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THE MAG OF MFA. FALL/WINTER 11 ISSUE 9

CONCEALED CRUELTY

SHOCKING NEW PORK INDUSTRY EXPOSÉ

FORKS OVER KNIVES

Award-Winning Film Prescribes
Food as Medicine

LIGHTS, CAMERA, COMPASSION

Powerful Pro-Veg Advertisements
Hit the Airwaves

SAFE FROM HARM

CALVES GET SECOND CHANCE AT LIFE
FOLLOWING MFA INVESTIGATION





Dear Friends,

We're on the verge of a real tipping point. For over a decade, Mercy For Animals has been pushing the plight of farmed animals into the national spotlight – confronting cruelty and promoting compassion. Now, I believe we stand at the brink of a major societal shift in our views and treatment of animals.

In the last few months, we've seen unprecedented successes that were unheard of just a few short years ago. This issue of CL highlights some of these victories. From courtrooms to the court of public opinion, from Main Street to the mainstream media, it appears that ethical eating has finally found its way to the tip of our tongues.

Meatless dining is catching on in a big way. A recent study found that the number of vegetarians on college campuses has increased by fifty percent, and the number of vegans has more than doubled in just the last four years. Another report reveals that one in five college students is reducing or eliminating their consumption of meat. And this fall, a dining hall at the University of North Texas went 100% vegan, and Sodexo, one of the world's largest foodservice providers, expanded its Meatless Monday campaign to its college and school cafeteria clients.

But it's not just Generation "V" that's making the switch. Influential business and political figures are also touting the benefits of a plant-based diet – including President Bill Clinton, hip hop mogul Russell Simons, Twitter founder Biz Stone, and Las Vegas casino billionaire Steve Wynn.

It seems like every week we learn of a new report shedding greater light into the intellectual and emotional lives of animals – from dolphins to grasshoppers.

Scientists continue to demonstrate that chickens are bright and sensitive creatures, capable of understanding cause-and-effect relationships, passing information along generationally, and anticipating the future. Adding to this body of evidence is a new study suggesting that chickens also show empathy toward fellow birds in distress.

And with this new understanding of farmed animals, comes a greater responsibility to protect them.

Slowly, but surely, the tides are turning nationwide – even in "cattle country." In 1998 Oprah Winfrey stood trial in Amarillo, Texas, after beef producers sued her for defamation following her on-air pledge to never again eat another burger. Fast-forward thirteen years. Just months ago, another showdown played out in Texas court over cattle. But this time the one wrangling with the law – on grounds of cruelty-to-animals – was the owner of E6 Cattle Company, a factory farm where an MFA undercover investigator documented workers bashing in the skulls of baby calves with pickaxes and hammers.

This landmark MFA investigation – detailed in this issue of CL – also led authorities to issue felony arrest warrants for five workers engaged in the sadistic abuse.

Yet, there is still much work to be done. With each passing success, those who profit from the cruelties of animal agriculture intensify and redouble their efforts to conceal their unethical practices and maintain the status quo. Still, at this moment, untold millions of animals languish in tiny, filthy cages on factory farms – waiting only to have their throats slit at the slaughterhouse. For these helpless creatures, our help can't come soon enough.

The groundbreaking progress we have made thus far should be inspiring and rewarding. But, most importantly, it should serve to reenergize, revitalize, refocus, and recommit us to the larger task at hand – moving society toward a day when all animals are treated with the respect and compassion they so rightly deserve.

All social tipping points are propelled forward by groups of cutting-edge, thoughtful and committed individuals. Join us.

For the Animals,

Nathan Runkle
Executive Director



Contributors

Amy Bradley
Eddie Garza
Nora Kramer
Brooke Mays
Kevin Olliff
Matt Rice
Nathan Runkle
Anya Todd
Kenny Torrella
Aubrey Zill

Cover Photo: Sophie, taken at Farm Sanctuary's Animal Acres. Photo by Susan Weingartner
SusanWeingartner.com



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

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

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

Mercy For Animals
3712 N. Broadway, Ste. 560
Chicago, IL 60613
1-866-632-6446
Info@MercyForAnimals.org



PLANT-BASED POWERHOUSES

Through the help of A-list celebrities, top athletes, and major corporate policy makers, the praises of plant-based eating are now being sung by virtually every sector of society.

Recently, Martha Stewart joined the ranks of popular television programs promoting healthy and humane food choices, dedicating an entire show to veganism. The episode featured Twitter co-founder Biz Stone sharing a seitan bourguignon stew recipe, and *Veganist* author Kathy Freston making protein-packed vegan snack bars.

Mixed Martial Arts (MMA) has seen a recent spike in vegetarian fighters. Jon Fitch, Jake Shields, and Mac Danzig are just a few of the top MMA fighters who tout a plant-based diet as the ideal way to eat for high performance.

Sodexo, one of the world's largest food service providers, recently announced its participation in the rapidly growing Meatless Monday campaign and has swiftly expanded the program to serve tens of thousands of people every week. This rapid expansion of meatless meals is undoubtedly sparing countless animals from a lifetime of suffering on factory farms.

EATING FOR LIFE VEGETARIANISM



Recent studies have yet again shown that choosing a vegetarian diet is not only good for the animals and the environment, but also for human health.

The American Dietetic Association has found that across the board vegetarian diets provide more essential nutrients than non-vegetarian diets, and the American Journal of Clinical Nutrition has reported that eating even the smallest portions of meat increases your risk of diabetes by over fifty percent. Such studies have inspired some of the world's most influential people to go vegetarian.

Former U.S. President Bill Clinton, for example, who previously suffered from heart disease and high cholesterol, credits his plant-based diet for regulating his health. "All my blood tests are good, and my vital signs are good, and I feel good, and I also have, believe it or not, more energy," says Clinton.

Patrik Baboumian, winner of Germany's Strongest Man 2011 competition, dedicated his victory to his diet, declaring: "I have finally proven that being a vegetarian makes you a better athlete!"



A BROKEN INDUSTRY

Ohio Fresh Eggs, one of the largest egg producers in the country, was recently ordered to pay \$635,000 to settle 71 allegations of environmental violations. The same factory farm previously pled guilty to and was fined \$300,000 for clean water violations, not long after more than a quarter million salmonella-poisoned eggs were recalled from its central Ohio facility. In two other cases, 85,000 egg-laying hens were crushed and burned to death after their Connecticut barn collapsed under the weight of a heavy snowfall, and 83,000 chickens were incinerated in western Ohio just weeks later.

These numerous violations and horrific tragedies in egg farms across the country prove once again that the industry is one rotten business.

But after intense campaigning by animal advocates, some change might soon be on the horizon. The Humane Society of the United States and the United Egg Producers are together seeking federal legislation requiring animal welfare reforms, including a nationwide ban on barren battery cages and forced molting, as well as mandatory labels disclosing the manner in which the hens were raised, such as "caged," "cage-free" and "free-range."

FACTORY FARMING KILLING ANIMALS AND THE PLANET

An increasing number of scientific reports indicates that animal agriculture is not only hurting animals, it's killing the planet.

The Pew Charitable Trusts recently reported that manure from chicken factory farms is creating dead zones in the ocean and choking the life out of America's coastlines, most notably in the Chesapeake Bay, the largest estuary in the United States.

The extreme amounts of meat and cheese Americans eat also take a huge toll on the environment, according to a study released by the Environmental

Working Group (EWG). The EWG states that if everyone in the U.S. chose vegetarian foods over meat or cheese just one day a week, the reduction in greenhouse gas emissions would be the equivalent of taking 7.6 million cars off the road per year.

Could artificial meat be the solution? Researchers from Oxford and Amsterdam Universities assert that lab-grown meat, which could become commercially available within five years, would reduce greenhouse gases by up to 96 percent and use 7 to 45 percent less energy than conventional animal agriculture.





MAN ON A MISSION

Activist Spotlight: Mikael Nielsen

Position with MFA: Chicago Outreach Coordinator
 Hometown: Aarhus, Denmark
 Email: MikaelN@MercyForAnimals.org
 Favorite Quote: "Be the change." -Mahatma Gandhi

MIKAEL NIELSEN is a real champ for animals. Serving on a volunteer basis as Mercy For Animals' Chicago Outreach Coordinator, Mikael oversees and coordinates countless grassroots outreach events annually, including vegetarian leafleting and educational exhibits. He resides in a Chicago suburb, having relocated to the United States from Denmark when he was just ten years old.

Mikael shares his home with a menagerie of rescued animals: a lovable dog, Oliver, his feline duo Maeby and Minnie, and three quirky guinea pigs named Masha, Sockey and Bosco. His ten-year-old daughter Riley – a dedicated animal advocate in her own right – recently talked him into rescuing two mice, who will soon make new additions to his growing family.

In his spare time, Mikael has the most fun hanging out with Riley and his motley bunch of animals, who he says keep him smiling.

Q: What is your favorite vegan/animal rights resource?

MN: I have found Nick Cooney's book, *Change of Heart*, an invaluable resource. From little things that you can do to improve your everyday activism, to big ideas that you can base whole new campaigns on, it's definitely a must-read for any activist. And, of course, let's not forget MFA's comprehensive, info-packed ChooseVeg.com website.

Q: Why did you choose to volunteer for MFA?

MN: Since I started doing activism in 2002, I have worked with many different wonderful and compassionate groups, but MFA is definitely one of the most well oiled machines out there. Events are carried out with efficiency and great planning, which means that every hour you give to MFA is an hour well spent for the animals. Of course, that makes it all the more rewarding. I am also really pleased with the focus MFA puts on friendly outreach through leafleting, feed-ins, Paid-Per-View screenings

and tabling. I have come to learn that these are the outreach activities that get the most "bang for your buck" in terms of animals' lives spared for hours spent.

Q: What inspired you to become vegan?

MN: When I first started learning about the horrors of factory farming, it made sense that I go vegan. Every time we sit down to eat and we choose not to eat an animal product, it makes a difference. At first I was vegetarian, but after a little reflection, I quickly saw that it meant only a few substitutions and learning some extra recipes and then I would be there – totally vegan!

Q: How did it feel to be chosen as MFA's 2008 Activist of the Year at the Chicago Celebrating Compassion Gala?

MN: It was an absolute honor to be recognized for my work with MFA, but I very much shared it with all my fellow activists, who helped make our events such a success that year. As an event organizer, it's great to have such a wonderful support structure to tap into.

Q: Can you offer any insights for others interested in becoming involved with animal rights activism?

MN: From starting conversations by wearing an MFA "Ask Me Why I'm Vegetarian" t-shirt and keeping pro-veg literature and restaurant guides on hand, to posting MFA blog updates on Facebook, Twitter and other social media sites, or convincing local restaurants to add more veggie options to their menus or even starting a Meatless Monday campaign in your community or office – every single day we all have tons of opportunities to help reduce animal suffering.

Q: Anything else you'd like to share with our readers?

MN: Just to say thanks to my daughter, Riley Madison, who keeps life very interesting and never lets me forget how important this work is and that together we can create a better future for her and the next generation of human and non-human animals.



HONORING HIDDEN HEROES

Hundreds of leading health, environmental and animal protection advocates, and other high-profile, socially conscious individuals gathered on June 4th in the Hollywood Hills home of James Costa for MFA's Honoring Hidden Heroes event to support the brave undercover investigators who risk their safety to end cruelty to farmed animals. Adding to the excitement, two investigators were on hand to tell their touching firsthand accounts of working on the frontlines.

During the special evening, MFA's Executive Director Nathan Runkle presented Bob Barker with the 2011 Compassionate Leadership Award for his more than 30 years of groundbreaking activism on behalf of animals, including his generous support of MFA's investigative efforts. Pledging his continued support, Mr. Barker presented MFA with a check for \$250,000.

... MercyForAnimals.org/HHH

CHANGE OF COURSE

After watching only a few minutes of MFA's eye-opening documentary *Farm to Fridge*, many people swear never to eat animals again. "Paid-Per-View" events challenge people to watch a 4-minute segment of the film in exchange for one dollar. Events are held in popular areas, such as college campuses and street festivals, and participants are set up in private viewing booths. Afterwards, they are handed an MFA *Vegetarian Starter Kit* with a dollar bill inside, which many people are inspired to donate right back to us. Thanks to our dedicated volunteers, interns and staff, thousands of people have now taken the Paid-Per-View challenge.

... MercyForAnimals.org/PPV



MISSION ACCOMPLISHED

FARM TO FRIDGE TOUR A NATIONWIDE SUCCESS

This spring, MFA's popular Farm to Fridge Tour reached millions of people in more than 40 cities across the country with a powerful message of compassion.

During the 3-month, 12,000-mile road tour, MFA's specially modified truck, equipped with 80" video screens, aired graphic undercover factory farming footage – creating a high-impact spectacle at college campuses, shopping centers, sporting events and other public places around the nation. The historic tour consistently garnered mainstream media coverage, exposing millions to the horrors of factory farms.

Tour coordinator Phil Letten remarked: "This tour has made me very optimistic about the future. People really are going vegan in droves."

... FarmtoFridgeTour.com



MFA GRABS

NONPROFIT OF THE YEAR AWARD

MFA is honored to have been named Nonprofit of the Year for 2011 by VegNews magazine – the first organization to receive the honor twice!

Singing MFA's praises, VegNews says: "... Mercy For Animals has done nothing but explode, fast-tracking the vision of animal protection's promising future to the present." The article also quotes Bob Barker: "I support Mercy For Animals because they are so very effective in their investigations of animal abuse Anyone who contributes to Mercy For Animals can be sure that he or she will get their money's worth!"

On behalf of our dedicated interns, volunteers and staff, thank you for your support.

... MercyForAnimals.org/NPA



ASK Anya

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



Q: As a vegan, do I need to worry about my essential fatty acid intake?

If you are concerned about your brain or your heart for starters, then yes, being aware of your essential fatty acid (EFA) intake should be a concern. There are few things in life that are considered essential – meaning you cannot live without them. Hummus, PEZ dispensers, and mittens would be at the top of my list.

When it comes to our diets, “essential” is the term used because these nutrients must be obtained from our diets to maintain our health.

Deficiencies in EFAs are linked to heart attacks, depression, strokes, and Alzheimer's disease – among other conditions. Omega-3 and Omega-6 are the two main types of EFAs, along with Omega-9. The latter is not really essential, as Omega-9 is synthesized by the body, as long as enough Omega-3 and Omega-6 are available. Most of us consume enough Omega-6 fatty acids.

Also known as linolenic acid, Omega-6 is predominately found in vegetable oils, such as corn and soybean, as well as in nuts and seeds.

Relying on diets dependent on processed foods typically results in consistent Omega-6 fatty acid intake. Being that Omega-6 fatty acids are inflammation-causing by nature, it is thought that the increased prevalence of them in our diets is one of the reasons for the widespread occurrence of chronic diseases, like diabetes and heart disease.



In a perfect world, it is believed that our ratio of Omega-6 to Omega-3 fatty acid intake would be 1:1. This would give balance between the pro-inflammation effects of high levels of Omega-6 versus the anti-inflammation effects of Omega-3. However, it has been shown that many people have ratios closer to 10:1 – even 20:1! It is not hard to imagine when you realize which foods are rich in Omega-3 fatty acids. They are not the Standard American Diet fare.

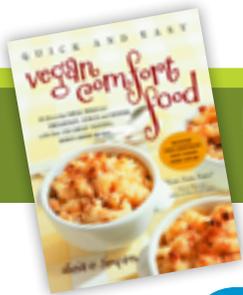
Alpha linolenic acid, which is known on the streets as the less nerdy-sounding Omega-3 fatty acids, is abundant in the plant world. Soy, walnuts, flaxseeds and chia seeds – yes, as in the seeds found in “chia pets”! – are all reliable sources. This nutrient is essential in our diets in order to form the compounds EPA and DHA.

Now, the fish industry would like you to believe that fish oil is the only source of DHA, but that is simply not the case. Microalgae are a great source of DHA, known to many as the nutrient for helping brain development throughout the life stages.

Even products like soymilk are now being fortified with microalgae-sourced DHA. It is very easy to obtain this nutrient by cutting out the middleman – or middlefish in this case!

My advice: Keep processed foods to a minimum. (Whole foods taste better anyway.)

Add daily reliable sources of Omega-3 fatty acids (like a teaspoon of flaxseed oil added to cooked oats), and supplement DHA a few times a week – about 200 mg is considered an ideal amount. Your brain and heart will appreciate it.



RECIPES FROM QUICK & EASY VEGAN COMFORT FOOD

Spicy Pumpkin Soup

- 2 cups pumpkin purée
- 1 14-ounce can unsweetened coconut milk
- 1 cup vegetable stock
- 3 tablespoons agave nectar
- 1 teaspoon red pepper flakes

Whisk the pumpkin purée, coconut milk, and vegetable stock in a medium stockpot. Stir in the agave nectar and red pepper flakes. Bring to a low boil and simmer, covered, for 10 minutes. Serve warm.
Makes 4 servings.



Sloppy Josephs

- 1 cup vegetable stock
- 1 tablespoon hickory liquid smoke
- 1 cup textured vegetable protein (TVP)
- 1 cup tomato sauce
- ¼ cup ketchup
- ¼ cup BBQ sauce
- 1 tablespoon light brown sugar
- ¼ teaspoon dry mustard
- 2 tablespoons vegan Worcestershire sauce
- 1 tablespoon white vinegar
- 1 tablespoon canola oil
- ¼ cup diced white or yellow onion
- ¼ cup chopped green bell pepper
- 8 whole wheat or spelt hamburger buns, lightly toasted

In a small saucepan, heat the stock and liquid smoke almost to boiling. Add the TVP to the stock and set aside. Whisk the tomato sauce, ketchup, BBQ sauce, brown sugar, dry mustard, Worcestershire sauce, and vinegar in a medium saucepan over medium heat. Lower the heat, cover, and simmer for 15 minutes, stirring occasionally. Warm the oil over medium heat in a large skillet. Add the onion and bell pepper and sauté for 3 minutes. Add rehydrated TVP and continue to cook for 2 minutes. Add the tomato sauce mixture to the TVP and onion mixture and stir until completely combined. Spoon Sloppy Josephs mixture onto toasted hamburger buns and serve. **Makes 4 servings.**



FEATURED PRODUCT

Cozy up to the campfire this season with marshmallows from **Sweet & Sara** that will have everyone running for more graham crackers. You can stuff a s'more with these mouthwatering morsels, knowing that they are completely gelatin-free and totally vegan. Toast them, dunk them in hot cocoa, or eat them right out of the package. Just make sure to buy plenty, because they will go fast!

Sweet & Sara offers a delectable variety of vegan confections, including seasonal favorites, handmade in a 100%-vegan facility. There's a marshmallow sampler, if you have a tough time choosing from vanilla, strawberry, toasted coconut or cinnamon pecan flavors, and don't forget the mini mallows, which are perfect for hot chocolate. You can even buy ready-to-eat Belgian dark chocolate, peanut butter, or bite-sized s'mores.

See www.sweetandsara.com to find their products in a store near you or to order them online.



A close-up photograph of a brown cow's face, looking directly at the camera. The cow has a dark brown coat and is chewing on a piece of straw. The background is blurred, showing a white wall. A large, semi-transparent white diagonal line runs from the top right to the bottom left, partially obscuring the cow's face.

NO MERCY

**HIDDEN-CAMERA MFA INVESTIGATION EXPOSES
SHOCKING ABUSE AT TEXAS CALF RANCH**

"The conditions I witnessed in this video are tragic and deeply disturbing. Baby animals have been taken from their mothers and subjected to a world without love, nurturing or sympathy. Instead they are treated coldly and brutally until they die of neglect or malnutrition, or perhaps chronic misery."

*- Jonathan Balcombe
Ph.D., world-renowned animal behaviorist*

The misery of which Dr. Balcombe speaks is the daily experience of 10,000 calves being reared into the dairy industry at E6 Cattle Company in Hart, Texas.

The cruelty inflicted upon them is virtually unspeakable, but thanks to a Mercy For Animals investigation into E6, it has finally been exposed.

For two weeks in March of 2011, a Mercy For Animals undercover investigator, whom we will call "Roy," filmed the unconscionable abuse to which these animals are routinely subjected.

Brutality Beyond Belief

Wired with a hidden camera, Roy walks row after row of squalid hutches, thick with manure, and so small that the calf confined within each one can barely turn around.

Every one of these calves is essentially an orphan, living as an isolated individual, deprived of social interaction with other calves and the nurturance of their mothers.

Their injuries are gruesome – many have swollen joints and severed hooves. Their open sores fester in the filth. The ill and dying are often denied proper medical care. They live in daily, unrelenting trauma.

Or as veterinary expert Dr. Debra Teachout puts it: "Standards for sanitation are appalling, suggesting there are likely no standards at all."

Sadly, these calves endure far more abhorrent cruelty at the hands of E6 workers. In the most grisly practice captured on film, workers routinely kills calves by bludgeoning them in their skulls with pickaxes and hammers – often striking them five or six times before they lose consciousness. This barbaric kill method has been condemned by the American Veterinary Medical Association. As Dr. Teachout notes: "They feel every blow until they become unconscious."

View the undercover video at MercyForAnimals.org/Calves





Sick calf left to suffer without proper veterinary care.

The beaten calves at the facility, often still alive and conscious, are simply thrown onto dead piles and left to die.

Standard procedure to eliminate the budding horns of calves is to burn them out of their skulls without painkillers. Holly Cheever, DVM, points out: "In each case, the calf bellows in pain and exhibits the wide-eyed, white-ringed eyes evincing their terror."

And in acts of pure sadism, workers are documented kicking downed calves in the head and standing on their necks and ribs for amusement. Temple Grandin, renowned expert in farmed-animal welfare, put it most plainly:

"It is obvious that both the management and the employees have no regard for animal welfare."



The Verdict: Guilty!

MFA presented a detailed legal complaint with meticulously compiled evidence of E6's violations of Texas anti-cruelty statutes to the Castro County District Attorney and Sheriff's Office. It might have seemed that justice for the E6 calves was singularly unlikely in Texas, notorious as cattle country and home of the beef libel lawsuit against Oprah Winfrey.

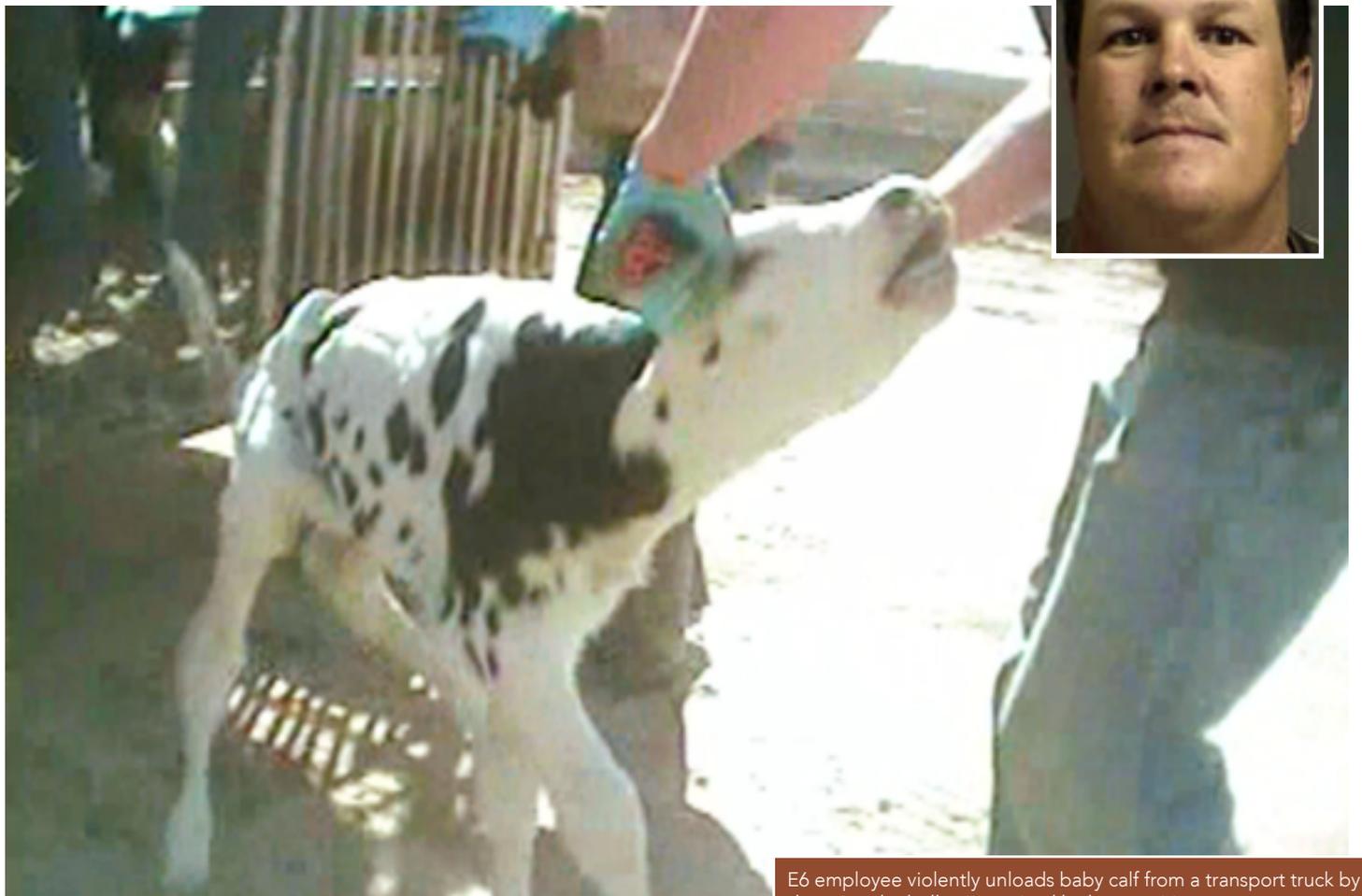
However, in a sign of changing times, on May 26, 2011, warrants were issued for the arrest of the owner and six employees of E6 on charges of animal cruelty.

E6's owner and foreman were subsequently arrested on misdemeanor animal cruelty charges, and the owner ordered to serve one-year probation and pay a \$4,000 fine.

The other five men are facing felony-level animal cruelty charges, but have fled and have yet to be arrested.

Castro County District Attorney James R. Horton emphasized that he "just wouldn't have a case" against the seven E6 workers without the undercover video provided by MFA.

Guilty! Owner of E6 faces justice following MFA's investigation.



E6 employee violently unloads baby calf from a transport truck by dragging the bellowing animal by her sensitive ears.

The investigation even reached the financial sector of the meat industry.

Stock prices for cattle fell on the day the investigation was released, with traders on the Mercantile Exchange in Chicago reacting to the potential power of the undercover footage to drive down consumer demand for beef.

A Future of Freedom

MFA was able to rescue four lucky calves from the facility and transfer them to The Gentle Barn farmed animal sanctuary in Santa Clarita, CA. Named Roy, Ari, Bob, and Mercy, these survivors will no longer face extreme confinement, brutalization, or violent and painful slaughter. The humans with whom they now interact offer only the pats and rubs of loving hands; they will be able to run and play freely in open spaces; and they will experience nurturing and care from other members of their own species.

As they recover physically and psychologically from the traumas of E6, it is MFA's hope that they will serve as ambassadors for change for others who suffer trauma. As residents of The Gentle Barn, they will be helping to heal abused children – and also helping to remind visitors of the countless members of their species still suffering in the dairy industry.

As these calves romp freely, as the Castro County DA pursues its cruelty cases against their abusers, as the stocks rise and fall, and as MFA continues its vital work on behalf of animals, the greatest power to stop the needless suffering and death of calves still lies ultimately with consumers. Dairy is simply unnecessary, given the availability and healthfulness of soy, rice, and almond milk, as well as scrumptious cheese and ice cream alternatives offered by companies such as Teese, Follow Your Heart, Daiya, and So Delicious.

By adopting a vegan diet and choosing products like these in place of dairy, meat, or eggs, we directly remove the incentive of companies like E6 to continue inflicting terror on these innocent creatures.



Rescued! Ari, one of four baby calves rescued from E6, recovers at a sanctuary.

Photo credit: SusanWeingartner.com

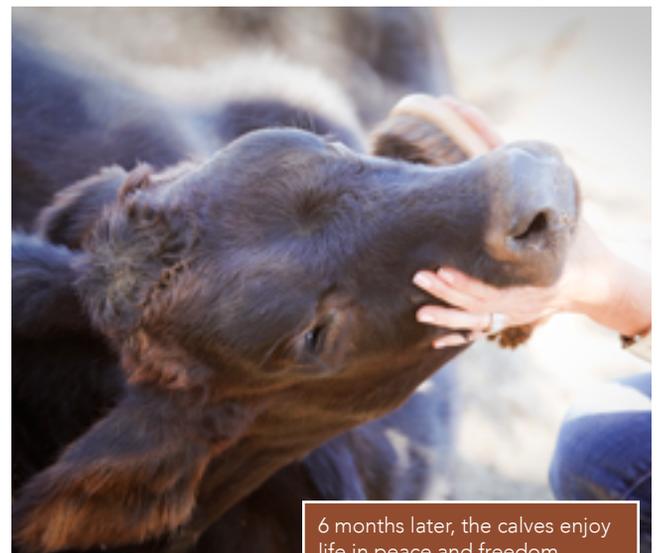
NOT SO HAPPY COWS

Life for cows in the dairy industry is a far cry from the "happy cow" commercials. Frequently forced to endure confinement, deprivation, and mutilation, these intelligent creatures are treated as mere milk machines. Packed onto outdoor "dry lots" or concrete warehouse floors, they often live standing in their own waste.

Like all mammals, cows must bear young to produce milk, so life is an endless cycle of artificial insemination, pregnancy, and birth. Due to modern technologies, they produce about fifty pounds of milk a day – three times what they would naturally. Though their lifespan is approximately twenty-five years, these extreme stresses wreak such havoc on their bodies that they are slaughtered for ground beef after just three or four.

The dairy industry is also a huge source of "downers" – animals too sick or injured to stand. Undercover investigations have documented downed cows being kicked, dragged, electric-prodded, or pushed with forklifts onto the kill floor.

On top of all of this, dairy cows must endure the emotional trauma of having their newly born calves ripped from their sides. Female calves are typically placed into the same tragic system as their mothers, while male calves are raised and slaughtered for meat, many facing the terror of life chained by their necks and barely able to move inside a veal crate.



6 months later, the calves enjoy life in peace and freedom.

Q: Although the film primarily focuses on the personal health benefits of a plant-based diet, it also examines our current relationship with farmed animals. How does a plant-based diet relate to farmed animal cruelty issues?

Nearly 10 billion land animals alone are killed for food each year, and this is a result of our current Western diet. Eat plant foods for any reason, and we greatly reduce the suffering of humans and animals. It's truly a win-win.

Q: Dr. Esselstyn conducted a study involving gravely ill heart patients whose bypass surgeries or angioplasties had failed. Could you describe the study and its remarkable findings regarding the effects of a plant-based diet on heart disease?

Dr. Esselstyn's study took 24 gravely sick patients with cardiovascular disease, many of whom were deemed untreatable and given up for dead by their doctors. Dr. Esselstyn put them on a healthful plant-based diet with minimal amounts of dairy (which he eliminated after a few years of the study). Six patients dropped out initially, and after five years, all of the remaining 18 patients had either stopped the progression of heart disease, or reversed it. This was the first time heart disease was shown to be reversible in a study. The patients had no recurrence of their disease and all survived the 12-year study in good health.

Q: Tell us about the person in the film whose story you find most inspiring.

Evelyn Oswick was one of Dr. Esselstyn's patients, who is thriving on a healthful plant-based diet in her eighties. Over twenty years ago, Evelyn's cardiologist deemed her untreatable after two heart attacks, and gave her less than a year to live. Evelyn became part of Dr. Esselstyn's study and has lived a productive life with no signs of cardiovascular disease. Evelyn likely would not be with us, if not for the plant-based diet.

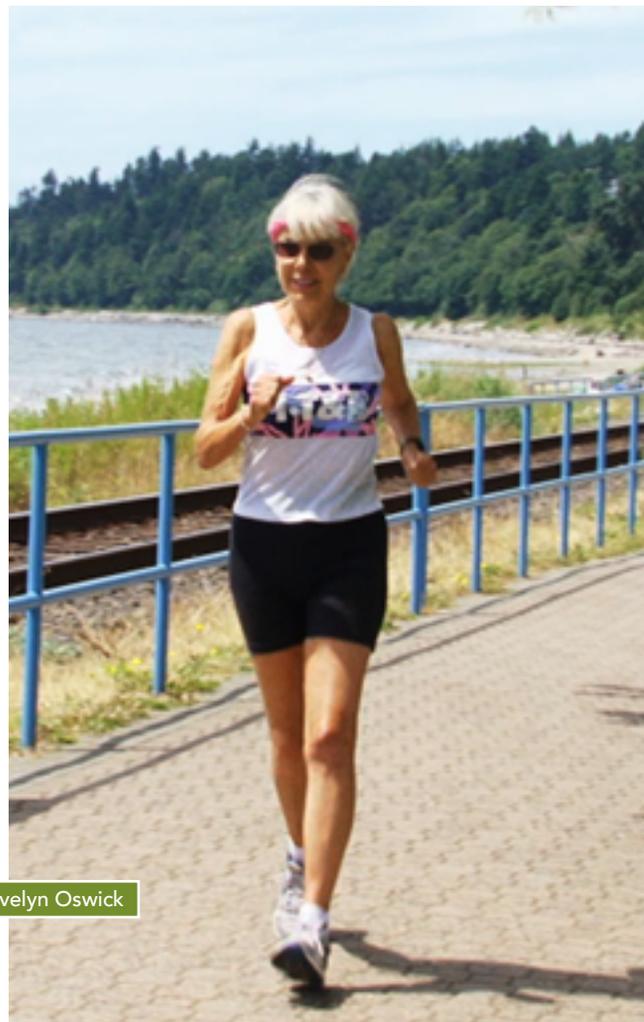
Q: Often people who have suffered heart attacks have surgery to remove blockages or stents put in. How effective are these techniques at preventing future heart attacks?

In the film, Dr. Esselstyn discusses how except in cases of emergency, these procedures are known not to prevent future heart attacks. Since heart attacks usually come from newer, smaller and more inflamed plaques, these procedures will oftentimes relieve chest pain, but do not deal with the more volatile smaller plaques.

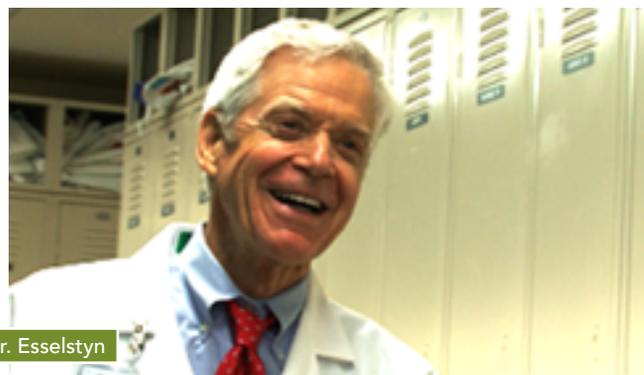
The consistency with which the whole-foods plant-based diet can prevent and even treat disease led us to call the film "Forks Over Knives." Make healthful choices on the end of your fork, and you may avoid even having to consider going under the knife.

Q: What's next on the horizon for Brian Wendel?

Along with the *Forks Over Knives* team, I'm looking forward to evolving the *Forks Over Knives* website into an informational hub for healthful plant-based living. I'm also looking forward to a vacation!

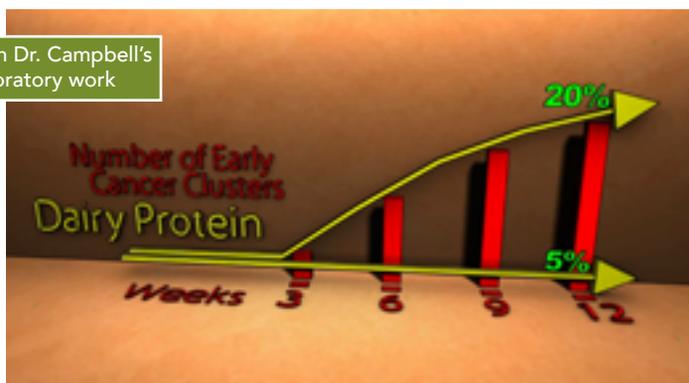


Evelyn Oswick



Dr. Esselstyn

Data from Dr. Campbell's early laboratory work



UNDERCOVER AT AN IOWA PIG FARM

CONCEALED

CRUELTY



“Earlier this year, the National Pork Board introduced its new slogan: ‘Be Inspired.’ ... If consumers are inspired to do anything at all, it would be to stop eating pork entirely.”

– *TIME Magazine*

This hard-hitting declaration by a *TIME Magazine* reporter comes in response to Mercy For Animals’ new undercover investigation into one of the nation’s largest pork producers – Iowa Select Farms in Kamrar, Iowa. At this factory farm, nearly 4,000 mother pigs and their piglets are forced to endure brutal abuse and lives of unrelenting confinement and unimaginable misery.

For several months, over the blistering Midwest summer, an MFA undercover investigator wired with a concealed camera, worked side-by-side with Iowa Select workers, capturing the day-to-day cruelty and routine trauma inflicted on pigs – animals easily as intelligent and sensitive as the dogs so many of us know and love.

MFA’s hidden camera revealed the following shocking abuses:

- *Mother sows confined to barren metal “gestation crates” barely larger than their own bodies – unable to turn around or lie down comfortably for nearly their entire lives*
- *Workers ripping out the testicles of conscious piglets without the use of painkillers*
- *Piglets suffering with herniated intestines, due to botched castration*
- *Conscious piglets having their tails painfully sliced into and ripped off with dull clippers*
- *Large, open, pus-filled wounds and pressure sores*
- *Sick and injured pigs left to languish and slowly die without proper veterinary care*
- *Mother pigs, physically taxed from constant birthing, suffering from distended, inflamed, bleeding and usually fatal uterine prolapses*
- *Management training workers to throw piglets across the room, comparing it to a “roller coaster ride”*



This piglet’s intestines spilled out of his body after a botched castration.



Constant rubbing against the bars of her crate has left this pig’s head covered with scrapes and pressure sores.



A continual cycle of impregnation and birthing has caused this mother pig’s uterus to herniate outside of her body.

In response to MFA's undercover footage, world-renowned animal behaviorist Dr. Jonathan Balcombe called for this pig breeding operation to be "closed down at once," citing "scenes of unbearable suffering and inexcusable neglect" depicted in the video. Respected veterinary practitioner Dr. Debra Teachout concurred: "Animals in this pig facility are suffering, and the overt neglect of confined animals showing clear physical problems is inhumane. ... This pig farm should cease operations due to unacceptable animal welfare practices."

Imagine Life Trapped in an Airline Seat

While all of the abuses perpetrated at Iowa Select are unnecessary and intolerably cruel, subjecting animals to a lifetime of confinement in crates so small they are virtually immobilized is perhaps the cruelest form of institutionalized animal abuse in existence. Confining mother pigs in gestation crates is so patently inhumane that the practice has been banned by the entire European Union, New Zealand, and the states of Florida, Arizona, Oregon, Ohio, Washington, Colorado, California, Maine and Michigan.



Mother sows confined to barren metal "gestation crates."

Indeed, Dr. Temple Grandin, an animal welfare advisor to the U.S. Department of Agriculture, and perhaps the world's leading expert on farmed animal care, advocates for an end to the use of gestation crates: "Gestation crates for pigs are a real problem. ... Basically, you're asking a sow to live in an airline seat ... I think it's something that needs to be phased out."

Dr. Bernard Rollin, distinguished professor of animal sciences at Colorado State University and a member of the Pew Commission on Industrial Farm Animal Production, also condemns the use of gestation crates as one of the greatest tragedies of modern animal farming:

Having visited, and extensively studied, examples of all contemporary systems utilized in confinement agriculture – be it poultry, veal, cattle, or swine – I can unhesitatingly affirm that sow stalls, or gestation crates, are the most egregious example of the application of industrial methods to animal production. While all of these systems are violative of animals' physical and psychological nature ... gestation crates come to the forefront as the worst of a bad lot. ... I have personally witnessed ordinary people's response to their first experience of these crates, and have seen eminent academics emerge from a sow barn unabashedly in tears.



Consumers Lose Their Appetites: Meat Industry Loses Ground

Sadly, grocery giants Kroger, Costco, Safeway and Hy-Vee condone confining animals in crates barely larger than their bodies by selling pork from producers who use gestation crates – including Iowa Select at the time of MFA's investigation. MFA tackled these foodservice titans head on, by releasing the undercover cruelty footage at new conferences in Cincinnati, Seattle, San Francisco and Des Moines – the corporate headquarters of the four chains. MFA further confronted these mega-corporations for their cruel purchasing practices, through powerful letters to their CEOs and meetings with major decision makers, pressuring them not only to drop Iowa Select as a supplier, but also to implement a complete phase-out of gestation crates.



Nathan Runkle speaks to news media about the investigation.

From national and international media juggernauts to local print, TV and radio stations across the country, the investigation garnered massive mainstream media attention, including print stories by *The Wall Street Journal*, *Chicago Tribune* and *The Washington Post*, and television coverage by ABC News and NBC and CNN affiliates. Release of the horrific Iowa Select findings undoubtedly raised awareness among millions of people about the suffering endured by the majority of pigs raised and killed for food in the United States.

While news sources report that Kroger, Costco and Safeway agreed at least to temporarily halt the sale of pork from the facility at the center of the exposé, recent research shows that MFA's groundbreaking investigations and eye-opening advocacy campaigns may be having a much more dramatic impact on American meat consumption through increased media exposure of animal cruelty.

According to a report by livestock economists at Kansas State and Purdue Universities, consumer demand for all types of meat is reduced significantly when media attention is given to animal welfare issues.

Not only does media exposure of modern animal agriculture make consumers lose their appetites for all types of meat, consumer demand for meat remains lower than usual for as long as six months after the media coverage.



View the hidden camera video at [MercyForAnimals.org/PigAbuse](https://www.MercyForAnimals.org/PigAbuse)

The Power of Our Plates

Tragically, abuses such as those inflicted on pigs at Iowa Select are not only common, but considered standard within the pork industry. Not a single federal law exists to protect pigs – or any species of farmed animal – during their tortured lives on factory farms. And Iowa, like many states, explicitly exempts farmed animals from its anti-cruelty laws.

Of course, the ultimate power to end animal abuse at the hands of the meat, egg and dairy industries lies not with legislators. The power lies with individual consumers themselves. By adopting a humane vegan diet, consumers can bring their ethics to the table, and over the course of their lifetimes, spare thousands of animals from unnecessary suffering and death.



Sick and injured pigs are routinely denied proper veterinary care.

AG-GAG BILLS

Criminalizing Animal Abuse Whistleblowers

Video footage is perhaps the most powerful tool the animal protection movement has. Nearly every legislative reform and corporate policy change to reduce farmed animal suffering, or decision of an individual consumer to adopt a cruelty-free diet can be traced to the release of hidden-camera footage capturing the abuses inherent in animal agriculture. Consequently, pro-factory farming legislators in Iowa, Florida, Minnesota and New York State introduced bills this year aimed at outlawing the production, possession and distribution of video or photographs of factory farms and slaughterhouses.

Decried as unconstitutional and opposed by the majority of voters, these so-called "Ag-Gag" bills were harshly condemned by media outlets nationwide. *New York Times* food columnist Mark Bittman declared that "organizations like the Humane Society and Mercy For Animals need to be allowed to do the work that the federal and state governments are not: documenting the behavior most of us abhor." *TIME Magazine* further reported that Jon Budelmann, the district attorney who prosecuted Phil Niles following MFA's undercover investigation into Willet Dairy, stated that the undercover videotape "was the case."

On the heels of MFA's undercover investigation into Iowa Select Farms, the efforts in Iowa to criminalize undercover investigations flopped. Due in large part to the compassionate MFA supporters who contacted their legislators, urging them to reject these dangerous bills, the efforts to shield animal abusers from public scrutiny elsewhere in the nation also died.

While these bills failed to pass this year, the powerful factory farm lobby has already vowed to reintroduce the bills next year – making it crucial that animal advocates continue to expose consumers to the horrific reality of animal agribusiness by distributing undercover videos of factory farms, hatcheries and slaughterhouses. *The time to speak out is now.*

SPEAK UP FOR PIGS

Urge Grocers to Ditch Cruel Gestation Crates



Outraged by the abusive conditions uncovered during MFA's investigation at Iowa Select Farms? Now's your chance to take action on behalf of mother pigs.

There is growing national and international recognition of the inherent cruelty of confining breeding pigs in gestation crates – metal stalls so small the animals are unable to even turn around, lie down, or walk for nearly their entire lives. In such intensive confinement – without mental or physical stimulation – these sensitive, social, and intelligent animals suffer extreme physical and psychological distress. As a result, this needlessly inhumane factory farming practice has been banned throughout the entire European Union, New Zealand, and the states of Florida, Arizona, Oregon, Washington, California, Maine, Michigan, Colorado, and Ohio.

Nevertheless, grocery giants Costco, Kroger, and Safeway condone confining pigs in crates barely larger than their bodies by continuing to purchase and sell pork from factory farms that confine pigs in gestation crates – including Iowa Select Farms.

Please, join thousands of compassionate Americans in urging these grocery chains to phase out the use of gestation crates – something Whole Foods, Chipotle, and other major food providers have already done.

Take Action

Tell grocers to reject gestation crates. Call or send polite, but strong letters to these chains, urging them to immediately adopt policies prohibiting the sale of pork from facilities that confine pigs in gestation crates:



David Dillon, CEO:
(800) 567-4377; or 1014 Vine Street,
Cincinnati, OH 45202.



Steve Burd, Chairman, President and CEO:
steve.burd@safeway.com; (925) 467-3000;
or 5918 Stoneridge Mall Road, Pleasanton, CA 94588.



James Sinegal, CEO:
jsinegal@costco.com; (800) 955-2292;
or 999 Lake Drive, Issaquah, WA 98027.



Sample points to include in your letter:

- Pigs kept in gestation crates are unable to turn around or lie down comfortably, let alone walk, for nearly their entire lives. This is intolerably inhumane.
- Gestation crates have been recognized as so cruel that they have been banned in the entire European Union, New Zealand, and nine US states.
- As major foodservice providers, these chains are in a powerful position to become leaders in the industry by taking a stand against egregious animal cruelty. This would improve the lives of millions of animals and demonstrate their commitment to social responsibility.
- Leading veterinarians and animal welfare experts agree that gestation crates are inherently cruel and should be phased out immediately.

OHIO ENACTS LANDMARK ANIMAL WELFARE STANDARDS

The state of Ohio recently approved a major set of farmed animal welfare reforms – perhaps the most important set of animal protection reforms in Ohio’s history – and MFA is proud to have played a key role in this landmark event.

Building on successful ballot initiatives passed by animal advocates in Florida, Arizona, and California, MFA joined a coalition seeking to put an initiative on Ohio’s 2010 ballot to improve conditions for farmed animals. MFA moved key staff people to work full-time in Ohio to coordinate volunteers and gather signatures throughout the state. Capitalizing on relationships developed through years of advocacy in Ohio, MFA contributed tens of thousands of critical signatures to the campaign. It is thanks to the tireless efforts of animal advocates and compassionate Ohioans that this strategic agreement was possible.

The agreement, reached between animal advocates and the Ohio Livestock Standards Board, was enacted this August and phases out the use of gestation crates for breeding pigs and veal crates for baby calves – two of the cruelest confinement systems commonly used on today’s factory farms. The groundbreaking reforms also include a moratorium on the construction of new battery-cage facilities for egg-laying hens, and bans on the practice of tail-docking dairy cows, and transport of “downer” cows – those too sick or injured to stand or walk – for slaughter. It also bans strangulation as a form of killing farmed animals.

These advances represent significant and meaningful progress. However, they are just the first steps in dismantling the vast system of abuse perpetuated by factory farms in Ohio and across the country.

MFA continues to promote a vegan diet as the best thing each of us can do to prevent needless suffering. Each time we eat, we can withhold financial support from industries that treat animals as mere commodities and disregard their interests in favor of company profits.





GROUNDBREAKING NEW PRO-VEGETARIAN AD CAMPAIGN DEBUTS ON



Every year, billions of farmed animals are crammed into tiny, filthy cages. Unable to even stretch their limbs for almost their entire lives, they endure painful mutilations and routine abuse and neglect. In the end, these animals are crowded onto transport trucks and shipped to the slaughterhouse where they shake in fear as they wait their turn to have their throats slit open or a bolt fired into their skulls. Each and every one of these animals is an intelligent, sensitive, and loving individual no different than our beloved dogs or cats at home. Yet, the violence that farmed animals endure takes place out of sight, and out of mind for most Americans.

But Mercy For Animals is working to change all of that with the launch of an ambitious national television ad campaign that is already bringing consumers face-to-face with the harsh reality animals suffer before becoming breakfast, lunch, or dinner.

Airing predominately on MTV, three new MFA ad spots are bringing the cruelty of factory farms into American homes and consciences, inspiring change in the lives of millions of young viewers and sparing the lives of countless animals.

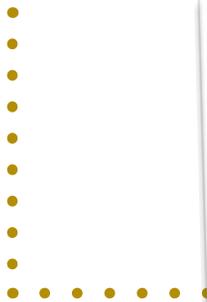
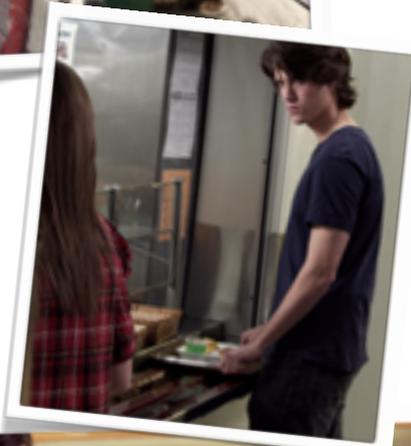
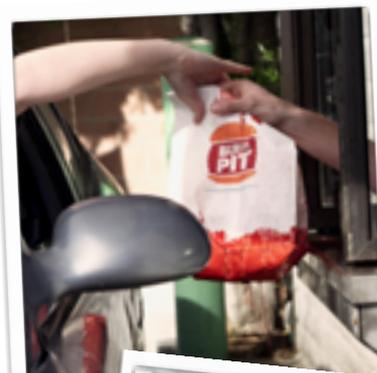
FACE YOUR FOOD

The first in the series of three provocative ads features a woman pulling up to a fast-food drive-through window to grab her lunch. She reaches for her cheeseburger, and blood begins to gush from her bag and onto her hands. As she gasps in horror and disgust, shocking images of animals crammed into filthy cages, crying out in pain, flash through her mind. Only the impatient honk from the car behind her breaks her trance. As she drives away, she is visibly moved by what

she has just experienced and viewers are asked to "Help End Animal Cruelty: Choose Vegetarian."

Equally powerful, the second ad features a high school student in a lunch line, who notices blood dripping from his tray as he slides it along, picking up chicken nuggets and macaroni and cheese. Dumbfounded, the shocked teen is then confronted with images of a moaning calf, half-dead in a feces-encrusted box, a mother pig desperately biting the bars of her tiny gestation crate, and panicked egg-laying hens frantically scrambling over each other in a tiny wire battery cage the size of a filing cabinet drawer.

The final ad follows a woman into the meat aisle at a grocery store. As she casually picks up a cellophane-wrapped package of animal flesh and begins to put it in her shopping cart, she notices blood dripping from her hands. Gripping scenes of factory farm and slaughterhouse footage captured by MFA undercover investigations follow. This time, the horrified woman is snapped back to reality by the screech of the store intercom calling for "Clean up in the meat department" – the voice vovf Steve-O of MTV's hit series Jackass and spin-off movies.



Watch the new spots at MFAAds.com

I WANT MY MTV

At the Lights, Camera, Compassion event, a fundraising party and debut of the national television ad campaign in New York City, John Norris, an outspoken vegetarian and former MTV News correspondent, summed it up well when he introduced the ads to the exclusive crowd:

The idea that cruelty to animals is wrong is not a hard message to get across. It connects with people very naturally. What's not so easy is connecting the dots between animal agriculture and the violent, abusive, torturous process that leads to putting animal products on the plates of millions of Americans each and every day.

For decades, through partnerships with Rock the Vote and other campaigns, MTV has inspired young people to get involved personally and politically to change the world for the better. And now, after reaching a prime demographic on MTV, these hard-hitting MFA ads are helping millions of young consumers make the connection between the foods they eat and the violence endured by animals in factory farms and slaughterhouses, and asking them to vote for a kinder world every time they eat by choosing vegetarian alternatives to meat, dairy and eggs.

HELP END ANIMAL CRUELTY

Standing up against the powerful, multi-billion dollar industries with the budget to advertise sanitized versions of their "products" day and night on television, MFA is daring to reach out to the next generation of consumers to expose the hidden costs of meat production and asking them to align their behaviors with their values. Running ads side-by-side with those for KFC, McDonald's, and Burger King, MFA is beginning to change the tide for farmed animals in America by exposing the dark side of meat production – egregious animal abuse.

POCKET CHANGE INTO REAL CHANGE

Help ensure these cutting-edge ads stay on the air by making a tax-deductible contribution today. For just \$25 you can enable the ads to reach 2,500 viewers – merely one penny per view. Talk about major bang for your buck!

To view the spots, and make a donation, visit MFAAds.com



Steve-O of MTV's hit series Jackass, lends his voice to MFA's powerful ads.



MFA MARKETPLACE

Logo Apparel

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

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



Other Tees

- d** **Not Cool** \$25 (XS, S, M, L, XL, XXL)
Features the etchings of the rib cage and stomach, with a swallowed chick declaring, "Not Cool." A larger chick rests on the back bottom corner of the T who concludes, "Go Vegetarian."
- e** **Beef Cuts** \$25 (XS, S, M, L, XL, XXL)
Parodying a Beef Cuts diagram used by butchers, this edgy T gives a brutally honest look at what's truly for dinner.
- f** **Ask Me Why** \$25
Start the conversation about the benefits of a veggie diet with this new MFA T. This T features a lovable cow with the phrase, "Ask Me Why I'm Vegetarian." MFA logo on back.
Blue, (XS, S, M, L, XL) Cotton-Poly Blend
Fuchsia, (S, M, L, XL) Fine Jersey Cotton



Bags and More

- g** **I Heart MFA Stickers** \$2
Show your support for Mercy For Animals with your very own "I Heart MFA" sticker. Sticker dimensions are 2" x 6".
- h** **Messenger Bag** \$25
MFA's messenger bags give you go-anywhere capabilities with ease.
- i** **Eat Kind Bag** \$5
Lightweight canvas bag is great for trips to the grocery store.

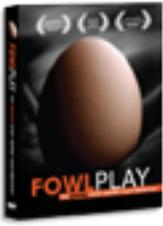


>> Order online at
shopMFA.com



Brochures and DVDs

For bulk literature and DVD orders, please call 866.632.6446.



Fowl Play DVD \$10

MFA's 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.



Farm to Fridge DVD \$1

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



Pig & Puppy Brochure 10/\$1

With graphic factory farm photos and shocking facts, this brochure challenges readers to show compassion for all animals.



Veg Eating Brochure 10/\$1

Positive, inspiring, and informative, this non-graphic pro-vegetarian brochure describes the ethical, health, and environmental benefits of a plant-based diet.



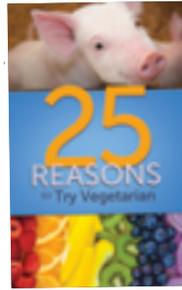
Global Warming Brochure 10/\$1

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



Veg Starter Kit 2/\$1

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



25 Reasons Brochure 5/\$1

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

Mail order and payment to: Mercy For Animals, 3712 N. Broadway, Ste. 560, Chicago, IL 60613

Item Description	Size	Qty.	Price	Total
Donation				TOTAL

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E-mail _____

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THERE ARE
BILLIONS OF REASONS
TO BECOME A MEMBER
OF MERCY FOR ANIMALS.

MEET REASON #642

For over a decade MFA has been at the forefront of campaigns to prevent cruelty to farmed animals and promote compassionate food choices and policies.



BECOME A MEMBER TODAY AND GIVE A VOICE TO THE VOICELESS.

JOINMFA.COM