



THE MAG OF MFA. SPRING/SUMMER 09 Issue 4

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# The Rotten Truth



A Coast-to-Coast  
Egg Industry Exposé

## Film for Thought

MFA's New Award—  
Winning Documentary

## Thanking the Monkey

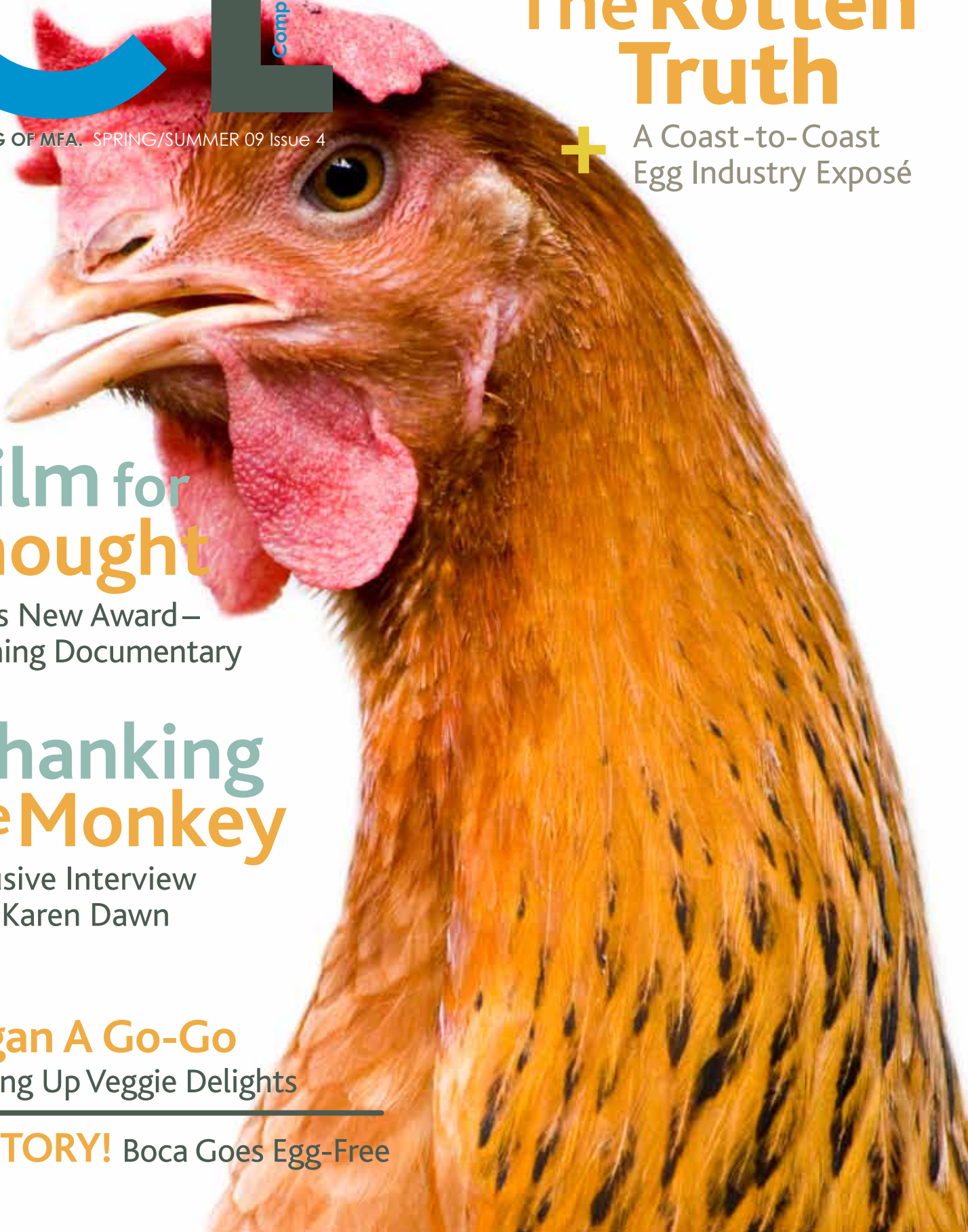
Exclusive Interview  
with Karen Dawn

## Vegan A Go-Go

Dishing Up Veggie Delights

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**VICTORY!** Boca Goes Egg-Free







## Dear Friends,

Farmed animals are vulnerable to cruelty and entirely at our mercy. It is this simple reality that propels our obligation to protect them. Confronting cruelty and lifting humanity up to its fullest potential – compassion and respect for all beings – is the driving principle behind Mercy For Animals’ tireless work. It’s this commitment that unifies our diverse group of supporters nationwide, and it’s this heartening dedication that fills me with joy with each passing accomplishment we achieve together.

My commitment to ending needless cruelty was strengthened this past December when I myself became a victim of senseless violence. During the pre-dawn hours in downtown Dayton, Ohio, I was brutally attacked by a complete stranger in a hate crime, simply for being who I am – a gay man. I had never exchanged words with my attacker, known his name, or previously crossed his path.

During the unprovoked assault, his fists threw me to the ground, shattered my nose, fractured my skull, and left my face extensively bruised and bloody. After two facial surgeries and weeks in and out of bed, the physical injuries of my attack are nearly gone, yet fully remembered.

Becoming a victim of violence can shake your belief and trust in humanity; however, for me it did exactly the opposite. The night I was attacked I saw the darkest side of humanity – the sheer brutality people

are capable of committing. Yet, in the days and months following, I saw the brightest side – compassion, kindness, sympathy, love and generosity that the human soul thrives upon. I was also reminded of the power our daily choices and actions have on others.

Well wishes, flowers, tearful phone messages, and deeply moving cards from kindhearted individuals across the world flooded my bedside. People shared the stories of their violent attacks, loving thoughts from their families, drawings from their children, and perhaps most endearing, I heard from a group of activists in Philadelphia who named two recently rescued goats in my honor – one, “Nathan,” and the other, arguably less fortunate, “Runkle.”

When I was in pain, the pain of others became more real - less an abstract concept or hypothetical situation. Pain, whether experienced by a man, woman, child, dog, or pig, is head-pounding, teeth-grinding, “make-it-stop,” real. Following my experience, I found myself connecting and empathizing on an even deeper level with the animals physically and emotionally abused at the hands of humans.

It is humanity’s shame that we exploit and abuse billions of animals simply for being “other” than us – cows, pigs, chickens, turkeys, lambs and other animals unfortunate enough to be labeled by many in society as “food animals.” Far too many of these sensitive creatures spend their entire lives never knowing kindness or freedom, spending day after day, night after night, locked in tiny cages and in crowded sheds that stink of feces, being thrown around, roughly handled, mutilated without painkillers and violently killed – all senselessly and without provocation.

If we truly aspire to live by the golden rule – treating others the way we would like to be treated – then we are compelled to put ourselves in the shoes (or hooves, feathers, or fins) of those who are different from us. Perhaps once we see the world through their eyes, as they search for the same things we all do in life – companionship, comfort, and joy – then expanding our circle of compassion to include them won’t seem like such a noble task, but simply a commonsense one.

For a kinder tomorrow,

Nathan Runkle  
Executive Director



### Contributors

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

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

MFA relies on the generous support of compassionate individuals to carry on our life-saving work. To become a member, simply send a contribution of \$15 to:

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## Glimmer of Justice for Turkeys

History was made in early February, when a state grand jury returned 11 felony indictments against workers caught on tape committing terrifying acts of cruelty at an Aviagen Turkeys, Inc. plant in Greenbrier, West Virginia. Until these indictments were issued, there had never been a felony-level prosecution in the U.S. for abuses to birds bred and killed on factory farms.

The indictments declare that the workers stomped on turkeys’ heads, twisted the turkeys’ necks, and slammed at least one turkey’s head against metal scaffolding. The undercover

investigative file that sparked the indictments also reported employees pounding as many as 450 turkeys to death with 2x4 planks, and committing a sickening list of other atrocities, including jamming a broomstick down a turkey’s throat and injecting turkeys’ heads with sulfuric acid.

The impact of this case is likely to be felt far and wide. According to a *New York Times* report, German-based Aviagen Turkeys supplies most of the breeding stock used by turkey operations in the U.S.

## Feeding Operations Must Report Greenhouse Gas Emissions

An attempt by the departing Bush administration to exempt concentrated animal feeding operations (CAFOs) from having to report their greenhouse gas emissions has been defeated. As a result, CAFO emissions stand a good chance of being seriously factored into U.S. strategies to combat global warming.

The EPA describes CAFOs as places where “animals, feed, manure and urine, dead animals, and production operations” take place within “a small land area.” According to a study recently published in the *American Journal of Agricultural Economics*, with each doubling of the number of animals held in CAFOs, within a given county, there is a 7.4% increase in human infant mortality, very likely attributable to toxic levels of hydrogen sulfide and ammonia emitted from the CAFOs.

Lamenting the tendency of policymakers to play down the environmental problems caused by animal agriculture, the top official of the U.N. Intergovernmental Panel on Climate Change recently told the *New York Times* that humans should eat less meat in order to reduce their carbon footprints.



## Mounting Evidence of Meat and Dairy Health Risks

Researchers at UC-San Diego and University of Dundee recently discovered that meat and dairy products impart to their consumers a sialic acid called GC, which provides a unique metabolic gateway through which a particularly dangerous strain of meat-borne E. coli can spread its toxins.

Humans do not naturally produce GC, but when GC is ingested, it gets deposited throughout the human body, forming the medium that the toxic E. coli bacterium need in order to harm the human gut lining, blood vessels, and kidneys. The research findings estimate that people who eat GC-laden meat and dairy products are approximately 10 times more susceptible to this serious E. coli infection than are people who do not.

A report linking meat and dairy to prostate cancer has also made news in recent months. University of Oxford scientists reviewing 12 different studies say that men with high blood levels of IGF-1, a growth factor carried in meat and dairy products, face up to a 40% increase in their risk of getting prostate cancer.

## Vegan Demand Now a Serious Market

This year, meatless product leader Lightlife Foods plans to reduce the number of eggs it uses in its products by 166,000. The company will also be adding five new vegan items to its product line, including new versions of its Veggie and Mushroom burgers, which became entirely egg-free on June 1, 2009.

Moreover, conventional food ingredient manufacturers now openly recognize the increasing demand for vegan products as a main reason to develop and bring to market new varieties of egg-replacers. Citing “better vegan baking” possibilities, Gum Technology recently

brought three more baker’s egg replacers to market.

Another sign of the growing demand for vegan food is that sports arenas are becoming places where vegans can now easily indulge. Setting new standards for stadium dining, Citizens Bank Park in Philadelphia, for example, is adding mock chicken and crabless cakes to its already vegan-friendly concession stands.

Hopefully, it won’t be too long before the U.S. follows India’s lead, where mainstream foods, toiletries, cosmetics, clothing, and furnishings now widely sport the label of “100% vegetarian.”







# aForce for Compassion

## → Activist Spotlight: Jennifer Kaden

**Position with MFA:** Cleveland Regional Coordinator

**Hometown:** Cleveland Heights, OH

**Email:** jenniferk@mercyforanimals.org

**Favorite Quote:** "...Animal liberationists ...identify with the powerless and the vulnerable – the victims, all those dominated, oppressed and exploited. And it is the non-human animals whose suffering is the most intense, widespread, expanding, systematic and socially sanctioned of all." – Henry Spira

**Jennifer Kaden is a powerhouse for animals who repeatedly goes above and beyond the call of duty to be their voice. Since becoming MFA's Cleveland Regional Coordinator, she has effectively worked with other volunteers to organize numerous vegan dinners, lectures, video showings, and 50 leafleting events where over 33,000 brochures on veganism have been distributed. Her positive "can-do" attitude, ever-present smile, and encouraging words to volunteers make her an exemplary leader and community organizer.**

### CL: Why did you become a vegan?

**JK:** I picked up the book *Vegan: The New Ethics of Eating* by Erik Marcus, which was part of a vegetarian library display at the Cleveland Heights Library. I never knew before what unbelievable suffering animals endure in the egg and dairy industries and by the time I had finished that book I decided I had to be vegan.

### CL: How did you make the leap to being an activist for animals?

**JK:** In 2004 I attended Farm Sanctuary's "Hoe Down" conference in Watkins Glen, NY and they screened the documentary *Peaceable Kingdom*. This was the first time I had witnessed the reality of what it takes to turn a sentient being into a commodity. I had never before seen animals truly terrified and I saw them behaving no differently than we would in a similar situation. I connected so profoundly with their suffering. Between seeing *Peaceable Kingdom* and meeting the rescued farmed animals, I felt an overwhelming need to get involved.

### CL: Can you describe your involvement with MFA?

**JK:** I found out that there was an MFA chapter getting started in Cleveland in 2005. I started going to the dinners and lectures and helping out wherever I could with promoting events, bringing food to the dinners, and helping set up and clean up. I started setting up vegetarian displays at area libraries and distributed MFA's *Vegetarian Starter Kits*. I took over as Cleveland Regional Coordinator during the summer of 2007. As such, I coordinate our monthly vegan dinners and lectures, leaflet at concerts, colleges and community events, hold screenings of animal rights documentaries and organize protests.

### CL: How did it feel to receive MFA's "Hope Award" at the Ohio Celebrating Compassion Gala?

**JK:** I felt honored to be the recipient of the Hope Award and I especially like the name of it... "Hope." That's something which is hard to hang onto once you become aware of the enormous amount of animal suffering in the world. But I do have hope, because I'm continually inspired every time I learn about someone going vegan or vegetarian because of something they learned through one of our MFA events.

### CL: Any advice for people who want to get involved with MFA or animal rights activism?

**JK:** There are so many ways to make a difference for animals so never think that small things don't matter because they often do! An excellent book I'd recommend for someone who wants to know where to start is *Striking at the Roots* by Mark Hawthorne. It's a wonderful resource for people motivated to get active, but unsure where to begin.

I would also encourage anyone wanting to get involved to attend MFA or other animal rights events in their area or make the trip to a conference to meet others of like-mind. I guarantee you'll leave feeling inspired and empowered.

### CL: Any favorite resources for people who want to go vegan or learn about farmed animal issues?

**JK:** My favorite websites are: **ChooseVeg.com** – Hundreds of cruelty-free recipes and information about the impact of factory farming on the environment, health and animals. **HumaneMyth.org** – Created by the director and producer of *Peaceable Kingdom*, this website educates consumers about the myth of humanely-raised animal products, such as "free-range," "cage-free" and "humane certified." **VeganOutreach.org** – Download and distribute numerous pro-vegan publications or order from VO's catalog. Publications are available in English, Spanish and Chinese.

## Party Animals

In December MFA held its first-annual **Celebrating Compassion Galas** in Chicago and Columbus. The Galas were a resounding success, filled with hope-inspiring awards ceremonies, live music, mouth-watering vegan hor d'oeuvres and desserts, cruelty-free silent auctions and more. Venues included the stunning rotunda of the beautiful **Chicago Cultural Center**, and the elegant and trendy **Landmark's Gateway Theatre** in the Columbus art district.

Both Galas featured awards ceremonies to honor local activists, artists, progressive businesses and political leaders for their life-saving animal advocacy work. Highlights included **Alderman Joe Moore's** acceptance of the "Compassionate Leadership Award" for his efforts to ban the sale of foie gras in Chicago. Newly elected Ohio congresswoman, **Mary Jo Kilroy**, also accepted an award for her outspoken efforts to protect animals and local communities from cruel and environmentally dangerous factory farms.

• • • [CelebratingCompassion.com](http://CelebratingCompassion.com)



## Veg Out In NC

The pro-veg movement is gaining momentum – even in North Carolina, a state known for animal agriculture. **MFA's Asheville, NC chapter** responded to the state's growing need for veg-friendly resources by creating a new website, **VegNC.com**.

Modeled after successful vegetarian resource sites for other states, such as MFA's **VegIllinois.com**, **VegNJ.com** and **VegPA.net**, this site is chock-full of restaurant and grocery store listings for the cruelty-free consumer. VegNC.com also lists animal advocacy and veg-friendly social networking organizations.

Restaurant listings range from chains such as Panera to Asheville's 100% vegan **Firestorm Café**, offering hearty sandwiches, bagels and homemade desserts, or French Broad Luscious Chocolates – an elegant chocolate and wine lounge, offering vegan truffles and hot chocolate. Listings include menu descriptions, hours and locations.



## Year In Numbers

2008 was a monumental year for MFA. Dedicated activists conducted over **400 outreach events**, including **40 humane education lectures**, **40 vegan dinners** and **200 leafleting events**. Activists distributed over **300,000 pieces of pro-vegetarian literature**. Our high-profile campaigns and investigations generated over **230 television and print news stories** and **ChooseVeg.com**, MFA's one-stop vegetarian resource site, attracted nearly **2 million visitors**.



MFA conducted **two undercover exposés** of California battery-cage farms: **Gemperle Enterprises** and **Norco Ranch**, California's largest egg farm. Our Gemperle exposé resulted in **Trader Joe's** ending its supplier relationship with the cruel farm. One month following our **Norco Ranch exposé**, Californians **passed Proposition 2**, a measure that banned battery cages in the state.

Thank you to all of our amazing volunteers and supporters who made these live-saving achievements possible.

• • • [MercyForAnimals.org/YI08](http://MercyForAnimals.org/YI08)

## It All Ads Up

In October 2008 Bostonians got some food for thought, courtesy of MFA's pro-vegetarian ad campaigns. Replicating a highly successful campaign launched in Chicago, **600 ads** ran on **Boston's train and bus systems**, exposing the cruelty of factory farming. As pigs, calves and chickens stared out from cramped cages, the ads asked riders, "How Much Cruelty Can You Swallow?" These ads were viewed over **20 million times**.

MFA also cosponsored **two pro-vegetarian billboards** in Michigan. One showed animals crammed into cages and urged passersby to "Help End Animal Cruelty." The other declared, "Animals are friends, not food" and featured a chicken perched on a woman's shoulder. In 2009 MFA cosponsored a third Michigan billboard, featuring the adorable faces of a piglet and a puppy side-by-side. It asked drivers, "Why love one but eat the other?" The billboards amassed an estimated total of **90,000 views daily**.

• • • [MercyForAnimals.org/veg-billboards](http://MercyForAnimals.org/veg-billboards)





# AskAnya



Anya Todd is a vegan registered and licensed dietitian who graduated from Case Western Reserve University and completed her internship at the Cleveland Clinic Foundation. Though she cringes at spending \$4 on a loaf of bread, Anya has no problem spending \$4 on her favorite chocolate bar.



## Make A List

List making is in my genes. My dad is a chronic list-maker. Wish lists, “to-do” lists, “books to read before I die” lists – I enjoy making them all. The grocery list is no exception. Taking the time to create a shopping list for a week’s worth of meals can be daunting at first, but you will get the hang of it. Just remember, you are saving money!

## Think Ethnic

When omnivores ask me, “Well, what do you eat?” as if I am dramatically limiting my options by choosing to go cruelty-free, I take pleasure in naming foods of which they have never heard. The plethora of international cuisine, whether it is Indian, Asian, Mexican or Middle Eastern, is not only tasty but really inexpensive. Chana Masala, an Indian dish, is one of my all-time faves that costs well under \$5 to make and feeds me for a few meals.

If you are watching your budget, chances are your friends are too. Planning a potluck in which everyone brings a vegan dish is a great way to enjoy a yummy meal, while only investing the time and money for the one dish you prepared.

Just remember, you work hard for your paycheck, so it’s ok to spend \$5 on dessert at your favorite vegan bakery every now and again. Plus, you are helping a vegan establishment stay in business. So, indulge!



## Recipes from Vegan A Go-Go!

### Punk-kin Pasta

A lovely alternative to tomato sauce, this tasty pasta will have you wishing you doubled the recipe so you could have leftovers. If you can’t find vegan sausage, try throwing in half a small can of beans (your choice) or nothing at all.

- Pasta, enough for two people
- 1 medium onion, chopped
- 1 cup vegan sausage, sliced
- 1 tbsp oil
- 1 14-oz can unsweetened pumpkin purée
- ½ tsp salt
- ½ tsp black pepper
- ¼ – ½ cup vegetable stock (optional)
- ½ cup vegan cheese, grated (optional)

Boil the pasta in a large pot of salted water. While pasta is cooking, in a large saucepan on medium-high heat, sauté the onions and “sausage” in the oil until onions are translucent. Add the pumpkin, salt, and pepper and simmer for 5 – 7 minutes. This sauce can be quite thick, so to thin it out, add ¼ cup stock at a time until you’ve reached the desired consistency. When pasta is cooked, drain noodles and return to pot. Add the sauce to noodles and toss well. Serve immediately, garnished with “cheese.” Makes 2 large or 4 small servings.



Photo Credits: Kumari Photography

## Featured Product

Thanks to Crispy Cat candy bars, you’ll always be able to satisfy your candy cravings!

Asheville-based Tree Huggin’ Treats has a line of candy bars to treat the taste buds of cruelty-free candy lovers everywhere. Crispy Cats are organic, vegan, kosher, and completely delicious! They come in three flavors that rival any dairy-based bar: roasted peanut, toasted almond, and the new mint coconut. All three flavors are available in the U.S. and Canada in stores and online.

VegNews readers rated Crispy Cat “Product of the Year” and “Best in Show” in 2007, so unwrap one for yourself and indulge in the guiltless pleasure of a candy bar with a conscience.



Visit [CrispyCatCandyBars.com](http://CrispyCatCandyBars.com) to order Crispy Cat products and to find more information about the animal-friendly, green practices of Tree Huggin’ Treats.

### Righteous Orbs

These orbs will help keep your energy up for those late night quests. If you can’t find hemp seeds, then you can use finely shredded coconut or sesame seeds.

- ⅓ cup shelled hemp seeds
- 2 cups nuts of your choice (walnuts, almonds, pecans, etc.)
- 1 cup raisins
- 1 tsp cinnamon
- ¼ tsp salt
- 1 tbsp oil (e.g., flax or hemp)
- 2 tbsp agave nectar or maple syrup



Place a sheet of parchment or wax paper on a large plate or cookie sheet. Set aside. Measure out seeds onto a small plate and set aside. In a food processor, blend the remaining ingredients until mixture starts to pull away from the sides of the mixer and forms a dough. Transfer dough to a large bowl and scoop out spoonfuls to form 16 golf ball-sized balls. Roll each ball in hemp seeds until coated. Place on lined plate or cookie sheet and refrigerate for 1 hour before serving. Makes 16 orbs.

### Freedom French-Toast

The best tip for this recipe is to use stale bread. Alternatively, leave some bread out overnight or lightly toast it before cooking.

- ¾ cup soft or silken tofu
- 2 tbsp maple syrup
- ¾ tsp cinnamon
- ½ tsp vanilla extract
- ¼ tsp salt
- ¼ cup apple juice or water
- 1 tbsp oil
- 4 – 6 large slices bread, stale



With a blender or food processor, blend the tofu, syrup, cinnamon, vanilla, salt, apple juice, and oil until smooth. In a large shallow bowl, pour batter; dip bread slices into batter and coat both sides. Fry in a hot non-stick pan or a lightly oiled hot frying pan and cover. Let sit on medium heat until underside is golden brown. Flip toast over and cook other side until golden brown. Repeat process until bread is gone. Makes 2 large or 4 small servings.





# FACTORY FARMED EGGS: THE ROTTEN TRUTH

A coast-to-coast undercover exposé  
of the egg industry.



SEPTEMBER 7, 2008

**I found a live hen with her body trapped under her cage's front wall, draped over the egg belt with eggs piling up behind her head. I dislodged her, took her to a worker and said, "She's not dead." The worker grabbed the hen by the head and swung her in circles several times before throwing her onto the concrete floor, where she gasped and convulsed for nearly two minutes.**

"Mark," a Mercy For Animals' investigator, documented these ghastly incidents at Norco Ranch in the southern California town of Menifee. Norco is the state's largest factory egg farm, confining over 2 million hens, and a major supplier to companies such as Land O' Lakes and Eggland's Best.

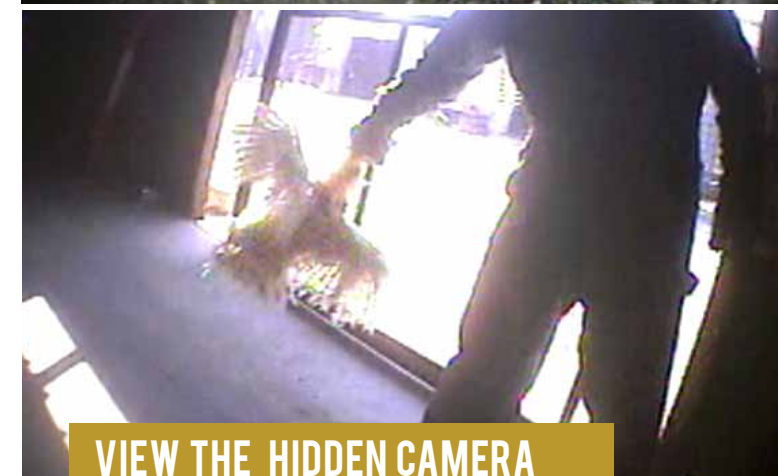
For four weeks during the summer of 2008 Mark worked undercover at Norco – living a lie to expose the truth. Each day he entered the facility wired with a pinhole-sized, covert camera. Working alongside other factory employees, Mark secretly documented the depraved reality of modern egg production. The images he captured on film would later shock consumers nationwide.

The following is a mere snapshot of the horror documented at Norco:

- Birds confined in wire cages so small that they couldn't walk, perch or stretch even one wing.
- Ill birds neglected to die on top of dead piles – denied veterinary care, food and water.
- Workers killing birds by grabbing their heads and swinging them in circles – an attempt to snap their spines which often resulted in prolonged deaths.
- Blood, feces and insects on hens, egg collection belts and eggs.
- Birds left to die entangled in cage wires unable to reach food or water.
- Decomposing carcasses in cages with birds still laying eggs for human consumption.

The "ranch" was actually a collection of warehouses, each approximately the length of a football field. Indoors, running nearly the length of the warehouses, were rows of birds, packed body-to-body in barren, wire cages. Their eggs rolling down the slanted cage floors onto conveyor belts, the hens had been reduced to mere cogs in an egg-production machine.

Mark's diary entries describe four to six birds per cage no larger than a standard file cabinet drawer. Birds forced to live in such overcrowded conditions often incur severe bodily trauma and trauma-related deaths. Mark observed numerous broken bones and wings, including the grotesque case of a hen with her leg bent



**VIEW THE HIDDEN CAMERA**

**VIDEO AT : [MERCYFORANIMALS.ORG](http://MERCYFORANIMALS.ORG)**

backward nearly 45 degrees. He also witnessed a hen trampled so severely that her internal organs spilled out of her vent and through the wire flooring of her cage.

Overcrowding can lead to further unimaginable horrors. Due to the unnaturally large volume and size of eggs that commercial laying hens are genetically manipulated to produce, they are susceptible to uterine prolapse – a condition in which the uterus herniates outside of the hen's vent during egg-laying. Because the hens cannot escape their cagemates, their prolapses are vulnerable to cannibalism from the other birds.

In order to discourage cannibalism and reduce the damage caused by aggressive pecking – a behavior induced by overcrowded conditions – egg producers sear off part of the birds' sensitive beaks with a hot blade. This mutilation, which cuts through nerves, is performed without anesthesia. Debeaked birds frequently develop painful tumors on the remaining parts



SEPTEMBER 14, 2008

**// I discovered the contorted body of a live hen, who had become entangled in cage wire. Her neck was bent so far backward and to one side that her beak was touching her abdomen.**



of their beaks. Mark documented several birds with beaks mangled due to botched debeaking. Some of their top beaks were half the length of their bottom beaks, making it difficult to pick up food.

In addition to extreme and often fatal injuries, Mark observed advanced stages of untreated disease. In one instance he noticed a pool of blood in a pile of feces below one of the cages. The hen above it had a hardened, swollen rear abdomen and a vent covered in pus. He also discovered numerous hens with eye infections so severe that entire sides of their faces were swollen and their eye sockets filled with pus.

Contributing to the overall repulsiveness of the environment, maggots squirming the floors and bloodied, feces-covered and mite-infested eggs and egg collection belts were common sights at Norco.

Many veterinary professionals agree that distress and suffering are inherent to the battery-cage system and that incidents such as those documented at Norco are not isolated; for example, according to Dr. Kate Hurley, DVM, who also holds a degree in Preventative Veterinary Medicine from University of California, Davis: "Battery cage systems cannot provide humane conditions under the best of circumstances: suffering is inevitable when the hens cannot even take a few steps or stretch their wings without running into wire cage walls or another bird."

**// HENS WERE CROWDED IN WIRE CAGES SO THAT THE BIRDS COULD NOT LIE DOWN OR WALK, SPREAD THEIR WINGS OR REST WITHOUT CAUSING MAJOR DISTURBANCE TO THE REST OF THE BIRDS IN THE CAGE. THIS DEMONSTRATED THAT CAGE SIZE WAS INSUFFICIENT FOR NORMAL POSTURAL ADJUSTMENTS. //**

**DR. NEDIM C. BUYUKMIHCI, VMD  
EMERITUS PROFESSOR OF VETERINARY MEDICINE, UC DAVIS**

## TOWARD LEGAL RIGHTS FOR FARMED ANIMALS

MFA's investigation at California's largest egg producer came at an opportune moment in our nation's history. A coalition of animal advocates had succeeded in gathering enough signatures in 2008 – over 800,000 – to place the "Prevention of Farm Animal Cruelty Act," commonly referred to as "Proposition 2," on the November ballot for direct vote by Californians. Prop 2 was a modest measure, requiring California farmers to provide animals with enough space to stand up, lie down, turn around and stretch their limbs or wings.

The release of MFA's shocking investigative findings at Norco Ranch and another mega California egg farm, Gemperle Enterprises, earlier last year drew extensive media coverage to the Prop 2 debate. Exposing the cruelty at Norco Ranch was particularly damning to the industry, as Norco's parent company, Moark LLC, was the second-highest contributor to the campaign against Prop 2.

On November 4th, Prop 2 not only passed in a landslide victory of 63%, but it became the most popular ballot initiative in California history. Passage of this historic measure made California the first state in the nation to ban battery cages for laying hens, the third state to ban veal crates for calves and the fourth to ban gestation crates for breeding sows. Clearly, consumer opposition to animal cruelty is mounting. With the passage of Prop 2, California has accelerated the momentum and set the stage for similar legislation in other states.

Passage of Prop 2 certainly merits pride of accomplishment and hope within the animal advocacy movement, but the statute is

not without its limitations. It does not require farmers to provide animals with outdoor access or enough space to walk, run or fly. Nor does it prohibit other routine factory farming abuses, such as brutal handling, denial of veterinary care or mutilations without anesthesia, such as castration, tail docking and debeaking. Furthermore, the measure does not take effect until 2015.

Enactment of Prop 2 is an important step in the right direction, but as a subsequent MFA investigation on the opposite U.S. coast revealed, there is still much work to be done.







## THE REALITY BEHIND "QUALITY EGGS"

One month following the passage of Prop 2 in California, Mark traveled over 3,000 miles east to the quiet town of Turner, Maine. Off the back roads of this sleepy community sits an infamous giant of the egg industry, Quality Egg of New England (QENE) – one of the nation's largest producers of brown eggs. QENE confines over 3.5 million hens in battery cages.

QENE's barns were like dungeonous vaults. As far as Mark could see were aisles of cages, stacked three-tiers-high and crowded with distraught birds, four to six per cage, often clamoring and climbing over one another in an effort to find space.

Beneath the tiers of cages, running the length of the facilities, were deep pits, packed with manure. The choking stench of rot and ammonia permeated the air. Mark frequently observed live hens walking around in the pits, having fallen from their cages or been kicked into the pits by workers to slowly die from starvation or dehydration.

Some of the dead hens in the pits had drowned in liquid excrement. Mark discovered one hen lying in a pile of liquid feces with her face submerged in the manure.

Mark also observed dilapidation throughout the facilities, such as broken cage wires sharply protruding into cages, placing the hens at risk of gouging or impalement. Elsewhere a partially collapsed ceiling exposed hens to the bitter winter cold. During the entire 6-week investigation, the ceiling remained in disrepair.

Mark documented 150 cases of birds trapped in the wire of their cages or under feeding trays, left to suffer the constant physical assault of their cagemates, whose sharp nails scratched into their skin, leaving many with bloody, open wounds. One live hen had become trapped under her cage's front wall with one side of her face pinned against a moving egg belt. The side of her face, including her eye, was encrusted in egg yolk and dust. Another hen's wing had become caught on a cage wire and her torn skin had regrown around the wire.

On nearly a daily basis, he documented live hens discarded in trash cans and on dead piles to die without food, water or veterinary care. Such hens were often buried under the corpses of other birds, some documented as alive and suffering for more than several days.

On one occasion Mark observed two trash cans overflowing with dead hens. Each had a live hen among the dead. One of the hens was mostly buried under dead hens. Both were visibly breathing and the one lying under dead hens made an audible call. On another occasion he witnessed a worker throw dead hens and then a live one into a trash can, the live hen screeching and flapping as she was thrown. Mark brought this routine abuse to the attention of workers and supervisors but was met with callous disregard from all. One day Mark witnessed a worker throwing dead birds out of a trash can into the back of a truck. He said to the worker, "Sometimes there's live birds in there." The worker replied bluntly, "Don't matter. Leave it there."

**" THERE APPEARS TO BE A LACK OF EMPHASIS ON RESPECTFUL, COMPASSIONATE TREATMENT OF THE HENS AT THIS EGG PRODUCTION OPERATION, A PROBLEM THAT SEEMS WIDESPREAD IN THE INDUSTRY. IN MY OPINION, THE CRUELTY INVOLVED IS IMMENSE, OBVIOUS, AND IN NEED OF IMMEDIATE REDRESS. "**

**DR. SARA SHIELDS, PH.D.  
ANIMAL WELFARE SCIENTIST,  
UNIVERSITY OF NEBRASKA-LINCOLN**

Workers at QENE also frequently botched attempts to snap the hens' spines for a swift kill, causing them extreme pain and prolonged, agonizing deaths instead. Independent experts in avian welfare and veterinary medicine reviewed the video footage from MFA's undercover investigation and issued written statements denouncing QENE.

Dr. Temple Grandin, perhaps the world's leading expert on farmed-animal welfare and advisor to the USDA, harshly condemned QENE, stating, "The place is a filthy, disgusting mess and very poorly maintained. The chickens look awful as well." A veterinarian for the state of Maine concurred, stating that the hens at QENE are "tortured and deprived."



## RAIDING THE HENHOUSE

In March MFA submitted an extensive petition to the Animal Welfare Program of the Maine Department of Agriculture (AWP), urging that criminal animal cruelty charges be brought against the employees and management of QENE. In response to the petition, AWP procured a search warrant and state investigators raided the farm on April 1st. During the 8-hour raid, state investigators collected further evidence of animal cruelty, including 70 dead hens.

Four state workers who participated in the raid developed burning sinuses, coughing and tightness of breath and immediately sought medical attention for ammonia exposure – the same searing and choking exposure to which the hens at QENE are subjected 24-7 for their entire lives.

Release of the investigative findings, which captured national headlines and generated hundreds of television, radio and print stories, prompted Eggland's Best to drop its QENE distributor, Radlo Foods, which in turn dropped QENE.

Radlo Foods subsequently announced that it would phase out battery cages within ten years, making Radlo the first egg producer in the nation to adopt a battery cage phase-out plan and representing perhaps the largest corporate policy change ever to result from an animal cruelty investigation.

The state of Maine continues to process evidence in the QENE cruelty case.





# VOTING FOR COMPASSION AT EVERY MEAL

The abuses Mark recorded at Norco and Quality Egg of New England are consistent with those documented by MFA and other animal advocacy groups at egg farms across the country – a strong indication that such abuse is the industry norm, not the exception. The best step that we can take to prevent farmed animal cruelty is to adopt a vegan diet, free of all animal products. The sole reason that the meat, egg and dairy industries exist is consumer demand for their products.

One may question just how much of an impact an individual consumer can have on the lives of farmed animals. The answer is heartening: every American who abandons an animal-based diet in favor of a vegan diet will spare the lives of over 50 animals per year.

In the particular case of the egg industry, according to USDA estimates, most Americans consume an average of 259 eggs per year. A laying hen endures an average of 34 hours in deplorable conditions to produce just one egg; therefore, most Americans could spare laying hens over 8,800 hours of suffering per year, simply by eliminating eggs from their diets.

While the benefits of a vegan diet to animals are reason enough to make the change, the benefits extend beyond humane concerns; for example, veganism is an excellent – arguably the best – diet for our health. Decades of research tell us that consumption of animal

products is directly linked to higher rates of cancer, heart disease, obesity and diabetes, while plant-based diets, in particular vegan diets, are associated with reduced risk of chronic disease and even reversal of heart disease.

A vegan diet is also the most earth-friendly diet. A growing number of governmental, university and environmental agencies, ranging from the United Nations to the Pew Commission, acknowledge the serious threats that animal farming poses to the planet. According to conservative estimates, animal farming consumes eight times more fossil fuel than plant-based farming. Meat production also requires far more water than plant-based farming and is responsible for more greenhouse gas emissions than all of the world’s cars, trucks and planes combined.

Making the initial change to a vegan diet is becoming easier all of the time. Many grocery stores are carrying a wider variety of fruits, vegetables and grains, as well as vegan alternatives to everything from cheese, sour cream and mayonnaise to comfort foods, such as “no chicken” nuggets, “meatballs” and potstickers. Such products are increasingly labeled “vegan” for consumer convenience.

As animal rights activists continue to expose the cruel truth behind animal agriculture, consumers increasingly awaken to the power of their food choices to prevent animal suffering. Driven by the realization that each meal is a vote for compassion and against cruelty, the vegan movement is gaining unprecedented momentum – steadily moving our society toward a day when all animals are treated with compassion and respect.

## SIMPLE EGG-FREE BAKING

It’s simple to replace eggs and dairy products in almost any baking recipe. The egg replacement you choose will depend upon its desired effect. For lighter, fluffier baked goods such as quick breads, muffins or cakes, try one of the following:

- 1 egg =
- ¼ cup puréed banana, squash or pumpkin
- ¼ cup applesauce
- ¼ cup soy yogurt (makes baked goods nice and moist)
- 1 ½ t. Ener-G Egg replacer whisked with 2 T. water

For denser, thicker baked goods such as brownies, quiches or custard pies, silken tofu is best:

- 1 egg =
- ¼ cup silken tofu blended until completely smooth and creamy



## GOING UNDERCOVER WITH MFA: A HISTORY OF RESULTS

MFA’s undercover investigation department has a rich history of bringing to light the exploitation and abuse that animals endure behind the closed doors of our nation’s factory farms and slaughterhouses.

In 2007, MFA exposed one of the country’s largest poultry slaughterhouses – House of Raeford Farms, Inc. in Raeford, North Carolina. MFA’s investigator worked in the “live-hang” area of the plant (where live birds are snapped into shackles on the slaughter line), secretly filming unconscionable acts of cruelty, including workers throwing, punching, kicking and ripping the heads off of live birds.

From 2001 to present, MFA has investigated seven of the nation’s largest factory egg farms in California, Ohio, and Maine. At each facility MFA documented severe overcrowding and confinement, multitudes of sick and injured hens, hens trapped in their cage wires and dead hens left to decompose in cages with birds still laying eggs for human consumption.

MFA has achieved major, measurable successes through such investigations. Following our first two egg farm exposés, Giant Eagle grocers pledged to boycott eggs from producers who “force molt” their hens – the practice of shocking hens into a laying cycle by depriving them of light and food. In response to the House of Raeford investigation, numerous employees were fired and Denny’s Restaurant chain ended its supplier relationship with the slaughterhouse.

Similarly, grocery giant Trader Joe’s terminated its business relationship with California egg producer, Gemperle Enterprises, after MFA exposed the egg farm’s merciless practices. Most recently, MFA investigations have helped pass landmark legislation; prompted one of the country’s largest egg producers to move away from battery cages; led law enforcement to raid an investigated facility; and enlightened countless consumers through hundreds of television, newspaper, and radio stories.

“AMERICANS COULD SPARE LAYING  
HENS OVER 8,800 HOURS OF SUFFERING  
PER YEAR, SIMPLY BY ELIMINATING  
EGGS FROM THEIR DIETS.”





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## Boca Announces Egg-cellent news for Hens

Mock meat powerhouse BOCA Foods, widely known for its mouthwatering meatless “chik’n” nuggets and patties, veggie burgers and hot dogs, announced in mid-March plans to remove eggs from all of its products. BOCA spokeswoman, Sydney Lindner, stated, “The BOCA brand will be eliminating eggs in all of its products by the end of this year. We anticipate all BOCA products will be egg-free in 2010.”

BOCA’s compassionate decision came less than two months after Mercy For Animals joined forces with Compassion Over Killing, the Animal Protection and Rescue League and consumers of conscience nationwide to encourage the company to leave eggs out of its products.

**“We anticipate all BOCA products will be egg free in 2010.”**

This coalition of animal advocates not only initiated discussions with the company about discontinuing its use of eggs – citing the extreme confinement, violent handling and painful mutilations and deaths suffered by laying hens on factory farms – they also launched BOCAEggFacts.com as part of the BOCA egg-free campaign.

Chock-full of illuminating “Egg Production Facts” and a photo gallery exposing the startling reality of battery cage egg farming, the website garnered vast consumer support for the campaign and was instrumental in its success.

BOCA’s commitment to stop using eggs demonstrates progressive industry leadership in offering humane and healthier food choices. Other companies, including Morningstar Farms, Gardenburger and Lightlife Foods, have also taken important steps in reducing the number of eggs in their products. Clearly, there is a growing movement for companies to take action to prevent cruelty to animals and meet the needs of an expanding vegan consumer base.



Please take a moment to thank BOCA for making this compassionate decision by sending an email to [boca@casupport.com](mailto:boca@casupport.com)

# 4 Simple Ways You Can Get Active for Animals

1

### Be an Online Activist

Turning your MySpace or Facebook profile into an animal rights education center for all to see is a quick, easy, and free way to spread the message. Simply by displaying a pro-vegetarian or animal rights web banner or video, you can reach thousands of people with ease. An array of powerful videos to embed on your website is just a click away at [YouTube.com/MercyForAnimals](http://YouTube.com/MercyForAnimals).

Another effective technique is to turn every email into a statement by adding a link to ChooseVeg.com and including a thought-provoking quote from one of history’s many animal-friendly great thinkers, such as Albert Schweitzer, Isaac Bashevis Singer, or Albert Einstein, who once said, “Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet.” Google “vegan quotes” for inspiration.

2

### Leaflet

Distributing literature in busy public places like college campuses or outside music concerts is a great way to educate others about animal cruelty and the benefits of a plant-based diet. Hit the streets with MFA’s new *Why love one but eat the other?* brochure, or our popular *Another Inconvenient Truth* leaflet – perfect for environmentally focused events. See page 23 for ordering info.



3

### Organize a Video Showing

Many documentaries about the issues surrounding animal protection and factory farming are available to order online or from your local library. Consider hosting a video screening in your community at a library, church, theater, college or your home to share this information with others. There are numerous excellent documentaries, such as *The Witness*, *Fowl Play*, *Meet Your Meat*, *Earthlings*, and *The Emotional World of Farm Animals*.

Visit [TribeOfHeart.org](http://TribeOfHeart.org) and click on the “Get Involved” link for a guide to holding successful screenings.

4

### Veganize Your Cafeteria or Local Restaurants

If you’re a student, consider organizing a campaign to get more vegan options into your cafeteria. You could also approach local restaurants and urge them to offer vegan options. Compassion Over Killing offers *The Complete Guide to Restaurant Outreach*, available at [cok.net](http://cok.net). Just click on the “Library” link.



For six more empowering ideas on how to take immediate action to help animals, including more detailed info and links, visit [MercyForAnimals.org/Action](http://MercyForAnimals.org/Action).



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# Thanking the Monkey

Karen Dawn talks about the Media, Celebs, and Fish

DawnWatch founder and author Karen Dawn speaks with MFA's Freeman Wicklund about her book *Thanking the Monkey: Rethinking the Way We Treat Animals* and her efforts to make the media more animal-friendly.



**CL: Your book has fantastic information about the ethical problems of so-called "humane" animal products. Could you share with us the concerns about organic milk and cage-free eggs?**

KD: Some of the cartoonists in my book do a better job than I can with that information. Bizarro's Dan Piraro provided a cartoon headed, "Buzzkill the Lunch Lady," which shows a woman who has just delivered milk to some first graders. Giving them a cheery wave goodbye she says, "And remember, kids – not only is milk a fattening health hazard, but when you're drinking milk, it means a sad and lonely calf somewhere isn't." Buzzkill indeed! People forget that mammals don't produce milk until they are ready to give birth.

So every year a cow, organically fed or not, is impregnated and then has her newborn taken from her, so that we can drink the milk she made for him. Even Temple Grandin, an effective welfare worker but surely no animal rights activist, tells us that the worst sounds she has ever heard are mother cows bellowing, sometimes for days, for calves who have been taken to veal crates. I have seen video of a cow pathetically running after a departing trailer that held her newborn. It's heartbreaking. And it's avoidable. Soy lattes rock!

Dairy cows become hamburgers. Organic dairy cows become organic hamburgers. Slaughter sucks either way. Last year on CNN we saw cows being electrically prodded and dragged by forklifts to slaughter – dairy cows. A slaughterhouse passes USDA standards if 95 percent of the animals are effectively stunned on the first go. That means five percent may not be. Every day cows get hung up and travel down the slaughter line fully conscious. When people think about those things, some might start to question how badly they need dairy foods, organic or not, when there are so many great alternatives.

Onto eggs: The book includes cartoons from Dan Farley, one of which has a hen telling another, "Menopause is easy. After you stop laying, they kill you." Cage-free is not menopause-free. And hens, like all birds, are exempt from Federal Humane Slaughter laws. In *Thanking the Monkey* I describe some of the common methods of cheap kill, not the funniest section of the book.



**CL: Animal rights can be a heavy subject, but *Thanking the Monkey* covers it in a colorful, star-studded and humorous manner. Why did you choose this approach?**

KD: Our movement already had terrific books. But when a friend started work at a publishing house division aimed at "The 18-35 celebrity-driven market" it hit me that we had a hole -- and I set to filling it.

I wanted my book to be fun and packed it with cartoons, cool art and celebrity photos and quotes, so that it would seem inviting -- something activists could give to friends that would look like a gift rather than an assignment. But as a vehicle for change, I also wanted it to be taken seriously. Apparently I achieved that as the *Washington Post* chose it as one of the "Best Books of 2008"! I boast about that here because armed with that information, animal advocates who share it with others might actually persuade them to read it!

The fun format also reflects my style of activism. I have learned that while scaring or guiltting people can work short-term, a change will be lasting if people feel they have chosen that change. Warmth and humor can be persuasive.



I share articles about people who have trained their goldfish to do terrific tricks, and about fish who make their way through courses they learned 11 months earlier.

As for hens' lives: Often people hear the words "cage-free" and envision Old McDonald's farm. But the vast majority of cage-free hens live in huge sheds, on concrete, or in their own excrement, never scratching and pecking at the earth or seeing and feeling the sun.

**CL: Could you share what your book says on why people should care about the welfare of fish?**

KD: How did we get the idea that fish are dumb? Anyway, if that were reason to eat them, we could solve our human overpopulation crisis in a flash -- starting with my legislators. I share articles about people who have trained their goldfish to do terrific tricks, and about fish who make their way through courses they learned 11 months earlier. I describe groupers who swim with and playfully rub themselves up against scuba divers. Plus, modern research has quashed the idea that fish don't feel pain. Given all that, why wouldn't we care about their welfare?

**CL: What is DawnWatch.com and how did you come up with the idea?**

KD: DawnWatch sends media story links to activists, encouraging them to respond to the media with positive feedback for animal-friendly coverage. The power of feedback is immense. People who have heard me lecture have probably heard my "NY1 story," which describes that power and the genesis of DawnWatch; others will find it in the last chapter of my book.

**CL: What advice would you give to our readers on how to get media outlets to show more balanced and positive media coverage on animal issues?**

KD: You've thrown me another softball book pitch as there is a detailed section in *Thanking the Monkey* about attracting positive media. Basically we need to befriend the media -- give them interesting stories, and show appreciation for good coverage.

**CL: What is next for you?**

KD: I am going to walk my dogs. And I am working on a new book and a radio show, both focused on the connection between caring for the animals, the earth, and ourselves.



**Mobilize the Media  
to Work for Animals**

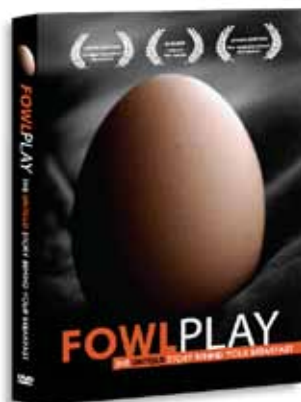
Visit Karen Dawn's **DawnWatch.com** for top tips on how to lobby the media to generate more animal-positive stories. By subscribing to DawnWatch's Media Alerts, you will be informed of animal rights stories that serve as perfect media-lobbying opportunities.





# FILM FOR THOUGHT

Award-winning MFA documentary takes crack at egg industry cruelty.



A groundbreaking new MFA full-length documentary, titled *Fowl Play*, takes viewers on an unforgettable journey behind the closed doors of some of the country's largest egg production facilities - graphically illustrating the heartbreaking plight of laying hens.

Propelled by touching interviews with animal rescuers, undercover investigators, veterinarians and animal behaviorists, *Fowl Play* brings us the inspiring stories of the kind and courageous people fighting to save the modern day hen -- perhaps the most abused and exploited animal on earth.

*Fowl Play* begins by presenting the intriguing history of the rise of battery-cage farms over the small family farms of the early 1900s. MFA's Executive Director, Nathan Runkle, describes the way giant corporations began driving small farmers out of business, replacing pastures with warehouses and taking once free-roaming chickens and confining them to small cages. He explains that because chickens are cheap compared to cages, farmers began crowding chickens for maximum productivity per cage.

## Doctor in the Henhouse

Dr. Holly Cheever, *Fowl Play*'s featured veterinarian, provides insight into laying hen suffering that cannot be captured on film. She describes the noxious, irritating, "stinking-high levels of ammonia waste" to which the hens are exposed 24-7. She explains that ammonia waste causes severe infections of the eyes and respiratory tracts, not only to chickens, but to all of us, and informs us that "even though hens and roosters don't have facial expressions, their nerve endings and their ability to experience pain is just as sophisticated as any other vertebrate."

In a fascinating interview, animal behaviorist, Johnathon Balcombe, dispels the myth that chickens are mere "bird brains" unable to think. Balcombe explains that chickens have a complex communication system, consisting of at least 25 – 30 different calls, each with its own meaning. Additionally, he cites studies that strongly suggest long-term memory in chickens, as well as demonstrate their capacity to recognize other individual chickens.



Balcombe also cites studies that find that despite hundreds of generations in captive, unnatural environments, chickens and other animal species retain the behaviors and needs of their wild ancestors. For example, a factory-farmed hen, if removed to an area with trees available, will immediately fly up and perch, just as her ancestor, the Red Jungle Fowl, does in the trees of Southeast Asia. This is just one of many striking comparisons Balcombe draws between captive-bred chickens and their ancestors.

## Factory to Sanctuary

*Fowl Play* shares the heartwarming stories of the extraordinary people who give lifelong sanctuary to rescued farmed animals. Mindy Mallet is founder of Sunrise Sanctuary, a beautiful farm sanctuary in Ohio. "Hope," a hen rescued by MFA from a factory farm garbage can, has lived happily at Sunrise for years. Before founding her sanctuary, Mallet had focused on dog and cat rescue. She realized, however, that there were many organizations devoted to companion animals, while few were concerned with farmed animals. This realization inspired her to change the focus of her rescue work.

Liz and Garret Perry are the rescuers of a lovely hen they named Consuela. The Perrys brought her home after they found her injured and wandering in a landfill -- presumed dead from toxic gas asphyxiation and dumped with a truckload full of gassed dead hens and garbage from a nearby factory farm. Consuela is now fully recovered and thriving in her new home complete with green grass, a cozy barn and chicken companions.



*"If we, as ethical people, want to live by some form of a golden rule, then we need to learn to include a bigger sphere of animals within that circle of compassion, that we for now only permit to extend to our companion animals."*

*-Dr. Holly Cheever, DVM, Fowl Play*

People frequently comment that it was heroic of the Perrys to rescue Consuela, which is something that Liz Perry finds difficult to understand. "I can't imagine anyone not stopping and getting her out of that situation." She adds that Consuela has changed her in the sense that she has learned to appreciate chickens as individuals. As she puts it, "Chickens are amazing."

## Putting Our Ethics on the Table

*Fowl Play* introduces viewers to a small-town, athletic vegan family and follows along as the family grocery shops, enjoys a visit to a local vegan bakery and prepares meals together. This family exemplifies veganism as a healthy, satisfying diet that is feasible for everyone.

## Director Interview

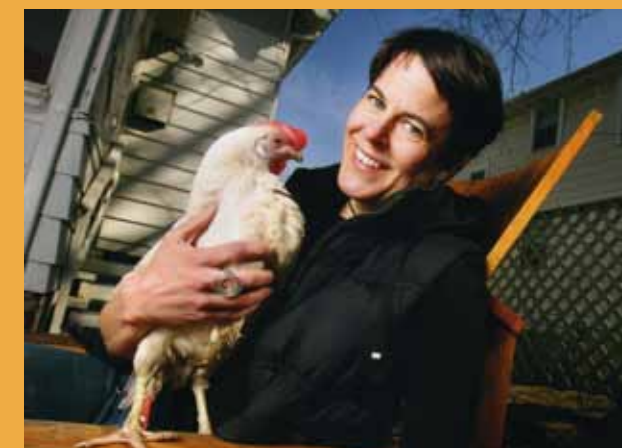


*Fowl Play* director, Adam Durand, is an acclaimed documentary filmmaker, whose award-winning films have exposed unimaginable cruelty behind animal agribusiness. Stories about Adam's work have been featured in *The New York Times*, *The Washington Post* and on ABC Primetime. MFA recently talked with Adam to gain some insight into his life as an animal activist:

## From Trash to Treasure

While the majority of factory-farmed animals meet sad and ugly fates, some like Consuela, a lucky little hen rescued by Liz and Garret Perry, experience the blessing of human kindness. Spotted by the couple amid the chaff and waste of the Deer Track Park landfill in Wisconsin, Consuela bore evidence of the ruthless conditions of factory life; she was emaciated, missing many feathers and suffering dehydration.

Upon questioning a landfill worker, the Perrys learned that she was likely a survivor from a group of chickens gassed and dumped there by Creekwood Farms, Inc. Hens labeled "spent" by the industry, meaning that their egg production has declined enough to render them unprofitable, are routinely asphyxiated in CO<sub>2</sub> gas chambers. Hens that manage to survive the process often linger for days, suffering until they die on their own. Thankfully for Consuela though, this is one story that ends happily.



Connecting the dots between consumer demand for meat, dairy and eggs and the perpetuation of animal abuse, *Fowl Play* leaves viewers with a groundbreaking message of personal responsibility and the potential each of us holds to change the world – one meal at a time.

As the documentary makes its way through the film festival circuit, audiences nationwide have been shocked and inspired into action. A must-see film for everyone who dares to know the truth behind breakfast, *Fowl Play* is now available for purchase online at [FowlPlayMovie.com](http://FowlPlayMovie.com).

**Q: What motivated you to become a documentary filmmaker?**

A: Video is one of the best mediums for communicating animal issues to the public. People generally respond strongly to footage of mistreatment. Hopefully telling these animals' stories in documentary form will open people's hearts to their suffering.

**Q: What do you ultimately hope to accomplish through your films?**

A: I would like to generate discussion of our ethical obligations to farmed animals among consumers and politicians in their debates. In this way I hope to see farmed animal rights become a mainstream social justice issue.

**Q: What was your proudest moment?**

A: Footage from my first film, "Wegmans Cruelty," aired on national network television, and I was really proud about that. Let's hope *Fowl Play* gets the same sort of coverage!



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“Not Cool” T

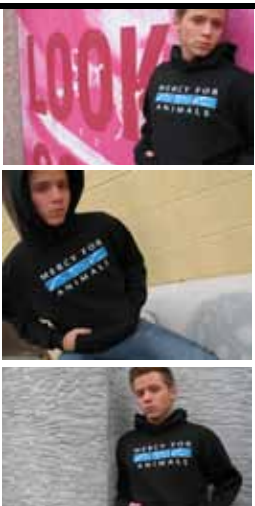
\$20 (XS, S, M, L, XL, XXL)

This pro-vegetarian hipster T features the etchings of the human rib cage, a dotted line delineating the stomach, and a swallowed chick-with-attitude declaring, “Not Cool.” A larger chick rests on the back bottom corner of the T who concludes “Go Vegetarian.” The left sleeve bears the MFA logo.

Beef Cuts 101 T

\$20 (XS, S, M, L, XL, XXL)

Parodying the classic Beef Cuts diagram used by butchers, this edgy new T gives a brutally honest look at what’s truly for dinner.



Hoodie

\$25 (S, M, L, XL, XXL)

This popular item features MFA’s logo on the front of a 50/50 cotton/polyester hooded sweatshirt.



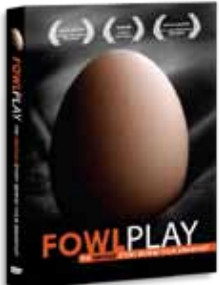
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Puppy & Piglet Brochure

10/\$1



Complete with graphic factory farm and slaughterhouse photos, shocking facts, and info dispelling the “humane” meat myth, MFA’s newest brochure challenges readers to show compassion for all animals, not just cats and dogs, by going vegetarian.



Fowl Play DVD

\$10

MFA’s new, award-winning documentary featuring footage from the country’s largest egg facilities, as well as interviews with animal rescuers, undercover investigators, and animal care professionals.

Eat Kind Bag

\$5

This new, lightweight canvas bag is great for trips to the grocery store. Nude color with “Eat Kind, Choose Vegetarian” in green print, accompanied by a cute pig holding a sign with the MFA logo.



Messenger Bag

\$25

For school, work, and travel — MFA’s messenger bags give you go-anywhere capabilities with ease. Perfect size for laptops and textbooks. Bag made from black canvas by Anvil.



Global Warming Brochure

10/\$1

This new MFA brochure exposes another inconvenient truth: meat production is a leading cause of global warming. Learn how raising farmed animals creates more greenhouse gas emissions than all the world’s cars and trucks combined.



Vegetarian Starter Kit

4/\$1

MFA’s 32-page Starter Kit is packed full of mouth-watering recipes, helpful tips, and thought-provoking information on the health, ethical, and environmental reasons to go vegetarian.

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