



The Mag of MFA.

FALL 2016

Compassionate Living

FREE

UNCAGED

SOMETHING SPECIAL IS
HAPPENING IN MASSACHUSETTS

FIERCE 50

A LOOK BACK AT MFA'S
FIRST 50 INVESTIGATIONS

DAISY FUENTES

> REPPING FASHION &
COMPASSION

MFA'S MIGHTY
MOVEMENT IN
LATIN AMERICA



MILLENNIALS MOVE
THE WORLD TOWARD
VEGGIES!

MERCY FOR
ANIMALS



DEAR *FRIENDS*,

Nearly two decades ago, I grabbed a handheld camera, strapped a spelunking light to my head, and entered the hidden world of Ohio's egg factory farms. Those late-night, guerrilla-style operations marked the beginning of Mercy For Animals' undercover investigations.

In this issue, we celebrate MFA's first 50 undercover investigations. From hatcheries to slaughterhouses, auctions to egg farms, MFA's brave investigators have uncovered abuse and brought about change. They have shined a spotlight into the darkest places on Earth.

Over the years, our tactics have become more sophisticated. The handheld cameras have been replaced by state-of-the-art covert ones. We no longer enter through back doors as rebels, but through front doors as employees. Our investigators are highly trained and their cases more extensive.

Times have changed too. In the early days, when MFA exposed live animals thrown into trash cans or workers hitting shackled animals like punching bags, law enforcement ignored our calls for prosecutions. In recent years, law enforcement has acted immediately, arresting animal abusers and bringing them to justice.

Mega corporations, such as McDonald's and Walmart, that once disregarded our calls for reform are finally implementing policies that reduce suffering for millions of animals a year. Most recently, Eggland's Best committed to freeing more than 15

million hens a year from cages, and Perdue will enact changes to lessen the misery of nearly 680 million chickens a year. In fact, more than 1 billion animals each year now live better lives because of MFA's hard-hitting investigations—made possible by you.

And consumers, who were largely in the dark about how farmed animals were crammed in cages, mutilated without painkillers, and brutally slaughtered, are moving toward compassionate vegan diets in droves.

While we have come a long way since I first stepped inside a factory farm, we have a long way to go. Factory farmers are exporting their cruel trade to other countries where rising meat consumption means more animal cruelty. But the needs of animals know no country line or human language barrier—so neither should we. Where they suffer, we must help them. In this issue, you will also read about MFA's global expansion to India, China, and Latin America.

Because of supporters like you, MFA's next 50 investigations will bring about even more groundbreaking change. With you by our side, the future looks bright—as long as we shine that spotlight.

Sincerely,

Nathan Runkle
President



@nathanrunkle

COVER SHOOT

Daisy Fuentes is not only a successful and inspiring television host, model, and fashion mogul; she is also an outspoken ally to animals. Daisy is always eager to lend a hand, a tweet, or her talent, and MFA is thrilled to have her co-host this year's Hidden Heroes Gala. Prior to the event, we talked with Daisy about what drives her to speak out for animals.

What inspired you to stop eating meat, dairy, and eggs?

Love. My love for animals. I watched a few great documentaries. Once I stopped looking away and saw the horrors of factory farming, I could never unsee it. I no longer see food; I see the animal.

How would you describe your animal activism?

I'm passionate about it. The animal cruelty and abuse worldwide infuriates and saddens me. I use social media to inform and bring awareness to important issues. I want people to see what I've seen. I know so many people would stop eating meat if they just took the blinders off and made the connection.

What advice would you give to someone who is thinking about going vegan?

I often tell people how it's easier than ever to find delicious vegan options. I recommend

documentaries like *Forks Over Knives*, *Vegucated*, and *Cowspiracy*. I also remind them that it doesn't have to happen overnight—eliminate meat first; the transition to vegan is often inevitable.



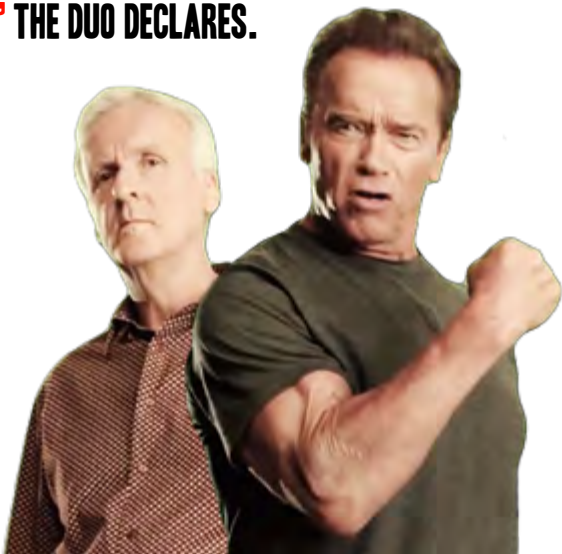
BORN TO DIE NO MORE

The egg industry grinds up, suffocates, or gasses millions of live male chicks each year. But a group representing 95 percent of U.S. egg production promises to implement “in-ovo sexing” by 2020. This new technology will allow farmers to identify male chicken embryos and stop them from developing.



— THEY'RE — BACK

JAMES CAMERON AND ARNOLD SCHWARZENEGGER HAVE TEAMED UP TO SAVE THE PLANET. IN A NEW CAMPAIGN VIDEO DIRECTED BY CAMERON, SCHWARZENEGGER WALKS THROUGH AN APOCALYPTIC WORLD DESTROYED BY CLIMATE CHANGE. HOW DO WE AVOID THIS SCENARIO? **“LESS MEAT, LESS HEAT, MORE LIFE,”** THE DUO DECLARES.



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CHINA CHALLENGE: EAT LESS MEAT

China consumes **28 percent** of the world's meat. But new dietary guidelines from China's government recommend its people **cut meat consumption in half**. The guidelines aim to curb climate change and rising obesity rates. If followed, they would cut greenhouse gas emissions by more than **1 billion tons by 2030**.



FAMILIAR FACES



A study in *Scientific Report* found archerfish could distinguish one human face from **44 others** with **amazing accuracy**! As biologist Culum Brown told Vox.com, “We also know that fish can **use facial features** to categorize predators and non-predators.” Clearly fish are **much smarter** than we think.



MFA Position: Media Production Manager
Hometown: Cary, NC
Email: JamieB@MercyForAnimals.org

MEMBERS ON A MISSION



Luiza Castro

Volunteer regional outreach coordinator Luiza Castro is breaking ground in Paraná, Brazil. Passionate about ending animal cruelty, Luiza leaflets and motivates others to get active.



Jim Glackin

Chicago supporter Jim Glackin will help at the drop of a hat. Whether he's lending his car for events, donating frequent flyer miles, or rolling up his sleeves for manual labor, Jim is a superstar.



Judy Machado-Duque

Film screenings, tabling, leafleting—you name it. Author Judy Machado-Duque spearheads it all for MFA in Toronto. She also donates 5 percent of her book proceeds to MFA.



Become a hero for animals too.
[MercyForAnimals.org/fundraise](https://www.MercyForAnimals.org/fundraise)

Jamie Berger

The power of the pen is mighty, and pen in hand, MFA's media production manager, **Jamie Berger**, is a tenacious force for change. As one of the creative minds and writers behind MFA's videos and published pieces, she has shifted public perceptions of farmed animals, convinced corporations to change, and mobilized armies of activists. Jamie has been known to travel great distances for a vegan donut and hopes to live in Paris someday.

Words to Live By:

"It is only with the heart that one can see rightly; what is essential is invisible to the eye."

—Antoine de Saint-Exupéry, *Le Petit Prince*

Q: Tell us about the moment you became vegan.

Multiple events and "aha!" moments led to my decision to go vegan. I went vegetarian in high school primarily for the environment. In college, I was exposed to the plight of animals exploited for food and other uses by watching *Earthlings* and completing my undergraduate honors thesis on the North Carolina pork industry. I finally went fully vegan while studying in the cheese capital of the world, Paris.

Q: What do you find most rewarding about your job at MFA?

I love that my job gives me the opportunity to reach anywhere from tens of thousands to millions of people every day with educational videos about veg eating and factory farming. Few media have as great a potential as video to reach such an enormous audience and inspire countless people to make changes that will benefit animals. Well over a hundred million pairs of eyes have fallen on videos my team and I have made—that's incredible!

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

We simply couldn't do our lifesaving work without MFA's wonderful donors. Donor contributions are the sole reason we are able to produce high-quality, compelling videos that open so many minds about farmed animals.

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

You'll find me experimenting in the kitchen (I rarely follow recipes), spending time with friends, drawing, cuddling with my sweet cat, Annabel Lee, or exploring Washington and other cities—mostly from inside their vegan restaurants!

Q: What tips would you give activists?

Sometimes when working "in the trenches" for animals, we can begin to feel numb. It's our minds' defense mechanism that allows us to power through the horrific cruelty we witness. This happens to me because I'm always searching through MFA's disturbing undercover footage to find clips for our videos. But when sadness or anger does wash over you, just feel it. Don't let it weigh you down. Use it as motivation to keep moving forward for the animals.



MFA IS ON IT IN INDIA

MFA staff and volunteers teamed up with other animal protection groups to reach nearly **150,000** people during a 13-city leafleting tour of India. Scores of volunteers have signed up to distribute pro-veg resources in their cities, and MFA's Indian social media accounts have amassed more than **1 million followers**.



COMPASSION FOR ALL

Marching behind a banner declaring "No one is free when others are oppressed," MFA staff and volunteers hit the streets this summer for seven major LGBTQ pride parades. This marked the 11th year MFA proudly took part in events supporting LGBTQ rights. Marchers distributed more than 64,000 leaflets encouraging readers to extend their values of justice and compassion to their diets.

5 MILLION STRONG



Compassionate people are fired up to help farmed animals. From North and South America to China and India, people worldwide are following MFA on Facebook. MFA's global Facebook reach has surpassed 5 million followers and shows no sign of slowing down.

CHANGE IN **CHINA**



China is the world's largest meat producer, but its citizens are ready for change. MFA's influence in China has exploded with social media followers nearing 100,000 through the country's popular Weibo, WeChat, and Facebook apps. MFA's pro-veg websites in Chinese have garnered more than half a million visits. Upwards of 12,000 people have requested a Chinese-language vegetarian starter guide, and content on MFA's Chinese Facebook page has exceeded 65 million views.



Q

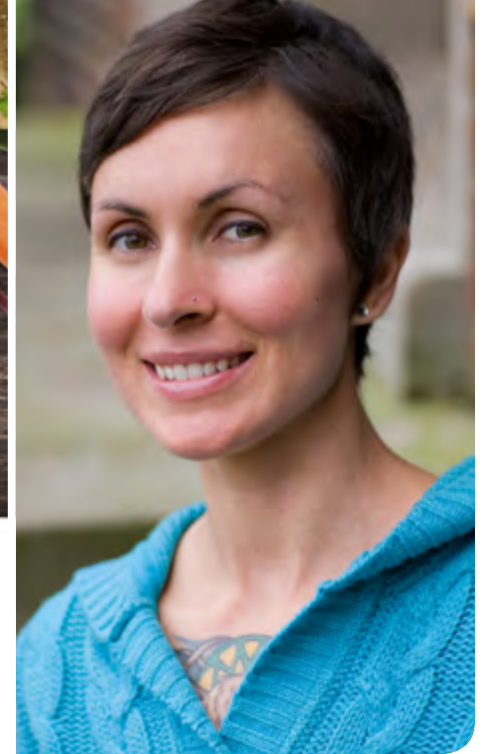
► *Should men and women concentrate on different nutrients? If so, which ones?*

There are numerous nutrients the human body needs to function properly. We are talking about two categories: **macronutrients**, which are carbohydrates, fats, and **proteins**, and micronutrients, which are vitamins and minerals. The recommended dietary allowance (**RDA**) of each of these nutrients is believed to be the average daily amount needed to ensure health in most people. This means some of you may need less and some may need more.



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!



Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. Her love of beans and greens has kept her iron levels perfect for 20+ years. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.

Additionally, the RDAs of some nutrients, such as vitamin D, are still highly debatable.

The RDAs do vary based on **age**, **sex**, and **life stage** (pregnancy, lactation, and post-menopause). Further, activity level can influence one's need for certain nutrients, especially macronutrients. So you can see that nutrient needs are **not one size fits all**. That said, I would not say men and women should concentrate on different nutrients. We should all aim to acquire the **essential nutrients** our bodies need. While men have a higher need for some nutrients, the differences are not significant. **The biggest difference** in nutrient needs between men and women is the need for **iron**. Women require more.

The current RDA for adult men and post-menopausal women is 8 mg. For menstruating women, it is 18 mg. Whole foods, such as fortified grain products, beans, nuts, seeds, and veggies, are great sources of iron. It is also important to consume **vitamin C-rich fruits or veggies** with iron to enhance its absorption. For me, that means piling the salsa onto my bowl of rice and beans.

Pregnancy and lactation call for increases in both macronutrients and micronutrients because dietary intake supports both mother and baby. Zinc requirements increase too. Seeds (think pumpkin), whole grains, nuts—and yes, legumes, are all good sources. **Calcium** needs do not increase during these times because the body's ability to absorb the mineral is enhanced. You should still be sure to eat plenty of good sources, such as leafy greens, almond butter, and fortified nondairy milk.

Calcium requirements increase by **200 to 1,200 mg per day** after age 50 for men and women because our bodies become less efficient at absorbing the nutrient. This is the equivalent of an extra serving or two of calcium-rich foods. The vitamin D recommendation for folks over 70 bumps up because yes, the body becomes less efficient at converting sunlight into a usable form. This is an easy vitamin to test, and low levels can be easily fixed through supplementation.

Calcium and vitamin D intake should also be maximized in individuals undergoing hormone therapy, which can also affect blood **glucose** and **cholesterol** levels and require additional dietary intervention.

Vitamin B12 requirements do not increase over the adult life cycle, but this is another nutrient that becomes less available to the body with time. For that reason, it is recommended that all people over 50 take a vitamin B12 supplement—vegan or not.

This is in no way an exhaustive list of the nutrients we should consume. The goal should always be a **diet rich in a variety of whole plant foods** to help ensure you meet your body's needs.



Simple Sun-Dried Tomato Hummus



1 15-ounce can chickpeas,
lightly drained
4 cloves garlic, minced
1/2 cup loosely packed sun-dried
tomatoes, drained if in oil
1/4 cup tahini
2 lemons, juiced
3/4 tsp sea salt

1 tsp dried oregano
1/4 cup olive oil + more for
serving
Water to thin

Garnish (optional):
Toasted pine nuts
Smoked paprika

Add ingredients to blender or food processor. Blend until creamy and smooth, scraping down sides as needed, and adding water if there is trouble blending. Adjust seasonings as desired.

Garnish with additional olive oil, paprika, and toasted pine nuts. Serve with pita, crackers, or vegetables.

Serves 10.



Reprinted from *Minimalist Baker's Everyday Cooking*.
Avery Penguin. Copyright © 2016, Dana Shultz.



Coconut Sugar Caramel Sauce

1 cup coconut sugar
1/4 cup filtered water
1/2 tsp pure vanilla extract

1/4 tsp sea salt
2/3 cup coconut cream
(not coconut milk)

Place coconut sugar and water in small saucepan. Cook over medium heat for 12–15 minutes, swirling pan, but not stirring. Lower heat slightly if mixture is bubbling too much. When caramelized, it will have a strong caramel scent and dark amber color.

Remove from heat. Immediately add vanilla, salt, and coconut cream. Stir to combine.

Let cool slightly. Transfer to glass jar and let cool completely before covering/corking.

Store in refrigerator 2–3 weeks. Reheat in microwave, or place jar in saucepan with 2 inches simmering water until warmed through. Sauce is also pourable and delicious directly from the refrigerator.

A great addition to vegan shakes, sundaes, and pies!

Serves 16.



OUR FAVE FOOD PICKS



The Beyond Burger is beyond belief. This vegan patty is juicy, protein-packed, and coming soon to the Whole Foods meat section.



Trader Joe's vegan marshmallows are sweet at a sweet price. Grab your grahams and chocolate because campfires just got yummiest!



Hampton Creek does it again with classic dressings like Goddess, Italian, and Caesar available at Target and Walmart.



Four MFA investigations at **Tyson chicken supplier farms** around the U.S. have uncovered startling **animal abuse**. As the largest chicken producer in the world, Tyson has the power to reduce the suffering of **billions of birds** each year and lead the way for the entire industry. But as MFA's most recent Tyson investigation shows, the company **continues** to breed a **culture of cruelty**.

TORTURES ANIMALS



TYSON'S TERRIBLE TALE: PART FOUR

Just off a rural highway in Lewisburg, Tennessee, eight red metal sheds sit discretely on a tree-lined lot. Trapped within their walls are thousands of chickens—complexly emotional and intelligent individuals whose depths we have just begun to understand.

At this Tyson Foods contract farm, birds will never breathe fresh air or even live to

see their first birthdays. On average, each will live 48 painful days.

Inside the sheds, rows of industrial ceiling lights replace the warmth of natural sunlight. From one end of the shed to the other, chickens caked in their own feces are crammed together on the floor.

Birds lie immobile on the ground. Bred to grow unnaturally large, they have collapsed under their own weight. They lie on the floor in pain, often unable to

reach water or food. Some thrash around. Others are so weak they can only open and close their eyes. Without proper veterinary care, many birds languish for days or weeks before dying.

Video footage recorded by an MFA whistleblower reveals a farm owner remarking, "It's just so competitive in there and they're bigger, and they're having heart attacks."

"...BIRDS WILL NEVER BREATHE FRESH AIR OR EVEN LIVE TO SEE THEIR FIRST BIRTHDAYS."

REPEAT OFFENDER

These scenes, in their unthinkable horror, are sadly reminiscent of those caught on film at other farms and slaughterhouses supplying Tyson.

On a Tennessee farm, the owner exclaimed, "I just hit 'em with a stick" as she impaled chickens with a spiked club. Footage also shows her stepping on a chicken's head and pulling his legs to sever his spine.

In a Mississippi slaughterhouse, Tyson workers shackled chickens upside down, slit their throats, and ripped off their heads—all while the birds were conscious. Workers hurled the birds toward the shackles and jabbed the hanging birds as though they were punching bags.

On a Delaware farm, workers left birds to die entangled in feed troughs. They also dumped baby chicks out of crates from such high heights many of the babies were injured or killed in the process.



SYSTEMIC BUT STOPPABLE

As investigation after investigation has demonstrated, extreme animal abuse is systemic to Tyson's operations.

Accordingly, MFA is calling on Tyson to make animal welfare changes across its entire supply chain:

- Install video cameras that live stream to the internet in farms, transport vehicles, and slaughterhouses for real-time monitoring
- Provide chickens with more space, clean litter, access to natural light, and environmental enrichments
- End live-shackle slaughter to prevent the pain and terror of shackling, shocking, and slitting the throats of conscious animals

These common-sense improvements will not end animal suffering at the hands of Tyson; however, they will bring immeasurable relief to millions of birds each year.



PROGRESS!

PRECEDENT-SETTING PERDUE

In June, Perdue Foods, one of the nation's largest poultry producers, announced it would implement the most comprehensive animal welfare policy ever adopted by a major chicken producer.

The company's announcement follows a hard-hitting MFA investigation exposing illegal animal abuse at multiple Perdue contract farms and a Change.org petition signed by nearly 182,000 of you.

Because of our collective pressure—because you refused to stay silent—nearly 680 million birds annually will no longer endure many of the worst factory farming practices. Perching, nesting, and feeling the warmth of natural light will enrich their lives. The company has committed to addressing the unnaturally rapid growth rates that cause chickens to collapse under their own weight. Cruel live-shackle slaughter will be no more, and increased video surveillance will help ward off malicious abusers.

Perdue has set a powerful precedent for every chicken producer to follow, and with the drive of all of you, we know that they will.



TAKE ACTION TODAY AT TYSONTORTURESANIMALS.COM.



BREAKING BARRIERS

CHALK UP ANOTHER CAGE-FREE VICTORY!

FIFTEEN MILLION HENS A YEAR WILL FINALLY SPREAD THEIR WINGS AND FIND RELIEF FROM THEIR FILTHY WIRE PRISONS BECAUSE YOU CARED.

FIFTEEN MILLION!

An MFA undercover video that brought to light heinous animal cruelty at several Eggland's Best supplier farms prompted grocery franchise IGA to immediately drop the brand and commit to selling only cage-free eggs in all of its 5,000 stores.

The video showed row upon row of egg-laying hens languishing in cages. The intelligent, social hens couldn't fully spread their wings and could hardly move without treading on injured birds or the rotting carcasses of those who did not survive the harsh conditions.

When birds who did survive were no longer profitable, they were violently ripped out of cages and thrown into trash cans to be painfully gassed to death.

Through a Change.org petition, 190,000 of you sent a strong message that Eggland's Best needed to ban the use of cages in its egg supply chain. With that, the company saw the writing on the wall: Cages are history.

Eggland's Best followed IGA's lead. It joined major egg producer Rembrandt Foods and leading food retailers Walmart, Kroger, Albertsons, Safeway, Costco, Target, and Publix in demanding its egg suppliers stop using cages.

While these cage-free commitments won't end animal cruelty altogether, they will help alleviate some of the worst suffering—such as the suffering MFA documented earlier this year at Gray Ridge Egg Farms in Moorefield, Ontario.

The footage revealed standard but abusive caged egg production practices: birds barely able to move around and others immobile—trapped in cage wire or under feed troughs unable to reach food or water.

"I was deeply disturbed to find such horrifying cruelty and neglect towards these birds in the video provided to me," said veterinarian Armaiti May after reviewing the footage. "These birds are left to languish and suffer slow, painful deaths since in some cases they may be too debilitated to feed themselves and are not afforded the veterinary care they require."

This sad reality contrasts sharply with the wishes of Canadians, the vast majority of whom believe it is unacceptable to keep hens in cages for their entire lives.

ACCORDING TO A RECENT POLL,

79% OF CANADIANS

agree that the National Farm Animal Care Council (NFACC), a taxpayer-funded organization tasked with protecting farmed animals and representing the interests of consumers, should call on egg producers to use cage-free systems.

81%

believe egg-laying hens should be taken out of cages even if it increases the cost of eggs.



TAKE ACTION:





"These birds are left to languish and suffer slow, painful deaths since in some cases they may be too debilitated to feed themselves and are not afforded the veterinary care they require."



You already convinced major Canadian food companies, including **Tim Hortons**, **Cara Foods**, **Loblaw**, **Metro**, and **Sobeys**, to make the change to cage-free eggs. Now we need to convince **NFACC**.

NFACC recently released a first draft of its new code of practice for the care and handling of egg-laying hens. Ignoring strong public sentiment and common decency, the code does not mandate an end to all cages. The final draft of the code will be released later this year, and MFA is calling on NFACC to update it to require that all egg farms ditch torturous caged confinement systems.

NFACC must follow the lead of the Canadian food industry and the wishes of Canadian citizens. Tell NFACC it's time to usher in a complete phaseout of caged housing for hens. Your passionate drive is unstoppable. Add your unwavering voice.



SIGN THE PETITION / www.HenHell.ca



**HEN HEROES ARE ONLINE
ACTIVISTS DEDICATED
TO FIGHTING ANIMAL
CRUELTY. WE TAKE ONE-
MINUTE DAILY ACTIONS
THAT HELP MILLIONS OF
ANIMALS.**



**JOIN THE TEAM:
HENHEROES.ORG**

★ SPECIAL *FEATURE*

fierce 50



a look back
at MFA's **first**
50 investigations



In a matter of hours, maybe even minutes, a video can go viral. A Facebook post can automatically translate to 45 different languages. One episode of *World News Tonight* can be viewed by millions worldwide. In an instant, information can spread like wildfire. For animal agribusiness, an industry that relies on uninformed consumers for its success, this is bad news. But for those of us fighting to empty every cage, crate, and stall, this means more eyes on factory farms and slaughterhouses. The release of MFA's 50th undercover investigation this summer reminds us where MFA investigations started and how far your support has brought us.

Investigations have catalyzed our efforts to create laws, change corporate policies, and revolutionize the perception of farmed animals. Together we are writing the story of how humans stopped eating animals.

bold beginnings

Fifteen years ago, MFA sent Ohio's two largest egg producers a simple written request: **Let us tour your facilities.**

The request was met with silence. The egg industry had **a lot to hide**, but no one to fear.

Major factory farms had gained power and felt protected by advertising prowess that painted America's meat, egg, and dairy farms as the idyllic small red barn plotted among rolling green hills.

This was all about to change.

Led by MFA founder Nathan Runkle, investigators entered the Ohio egg farms at night. They took **photos** and collected **hours of video** footage of the horrible conditions hens were forced to endure. The investigators also gave water to

dehydrated hens and rescued other suffering birds who had been thrown away. They pulled them out of the trash and took them to sanctuaries.

When MFA and a handful of other animal protection organizations conducted these open rescues in the early 2000s, they gave people their **first glimpse** into these massive factory farms—and the **atrocities** they could never have imagined. As powerful as these early exposés were, MFA honed its approach to make investigations even more impactful.

Wired with hidden cameras, investigators began working side by side with farm employees for extended periods. This opened a window into the day-to-day treatment of animals by workers and management when they didn't think they were being watched. It gave us, and the public, a complete picture of how factory farms operated.

“We don't need to eat anyone who would run, swim, or fly away if he could.” *James Cromwell*





MFA makes HEADLINES

CANADIAN GROCERS AGREE TO PHASE OUT PORK RAISED IN RESTRICTIVE CONDITIONS

THE VANCOUVER SUN

NESTLE VOWS TO IMPROVE ANIMAL CARE; NEW WELFARE STANDARDS FOR SUPPLIERS COULD RIPPLE THROUGH THE FOOD INDUSTRY.

Los Angeles Times

UNDER PRESSURE FROM ACTIVISTS, PUBLIX COMMITS TO CAGE-FREE EGGS

TAMPA BAY Business Journal

MCDONALD'S IS PLANNING TO STOP USING EGGS FROM CAGED CHICKENS

The New York Times

WAL-MART'S PUSH ON ANIMAL WELFARE HAILED AS GAME CHANGER

AP Associated Press



breakthroughs

One after another, investigations built on each other, leading to police raids and **unprecedented court rulings**. The world also saw these investigations and responded: Corporations ushered in groundbreaking animal **welfare policies** and citizens championed legislation that now affects the lives of millions of farmed animals.

In 2008 animal advocates organized a massive grassroots campaign across California to pass Prop 2, a state ballot initiative requiring that egg-laying hens, pregnant pigs, and calves raised for veal be given enough room to lie down, stand up, fully extend their limbs, and turn around. MFA released powerful investigative footage from inside two of California's largest egg farms, **Gemperle Enterprises** and **Norco Ranch**, just two weeks before the vote. The appalling abuse uncovered by MFA drove Californians to the polls. Prop 2 passed by a strong majority and is still hailed as one of **the most significant pieces of animal protection legislation ever enacted**.

Across the country in Maine, MFA investigators uncovered gruesome conditions at an egg factory farm—hens stuffed in tiny battery cages, the bars layered with the birds' own feces. Workers and managers at the farm killed some birds by grabbing their necks and swinging them around in the air. After MFA turned over the video footage, state police raided the facility. The farm owner pled guilty to **10 counts** of animal cruelty and agreed to pay more than \$130,000 in

finest and restitution, the **largest financial penalty ever** levied against a U.S. factory farm for animal cruelty as of that time.

In 2010, an MFA investigative video shot at an **Ohio dairy farm** showed workers **stabbing cows with pitchforks**, mercilessly **beating them with crow bars**, and torturing them by twisting their tails until the bones snapped. Released during an intense animal welfare campaign by several organizations, the investigation led the Ohio Farm Bureau to finally agree to meet with the groups to draft the most comprehensive farmed animal welfare reform ever enacted by a state at one time.

Propelled by progress in the United States, MFA expanded its investigations to Canada. MFA's first investigation into the Canadian pork industry prompted the country's **eight largest grocers to pledge to phase gestation crates out of their supply chains**.

no goal unreachable, no company untouchable

Following MFA's 2013 investigation at a dairy farm supplying **Nestlé's DiGiorno Pizza brand**, **Nestlé**, the largest food company in the world, flew executives from Switzerland to Los Angeles to sit down with MFA. Out of the discussions with MFA came one of the **most far-reaching corporate animal welfare policies ever** implemented. It ended many of the cruelest forms of institutionalized abuse, including the painful dehorning and tail docking



Leprino Foods, Great Lakes Cheese, and **Saputo**—three of the biggest dairy producers in North America—were not far behind. After MFA investigations uncovered egregious abuse in each of their supply chains, the companies released policies that now reduce suffering for hundreds of thousands of cows every year.

After **six MFA investigations** into **Walmart's** pork supply chain and three years of campaigning, in May of 2015, **Walmart banned gestation crates, battery cages, and veal crates** from its supply chains. The mega retailer also pledged to end mutilations without painkillers, such as **tail docking, castration, and dehorning**.

A few months later, **McDonald's** publicly committed to **phasing battery cages out** of its U.S. and Canadian egg supply chains after several MFA investigations revealed horrific abuse at its supplier farms. Nearly 8 million birds each year are spared a lifetime in a cage because of this policy.

Top U.S. grocers **Publix, Kroger, Albertsons,** and **SUPERVALU,** along with the **Retail Council of Canada,** soon followed suit with similar cage-free egg commitments.

Most recently, one of the largest chicken producers in the world, **Perdue,** took unprecedented steps toward reducing

the suffering of nearly **680 million birds** annually following MFA investigations at two Perdue contract farms.

brighter futures

Widespread media coverage of these cruelty convictions, grassroots legislative action, and **landmark corporate policy changes** added to their impact. **Meat consumption** in the United States **plunged** in 2007 and has been on a steady decline for **nearly a decade**.

Indeed, research has found consumer **demand** for meat significantly **decreases** when more media attention is focused on farmed animal issues and undercover investigations in particular. This in turn places more **pressure** on companies to respond.

We've come a long way from Ohio, and we couldn't have done any of this without you.

Although far from home, our investigators are **never alone**. The successes you have helped fuel inspire them to keep going. Your **encouragement** echoes in their minds as they log the horrors of the day and fight back tears. Your strength **energizes** them when the sun rises and sets on the workday. Your **passion** gives them hope for a brighter future **for animals**.

of cattle and the castration of piglets without painkillers. The food giant has also committed to ending the intense confinement of animals in veal crates, gestation crates, and battery cages. Applied to hundreds of thousands of farms supplying Nestlé in 90 countries, the policy will help millions of animals a year.

Following Nestlé's lead, **Starbucks** and two of the largest foodservice companies in the world—**Aramark** and **Compass Group**—adopted their own animal welfare policies.

STARS ALIGN

TO SUPPORT MFA INVESTIGATIONS

"Isolated and nearly immobilized in such small crates, these sensitive animals are unable to even walk, turn around, or lie down comfortably, let alone play, explore, or engage in other natural behaviors that make life worth living."

- Joaquin Phoenix



Heartbroken over this new @MercyForAnimals investigation. Cows beaten and stabbed! Take action and help stop this.

SIA



Join me and Joaquin Phoenix and help us stop this horrific animal abuse exposed by new @MercyForAnimals video.

Russell Simmons



Heartbroken over this undercover video from @MercyForAnimals. Birds tortured for @McDonalds. Sign the petition!

Natalie Maines



Pamela Anderson and @MercyForAnimals show you how chickens are treated before they reach your plate. Unbelievable.

Emily Deschanel



Thank you @MercyForAnimals for exposing the truth about how pigs are abused for Walmart's pork.

Pamela Anderson



UNCAGED

SOMETHING SPECIAL IS HAPPENING
IN MASSACHUSETTS.



ON ELECTION DAY THIS YEAR, MASSACHUSETTS VOTERS WILL BE PRESENTED WITH THE OPPORTUNITY TO FOREVER FREE EGG-LAYING HENS, PIGS USED FOR BREEDING, AND CALVES RAISED FOR VEAL FROM PAINFULLY SMALL CAGES AND CRATES ON THE STATE'S FACTORY FARMS. MORE IMPORTANTLY, IF THEY PASS THE INITIATIVE, ALL EGGS, PORK, AND VEAL SOLD IN MASSACHUSETTS WILL COME FROM ANIMALS NOT RAISED IN THESE CONDITIONS.

The Prevention of Farm Animal Cruelty Act would be the second law in America banning the sale of eggs from caged hens and the country's first law banning the sale of meat from severely confined pigs and calves.

UNITED FRONT

Animal advocates from across the United States converged in the Bay State for two months last fall to gather more than 133,000 signatures in support of the initiative, a step necessary to bringing it to the Massachusetts ballot. An additional 40,000 signatures—four times as many as required—were collected this summer in a final round of signature gathering to solidify the measure's position on the ballot.

The signatures collected broke the record for number of signatures gathered for an animal protection effort in the state. More signatures were gathered for the Prevention of Farm Animal Cruelty Act than for any other ballot measure last year.

While most ballot measures rely on paid signature-gathering firms, this one involved only the staff of animal protection organizations and the collective power of more than a thousand volunteers. Among these dedicated advocates were many MFA volunteers and three paid full-time MFA employees.

MFA supporters traveled from across the country to join the effort. Many volunteers braved Boston's chilly fall weather for

six to eight hours daily, including on weekends, asking passersby to lend their support.

Fortunately, a state court threw out a lawsuit brought by agricultural interests aiming to keep the measure off the ballot. Agribusiness is expected to invest heavily in a defensive campaign to keep animals cruelly confined.

The next and perhaps most challenging step for advocates is encouraging Massachusetts citizens to get out and vote in favor of the measure.

CAGE-FREE FUTURE

Public sentiment and corporate trends are on the animals' side. Industry giants McDonald's, Subway, and Starbucks, as well as Massachusetts-based Dunkin' Donuts and Panera Bread, among other major companies, have resolved to phase out battery cages and gestation crates. Still others, such as retail titan Costco, have also eliminated veal crates.

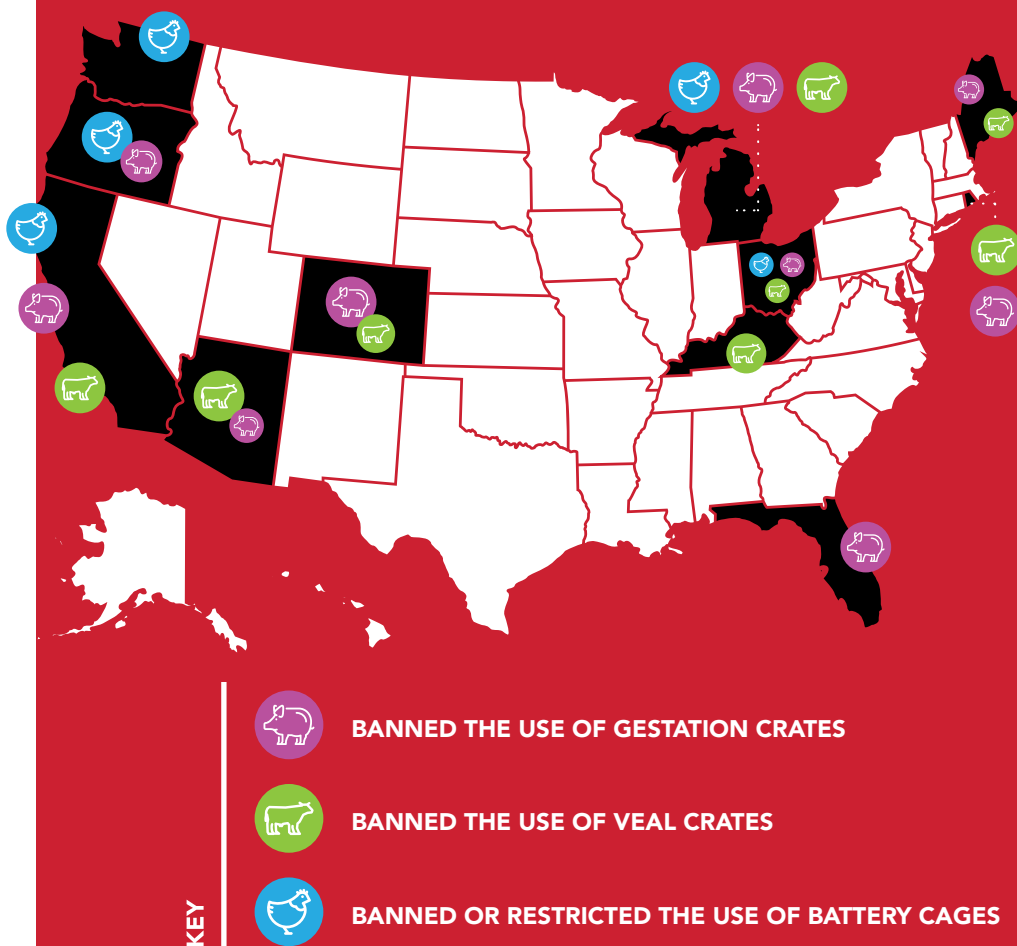
Success in the Massachusetts election will surely accelerate this incredible progress. It will also set an important precedent for other states.

While cage-free doesn't mean cruelty-free, intensive confinement is widely considered one of the worst factory farming abuses. With your support, we can reduce the suffering of millions of animals each year. **Together we won't stop until every cage is empty.**

Want to join this historic undertaking in Massachusetts? Learn how you can get involved from anywhere in the U.S. at CITIZENSFORFARMANIMALS.COM/HELP.

LEGISLATIVE MOMENTUM FOR FARMED ANIMALS

Across the country, Americans have signed petitions, cast votes, and made their voices heard to elected officials. These actions have moved states to end the cruel extreme confinement of calves in veal crates, hens in battery cages, and pregnant pigs in gestation crates. There's a long road ahead, but the momentum is on our side.





EXCLUSIVE *INTERVIEW*



The Emotional World of Animals

Exclusive Interview With Jeffrey Moussaieff Masson

Few have written as much about an animal's capacity to feel as **Jeffrey Moussaieff Masson**. A trained psychoanalyst, Jeffrey is the best-selling author of nine books on the emotional lives of animals, including the international best-seller *When Elephants Weep*. His book *The Pig Who Sang to the Moon* explored the depths of farmed animal feelings and convinced Jeffrey to go vegan.

From his home outside of Sydney, Australia, Jeffrey reflected on his work to help us all better understand animals.

Q Tell us about your career and its shift to animal emotions.

I was a psychoanalyst and it occurred to me that we know very little about the emotional lives of animals. Are our stories important? Of course they are. Do our lives matter? Of course they do. In the same way, the lives of every single one of the billions of animals killed for food in the U.S. every year are just as significant and just as potentially beautiful. All animals are as individual and important as we are.

Also, Freud taught us that we are not always in touch with our own feelings. I wondered: Is that true for other animals?

Q You went vegan during research for *The Pig Who Sang to the Moon*. What convinced you to make the change?

It was seeing the suffering of animals who produce eggs and milk. I simply had not thought about it because it was not visible to me. But once you see that the lives of chickens who lay eggs and cows who "give" milk—they don't actually give it, we steal it—are so terrible, you cannot

move away from that knowledge. If you eat eggs and drink milk, you are complicit in the abuse of these animals.

Q Why is it important to better understand the emotional lives of other animals?

How else can we decide what changes we need to make in our everyday behavior? We cannot make these changes blindly; we have to know. Once we know, we cannot unknow.

Q Is there anything you've learned since your books were published that you would have included?

I did not understand fish as well as I could have. With Jonathan Balcombe's book and other works, we are now beginning to see that they are just as sentient as any other animal.

Q What is some of your favorite feedback from readers?

"I have just read *The Pig Who Sang to the Moon*, and while I have been vegetarian for years, I never understood why I should take the next step and go vegan. Now I do. Thank you for opening my eyes."

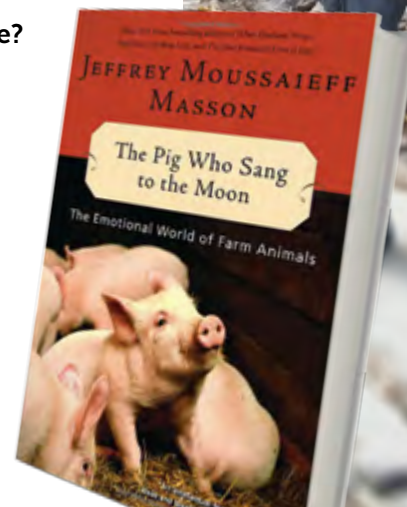
Q What message do you hope readers take away from your work on this topic?

We have to open our ears, eyes, and ultimately our hearts to understand animal suffering and finally say we want no part in it except to help stop it.

Q What gives you hope?

The world is slowly but surely turning toward veganism. It makes sense from so many perspectives and more and more people are beginning to see this. It's a wonderful thing. Makes my heart sing! Maybe not in my lifetime, but in the next 20 or 30 years, the world will recognize that every animal deserves to live free of suffering.

**ONCE YOU SEE
THAT THE LIVES OF
CHICKENS WHO
LAY EGGS AND
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ACTUALLY GIVE IT,
WE STEAL IT—ARE SO
TERRIBLE...**





PLANTS ARE THE NEW MEAT

millennials move the world toward veggies



BABY BOOMERS BROUGHT US TV DINNERS. GEN XERS GULPED SUGARY SODAS AND DELIVERY PIZZA. WILL MILLENNIALS BE THE GENERATION THAT MOVES MEAT OFF OUR DINNER PLATES?

Studies from around the world give us hope.

In the United States, the number of millennials self-described as “faithful vegetarians” is more than double that of any other generation, and more than 60 percent of American millennials consume plant-based alternatives to meat.

A Technomic study found that one in five college students tries to eat less or no meat. Walk into the all-vegan dining hall at the University of North Texas or browse vegan desserts at the University of Illinois to see just how much college cafeterias have changed.

This major shift toward vegetarian eating isn't isolated to the United States. British vegans have increased more than 360 percent since 2006. Again, young people are driving the shift—42 percent of all vegans in Britain are between 15 and 34. In Germany, 16 percent of 16- to 24-year-olds identify as vegetarian compared to just 10 percent of the general population.

Google searches for “vegan” shot up 32 percent last year. The internet, along with the rise of social media, has given people unprecedented access to information, including the myriad reasons to ditch animal products. From environmental destruction to chronic disease and animal cruelty, the truth about eating animals is just a click away. At the same time, resources like ChooseVeg.com and recipe blogs make the transition from meat, eggs, and dairy easy.

David Kay, a former MFA fellow at Stanford, attributes this surge in meatless millennials not only to the abundance

of online information but also to better and more diverse vegan options. “It’s becoming easier and easier to eat veg,” David says. “Older generations may be used to the vegan options of even just 10 years ago, which were not always that great. Vegan options today are delicious, healthy, and increasingly accessible.”

One in four of David’s Stanford schoolmates signed a Meatless Monday pledge last year.

For years, the message of food industry experts to businesses has been clear: Offer more vegan options! As millennials represent a quarter of the entire global population, food manufacturers, grocery stores, and restaurants would be wise to heed this advice.

Plummeting profits often befall companies that continue to rely on meaty menus. Case in point: McDonald’s. Last year *Fortune* magazine reported that the number of U.S. diners between 19 and 21 who eat at McDonald’s on a monthly basis had declined 12.9 percent since 2011.

Market-savvy restaurants have changed their menus to meet increased demand for veggie options. Wendy’s recently debuted a black bean burger to rave reviews and Burger King’s veggie burger has been a menu mainstay since 2002. Fast-casual chain Chipotle finally chucked bacon from its pinto beans and welcomed braised tofu. Even Subway offers falafel and all-vegan patties at select locations.

Also enjoying great success are all-veg fast-food chains, such as the hugely popular and soon-to-expand Veggie Grill.

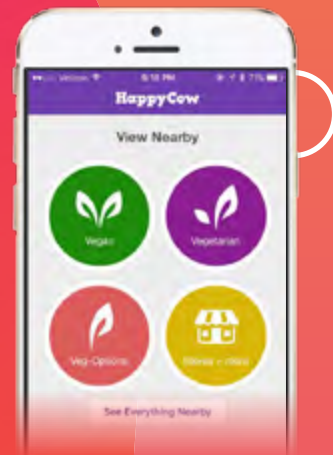
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EAGER TO CHANGE YOUR
CAMPUS CAFETERIA
OR SPEAK OUT FOR
ANIMALS IN YOUR
COMMUNITY?**

**LEARN HOW YOU CAN
GET INVOLVED AT**

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/GET-INVOLVED**

MOVING TO MEATLESS

**Finding meatless meals
has never been easier.
Check out these resources
for veg-friendly eats
near you:**



HAPPYCOW.NET

Available at HappyCow.net or as an app for iPhone and Android users, HappyCow hosts a directory of vegan, vegetarian, and veg-friendly dining and shopping options by location.



VEGGUIDE.ORG

A community-maintained directory, VegGuide finds veg-friendly dining options near you. Browse airport food listings when traveling!



MFA'S MIGHTY MOVEMENT IN LATIN AMERICA

MERCY FOR ANIMALS LAUNCHED IN **LATIN AMERICA** TWO YEARS AGO TO GROW **AWARENESS** OF FARMED ANIMAL CRUELTY AND VEG EATING IN THE REGIONS. IT HAS ALREADY SEEN FAR-REACHING SUCCESS: MORE THAN **1.5 MILLION PEOPLE RECEIVE NEWS, ACTION ALERTS, GRAPHICS, AND VIDEOS DAILY** FROM MFA'S LATIN AMERICAN FACEBOOK PAGE, AND MORE THAN **HALF A MILLION LATIN AMERICANS** HAVE PLEDGED TO GO VEGAN THIS YEAR.



Now an army of animal advocates is bringing real change for Latin America's animals.

This spring, following an intense MFA campaign, **grocery giant H-E-B committed to cage-free eggs** for all of its stores and affiliate locations in the United States; yet the company continued to hold out in Mexico. That's when MFA in Latin America leapt into action. Joined by scores of volunteers, the team persistently leafleted H-E-B in Mexico customers. These efforts, combined with coordinated social media campaigns, provided the final push needed for H-E-B to commit to selling **only cage-free eggs** in its Mexico stores.

Another critical success came when **Blanka Alfaro Pola**, MFA's vice president in Mexico, created videos opposing a bill that would have stripped protections from hundreds of thousands of animals in Nuevo Leon. The videos went viral and **the state's governor vetoed the bill**.

In the coming year, MFA will ramp up cage-free corporate outreach in **Mexico** and bring its hidden cameras into the dark world of Mexican factory farms and slaughterhouses.

INSPIRED BY THE POWERFUL MOMENTUM IN MEXICO, LAST NOVEMBER MFA EXPANDED TO BRAZIL—A COUNTRY WHERE MEAT DISHES DOMINATE LOCAL MENUS.

Brazil is the world's sixth-largest meat consumer and third-largest meat-producing country, but MFA in Brazil has mighty plans to curb Brazil's rising meat consumption.

MFA launched **EscolhaVeg.com.br** to bring meal ideas, celebrity motivation, and nutritional information to a Portuguese-speaking audience. These online resources, along with **MFA's vegetarian advocacy booklets** and **starter guides**, are now at the fingertips of Brazil's **200 million residents**.

Activists have taken the message to the streets, signing up more than 2,000 Brazilians for a new national volunteer program in just two weeks. **Mikael Nielsen**, MFA's global volunteer manager, and **Lucas Alvarenga**, MFA's vice president in Brazil, visited five Brazilian states this summer to ensure volunteers had the knowledge, equipment, and tools to be the most effective advocates they could be.

In the cities of **Rio de Janeiro, São Paulo, Curitiba, Balneário, Florianópolis,** and **Porto Alegre**, they were met by impassioned animal advocates ready to get active for animals.

IN JUST SEVEN MONTHS, MFA IN BRAZIL'S INSTAGRAM AND FACEBOOK ACCOUNTS HAVE BLOWN UP TO MORE THAN 750,000 FOLLOWERS.

Not to be outpaced, MFA in Brazil will expand from three staff members to 13 in the next six months. The Brazilian team's next order of business is to win cage-free commitments from **major companies**, land more vegan options in public institutions countrywide, and launch Brazil's first undercover investigations of factory farms.

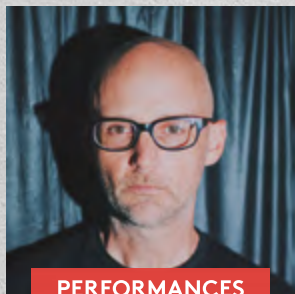
Together we are bringing much-needed attention to the universal plight of farmed animals. **As a global force for change**, we will eliminate the worst forms of animal abuse worldwide and empower everyone everywhere to make **compassionate** food choices.

MERCY FOR ANIMALS

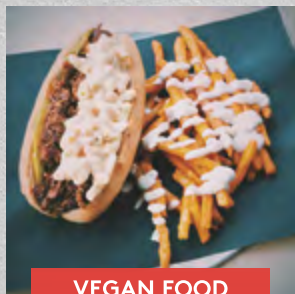
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PERFORMANCES



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