging people to cut out meat once a week, Meatless Mondays is helping people to ease into vegetarianism. The concept is simple. The impact is huge.

Cafeterias of elite universities like Johns Hopkins, Barnard, and Oxford have already adopted Meatless Mondays, and top celebrities like Oprah Winfrey, Simon Cowell, and Gwyneth Paltrow have enthusiastically endorsed the initiative. Meatless Mondays gives animal advocates a great opportunity to help people and institutions transition into compassionate, sustainable, and healthy eating.



5 EASY ACTIONS



1. **PARTICIPATE YOURSELF**—or, better yet, make it a meatless, eggless and dairyless Monday, week, month, year, or lifetime! Prepare and share vegan meals with friends and family, and show them that compassionate cuisine is not only healthy, but also delicious.
2. **URGE YOUR SCHOOL OR WORK CAFETERIA TO CELEBRATE MEATLESS MONDAYS.** Offer them tips, advice, recipes, support, and encouragement.
3. **ASK YOUR FAVORITE RESTAURANTS TO VEGANIZE THEIR MENUS,** offering tips for creating new veggie fare and promoting to the local vegetarian community. Download MFA's *Vegetarian Resource Guide for Restaurants* at MercyForAnimals.org/VRGR.
4. **SHARE, TWEET, EMAIL, BLOG, AND TALK IT UP!** Share a meatless recipe each Monday on Facebook.
5. **WRITE A LETTER TO THE EDITOR PROMOTING MEATLESS MONDAYS,** including the compelling details on the benefits of a veg diet for human health, animals, and the planet. For inspiration visit ChooseVeg.com.

CHANGING TIMES

MEAT INDUSTRY ON THE DECLINE—VEGANISM ON THE RISE

BY ERIK MARCUS

Not so long ago, animal agribusiness held all the cards. It had a loyal customer base, including nearly every American, a government that provided subsidies and support at every turn, and a media that rarely covered the industry critically.

But over the past decade, animal agribusiness has gone from invulnerable to beleaguered. Prominent omnivorous writers like Mark Bittman, Michael Pollan, and Eric Schlosser have emerged, lodging the same sorts of critiques against agribusiness that were commonplace within the vegan community but rarely heard outside it.

Starting about five years ago, the animal protection movement also seized the power of undercover video investigations. Thanks to massive Internet platforms like YouTube, Twitter, and Facebook, today's undercover cruelty investigations typically go viral. As I write this, Mercy For Animals' 18 undercover investigations and its *Farm to Fridge* documentary collectively have amassed over 8 million YouTube views.

Meanwhile, "vegan" has become a household word. An assortment of A-list celebrities like Ellen Degeneres and Paul McCartney champions the concept. Bill Clinton, Russell Simmons, and Steve Wynn have also publicly advocated for a plant-based diet.



And the Meatless Mondays campaign, launched in 2003, is quickly gaining popularity. Campus and corporate dining halls across the United States are embracing Meatless Mondays, and even entire cities are proclaiming their support.

So what does this mean for the animals? Well, until very recently, it had been unclear whether the developments I've just described were measurably harming animal agribusiness. But in the past month, we've gotten some initial evidence that the trends now working against animal agribusiness could already be having a substantial impact on the industry's bottom line.



According to the USDA, per capita meat consumption is projected to drop from its all-time high of 184 pounds in 2004 to just 166 pounds for 2012. That's a full 10 percent decrease in consumption in just eight years. Meanwhile, the egg industry has also taken a hit; per capita consumption has decreased by about a dozen eggs per year since 2006. The USDA reports that, at the end of 2011, about 4 million fewer egg-laying hens were kept by the US egg industry than at the end of 2006.



All of this is having an impact on the figure that matters most: the number of animals being slaughtered each year in America.

Total annual killing has dropped by about 400 million animals over the past five years.

No sector of agribusiness is being slammed more than the beef industry, which faces a

perfect storm. Beef fat is highly saturated, making it undesirable for health-conscious consumers. And since cattle are the least efficient of all farmed animals when it comes to converting grain to flesh, the industry is most impacted by rising corn prices and environmentally oriented criticism.

Add to this the fact that cattle produce substantially more methane than other farmed animals, and you've got a product that's off the menu for many people concerned about climate change.



Given everything that's working against the beef industry, you'd expect it to be hit harder than any other sector of animal agribusiness, and you'd be right: US per capita beef consumption has dropped about 25 percent since 1980.

In my 2006 book, *Meat Market*, I called for animal advocates to look at agribusiness in a careful and comprehensive way, with the objective being to determine the best opportunities to begin dismantling this industry. Six years later, it's clear that agribusiness' vulnerabilities have grown faster than I could have ever predicted.



The opportunities for taking action against industry have never been so clear and compelling.

A great starting point for today's farmed animal advocate is to find ways to promote Meatless Mondays. Doing this is easy, requires no experience, and can deliver a quick and impressive payoff. (For tips on bringing Meatless Mondays to your university or place of employment, see the Action Alert on page 19.)

There are numerous inspiring examples of local activists bringing Meatless Mondays to their communities. For instance, Grand Valley State University introduced vegetarian options in two of its dining halls after two students, Michelle Vader and Jordan Veenstra, met with the campus dining hall director about participating in Meatless Mondays. Since the school already prided itself on its reputation for caring about sustainability, the Meatless Mondays concept was an easy sell.

At the same time, in the restaurant sector, a number of establishments are working to tap into the burgeoning market for vegan meals. They're creating vegan menus designed to appeal to omnivores. No weird nut loafs in sight, just skillfully prepared meals that bring together familiar textures and flavors.

Consider, for example, the sorts of foods being served up by Veggie Grill (an all-vegan restaurant chain on the West Coast). Their most popular item is the Santa Fe Crispy Chickin' sandwich. What's not to like here? It's got fried chickin', lettuce, tomato, red onion, avocado, and spicy vegan mayo. Veggie Grill cofounder Kevin Boyland says, "People love it because it is pure enjoyment: taste, texture, and appearance."

Within the vegan world, the market for vegan food options has seen a soaring increase in the past decade. Market research indicates that sales of meat and dairy alternatives in the U.S. were estimated at 2.8 billion dollars in 2006, which represented a growth rate of 72% since 1998. Indeed, soy and nut milks, dairy-free yogurt and ice cream, and mock meats like

veggie burgers and hot dogs have become staples of most mainstream grocery stores in recent years.

We're now at a pivotal time in the history of vegan advocacy. The widespread public distrust of animal agribusiness has opened up a world of possibilities for vegan advocates. The task of dismantling the industry remains enormous, but never before have so many powerful opportunities been so plainly available.

Erik Marcus publishes Vegan.com and is the author of four books, including The Ultimate Vegan Guide, and Meat Market: Animals, Ethics, & Money.



Founded in 2006, and voted one of LA's "Can't-Miss Cheap Eats" by *Los Angeles Magazine*, the all-vegan Veggie Grill fast-food chain has redefined classic American comfort food. Veggie Grill boasts seven locations in southern California, and one in Oregon, with even more locations slated to open this year. MFA recently sat down with cofounder T.K. Pillan to discuss Veggie Grill's amazing success.

CL: Why focus on vegan fare?

VG: We passionately believe in the benefits of plant-based foods and the opportunity to show people how delicious this food can be.

CL: Who is your customer base?

VG: Generally progressive, open-minded, educated men and women.

CL: How has the meatless market changed?

VG: Awareness is growing every day about the health and environmental benefits of plant-based foods, which in turn has led to a growth in demand and supply of meatless products.

CL: What's your most popular dish?

VG: Our Santa Fe Crispy Chickin' Sandwich with Sweetheart Fries.

CL: What's the key to your success?

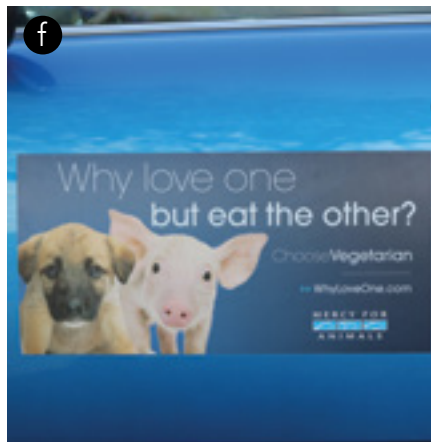
VG: We give people indulgently flavorful food they can feel good about in familiar menu items they can enjoy every day.

MFA MARKETPLACE

Logo Apparel

Show your support for animal liberation with MFA's logo apparel. Features the MFA logo on 100% sweatshop-free garments made by American Apparel.

- a** Hoodie \$30 (S, M, L, XL, XXL)
Printed on 50/50 Cotton/Poly blend.
- b** Tee \$20 (XS, S, M, L, XL, XXL)
- c** Baby Cap T \$15 (S, M, L, XL)



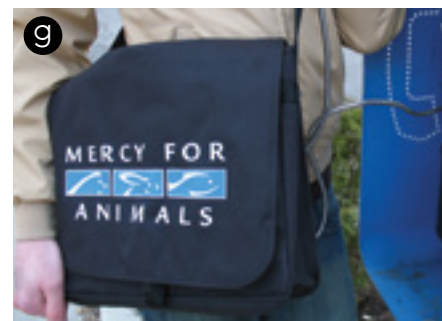
Other Tees

- d** Not Cool \$25 (XS, S, M, L, XL, XXL)
Features the etchings of the rib cage and stomach, with a swallowed chick declaring, "Not Cool." A larger chick rests on the back bottom corner of the T who concludes, "Go Vegetarian."

- e** Ask Me Why \$25
Start the conversation about the benefits of a veggie diet with this new MFA T. This T features a lovable cow with the phrase, "Ask Me Why I'm Vegetarian." MFA logo on back.
Blue, (XS, S, M, L, XL) Cotton-Poly Blend
Fuchsia, (S, M, L, XL) Fine Jersey Cotton

Bags and More

- f** Car Magnet \$35 a pair
Drive home a pro-vegetarian message with these new car magnets, which fit perfectly on side doors. 12" x 24"
- g** Messenger Bag \$25
MFA's messenger bags give you go-anywhere capabilities with ease.
- h** Eat Kind Bag \$5
Lightweight canvas bag is great for trips to the grocery store.



>> Order online at shopMFA.com

Brochures and DVDs

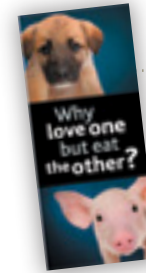
For bulk literature and DVD orders, please call 866.632.6446.



Farm to Fridge DVD \$1
Narrated by Oscar-nominee James Cromwell, this powerful 12-minute film goes behind the closed doors of the nation's largest industrial poultry, pig, dairy and fish farms, hatcheries, and slaughter plants – revealing the often-unseen journey that animals make from *Farm to Fridge*.



Posters 1/\$4 or Set of 4/\$10
Perfect for educational displays, protests, outreach exhibits, or to hang at home, school, or work, these new posters serve some serious food for thought. Please specify design if not ordering set. 18" x 24"



Pig & Puppy Brochure 10/\$1
With graphic factory farm photos and shocking facts, this brochure challenges readers to show compassion for all animals.



Veg Eating Brochure 10/\$1
Positive, inspiring, and informative, this non-graphic pro-vegetarian brochure describes the ethical, health, and environmental benefits of a plant-based diet.



Global Warming Brochure 10/\$1
Exposes another inconvenient truth: Meat production is a leading cause of global warming. Learn how raising farmed animals creates more greenhouse gas emissions than all the world's cars and trucks combined.



Veg Starter Kit 2/\$1
MFA's 32-page Starter Kit is packed full of mouthwatering recipes, helpful tips, and thought-provoking information on the health, ethical, and environmental reasons to go vegetarian.



25 Reasons Brochure 5/\$1
Informative and thought-provoking, this new 16-page brochure explores 25 reasons to choose a healthy, compassionate and sustainable vegetarian diet. Also contains tips on making the switch to a plant-based diet, meal ideas, and resources.

Mail order and payment to: Mercy For Animals, 8033 Sunset Blvd, Ste 864, Los Angeles, CA 90046

Item Description	Size	Qty.	Price	Total
Donation				TOTAL

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