



The Mag of MFA.



Compassionate Living

SUMMER 2017

FREE

Tony Kanal

Rebel with a Cause

CANADA'S CHANGEMAKERS

FIVE YEARS OF PIONEERING
PROGRESS IN CANADA

MILESTONE IN MEXICO

FIRST-OF-ITS-KIND
LEGISLATION INTRODUCED
AFTER MFA INVESTIGATIONS

+ *Chloe Coscarelli*
TAKES THE CAKE!



MERCY FOR

ANIMALS



DEAR FRIENDS,

Possibilities are limitless when caring people like you band together to end animal abuse.

Look no further than the monumental changes forged in Canada over the past five years.

In 2012, an MFA whistleblower used a hidden camera to expose horrors at a pig factory farm in Manitoba and kicked off a national movement powered by hundreds of thousands of compassionate Canadians.

Fearless MFA supporters in Canada pressured the country's largest grocery stores, top food retailers, and other industry leaders to ban many of the worst forms of factory farm cruelty. Mother pigs, egg-laying hens, and baby calves will soon no longer suffer in tiny cages or crates.

Change swept Canada's government too. Constituent phone calls and letters poured in urging members of Parliament to strengthen animal welfare laws and regulations. Canadians also took to the streets—screening powerful videos, distributing pro-veg booklets, and marching in Toronto's pride parade.

In this issue, you'll dive into our work in Canada and also learn about new proposed

legislation in Mexico that directly resulted from MFA investigations in the country.

Nine members of Mexico's congress stood with MFA's vice president in Mexico to introduce landmark federal animal protection legislation. If passed, it will criminalize slaughtering cows, pigs, sheep, and goats without first rendering them unconscious and insensible to pain.

This legislation is the first of its kind in Mexico. We are truly on the verge of a major transformation for farmed animals in this country.

And you are leading the charge—in Mexico, in Canada, and around the world. Your unwavering support is driving incredible progress.

There is still so much to do. But it's clear that together we have the power to persuade the mightiest corporations, strike fear in the most unrelenting animal abusers, and influence major governments. Thank you for being a part of this movement.

Onward!

Nathan Runkle
President



@nathanrunkle

COVER SHOOT

Between gigs for his new band DREAMCAR, Grammy Award-winning musician Tony Kanal can be found giving water to pigs on trucks entering a Los Angeles slaughterhouse. Tony is courageous like that. He's also a staunch MFA supporter and co-founder of the annual Circle V vegan music festival.

What inspired you to live a vegan lifestyle?

There were many seeds planted along the way. One in particular was a moment on a No Doubt tour back in 2002. We were traveling across the English countryside in our bus. We stopped to stretch our legs next to a green pasture with an old-school wooden fence. Some beautiful cows who were grazing came over to say hello to us. As we were admiring them, one of our crew guys made a joke about eating one of them later. Something happened inside of me. I went back on the bus and had a reflective moment. A really strong seed was

planted, and soon thereafter I started my journey into vegetarianism and eventually veganism.

Has going vegan changed how you feel?

The biggest change is that I feel great about my choices. Every day I have the ability to live from a place of compassion and empathy. I get to live my ethics. There is no separation from the way I want to live my life and the way I am actually living my life.

What do you love about MFA?

What we as humans do to other species, most of the time away from the public eye, is truly incomprehensible. The brave undercover investigators do the crucial work to show us what is really going on behind closed doors. I have such an appreciation for people who commit their lives to being a beacon for animals—to shining a light in these dark places.

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

Just do it. Empower yourself with knowledge. It may feel like going vegan is hard to do, until you do it. I felt the same way. I was the guy who was eating a cheeseburger every day—until I wasn't that guy anymore. The only regret you will have is that you didn't do it sooner.



01

Dropping Dairy

After 92 years, **Elmhurst Dairy** in Queens, New York, will shut its doors as a dairy producer and reopen them as a plant-based milk company. As owner Henry Schwartz told *The New York Times*, there just isn't a strong demand for dairy milk anymore. **"Milk has sort of gone out of style."**

03

Hot Job

Time Money recently highlighted seven jobs that "reflect what's important in 2017." Which animal-friendly profession made the cut? **Vegan butcher!** By developing new plant-based products in a market that's sure to soar, innovative food scientists and creative thinkers are shaping the future.



02

All the Veg Things

Blink-182 drummer **Travis Barker** gushed to *Men's Journal* about the benefits of being vegan. **"Honestly, ever since I found this way of eating I have endless amounts of energy."**

Vegan for nearly a decade, Barker uses the HappyCow app to find vegan restaurants while on tour.



Download the app on Google Play or the App Store!



04

No Animals Harmed

According to *The Wall Street Journal*, there's a new chicken in town. Bay Area startup **Memphis Meats** has debuted the **first chicken and duck meat** made from animal cells **without slaughter**. A taster raved about the "tender and juicy" duck a l'orange and exclaimed of the chicken: "Tastes like chicken!"





Kelcey Meadows-Lucas

Donors are the force behind everything Mercy For Animals does, and their generosity touches millions of animals each year. Kelcey Meadows-Lucas knows this, and as one of our philanthropy officers, she delivers to donors all the love and appreciation MFA staff feel for them.

Q: When and why did you go vegan?

I grew up in the Midwest in a large meat-eating family. When I was president of my university's environmental club, I tried going vegetarian but couldn't make it stick because of family pressure and lack of support. It wasn't until the summer after graduating that I adopted a little terrier mutt named Patches, who will be 16 this June. He blew me away with his zest for life, personality, intelligence, and opinions! If he was so smart, how could I ever eat a pig who was even smarter? Patches continues to be my inspiration to make this world a better place for animals.

Q: How do MFA's donors inspire you?

Our donors are incredibly inspiring. Not everyone thinks about farmed animals, but our donors have an immense compassion for them. Animals are often their top charitable priority. The majority of charitable dollars in the U.S. goes to religious institutions, hospitals, and education. Just .08 percent goes to support farmed animal protection. Our

donors see the big picture and how factory farming is also the root of so many environmental and public health threats.

Q: What have donors taught you?

Families can use their considerable means to make a difference and shape their legacies for generations. Donors who include their children, grandchildren, nieces, and nephews in their philanthropy set a great example of giving back and strengthen family bonds through common values.

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

I am not brave enough to be an investigator, nor do I have the legal background to prosecute farmed animal abusers—or the technical skills to create videos that inspire millions. But it takes funding to support all this, and I can move our cause forward by guiding donors' philanthropic dollars. I also love meeting our donors. I am so touched by their strong desire to change our world for the better.

Q: When you are not protecting animals, what do you love doing?

Yoga, spending time outdoors with my family, hiking, and seeing wild animals in their natural habitats.

 **MFA POSITION:** Philanthropy Officer

 **HOMETOWN:** St. Louis, MO

 **EMAIL:** KelceyML@MercyForAnimals.org

MEMBERS ON A MISSION



Graeme Coleman

Graeme Coleman, a longtime MFA supporter, has lent his research savvy to MFA in Canada, identifying key ag industry events to be influenced by MFA.



Marco Verrelli and Marko Zonta

Marco Verrelli and Marko Zonta are a dynamic duo of compassion. The two led MFA at Toronto Pride and created animal silhouettes for the event. With MFA's vegetarian support team, they provide tips and tricks to folks looking to go veg.



Ali Pester

Ali Pester overflows with enthusiasm when she reps MFA at outreach and fundraising events. Online she's just as energetic—sharing MFA videos, reposting articles, and signing petitions.

CHANGE FOR CHICKENS

Fast-food giant Burger King pledged to significantly reduce suffering for chickens in its supply chain after working closely with MFA. Einstein Brothers, Red Robin, Chipotle, Qdoba, Jack in the Box, Pret A Manger, and other major companies pledged to do the same after conversations with MFA.

Coupled with the same commitment from Tim Hortons, Burger King's policy will affect tens of millions of birds each year.



11 MILLION AND COUNTING

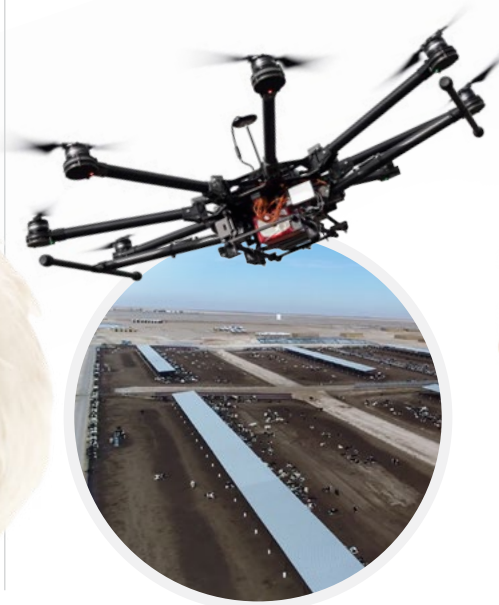
By land and by air, MFA is tackling dairy industry lies. Footage taken by drones hundreds of feet above factory farms reveals thousands of cows standing in their own feces in dirt feedlots. Powerful aerial shots show viewers what animal farming has become and how horribly it pollutes the planet.

MFA's recent drone video has already surpassed a whopping 11 million views.



SEE THE VIDEO

MercyForAnimals.org/Drones



BOLD IN BRAZIL

Caged confinement of hens is one of the worst egg industry abuses.

But hens have heroes in Brazil.

Since mobilizing in the country, MFA has persuaded major brands Habib's, Subway, and International Meal Company—parent to popular chains Olive Garden, Carl's Jr., Go Fresh, and more—to rid their Brazilian supply chains of battery cages. They join more than 35 other companies that have committed to removing battery cages from their Brazilian supply chains after discussions with MFA.



ASK ANYA?

Anya
Todd



Q *How can I eat healthy while traveling?*

While I have been known to travel solely for delicious vegan milkshakes and Reuben sandwiches, I also understand the importance of not overindulging while traveling, especially if you travel regularly. Here are my top tips for the road:

PLAN AHEAD!

A major habit I try to instill in clients as a dietitian is planning ahead. This includes while traveling. There are a few things to ask yourself. For instance, will you be traveling by plane? If so, check out the dining accommodations at the airport. This can be incredibly helpful. While some airports offer only dismal choices, many larger airports stock vegan fare, such as hummus wraps, veggie sushi, and

kale salads. If you are staying in a hotel, consider a room with a minifridge so you can keep leftovers or other snacks easily available. Additionally, search for nearby restaurants and grocers when making travel plans.

PACK SNACKS.

We've all been there. You're super hungry in the middle of nowhere and the only option is a truck stop where you will be lucky to find a bag of pretzels. Again, plan ahead and pack snacks. Anything from bars and nuts to a good ol' PB&J sammich can help curb the hunger. Depending on the kitchen gadgets you have access to while traveling, cans of soup, oatmeal packets, and fresh fruits and veggies are great options.

LEARN THE LANGUAGE.

When traveling to a place where the native language is not yours, consider learning key phrases to communicate that you do not eat animal products. It can be rather traumatic to unexpectedly consume animals. Keep in mind that there are varying interpretations of "vegetarian." I have learned this the hard way and wound up with fish on my plate (*le poisson* is not a vegetable!). Keep note cards stating "I do not eat meat," and so on, written in the native language to show restaurant staff.

BRING A REUSABLE WATER BOTTLE AND UTENSILS.

Staying hydrated is always important. Bringing along your water bottle is a great reminder to drink and can also keep you from opting for those sugary beverages that can sabotage an otherwise healthy diet. Additionally, I am a big proponent of bringing along reusable utensils to prevent using the plastic stuff that goes into the landfill. While it might not directly affect your health, it helps the overall environment.



FIND ECO-FRIENDLY, REUSABLE WATER BOTTLES, GLASSES, AND MORE AT SHOPMFA.COM.

Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. Anya is daydreaming about an eight-hour trip to her favorite chocolate shop. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.

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!

Vegan Crab Cake

14-ounce can hearts of palm
1 teaspoon Old Bay seasoning
1/2 teaspoon dried dill
Few pinches salt
1/2 cup panko crumbs
1/4 cup chopped scallions
1/4 cup corn

1/8 cup prepared roasted red pepper, minced
3/4 cup corn flour
1–2 tablespoons oil, for frying
2 teaspoons Sriracha mixed with 1/4 cup vegan mayo

Place hearts of palm into food processor. Pulse a few times. Add Old Bay, dill, and salt. Pulse once. Fold in panko, scallions, corn, and roasted red pepper. Allow to chill completely.

Create 6 equal-size discs with chilled mixture. Coat in corn flour, tapping off extra.

Preheat cast-iron pan over medium heat. Coat bottom of pan with oil. Wait one minute. Gently place crab cakes into pan. Fry each side for 2–3 minutes or until golden brown. Transfer to paper towels to slightly drain.

Serve immediately with Sriracha-mayo sauce. Makes 6.



Pulled Jackfruit Sandwiches

2 20-ounce cans jackfruit, packed in water or brine
2 cups vegan BBQ sauce
4 burger buns
vegan butter
1 cup chopped red cabbage

2 teaspoons vegan mayo
2–3 dashes apple cider vinegar
1–2 handfuls fresh cilantro, roughly chopped
1 jalapeño, thinly sliced

Preheat oven to 350°.

Drain and then pull jackfruit apart to create shreds. Place shreds in large cast-iron pan. Cover jackfruit halfway with BBQ sauce. Stir to coat. Bake for 30 minutes.

Remove and stir. Return to oven. Bake for 45 minutes, stirring every 15 minutes. Set aside to cool.

Butter the buns and toast on both sides in hot cast-iron pan.

To make the slaw, toss cabbage, mayo, and vinegar. Assemble sandwiches with warm jackfruit, slaw, cilantro, and jalapeño. Makes 4.

Olives for Dinner is a globally inspired vegan food blog by Erin Wysocarski with photography by Jeff Wysocarski



OUR FAVE FOOD PICKS



Almonds are a dessert lover's best friend now that Breyers has debuted two dairy-free flavors: **vanilla peanut butter** and **Oreo cookies & cream**!



Power your day with **Coffee-Mate Natural Bliss** coconut or almond milk creamers in delicious vanilla, caramel, hazelnut, or sweet crème flavor.



Trader Joe's best spicy life hack: **frozen tempura cauliflower**! Breaded and crispy outside, tender inside—you'll need more than one bag.



MILESTONE IN

MEXICO



FIRST-OF-ITS-KIND
LEGISLATION INTRODUCED
AFTER MFA INVESTIGATIONS



JUSTICE FOR FARMED ANIMALS IN MEXICO TOOK ONE GIANT LEAP FORWARD THIS YEAR.

After several MFA investigations exposed animals tortured and brutally killed in government-run slaughterhouses across the country, nine members of Mexico's congress formally introduced legal reforms in response to public outcry.

Footage of the horrors had spread rapidly online, igniting shock and outrage among millions of people in Mexico and around the world. Nearly 300,000 of them joined Mexican superstar **Eugenio Derbez** in calling on the government to take action.



MFA'S VICE PRESIDENT IN MEXICO ANNOUNCES LANDMARK LEGISLATION

MFA's vice president in Mexico, Blanka Alfaro Pola, spent months in the country's capital of Mexico City **knocking on lawmakers' doors**. Her persistence paid off.

On March 7, Blanka stood with congress members for a press conference as they proposed legislation that would **impact millions** of farmed animals in Mexico. Journalists and legislators viewed footage of the abject cruelty

exposed by the investigations—a cow **tied up** and **pounded on the head** with a sledgehammer and pigs **chased down** and **stabbed**.

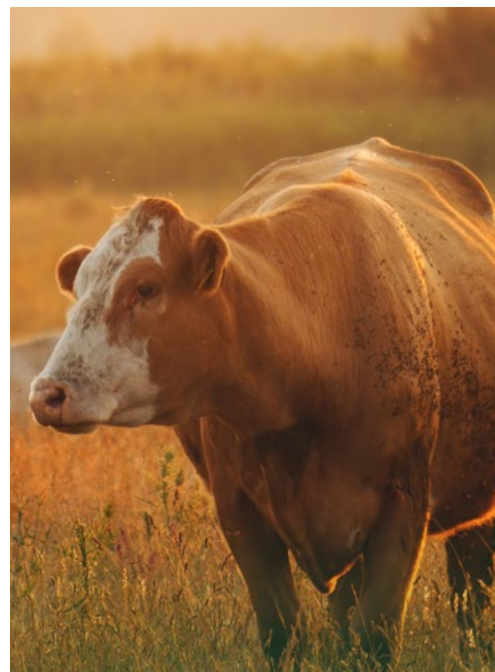
Blanka made an impassioned plea for everyone to fulfill a moral obligation to protect animals from needless suffering. She also applauded the congress members for rising above party lines to fight animal abuse.

No animal should be painfully shocked, shackled, and sliced open while still alive and able to feel pain. If the proposal passes, this truth will carry the force of law. **Slaughterhouse owners and workers** who fail to render cows, pigs, sheep, and goats unconscious before killing them will face **severe penalties**.

The proposal faces a long road ahead. It will encounter several legislative hurdles before reaching the president's desk.

But the **voices of caring Mexican citizens** will be heard in the meantime. MFA will continue to facilitate **phone calls** and **emails** to legislators and **vigorously lobby** in Mexico City for the proposal's passage.

Of course, no animal should ever be killed for a meal. Your financial support allows MFA to both **uncover animal abuse** and **empower individuals** to make compassionate choices. One day there will be no slaughterhouses. Every investigation brings us closer to that day.



IF NOT YOU,
Who?

Every dollar you donate will reduce the suffering of more than 100 farmed animals.





Canada's Changemakers

MFA CELEBRATES FIVE YEARS OF PIONEERING PROGRESS IN CANADA

Nestled on the banks of Canada's Ottawa River is Parliament Hill, home of a majestic, Gothic building where bold ideas are debated and policies with the potential to impact billions of animals can be made.

On April 4, farmed animals had their voices heard in this historical place. In the House of Commons, Krista Hiddema, vice president of Mercy For Animals in Canada, made an impassioned case before the Standing Committee on Agriculture and Agri-Food for substantial change to Canada's grossly outdated animal transport regulations.

Members of Parliament listened intently as Krista spoke on behalf of animals crammed into trucks and shipped thousands of miles in the sweltering heat of summer, often without food, water, or rest. And she told the stories of animals who did not survive the hellish trips.

These stories may never have reached lawmakers' ears if caring Canadians had not come together to launch MFA in Canada five years ago. At a time when the general public believed the horrific factory farm cruelty in online videos was unique to the U.S., activists knew these unconscionable conditions festered in Canadian factory farms and slaughterhouses too.

Since setting up in Canada, MFA's heroic volunteers, supporters, staff, and investigators have ushered in historic policy change, unprecedented legal reforms, and soaring public awareness. Their endless courage and the actions of hundreds of thousands of Canadian advocates effected more positive change—indeed, a complete revolution—for farmed animals than had ever been seen before.



TRIED-AND-TRUE TACTICS

By 2012, MFA investigations in the United States were sparking remarkable progress for animals, and it was clear the strategies honed over a decade could be replicated with amazing success in Canada. MFA's most dedicated supporters in the country got right to work.

Soon a Puratone pig factory farm in Manitoba hired an MFA whistleblower. Using concealed cameras, he documented workers firing metal bolts into pigs' heads—leaving many conscious for minutes—and cutting off piglets' testicles without painkillers.

Some workers slammed piglets into the ground headfirst to kill them. Pregnant pigs suffered confinement in disgusting gestation crates.



W5, Canada's most respected investigative news program, brought the grisly footage into the living rooms of people nationwide.

Action came quick. Consumers spoke out—and didn't stop until they were heard.

Feeling the heat, every major grocery

chain in Canada agreed to phase out the imprisonment of mother pigs in cruel gestation crates. This stunning turn of events forced the pork industry to commit to a national phaseout. Pork producers also agreed to stop mutilating piglets without pain control.



CANADIANS SENT A CLEAR MESSAGE: ANIMAL ABUSE WILL NOT BE TOLERATED, AND THE INDUSTRY CAN NO LONGER HIDE.



CRACKING THE EGG INDUSTRY

Canada's egg industry got the message when MFA took it on, exposing widespread routine violence.

Workers were caught smashing the heads of baby birds against the side of a bucket. Still conscious, bloodied, and in tremendous pain, the birds were thrown into garbage bags where they slowly suffocated.

The exposé also revealed the misery hens endure. The chickens were often trapped in the wire of their small cages or mangled by factory machinery. Many with open wounds and torn beaks were left to languish without proper veterinary care.

This footage captured at two Alberta suppliers to Burnbrae Farms, at the time an egg supplier to McDonald's Canada, prompted nearly 120,000 Canadians to call on McDonald's to make changes.

Their call not to be ignored, McDonald's announced an end to the use of battery cages.



MFA's Canadian supporters campaigned relentlessly, pushing nearly the entire Canadian food industry—from grocers and restaurants to foodservice providers—to commit to ending caged confinement of hens.



"NO ANIMAL DESERVES TO BE TREATED WITH CRUELTY PERIOD!"

MARION T.
Richmond, BC, Canada
Change.org petition

BOLD PROGRESS FOR BIRDS

A nightmarish glimpse into a massive turkey breeding facility propelled birds raised for meat into the spotlight.



The horror uncovered at Hybrid Turkeys led to an animal cruelty conviction—the first for a factory farm as a result of an undercover investigation.

On the heels of this exposé, MFA footage from Horizon Poultry, a chick hatchery in Ontario, showed baby chicks thrown into a macerator and ground up alive.

Outrage over the abuses drew the attention of Horizon Poultry's parent company, Maple Leaf Foods, the largest meat company in Canada. After discussions with MFA, Maple Leaf Foods adopted a sweeping animal welfare policy for its poultry and pork facilities.

Most notable among the changes is a commitment to ending the horrific live-shackle slaughter of birds, sparing hundreds of millions each year from the suffering caused by shackling, shocking, and slitting the throats of conscious animals.

'HORROR MOVIE' TURKEY
SLAUGHTER VIDEO PROMPTS
CALLS FOR CHANGE



**"I HAVE QUIT EATING MEAT AS A
RESULT OF THESE HORRIFIC REPORTS!"**

MARGARET L.
Powell River, Canada
Change.org petition

BYE-BYE CRATES

Baby animals are not accorded any special treatment, a fact MFA drove home with a video from Délimax Veal in Quebec. Workers at Délimax, one of the largest veal producers in North America, were caught beating baby calves.



The footage, which ignited a media firestorm, led to an investigation by law enforcement and the conviction of a worker for animal cruelty.

Canada's largest grocery stores soon pledged to stop selling veal from calves raised in crates. The Ontario and Quebec veal associations similarly stated that they would phase out veal crates. Together, these actions ensure nearly all veal crates will be eliminated from Canada's farms by 2018.



↩ **SUPERSTAR
SUPPORTERS!** ↪

GET INVOLVED!

[MERCYFORANIMALS.ORG/GET-INVOLVED](https://www.mercyforanimals.org/get-involved)





UNPRECEDENTED CONVICTIONS

MFA footage from Chilliwack Cattle Sales, the largest dairy factory farm in Canada, shows workers cheering as another worker hoists a frightened cow with a chain around her neck into the air with a tractor. A worker's metal pipe hitting a cow over and over again clangs unbearably. A cow too injured to stand is kicked repeatedly in her face.



This sadistic torture sparked an outcry against the dairy industry and led to the conviction of both the factory farm and its owner—a precedent in Canada.

Chilliwack Cattle Sales pleaded guilty to three counts of animal cruelty and its owner to one count. The convictions carried monetary penalties rarely seen in the country's factory farming industry. Three workers were also convicted of violating the British Columbia Prevention of Cruelty to Animals Act. Four more workers' cases are pending.

After the investigation, Saputo, Canada's largest dairy company and the world's seventh-largest dairy processor, committed to improving animal welfare across its entire supply chain. The British Columbia Milk Marketing Board also required all dairy farmers in the province to provide nonslip flooring, adequate bedding, and proper veterinary care to cows or be prohibited from selling their milk.

Change came from government as well. The government of British Columbia incorporated the national dairy code of practice into the BC Prevention of Cruelty

to Animals Act. The code sets forth certain minimum requirements regarding the treatment and welfare of cows on Canada's dairies.

TENACIOUS TRANSPORT CAMPAIGN

A multi-year campaign to change decades-old regulations kicked off after an MFA whistleblower discovered the unspeakable conditions for animals transported across Canada.

At Western Hog Exchange, pigs who had endured long journeys on transport trucks arrived sick, injured, and sometimes dead. Workers used electric prods to shock animals who were too hurt to walk.



More than 100,000 people called on Canada's agriculture minister to update the 1977 regulations governing farmed animal transport. In 2016, after years of pressure from MFA and the public, the government released new proposed regulations.

Thousands of people have used MFA's website to send letters to their members of Parliament urging them to strengthen these proposed regulations. MFA continues to push tirelessly for substantial revisions through meetings with members of Parliament and their staff.

ONWARD

Five years ago, no employment-based undercover investigation of a factory farm or slaughterhouse had ever been conducted in Canada. Talking about farmed animal welfare was met with skepticism, and presenting about it in the halls of Parliament was unimaginable.

Everything has changed since impassioned activists established MFA in Canada.



Because of ardent volunteers and supporters, MFA has gone from an organization disregarded by Canada's factory farming industry to one it can't ignore. In our early days, Canadian media outlets rarely returned our calls. Now, journalists call us first.

Members of Parliament say they receive more calls and letters about our campaigns than about anything else. Major companies are revising their policies, reducing pain for millions of animals.

Hearts are evolving too, as people realize the power of their collective voice to create change.

Thanks to all of you, a better life for farmed animals is on the horizon.



GENEROUS SUPPORT FROM THE GREENBAUM FOUNDATION LAUNCHED MFA'S WORK IN CANADA.

BREAKING GROUND



**MFA'S LEGAL
TEAM DIGS IN**



UNTIL EVERY CAGE
IS EMPTY...



UNTIL EVERY SLAUGHTER-
HOUSE IS SHUTTERED...



MFA WILL FIGHT FOR
THEIR FREEDOM.

In courtrooms, on streets, and in legislative offices, MFA's legal team is **busting abusers**, inspiring voters, and **fighting back** against attempts to silence investigators.

GUILTY AS CHARGED!

Three former workers of Chilliwack Cattle Sales, the largest dairy factory farm in Canada, **pleaded guilty** to multiple counts of animal cruelty earlier this year. These convictions stem from an MFA **hidden-camera exposé**. The sickening footage revealed workers joking as they viciously **kicked, punched, and beat** cows. Workers also lifted **sick and injured** cows by their necks with chains and tractors.

Convicted of violating the British Columbia Prevention of Cruelty to Animals Act, the workers will be sentenced in May. Last year, Chilliwack Cattle Sales and one of its owners were also **convicted** of animal cruelty and ordered to pay **fines of almost \$350,000**. Four more workers were **charged**, and their cases are pending.

These **landmark convictions** mark the first time a factory farm and its owner have been convicted of animal cruelty for acts of employees after an undercover investigation. The convictions and penalties send a **fierce warning** to animal abusers.

POUNDING PAVEMENT

Massachusetts made **history** last year when **voters overwhelmingly passed** the strongest state farmed animal protection law in the U.S.: **a ban on** the most extreme forms of **animal confinement** and the sale of products from pigs, calves, and hens imprisoned by them.

MFA helped organize the **powerhouse** grassroots effort in Massachusetts and plays a leading role in a campaign to pass similar legislation in **Rhode Island**—rousing residents to canvass for compassion and wield their words in letters to the editor.

TAKING AIM AT AG-GAG

Earlier this year, despite an impassioned public effort to stop the bill, Arkansas passed a **devastating ag-gag law** giving corporations the power to sue whistleblowers who **speak out** about abuse and other wrongdoing at factory farms, slaughterhouses, and other big businesses. MFA and concerned citizens are calling for a **repeal**.

In Maine, MFA is **fighting** a bill that would **jeopardize** the safety of investigators. Pushed by the governor, the bill would amend state whistleblower protections to exempt undercover animal cruelty investigators. It would invite harassment and intimidation by allowing the release of our **brave investigators'** names.

"**Aerial ag-gag**" bills threaten MFA's drone investigations by criminalizing the use of **drones** to capture photos or video of factory farms. MFA is leading efforts to oppose these bills, organizing supporters in **Oklahoma** to stop a new bill in its tracks and persuading lawmakers in Utah to amend a bill to enable MFA to continue drone investigations.

DISTRICTS DEAD ON ARRIVAL

Several states have introduced bills that would allow **factory farms** and other **major corporations** to band together to create districts exempt from governmental regulations. These farms and companies could **ignore laws** protecting the environment, workers, and animals. Such **legislative initiatives failed** in North Dakota, Oklahoma, and Mississippi and appear to be stalled in Arkansas, Arizona, Georgia, and Missouri.

The **animal agriculture industry** is **desperate** and **running scared**. Investigations are working, and we need your help to stop this dangerous legislation—which may crop up in your state.



JOIN THE MILLIONS
standing up to ag-gag:

NoAgGag.com

POWERS OF PERSUASION

TAKE YOUR ACTIVISM TO THE NEXT LEVEL

Every time you cook a delicious meat-free meal for friends or share an eye-opening Mercy For Animals video on Facebook, you are advocating for farmed animals. But what can you do to make your voice even more powerful?

MFA's own **groundbreaking research**, coupled with **social psychology**, can help answer this question.

COMMON GROUND

Famed self-improvement author Dale Carnegie wrote that the way to get the best of an argument is simply to avoid having one. Perhaps he has a point. How many arguments have you seen change someone's opinion?

There are better methods to winning someone over, according to Carnegie. First, sincerely **consider other viewpoints**, the factors that contributed to them, and what is important to the people who hold them. Be friendly. Smile if the conversation is in person. Acknowledge something another person says that you agree with. This will make that person more open to your ideas.

Start with an uncontentious point: Animals should not suffer on farms.

MOST PEOPLE AGREE ON THIS. IN FACT, A RECENT POLL FOUND 77 PERCENT OF AMERICANS ARE CONCERNED ABOUT THE WELFARE OF FARMED ANIMALS.

As the conversation progresses, find out what is preventing the other person from seeing your viewpoint or **committing to change**.

Go for a small ask, such as going **meatless on Mondays** or swapping out certain meals with their vegan versions.

This is an effective strategy. **Surveys have found time and again that people who reduce their meat consumption are more likely to go vegetarian.** Similarly, those who go vegetarian are more likely to **go vegan**. Why? It's easier for people to make moderate changes. Once they do, they become more open to a bigger change.

EFFECTIVE ON SOCIAL

MFA has conducted several studies on which types of **social media content** most influence people.

ONE STUDY FOUND VIDEOS COMPARING HAPPY ANIMALS TO ANIMALS SUFFERING AT FACTORY FARMS WERE MORE EFFECTIVE AT INSPIRING DIETARY CHANGE THAN VIDEOS FOCUSED ON POSITIVE ANIMAL FOOTAGE OR VIDEOS DESCRIBING HOW TO EAT VEGAN. KEEP THIS IN MIND WHEN CHOOSING WHICH VIDEOS TO POST OR SHARE.

Sharing news stories or blogs about new corporate animal welfare policies or laws to protect farmed animals is also **impactful**. An MFA study found participants who read these stories were **more interested in reducing consumption of the animal products** mentioned in them than participants who did not. So if you see an article about a gestation crate ban or a restaurant's cage-free egg policy, share it—you just might inspire someone to take the first step toward a compassionate animal-free diet.



HOW CAN YOU BEST
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Make people
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especially sadness,
anger, amusement,
or nausea.

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Ask for shares,
not likes or
comments.



QUOTE OFTEN



If sharing
animal photos,
opt for images
of baby animals.

LINK TO A NEWS ARTICLE,
NOT A BLOG, WHEN YOU
WANT MORE TRAFFIC.



Post food photos
and memes.



SEE THE FULL STUDIES AND
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EXCLUSIVE INTERVIEW

CHLOE COSCARELLI



TAKES THE CAKE!



CHLOE'S TOP FIVE BAKING TIPS!

Since Chloe Coscarelli won *Cupcake Wars* in 2010—the first vegan chef to win a major Food Network competition—she has been a force in the culinary world. Chloe has published three popular cookbooks, and as a regular on *The Today Show*, she shows viewers how fun and easy preparing plant-based dishes can be.

Chloe's success hasn't come without obstacles. But one thing is clear: There is no stopping her.

Q When did you discover your love for cooking?

About 14 years ago, I went vegan because I realized that it made no sense to kill animals for food. My eyes were opened to a world of exciting veggies, grains, legumes, spices, and flavors I had never tried. I fell in love with the cuisine and knew I wanted to be a vegan chef.

Q How long does it take you to develop a new recipe?

It can take anywhere from a handful to hundreds of trials to test a new recipe until it's right. I start with an idea: either a non-vegan recipe I want to make vegan or a flavor combination to put together. Then I just start playing around with it in the kitchen—it's like a science experiment.

Q What do you think the plant-based food scene will look like in 10 years?

I have no doubt that vegan food is the future, so it's just a matter of timing. I'd say in 10 years it will be hard to find a

restaurant that doesn't have a vegan option!

Q What meal would you make for someone who had never eaten vegan before?

Fettuccine Alfredo, my favorite.

Q What advice would you give to a vegan entrepreneur just starting out?

The great thing about being a vegan entrepreneur is that we have a mission that extends far beyond business. When you face obstacles and challenges, take a minute to remember your greater purpose and why you started. This will put things into perspective and give you the fuel you need to power through.

Q What's next for you?

I'm always looking for new ways to express my creativity through vegan food. My new cookbook comes out in spring 2018, so I'm super excited about that!

1 your friend, espresso

Add a dash of instant espresso powder to your chocolate cakes, cupcakes, or puddings to deepen the dark, chocolatey flavor. You won't taste the espresso, but the chocolate will be rich!

2 when in doubt, coconut milk

Coconut milk is nature's substitute for heavy cream. Use it in place of sour cream, milk, or even whipping cream.

3 chem lab

Instead of using eggs, mix vinegar and baking soda to cause a chemical reaction that binds ingredients! This trick makes cakes and cupcakes super moist and fluffy.

4 creamy ice cream

To make luscious, creamy, homemade vegan ice cream, add a splash of vodka (or flavored alcohol) to your base. This lowers the freezing point so that the ice cream won't be hard or icy.

5 fun!

The best part about vegan baking? No raw eggs or risk of salmonella. So go ahead, lick the spoon and eat cookie dough!



FIGHTING FOR FREEDOM

FARMED ANIMALS WHO ESCAPED AND FOUGHT FOR THEIR LIVES

There was the pig in China caught on camera **jumping off a moving truck** from 16 feet in the air to escape her grisly slaughterhouse fate.

And there was **Freddie**, the steer who **broke free from a New York City slaughterhouse**. Thousands of people tuned in to viral videos of Freddie wandering the busy streets, cheering him on in real time.

@Mcartsymike | Fresh Meadows, NY

@NYPD103PCT WANT TO BE A
#VEGETARIAN AFTER SEEING THIS
POOR #COW WHO ONLY WANTED
#FREEDOM

ANIMAL ACTIVIST: AND HE'S NOW
NAMED FREDDIE.

@sc00byd00bie | NYC

I HOPE THEY DIDN'T
KILL THAT COW....SHE
DESERVES TO LIVE



Earlier this year, **six steers** grabbed a **golden opportunity** when a worker forgot to latch a handle on their trailer at a St. Louis packing facility. They **escaped** and spent hours evading police officers.

In these instances, bystander **videos**, **tweets**, and even police **dashcam footage** captured the animals' journeys and rapidly **spread their stories** on social media.

An NYPD tweet about **Freddie's capture** inspired commenters to **plead for him** to go to a sanctuary.

These animals are the **lucky ones**—all made it to **sanctuaries**. Their stories have **happy endings**.

"THIS BREAKS MY HEART," one commenter replied to a video of the steers running through a St. Louis street.



But for every rescued farmed animal who will spend days **grazing in green fields**, millions will never feel an ounce of human compassion.

All animals will fight for their lives. The pig in China, Freddie, and the "St. Louis Six" demonstrated this to the world.

They will also fight for the lives of their calves, chicks, and piglets.

Neighbors of dairy farms often tell stories of the **mournful bellows** of **mother cows** when their calves are taken away. Anyone who has heard a cow long for her calf will never forget it. It's as **heartbreaking** as the pained whimpers of a dog you can't help. Sadly, cows on dairies are kept continually pregnant and will mourn the **loss of a calf** over and over again for years.

Hens at factory farms will never meet their chicks. But in nature, **hens** are **courageous** and **caring mothers**. Before chicks even hatch, **hens cluck** to them and the chicks **chirp back**. Always on the lookout, hens call out to warn nearby mothers and their chicks if they sense danger.

"I THINK 10,000 TO
15,000 PEOPLE JUST
BECAME VEGANS."

A **mother pig** will stay in the nest she builds for at least a week with her newborns—**touching noses**, "talking," and **feeding** the piglets. At a factory farm, her piglets are torn away from her and never know motherly affection.

The suffering these animals face is profound, but **compassion will prevail**. Each story of an animal fighting to survive or to protect her young nudges someone closer to making a connection between the animals they cheer for and the animals on their plates.

As one commenter responded to Freddie's story, "I think 10,000 to 15,000 people just became vegans."

"PEOPLE DON'T THINK
ABOUT HOW EACH OF THESE
ANIMALS THAT WE CALL
DINNER HAVE THE SAME
KINDS OF PERSONALITIES AS
OUR DOGS AND CATS."

EMILY DESCHANEL

"THERE IS NO DOWNSIDE TO
EXTENDING LOVE AND COMPASSION
TO ALL CREATURES."

MOBY

"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**."

DAISY FUENTES



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A.

A. MFA GOVINO PINT
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LET'S BE HONEST: Plant-based foods are taking over the grill. With mouthwatering options like marinated tempeh skewers; charred veggie burgers; and bold, savory Portobellos, the barbecue that's kind for animals is the one everyone wants to be at.

Grilling Gear

If you've taken on the coveted role of grill master, you'll want a few essentials on hand. We asked seasoned vegan griller **John Schlimm**, author of **Vegan Grilling Style**, to share his tools of the grill.

He recommends "a long, heavy, fireproof pair of grilling gloves, spatula and tongs, fire extinguisher, and, of course, a fun apron!"

If you live in an apartment community or use shared grills at public parks, a personal grill pan could be your best friend. Nothing on the grill before you fired it up will make it onto your food.

Not Your Parents' Veggie Burger

Some of us can remember when our local grocery stores offered only one brand of veggie burger. Those days are gone!

Veggie burgers have come a long way in the past 10 years. Burgers today sizzle, and their flavors and textures are unbeatable. Some of our favorites are **Beyond Meat's Beast Burger**, **Field Roast's Hand-Formed Burger**, **Amy's California Veggie Burger**, and **Hillary's World's Best Veggie Burger**. Of course, you can always try a homemade recipe too.

It takes about six to eight minutes to fully cook veggie burgers over medium heat, John said. Turn once or twice and remove when they become slightly blackened.

Diversify your barbecue menu with products like **Lightlife Smart Dogs**, **Tofurky Beer Brats**, or **Boca Spicy Chick'n Veggie Patties**.



A Dash of Creativity

John calls the grill "the new ultimate playground for hungry vegans," and he advocates being creative and having fun. Pizza? Romaine lettuce? Watermelon? Throw them on too!

Tofu, tempeh, and seitan also grill well. Marinate for at least an hour or overnight for optimal flavor. Press as much moisture out as you can so the product absorbs more of the marinade flavor. There's a plethora of store-bought marinades, like teriyaki, that do the trick, or you can scour the dressing aisle for unique flavors. Of course, you can never go wrong with old-fashioned barbecue sauce, and there are plenty of varieties to try.

Turn on those grills, friends! And share your delicious plant-based delights far and wide.





Grilled Corn on the Cob

WITH PIQUANT SAUCE

By John Schlimm

CORN

2 tablespoons corn oil
3/4 teaspoon chili powder
1/4 teaspoon salt
4 ears corn, husked

PIQUANT SAUCE

1/4 cup vegan mayonnaise
3 tablespoons chopped fresh cilantro
1/4 teaspoon freshly ground black pepper
1/4 teaspoon cayenne pepper
1 clove garlic, peeled and pressed or finely chopped
4 teaspoons freshly squeezed lime juice from about 1/2 lime

Heat the grill to medium-high.

In a small bowl, whisk together corn oil, chili powder, and salt. Rub mixture on the corn. Wrap corn in aluminum foil and grill, turning often with tongs, for about 25 minutes. Remove the foil. Grill on the grates for about 5 minutes. Or peel back the husks, remove the silk, season the corn, and then pull the husks back over the kernels before grilling for a nice smoky flavor.

In a medium-size bowl, combine all the sauce ingredients. Slather the grilled corn with the mayonnaise mixture and serve.



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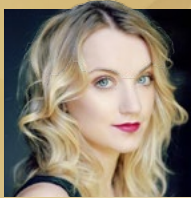
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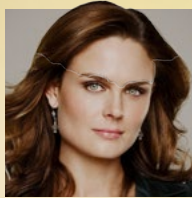
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