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The Mag of MFA.

L
Compassionate Living

SUMMER 2016

FREE

TRANSPORT TERROR

CANADA'S DECADES-OLD TRANSPORT
REGULATIONS TORTURE ANIMALS

DEFENDING THE DEFENSELESS

MFA INVESTIGATIONS SPUR
JUSTICE AND REFORM

THE GOOD FOOD INSTITUTE LAUNCHES!

HEN HELL

UNITED EGG PRODUCERS
RUBBER STAMPS CRUELTY

+ JOAQUIN PHOENIX LIGHTS, CAMERA, COMPASSION!

MERCY FOR
ANIMALS

DEAR *FRIENDS*,

In the 1920s something remarkable swept the country and freed countless overworked and mistreated horses from long days of pulling carriages: the introduction of the automobile to the mass marketplace.

Today, nearly 100 years since the automobile forever changed how we travel, using horse and carriage seems antiquated, inefficient, slow, and inhumane.

In 1991, something happened that completely transformed information travel: the launch of the Internet. The world-transforming impact of the Internet is hard to overstate. Today, we have nearly endless opportunities to receive information; share photos, videos, and stories; and connect with people around the globe through a mere tap on a smartphone screen.

Speaking to the power and spirit of innovation, Albert Einstein said, "You can't solve a problem on the same level that it was created. You have to rise above it to the next level."

Perhaps there is no greater problem facing our planet today than meat consumption. Animal cruelty, environmental destruction, and a poisoned food supply—just a few ills of modern meat production—make clear that the meat industry is not only cruel, but also inefficient and outdated. In other words, it's in need of disruption through innovation.

And we are committed to driving that innovation.

In this issue of CL, we introduce you to MFA's newly launched sister organization, The Good Food Institute. This groundbreaking initiative is focused on supporting innovation in the food sector by helping accelerate alternatives to animal-based meat, dairy, and eggs. You'll learn about GFI's work to transform our broken food system through game changing plant-based and cultured foods, such as "clean meat" grown from cells and plant-based eggs. Safer, healthier, more affordable—and completely cruelty-free—these revolutionary products aim to outcompete animal products in the marketplace.

While this work propels our food system forward, MFA's undercover investigations and campaigns ensure that cruel factory farming practices become a thing of the past. In this issue, you'll also read about our work to bring an end to horrific battery cages and long-distance animal transport.

Working together, we can be sure that the day will quickly come when all of society looks back at our current treatment of farmed animals with horror and disgust—a day when battery cages and other tools of torture from factory farms exist only in history museums.

By focusing on building a future in which the humane choice is also the affordable, healthy, and convenient one, I know we can get there.

Sincerely,



Nathan Runkle
President



@nathanrunkle



To the rest of the world, Joaquin Phoenix has many credits to his name: award-winning actor, producer, musician, and artist. But to animals, Joaquin is simply a hero.

Vegan since childhood, Joaquin is an outspoken animal advocate and devoted MFA supporter. In 2014, he narrated a compelling

MFA investigative video that brought widespread attention to the despicable conditions mother pigs endure on Walmart pork supplier farms. His corresponding petition amassed hundreds of thousands of signatures. Within months, Walmart announced an unprecedented commitment to improving farmed animal welfare across its global supply chain.

At MFA's 2015 Hidden Heroes Gala, Joaquin joined Moby to present the Hidden Hero Award to former MFA undercover investigator Elizabeth Pachaud.

Joaquin's star power, coupled with his dedication and passion for protecting animals, is an unstoppable force.

PLANT POWER

According to a recent **National Academy of Sciences** study, if every human switched to a compassionate plant-based diet, food-related greenhouse gas emissions would plummet by **70 percent**, **billions of dollars** would be saved in healthcare costs, and **5.1 million fewer people** would die per year by 2050.



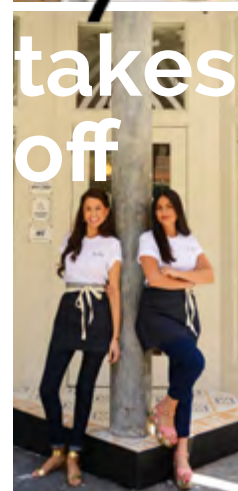
TITANIC TWEET



You know who follows MFA on Facebook? *Revenant* star and powerhouse environmental activist **Leonardo DiCaprio** does! The Academy Award-winning actor tweeted a video MFA shared to his **15.3 million followers**, opening their eyes to the clear connection between animal agriculture and climate change.

SCARED MEATLESS

The meat industry's own trade publication, *Meatingplace* magazine, ran a cover feature on the popularity of plant-based meat. The article asks whether meat processors should continue competing with the meat alternatives industry—or join it!



With offerings like the **guac burger** and **dairy-free mac and cheese**, it's no surprise that customers are flocking to New York City fast-casual restaurant by **CHLOE**. The popular all-vegan eatery is set to open new locations in **New York**, **Boston**, and **Los Angeles**.



MFA Position: Managing Director, Canada
Hometown: Kingston, Ontario
Email: KristaH@MercyForAnimals.org

Krista Hiddema

Krista Hiddema—it's a name that surely strikes fear in the hearts of Canada's animal abusers. As managing director for MFA in Canada, Krista has thrust the issue of factory farming into the spotlight and propelled corporate and governmental animal welfare policies that are transforming the country for farmed animals. Just like her favorite activist, Elphaba from *Wicked*, Krista listens to "Defying Gravity" for that extra drive to fight harder for animals.

Words to Live By:

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."
 —Aristotle

Q: What part of your work with MFA inspires you most?

I am inspired by how rapidly we are changing the entire landscape for farmed animals in Canada. We have worked with some of the largest corporations in the country to develop animal welfare policies that will reduce the suffering of millions of animals each year. Also, we are the only animal protection organization conducting undercover investigations in the country, and we have completed nine in four short years. As a direct result, we have virtually banned both veal crates and gestation crates and brought animal abusers to justice through historic cruelty convictions. We have also worked with major investigative news shows to awaken consumers countrywide to the reality of where their food comes from.

Q: What excites you most about the future of MFA in Canada?

I am so excited about the work we are doing to free hens from battery cages. So far in 2016, we have worked with all of the major restaurants and grocers in the country to help them commit to sourcing only 100 percent cage-free eggs. We are now focused on ensuring that the Canadian codes of practice for farmed animals essentially ban cruel cages for birds countrywide. The sky is the limit after that!

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

Hanging out with Esther the Wonder Pig and all her sanctuary friends!

Q: Why are MFA's donors heroes to animals?

Well, simply put, we couldn't do what we do without them. Every dollar we receive is fundamental to our work. So every MFA donor is an animal hero in my eyes.

Q: What tips would you share with fellow activists?

Never underestimate how powerful you are! Every conversation you have, every petition you sign, and every share on social media is speaking up for animals. Even one act a day can help change the world.

MEMBERS ON A MISSION



Kristen Rocca

Toronto-based MFA volunteer Kristen Rocca amplifies the voice of animals in Canada by arranging MFA speaking engagements and performing vital research.



Mark Meunier

Whether distributing leaflets at area concerts and universities or working MFA Paid-Per-View tables at local festivals, Louisiana's Mark Meunier is fiercely dedicated to spreading a message of compassion.



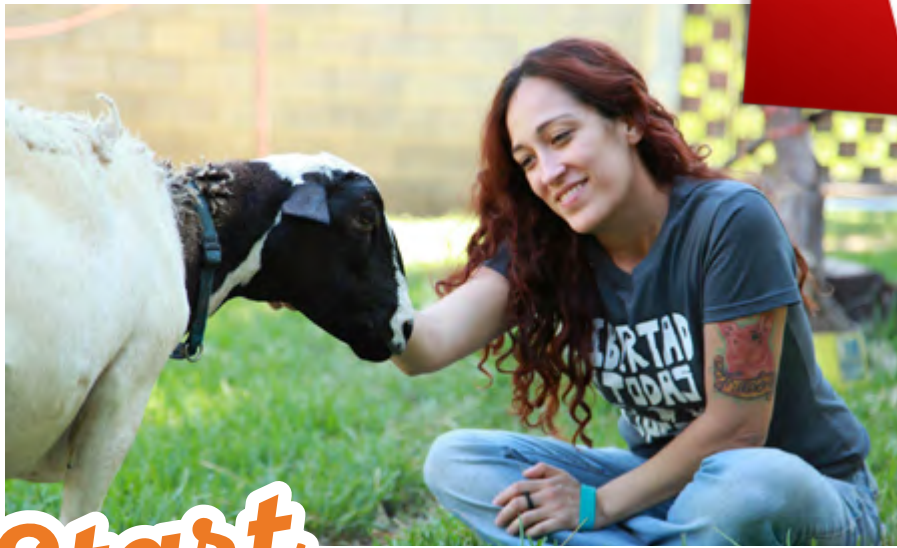
Richard Wheeler

Richard Wheeler believes helping farmed animals was a natural step from his military career. A devoted volunteer, he stays true to his Marine Corps motto Semper Fi (Always Faithful) when leafleting or tabling for MFA.



Become a hero for animals too.
MercyForAnimals.org/fundraise

Victory Veto!



Thanks to viral videos by Blanka Alfaro Pola, MFA's Latin American communications coordinator, the people of Nuevo Leon, Mexico, called for the veto of a bill that would have stripped thousands of animals from protections. The governor heard their calls and veto the bill he did!

Start Strong



Brand -
New

"You've got this!" That's the front-and-center message of MFA's newly revamped vegetarian starter guides. Brimming with mouthwatering recipes, nutritional tips, celebrity testimony, and meal plans, these magazine-style guides are downloadable online and distributed in print in the United States, Mexico, and Brazil.

Order your free *Vegetarian Starter Guide*:
ChooseVeg.com/vsg

break up w/ MEAT

You wouldn't stay in a relationship with someone who made you sick or had a history of abuse. So why stick with meat? MFA's humorous and thoughtful new video series, *Break Up With Meat*, poses this question and presents the myriad reasons to kick meat to the curb.

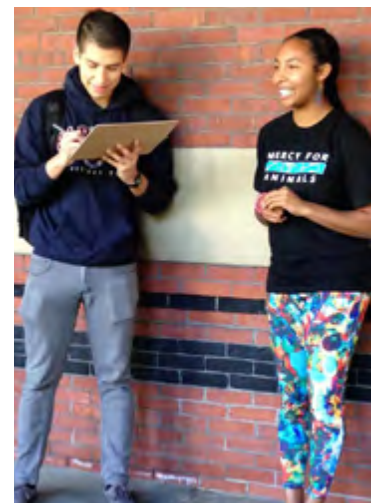


Learn how to break up with meat!
BreakUpWithMeat.com



MFA FELLOWS GO INTERNATIONAL

Soon MFA fellows at elite schools Cambridge and Oxford will bring Meatless Monday and worldview-altering debates, literature, and film screenings to their schoolmates. Since the MFA fellowship program began in 2014, our fellows have reached more than 62,000 students at some of the country's top universities with our message of compassion.



Q

► *Is it possible to be gluten-free and vegan?*

It is indeed possible, but it may not be necessary. For some reason, the vegan diet is often lumped in with the gluten-free diet. Many new clients have told me they want to become vegan but don't think they can be gluten-free. You can imagine their relief when I tell them they can still eat gluten and be vegan. That said, there are legitimate reasons to cut gluten.



Visit AnyaTodd.com to learn more about Anya Todd and living a compassionate, healthy lifestyle!

Visit ChooseVeg.com for news, videos, vegan recipes, and more!

First, what is gluten? Gluten is a protein found in wheat, rye, and barley. For most people, it will not cause any problems. However, individuals diagnosed with celiac disease, an autoimmune disorder, react to gluten in ways that lead to nutritional deficiencies and damage of the small intestine. Clearly, a gluten-free diet is a necessity for these individuals. Gluten sensitivity can also be an issue and the protein could negatively affect people with irritable bowel syndrome. While a diagnostic test exists for celiac disease, determining gluten sensitivity (like any food sensitivity) involves eliminating gluten for a period and reintroducing it to assess symptoms.

By making informed dietary decisions, you can rest assured that your overall health will not suffer as a compassionate, gluten-free vegan.

Luckily, vegetables, fruits, beans, nuts, seeds, and grains like rice are naturally gluten-free. It can be a bit tricky to eliminate gluten when you are dealing with processed foods, especially many of the faux meats. Thankfully, food manufacturers have become more attuned to labeling gluten-free products as such, which makes shopping easier. Yet it is still important to read the labels. Did you know certain brands of soy sauce contain gluten? What could be worse than thinking you are a great friend for cooking a delicious tofu stir-fry only to accidentally sabotage your gluten-free buddy's intestines with a dash of soy sauce?

If you are newly diagnosed with celiac disease, it is likely you have not been absorbing nutrients well, especially iron,



Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. If Anya ever had to go gluten-free, her love of rice, beans, and sweet taters would get her through. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.

zinc, calcium, and vitamins D and B12. Fortunately, obtaining these nutrients via a gluten-free vegan diet is possible. Lentils and greens are just two of the iron-rich gluten-free choices while chickpeas and pumpkin seeds are good sources of zinc. Calcium and vitamin D can be found in kale and fortified gluten-free nondairy milks. Lastly, B12 can be found in gluten-free supplements and fortified products. Regardless of whether you have celiac disease, if you find yourself newly gluten-free and vegan, it can be beneficial to meet with a savvy dietitian to discuss your diet.

Like vegan products on the market, gluten-free products have grown in availability. This all makes it easier as a consumer. That said, I will always advocate for whole foods over the processed counterparts.



Very Red Tomato & Beet Soup



- | | |
|--|-----------------------------|
| 2 large fresh beets, peeled and chopped | Salt |
| 1 22-ounce can or jar tomato sauce | Freshly ground black pepper |
| 2–3 cups water, depending on desired consistency | Tofu sour cream |

Serves 4–6

Place beets and tomato sauce in large soup pot. Add water. Bring to boil over high heat. Reduce heat to medium-low and cook about 30 minutes, until beets are soft.

Place soup in bowl of food processor. Blend until smooth. Transfer soup back into pot. Add salt and pepper to taste. Reheat if necessary. Ladle soup into bowls.

Garnish with tofu sour cream.



Amazing Chocolate Mousse

- | | |
|--|-------------------------------------|
| 1 14-ounce package extra-firm tofu | 2 tablespoons raw cacao powder |
| 1 14-ounce package firm tofu | 1 9-ounce bag vegan chocolate chips |
| Pinch of salt | 2 tablespoons coconut oil |
| 1/3 cup maple syrup or agave | Vegan whipped cream |
| 10 ounces canned coconut milk | |
| 3 tablespoons vanilla extract | |
| 2 tablespoons unsweetened cocoa powder | |

Serves 15–20

Place tofu and salt in bowl of food processor. Process until smooth. Add maple syrup, coconut milk, vanilla, cocoa powder, and cacao powder. Blend until smooth.

In double boiler, melt chocolate chips and coconut oil. Add mixture to food processor and blend.

Transfer mixture to large bowl, using a spatula. Using a hand mixer, whip mixture at high speed 3–5 minutes.

Spoon into serving cups or shallow crystal champagne glasses. Refrigerate 1–2 hours, until cold. Garnish with dollop of vegan whipped cream.



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OUR FAVE FOOD PICKS



Serious chocolate fans only: **Endangered Species**, famous for chocolate bars, has blended hazelnuts and fair-trade cocoa into a delicious spread!



Gardein has put vegan pepperoni and mozz'rella pizza in a pocket! Find it in the freezer section and microwave in minutes.



Miyoko's Creamery has churned up vegan European-style butter that will melt, bake, or brown in any favorite recipe.



THE
GOOD FOOD
INSTITUTE

DRIVING THE FUTURE OF FOOD



Imagine a world in which food is nutritious, humane, and sustainable, and everyone has enough to eat.

In this world, our rivers, lakes, and oceans would be pure and fish once on the verge of extinction would thrive. Scientists would marvel over our unprecedented good health. In this world, cows would know the joy of lying in grass on a summer day. Piglets would be nurtured by their mothers, and chickens would spread their wings and walk freely.

Animal agriculture would be a mere blight on the pages of history.

This sustainable, compassionate world is within our reach now more than ever. Remarkable new technology, coupled with the boundless imagination and passion of all of you, has made it possible.

With your unwavering support, MFA has launched a sister organization, The Good Food Institute, with the mission of reinventing our food production system and creating a healthy, sustainable, and humane food supply.

Led by Executive Director Bruce Friedrich, the GFI team works with scientists, investors, and entrepreneurs to develop

plant-based and “clean” (i.e., cultured) meat, milk, and eggs that surpass their conventional counterparts in taste, convenience, and affordability without the use of live animals.

Cruel, Crumbling System

GFI recognizes that our current food system is broken. It takes 660 gallons of water to produce one hamburger. Our oceans are undergoing depletion at unforeseen rates. There are 795 million people without enough to eat and the majority of grains grown are fed to farmed animals. On factory farms, animals endure repulsive conditions in which cruelty is rampant and antibiotic overuse breeds antibiotic-resistant superbugs that endanger public health.

Additionally, livestock production is a larger contributor to global warming than all modes of transportation combined.

With the human population expected to reach more than 9 billion by 2050, scientists have warned that a major global shift from animal agriculture is necessary to avert devastating climate change.

“Just as modern automobiles replaced the horse and buggy, conventional animal agriculture will be replaced by plant-based and cultured alternatives.”



—Russell Simmons,
hip-hop mogul



NO ANIMALS HARMED

From clean meat to animal-free gelatin, these products are ushering in a more compassionate world for animals.

A The world's first clean meatball—made from cow cells without animal slaughter—debuted by Memphis Meats.

B Synthetic gelatin that is safe and sustainable pioneered by Gelzen.

C Plant-based cheese made with cow cheese culturing process by Lyrical Foods.

D Plant-based egg whites produced through a brewing process by Clara Foods.

E Artisanal nut cheese by award-winning Miyoko's Kitchen.

F Vegan chicken produced from peas by startup Sunfed Foods.

Meeting the Demand for Meat—Without Animals!

Incredible work is already underway in the world of plant-based and clean meat alternatives.

Synthetic biologists are growing real meat without the inefficiencies of cycling crops through animals—or the cruelty of raising and killing animals. To produce clean meat, biologists take animal cells and place them in a nutrient mixture that helps them develop into pure muscle tissue.

In 2013, the world's first clean burger, made up of tens of billions of cells grown naturally through culturing, debuted in London. Taste testers praised the burger for authentic mouthfeel and declared it “definitely meat.” Mark Post, a researcher at Maastricht University in the Netherlands, created the burger, and Google co-founder Sergey Brin funded the project.

Like clean meat, plant-based meat alternatives are created with the goal of replicating the taste and texture of conventional animal products. Food scientists examine animal products at the molecular level, source plants with similar proteins, and then reassemble the plant proteins in the structure of animal proteins.

One company excelling at this process is Beyond Meat. By extracting proteins from peas or soy and realigning them, the company has developed products that many people cannot distinguish from chicken and beef.



“At the core, there is nothing about what goes into our mouths that is inherent to an animal,” said GFI’s Bruce Friedrich. “Meat is simply a combination of amino acids, fats, carbohydrates, and water, with a certain flavor and texture.”

New Generation of Pioneers

A shift toward plant-based and clean meat alternatives is easy to imagine. We’ve seen such major cultural shifts before. Just as automobiles replaced the horse and buggy as a mode of modern transportation, these alternatives will replace animal agriculture.

And GFI is accelerating the transition.

Food system reform will be driven by entrepreneurs, food scientists, and synthetic biologists. Accordingly, GFI focuses on growing the pipeline of new innovators through outreach at elite business and science schools.

GFI’s network connects students, along with food scientists, culinary experts, and entrepreneurs, with opportunities to apply their skills in the academic, nonprofit, and growing plant-based and clean meat start-up sectors to forge a better food system.

How Clean Meat IS GROWN



A few animal cells are placed into a nutrient mixture.



Sugar helps the cells multiply and develop into pure muscle in a bioreactor (think beer fermentation in a brewery).



Meat from the bioreactor is turned into hamburgers, chicken patties, fish sticks, hot dogs—you name it!



Whether fried, grilled, or baked, clean meat is indistinguishable in taste and texture from its conventional counterpart. It is free, however, of antibiotics, growth hormones, and salmonella.

The GFI team also has its own ideas for new companies and products and shares them with students and professors at top universities who will very soon make these concepts a reality.

Additionally, GFI reaches out to scientific foundations, governmental bodies, and top industry players to encourage them to dedicate more of their resources to plant-based and clean meat product research in order to address the critical issues of sustainability and climate change.

Through its talented team of expert advisors and a growing staff, GFI also provides regulatory, marketing, legal, and other support to start-up companies that share its commitment to driving the meat, egg, and dairy industries away from animals.

With decades of experience in financial and venture capital management and nonprofit leadership, the GFI team is already sparking massive change.

Investing in a Mighty Mission

Companies dealing in plant-based and clean meat alternatives often require funding in the early stages.

In conjunction with GFI, MFA founded venture capital fund New Crop Capital to support companies that either develop plant-based and clean meat alternatives or provide services that make plant-based eating easier.

NCC helps businesses reach a stage at which larger venture capital firms will invest, diverting millions of dollars from animal agriculture toward companies aiming to transform it. The result is a much more vibrant marketplace for plant-based and clean meat products.

The startups currently funded by NCC have made a substantial impact in the marketplace. Miyoko's Kitchen and Beyond Meat, for example, are already distributing popular plant-based products, and Memphis Meats has revealed the first meatball made from real beef without animal slaughter.

Gelzen, another company funded by NCC, is producing real gelatin by sequencing gelatin proteins and multiplying them in yeast—the same method used today to produce rennet, which used to come from calves' stomachs.

Meanwhile, NCC's investments in The Purple Carrot and Lighter offer technological platforms that encourage and facilitate the consumption of more plant-based meals.

Forging the Future of Food

By disrupting the current food system and building a sustainable new infrastructure to take its place, GFI is ensuring that healthy, humane, and environmentally friendly products will be the new norm, not the alternative.

With you on our side, we are confident that the future of food is the one we envision.



We need more options for producing meat without depleting our resources. Some exciting new companies are taking on this challenge. They are creating plant-based alternatives to chicken, ground beef, even eggs, that are produced more sustainably—and taste great."

BILL GATES
founder of Microsoft



"Sometimes a new technology comes along and it has the capability to transform how we view our world."

SERGEY BRIN
co-founder of Google and funder of the first clean meat burger

EATWELL

Chile lime noodles with crumbled tofu from plant-based meal kit company **The Purple Carrot**.

Visit ThePurpleCarrot.com to learn more.



VISIT WWW.GFI.ORG TO SIGN UP FOR UPDATES FROM THE GOOD FOOD INSTITUTE.

HEN HELL

UNITED EGG PRODUCERS
RUBBER STAMPS
CRUELTY





When Robert, a brave MFA investigator, entered Shady Brae Farms in Pennsylvania, he knew what he would see would cause him sleepless nights. He knew the scenes would haunt him long after his undercover camera stopped rolling. But he also knew he had to tell these birds' stories. If he didn't, who would?

"Nothing could have prepared me for witnessing firsthand the misery these hens endure," said Robert, looking back on his time at the facility.

"The first thing I noticed when I walked into one of the buildings was the overwhelming stench of excrement. I saw chickens struggling to move freely, and others with open wounds and festering sores. You can sense the fear in these animals."

Shady Brae Farms is certified by United Egg Producers, an industry trade association that represents the majority of egg farms in the U.S. UEP claims its certification represents a farm's commitment to providing the best possible care for hens. But the hidden-camera footage Robert captured shows anything but.

In a natural setting, chickens enjoy exploring, perching, nesting, and foraging. At Shady Brae Farms, thousands

of birds suffered in filthy wire cages, barely able to move without crawling over other birds. Some hens were mangled in wire or under feed troughs.

"When I saw a trapped bird—often with her head stuck between cage wires—I would do whatever I could to free her," explained Robert. "These birds suffer tremendously, often unable to reach food or water."

Birds with swollen eyes, bleeding prolapses, extreme feather loss, and other serious afflictions were denied proper veterinary care and left to suffer and die. "I held a dying bird in my hands as she took her last breath," recalled Robert. "It's heartbreaking to know there's nothing I can do for these chickens. But I hope my footage will inspire others to stand up for them."

After reviewing the footage, veterinarian Dr. Lee Schrader described the hens' lives as "wretched." In a statement to MFA she observes: "Numerous sick, injured, and dead birds remain in and under the cages containing the live birds, leading to contamination and infection of both the eggs and the other birds."

"Battery cage confinement of laying hens is nothing short of torture," wrote Dr. Schrader.

"The most essential instincts of the birds are frustrated by the intense confinement, which does not even allow the birds to spread their wings."

PROGRESS

Following MFA's investigation at Shady Brae Farms, Wakefern, a retailer-owned cooperative operating ShopRite, Price Rite, and Fresh Grocery supermarkets, joined a string of major companies pledging to sell only cage-free eggs.

Walmart, Kroger, and Albertsons have all made similar commitments to hens, and more than 100 other retailers, restaurants, foodservice companies, and food manufacturers have pledged to go cage-free in just the past year.

Yet Publix still refuses to ditch cruel cages. MFA, along with more than 100,000 caring consumers, is pressuring Publix to join its competitors in adopting a 100 percent cage-free policy for its more than 1,100 stores.



**SIGN THE PETITION:
PUBLIX.HENHELL.COM**

The European Union and the states of California and Michigan have banned battery cages because of their inherent cruelty. Other states are considering similar bans.

Because passionate people like you signed petitions, called your elected officials, and knocked on doors to rally support, a cage-free future for hens is in sight.

UEP should listen to consumers and lead the egg industry's transition to cage-free facilities.

Join MFA in urging UEP to require all of its members to go cage-free to help alleviate the suffering of millions of hens.



**SEE VIDEO AND TAKE ACTION
EGGABUSE.COM**



DEFENDING THE DEFENSELESS

MFA INVESTIGATIONS SPUR JUSTICE AND REFORM

THE ABUSE IS UNTHINKABLE AND CONCEALED INSIDE LARGE WINDOWLESS FACILITIES.

THE PERPETRATORS FAR TOO OFTEN NEVER SET FOOT INSIDE A COURTROOM.

THE NAMELESS VICTIMS HAVE FEW LAWS OR POLICIES TO PROTECT THEM.

THAT IS, UNTIL THE ABUSE IS EXPOSED BY AN MFA INVESTIGATION.

JUSTICE SERVED, PROGRESS SPARKED

Even powerful farms can be held accountable for animal abuse. The **20 animal cruelty charges** filed earlier this year against Canada's largest dairy farm attest to that. The owners of **Chilliwack Cattle Sales** and seven workers each face fines of **\$75,000**, two years' imprisonment, and a **lifelong ban** on keeping animals.

These landmark charges stem from a 2014 MFA investigation that exposed some of the most **unconscionable** animal abuse **ever recorded**. Workers mercilessly beat and kicked cows and used chains and tractors to hoist the animals into the air. They poked and squeezed festering wounds and punched bulls in the testicles to inflict pain.



MFA disclosed the hidden-camera footage to the **British Columbia SPCA**. Soon thereafter authorities with the organization raided the facility.

As a result of MFA's investigation, the provincial government took a small but symbolic step: recommending basic welfare requirements for Canada's dairy cows, including proper veterinary care and an end to painful mutilations.



An MFA undercover investigation at **Winchester Dairy** near Roswell, New Mexico, documented workers using tractors to drag cows who were too weak to walk, beating the animals, maliciously **stabbing them** with screwdrivers, and **shocking** them in the **genitals** with electric prods.

The **Chaves County District Attorney's Office** brought charges against three of these workers, all of whom were **convicted** of multiple counts of animal cruelty.



MAINTAINING MOMENTUM

Vulnerable baby calves at a **Délimax veal factory farm** in Pont-Rouge, Quebec, already chained by the neck and locked inside narrow crates, were also subjected to beatings at the hands of a farm employee.

A court found **Éric Dame** had violated the **Quebec Animal Health Protection Act** in committing those acts and sentenced him to pay a **\$4,000 fine**. Footage from MFA's investigation into the veal factory farm prompted the Ontario and Quebec veal associations to **phase out** inherently cruel **veal crates**. Major Canadian retailers also responded by banning the sale of crated veal in stores.



PANTS ON FIRE

At an **American Humane Certified Foster Farms** chicken slaughterhouse in Fresno, California, Gabriel Cevallos ripped out fistfuls of feathers from live birds and tossed the animals around like basketballs. MFA investigators documented other workers **carelessly throwing** baby chicks onto the ground, **punching** chickens, and violently **slamming** birds into **shackles**.

Immediately following the investigation, MFA's legal team filed a complaint and the Fresno County Sheriff's Department and District Attorney's Office took action in pursuit of justice. For those tormented chickens, justice came in the form of animal cruelty charges against Cevallos.

Meanwhile, Foster Farms and American Humane Association became the subjects of multiple false advertising complaints filed by MFA with the Federal Trade Commission and the California Attorney General's Office. The complaints assert that Foster Farms abuses animals and both Foster Farms and AHA lie to consumers about it.

OUR SUPPORTERS, THEIR HEROES

Thank you for helping MFA bring desperately needed reform to the innocent and accountability to the guilty. **Together** we are creating a future in which protections for farmed animals are **no longer** abysmal if not absent and farmers are no longer able to **torture** animals with impunity.

BY THE NUMBERS



31 MILLION

farmed animals per year benefited by MFA-championed legislation



19 STATES

in which ag-gag bills have been defeated



75 PROSECUTIONS

for animal cruelty as a result of MFA investigations



24,466 DAYS

convicted animal abusers sentenced to imprisonment or probation thanks to MFA's efforts



6 RAIDS

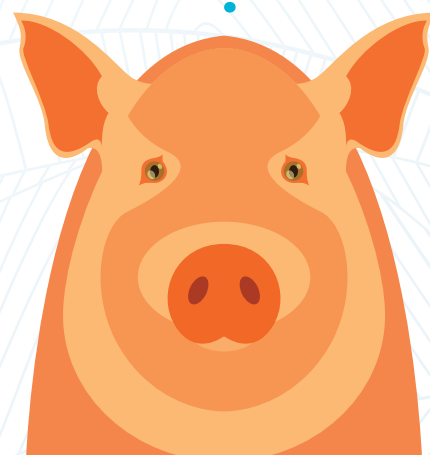
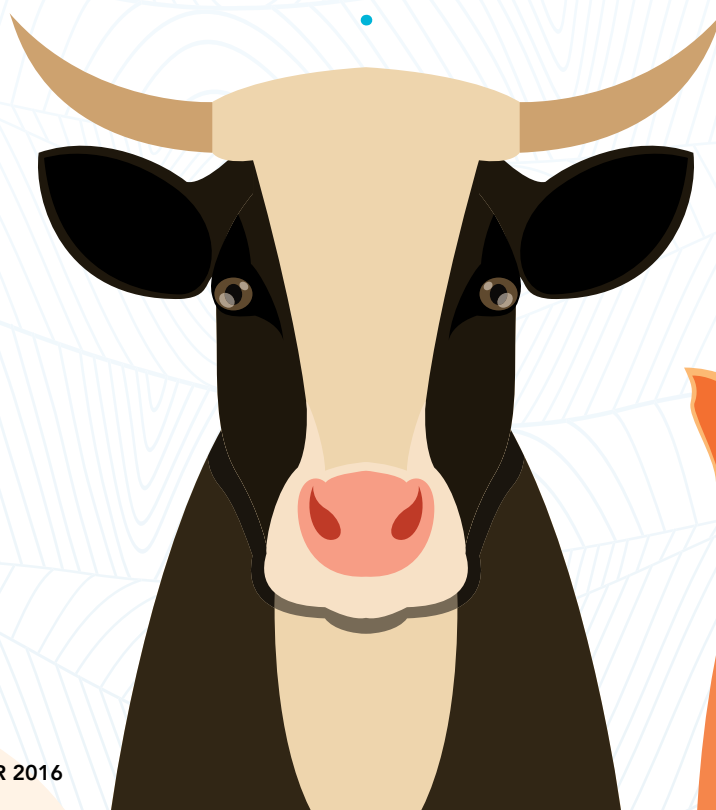
by law enforcement following MFA investigations



brilliant

BEINGS

THERE'S MUCH MORE TO PIGS, CHICKENS, AND COWS THAN MEETS THE EYE.





Earlier this year in Queens, a bull named Freddie recognized a rare window of opportunity and took it. While being moved from a transport trailer to a pen full of fearful bulls awaiting slaughter, he made a mad dash for freedom.

His escape inspired national news stories, and a video of his journey through the bustling streets of Queens soon went viral. Concerned people across the country urged for his life to be spared. Thanks to a New Jersey animal shelter, it was.

FREDDIE'S STORY MAKES IT CLEAR: ANIMALS POSSESS GREAT INTELLIGENCE AND FIERCE EMOTION, AND THEIR LIVES ARE PRECIOUS.

COMPLEX COWS

Cows are herd animals who seek protection and companionship from others. Studies show that cows have best friends and are more relaxed when their besties are nearby.

When ailing, cows seek out medicinal herbs, such as thistle and nettles. According to Cambridge University researchers, cows apply their understanding of cause and effect to learn to open gates and even experience "eureka" moments of pleasure in their own learning.

The bond between a mother cow and her calf is unbreakable. On farms, calves are often taken from their mothers just hours after birth. A mournful mother will bellow and endlessly stare at the spot where she last saw her calf.

BRAINY BIRDS

According to *The Scientific American*, chickens exhibit "communication skills on par with those of some primates" and "can solve complex problems." They also

feel empathy and possess the intelligence to draw upon prior experiences to make decisions.

Like cows, chickens form hierarchical social groups, which encourages stability and safety. They learn socially and can even pass down knowledge from generation to generation.

Renowned researcher Christine Nicol credits chickens with the ability to understand basic arithmetic and exercise self-control—all within days of hatching!

PUPPYISH PIGS

A few years ago, viral Facebook posts introduced the world to Esther, a 650-pound pig living with a family in Ontario. Esther gladly sits for treats and enjoys snuggling with her human and canine family members.

ESTHER'S BRIGHT PERSONALITY IS TYPICAL FOR PIGS. WHEN FREE TO DO SO, PIGS MAKE FRIENDS. CURIOUS ANIMALS, THEY WILL SPEND DAYS EXPLORING NEW SURROUNDINGS. JUST LIKE DOGS, PIGS EASILY LEARN THEIR NAMES AND EVEN WAG THEIR TAILS.

Despite misconceptions, pigs are also very clean. They take mud baths to cool down on hot summer days. Pigs are even readily housebroken. It's hard to imagine such clean animals enduring filthy factory farm conditions.



"Farm animals are far more aware and intelligent than we ever imagined."

—Dr. Jane Goodall
world-renowned primatologist

"While chickens display feelings comparable to those of humans (such as grief, fear or happiness), they no doubt also possess their own exceptional forms of emotion and consciousness that even the most rigorous scientific tests may not begin to uncover—simply because these inimitable perspectives of chickens do not register conceptually or experientially within the human domain."

—Annie Potts
associate professor at the
University of Canterbury

"Pigs know their names, and again like dogs, they wag their tails when happy."

—Jeffrey Moussaieff Masson
author of *The Pig Who Sang to the Moon*



EXCLUSIVE *INTERVIEW*

What a *Fish* **KNOWS**

**Exclusive Interview
With Jonathan
Balcombe**

Animal behavior expert and author **Dr. Jonathan Balcombe** is changing the way people view animals.

In his latest book, *What a Fish Knows: The Inner Lives of Our Underwater Cousins*, Dr. Balcombe turns his attention to one of the most exploited animals on Earth. With **groundbreaking** studies and **remarkable** stories, the book shatters common misconceptions about these diverse and complex creatures.

MFA caught up with Dr. Balcombe to learn more about the book and hear some fascinating fish stories.

This scuba diver has been visiting the same fish, an Asian sheephead wrasse, for the past 25 years.

A brave porcupinefish stays with his trapped friend even as a diver approaches to set the fish free.

Q: How has the general perception of animal sentience and intelligence shifted since you started your research in this field?

It is an exciting time to be an ethologist. When I was a graduate student in the late 1980s, scientific interest in how animals think and feel was just starting to gain momentum. Today, the study of animals' experiences is widespread. And last December, my colleagues and I launched *Animal Sentience*, the world's first journal of animal feeling.

Q: Why do you think it's easier for people to understand the capacity of a dog or cat to feel than a farmed animal?

Familiarity. Through prolonged cohabitation, dogs and cats know our ways and we know theirs. They have

learned to interpret our movements, sounds, smells, and postures, and we theirs. Compare that with how very few folks nowadays have actually met a chicken, a pig, or a cow. Sadly, the closest most people get to one of these beings is on the opposite end of a fork.

Q: In your previous books, you explore the behavior of a broad range of animal species. What inspired the focus of your new book?

The impetus was twofold. First, fishes are incredibly diverse and their lives rich and colorful. Fishes can do things that'll make your jaw drop. *What a Fish Knows* takes some of the best and makes it accessible to general audiences.

Second, fishes are the most abused vertebrates on the planet. We kill them by the trillion. Lined up end to end, a year's catch would stretch to the sun and back. The oceans are in trouble and we must change.

Q: Why is the plight of the farmed fish so often ignored when billions are killed every year?

Once again, we're conveniently removed from it. Ever been to a fish farm? It's hard to relate to an animal you never met. Gradually, the ills of aquaculture—overcrowding; rampant parasite infestations; ocean contamination with concentrated wastes, pesticides, and drugs; and genetic disruptions of wild populations by escapees—are coming to light.

Q: Misconceptions about a fish's capacity to feel pain abound. What's the most effective way to help others understand?

There are many scientific studies that demonstrate fish feel pain. For example, zebrafishes are willing to pay a cost to get pain relief. When a painkiller was dissolved in a barren, unpreferred chamber of their tank, fishes injected with a dose of painful acetic acid chose to swim there, but fishes injected with a benign solution stayed in the preferred section of the tank.

Q: If readers took away just one idea from your book, what would you like it to be?

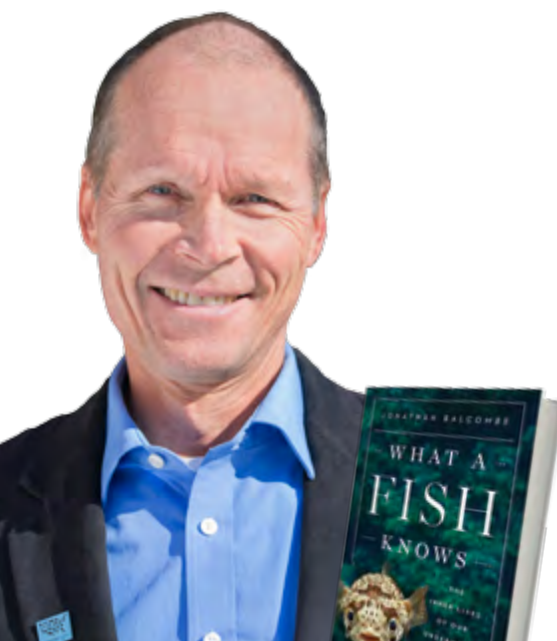
Fishes deserve our concern and respect as much as any other animal.

Q: What is the future for the field of ethology?

I hope that the field moves toward studying animals in ways that respect their individuality and their capacity to enjoy life.

Q: What's your favorite story of fish emotion, intelligence, or morality?

There are so many! A professional from Florida developed a game of chase with Jasper, her blue discus fish. After a bout of play, she would cup her hands just below the waterline, and Jasper would turn on his side and swim into the cup and just lie there while she stroked his side.



TRANSPORT TERROR

CANADA'S DECADES-OLD TRANSPORT REGULATIONS TORTURE ANIMALS

In Canada, millions of animals a year are packed into poorly ventilated trucks and driven from farms to slaughterhouses without food, water, or relief from extreme temperatures. In the blistering Canadian summers, temperatures inside these trucks soar to well above 100 degrees Fahrenheit. Cows and pigs try relentlessly to maneuver toward air holes, often slipping and falling on the waste-covered floors. Some die from dehydration.

Many animals freeze to death on the trucks during Canada's bitterly cold winters. Others slowly suffocate from the high levels of ammonia. Every year more than 8 million farmed animals arrive at slaughterhouses dead or so sick or injured they are deemed unfit for human consumption.

NEW GOVERNMENT RENEWS HOPE

One pen stroke from Canada's agricultural minister is all it would take to relieve millions of animals from this excruciating suffering. Parliamentary debates, legislative deals, and votes are unnecessary.

Nevertheless, for eight years the former



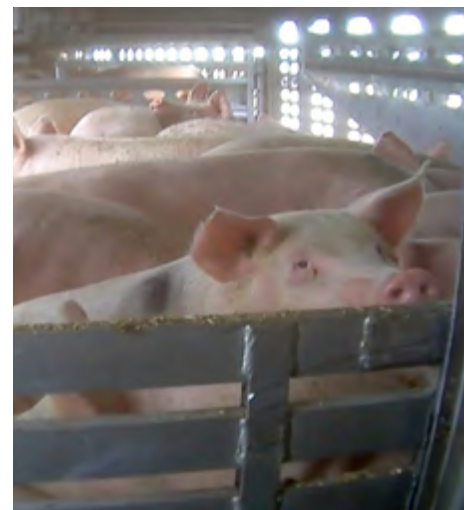
Conservative Canadian government issued nothing but empty promises to update the country's shamefully lax and now 30-year-old animal transport regulations.

But hope springs anew. In November of 2015, federal power changed hands. Newly elected Liberal agricultural minister Lawrence MacAuley has a chance to make good on broken promises.

CANADIANS WANT BETTER

Nearly all Canadians—97 percent—say it is important for animals to be transported in a humane manner that addresses their basic needs.

Canadians agree that at a minimum, animals should be protected from weather extremes and should not be transported for longer than eight hours





Jo-Anne McArthur / The Ghosts in Our Machine

without food, water, and rest. They also agree that companies that violate these basic standards should be severely penalized.

The poll gauging these opinions came in the wake of MFA's investigation at Western Hog Exchange in Alberta. At this hog assembly yard, brave MFA investigators found terrified animals who had been transported in sweltering heat. They suffered from extreme heat stress and dehydration.

Workers used electric prods to repeatedly shock pigs who were in too much pain to walk. Sick and injured pigs were kicked, mercilessly beaten, dragged, and left to suffer without veterinary care. An investigator also observed workers using bolt cutters to break through the sensitive tusks of male pigs without painkillers.

An aghast Canadian public rose to action. Through Change.org, more than 100,000 concerned citizens directly petitioned the government to modernize and strengthen enforcement of the country's animal

transport regulations, which are currently the worst in the Western world.

MFA is pushing for regulations requiring that all animals be protected from extreme weather and provided with food, water, and rest if they are transported more than eight hours. Such regulations must also specify loading densities that will prevent overcrowding and afford animals space to lie down.

These are common-sense standards implemented by the European Union 12 years ago.

MFA is also calling for strict enforcement of the updated regulations with a system of proportionate and deterrent penalties for violators.

Help MFA protect Canada's farmed animals from heinous abuse and neglect. Put the heat on Minister of Agriculture Lawrence MacAulay to update the country's archaic regulations.



SIGN AND SHARE OUR PETITION:
TRANSPORT.MERCYFORANIMALS.ORG



CANADIANS CARE

97% of Canadians believe farmed animals should be transported in a safe and humane manner.

95% of Canadians believe that even if it costs more, it's important to ensure farmed animals are treated humanely.

90% of Canadians support new transport regulations to improve protections for farmed animals.

87% of Canadians support stronger penalties for livestock companies that violate animal transport regulations.

Small Heroes Big Hearts

SIXTH GRADE STUDENTS ATTICUS BRADFORD, BELLA FREDRITZ, BEN FISHER, LIAM PREM, AND SAMIKSHA PRASANA WANTED TO MAKE A DIFFERENCE IN THEIR WORTHINGTON, OHIO, COMMUNITY.



They thought hard about which important issue to spotlight. They all loved animals, and a few of them cared for dogs at home. The dog meat trade in Asia was certainly something they all hoped to see end. But more conversations led the kids to realize that eating a chicken, fish, cow, or pig wasn't any different than eating a dog.



So the group chose to raise awareness in their community about the benefits of eating vegetarian. The kids held a food-tasting event at the McConnell Heart Health Center in Columbus, Ohio, and working with MFA, passed out more than 700 pro-vegan leaflets at Ohio

State University. The team even took the project to the state-level Destination Imagination contest.

"I was really excited to make a difference in the community," Samiksha said. "I was especially excited when we chose to save animals from factory farming."

"Animals have feelings just like us. They can feel scared and can feel pain. How we treat them says a lot about us," Atticus observed. "It is important for us to teach others to love and protect all animals."

Liam said, "I tell people to imagine that they are one of the animals being raised for food and dying in horrible ways."

"It's sad," he added.

Children are curious, and Atticus believes kids "have a right to know where their food comes from and that it's not from a happy pig on a happy farm."

Atticus, Bella, Ben, Liam, and Samiksha think kids everywhere should start helping



animals now, because as Bella shared, "If they begin to help animals now, they will keep on helping as they get older."

There are plenty of opportunities out there for youth activists.

Youth Empowered Action (YEA) Camp encourages and connects ambitious teenagers who care about animals and social justice. For a week in the summer, the kids improve their activist skills, gain confidence, and make like-minded friends.

"I THINK KIDS CAN HELP BECAUSE WE DISTRIBUTED OVER 700 LEAFLETS ON ONE SATURDAY AT OSU, AND I AM SURE WE RAISED AWARENESS!"

—BEN FISHER

Other teens lobby their school cafeterias to serve more vegetarian meals. Major

school districts from Los Angeles to Philadelphia have embraced Meatless Monday as a result.

There are also many ways kids can get involved with MFA. They can hand out pro-vegan leaflets, gather Meatless Monday pledges, organize film screenings, share MFA social media posts, and raise funds through MFA's fundraising pages.

Samiksha hopes kids do get involved and take to heart the words of renowned activist Margaret Mead: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

KIDS IN THE KITCHEN: AN INTERVIEW WITH AUTHOR *Ruby Roth*

Ruby Roth is the author of three popular books that teach children about protecting animals. This year when Ruby released her first cookbook, it was no surprise that it was written for kids. Ruby gave us a sneak peek, and this book is sure to get kids cooking vegan in the kitchen!

Q: Tell us what *The Help Yourself Cookbook for Kids* is about.

A: *Help Yourself* invites all the little herbivores who have grown up on my books—and now their friends too—into the kitchen, where they can further put their love for animals and the planet into practical action. Many veg families asked me for a book they could share without making the recipients feel any pressure—this is it!

Q: What inspired you to write a cookbook for children?

A: The philosophy behind all my books is to help raise a new generation to love deeply, think critically, and act responsibly. So many resources, toys, movies, and books for kids contain dumbed down content, hindering what our kids are actually capable of mentally, physically, and spiritually. As a culture, I think we need to raise our standards to meet kids' true capabilities—I wanted to create a cookbook that tells them, "I believe in you and your power to change the world!"

Q: How do kids react when they learn about animal suffering on factory farms?

A: Kids are never defensive; they never try to justify the abuse. They take in the information, stop to think, and start asking very insightful questions about the status quo. It makes perfect sense to them that we would change our habits in order to be good to animals and the planet.

Q: How are kids already changing the world?

A: Children have a very powerful influence on the family unit—all corporate marketing departments know this already. The vegan animal rights movement needs to do better to include kids for this very reason. I hear from families around the world who have my books that their children are getting on board with veganism and helping sustain the choice within the family. Knowledge makes them committed to change.

Find all of Ruby's books at WeDontEatAnimals.com, in stores, or online wherever books are sold.

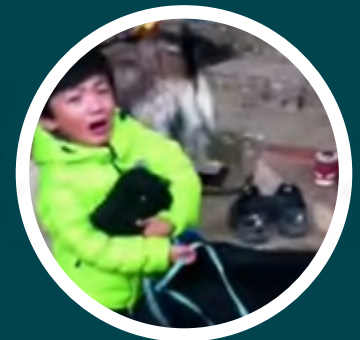


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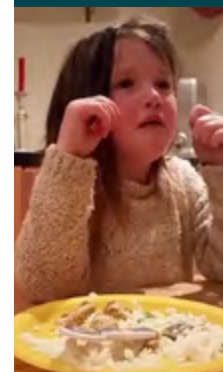
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COMPASSION FOR ANIMALS
ABOUNDS IN CUTE VIRAL VIDEOS



Have you hugged a chicken today? This chicken approaches a sweet boy's outstretched arms and gives the boy the most adorable hug.



This brave three-year-old was not about to let his family slaughter his best friend. He cries out, "Goats are in pain there," holds tight to his friend, and persuades his family to forgo the goat's slaughter.



"PIGS ARE NICE. AND CHICKS ARE NICE. AND COWS ARE NICE."

This young girl makes the connection between the meat on her plate and a dead turkey. "I don't like when people eat animals," she exclaims. I don't think that's very nice."

Watch these videos!
ChooseVeg.com/CompassionateKids

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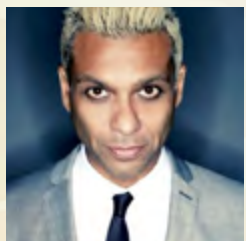
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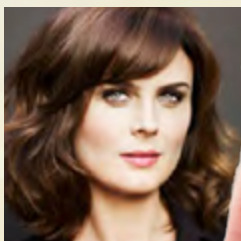
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