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The Mag of MFA.

L

Compassionate Living

Spring 2015

FREE

SAM SIMON

REMEMBERING A HERO

THE FUTURE
OF FOOD

.....
WILL CULTURED MEAT END
FACTORY FARMING?

SUPER NOVA

JOAQUIN PHOENIX AND
HOLLYWOOD'S A-LIST STAND
UP FOR PIGS

HORROR IN THE
HEARTLAND

.....
ONE INVESTIGATOR'S STORY OF
ABUSE ON A WISCONSIN DAIRY FARM

MERCY FOR

ANIMALS

+ VIRAL
VEGANISM

MFA'S VIDEOS RACK UP
MILLIONS OF HITS



DEAR *FRIENDS*,

This issue of CL takes you behind the closed doors of some of the biggest names in the food business, including Chick-fil-A, Walmart, and Great Lakes Cheese. As you will see, these multinational corporations' supply chains are riddled with unimaginable cruelty from beginning to end.

But the physical abuses you'll learn about in this issue account for only a small portion of the suffering animals endure day and night in factory farms and slaughterhouses. As you read through the following pages and glance at the images accompanying each story, keep in mind that the animals pictured and described are capable of profound mental and emotional distress, not just physical pain. The cows, pigs, chickens, turkeys, ducks, fishes, and other animals whose bodies are confined and mutilated for food suffer great injury to their minds as well.

Scientists have found that pigs are as intelligent as three-year-old children; they can process complex information and even play simple video games. Chickens have communication skills comparable to those of primates and use sophisticated signals to convey their intentions. All of these animals

are loving, curious, sensitive individuals who nurture their babies and form close bonds with their friends and relatives. The most egregious abuse of factory farming is that it robs them of all of this, reducing these incredible animals with rich inner lives to nothing more than meat machines.

But factory farming isn't just cruel; it's unnecessary, archaic, and verging on obsolete. While human apathy and brutality are to blame for factory farming, human creativity, inventiveness, and empathy are now moving our world beyond it. We're thrilled to offer in this issue of CL an interview with Andras Forgacs, co-founder and chief executive of Modern Meadow, the first cultured meat company. Forgacs and his talented team of scientists, entrepreneurs, and engineers are in the process of developing meat without suffering or slaughter, paving the way for a new future of food that is, as he says, "more civilized and evolved."

Thank you for reading, and thank you for being part of the evolution to a kinder tomorrow.

Sincerely,

Nathan Runkle, President

In Loving Memory

OF

SAM SIMON

1955-2015

Sam was a heroic humanitarian whose selfless generosity and boundless courage inspired countless people around the world to be kinder to animals—and each other.

READ ON FOR OUR TRIBUTE TO OUR DEAR FRIEND SAM.



BYE BYE BEEF

Whether it's rising meat prices or stronger evidence linking red meat and cancer, more Americans are leaving beef off their plates. And the market is responding. Furniture giant **Ikea** announced it would offer a **vegan version of its famous Swedish meatballs** and **Beyond Meat** released its **vegan Beast Burger**, which has even more protein and iron than a traditional hamburger.



FOCUS ON FISH

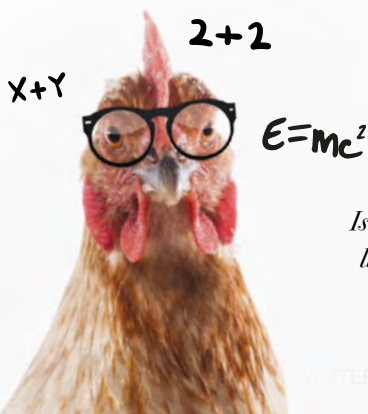
The annual slaughter of billions of fish threatens depopulation of our oceans. The iconic Pacific bluefin tuna is on the brink of extinction. But luckily, change is in the air. Australia passed a ban on massive fishing vessels known as supertrawlers. More recently, NPR highlighted the growing popularity of fish-free seafood alternatives.



SUPER SENATOR



U.S. senator Cory Booker has taken to social media to share his enthusiasm over going vegan last fall, even tweeting photos from his vegan Thanksgiving! Booker also recently joined forces with veteran senator Dianne Feinstein to put heat on the USDA for misleading labels such as "humanely raised" and "cage-free."



FARMED ANIMALS THEY'RE JUST LIKE US

*Is a chicken smarter than a kindergartner? She just might be. New research into the lives of farmed animals reveals **pigs feel empathy for their pen mates**, **cows have "conversations" with their calves**, and **chickens can do math!***





MFA Position: Director of Operations
Hometown: Columbus, Ohio
Email: JakeM@MercyForAnimals.org

Jake Morton

Words to Live By:

"Hope will never be silent." — Harvey Milk

Jake Morton is a jack of all trades, master of ALL! As MFA's director of operations, Jake not only oversees administration, human resources, and finances, but also MFA's merchandise department, creating concepts for merchandising campaigns, media outreach, and advertising. A self-described urban nomad of 10 years, Jake has finally hung his hat in Los Angeles, where he loves to explore restaurants in the "vegan paradise that is LA."

Q: What inspired you to become vegan?

I first became involved in animal protection issues as a teenager after meeting MFA's founder, Nathan Runkle, during a vegan outreach event in Columbus, Ohio. At the time, Nathan was screening graphic undercover footage of animal cruelty on factory farms. With skepticism, I inquired more about the issue and organization. After some lively discussion, I began to consider the treatment of animals in agribusiness and later decided to adopt a vegan diet. As the saying goes, "the rest is history."

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

I have a hand in all the different departments and contribute to the organization as a whole, from organizational finances and human resources to merchandise. This keeps my finger on the pulse of the organization, allowing me to guide our team as a group and help shape our amazingly dynamic work environment.

Q: What tips can you offer anyone seeking a career in animal rights?

No matter your background, if you are passionate about animal rights, there is a position for you. Find an organization you love and fully support and then start volunteering for them. And don't waste time, do it right away. Allow yourself and the organization time to get to know each other and see if the organization is the right fit for you. I got started with MFA and my volunteer opportunities soon blossomed. Eventually, when my background in management intersected with MFA's job openings, I dived into the deep end and never looked back!

Q: Anything else you would like to tell our readers?

Pursue your passions and the rest will fall into place. When you align what you love to do and what you get paid to do, great things will follow.

MEMBERS ON A MISSION



Liz Dee

NYC's Liz Dee is a triple threat to animal abusers: a forever supporter, seasoned grassroots volunteer, and consummate humane educator for MFA. Liz says that when she went vegan her "heart doubled in size."



Brian Pietrzycki

Leader of Chicago's record-breaking leafleting program, outreach coordinator Brian Pietrzycki, along with his dedicated team of volunteers, distributed over 150,000 pieces of pro-veg literature across the city in 2014 alone!



Orson Maazel

First inspired by the story of Abby, an abused dairy cow, NYC's Orson Maazel leaflets, tables, hosts Paid-Per-View screenings, and fundraises for MFA so that no other animal will have to suffer like she did.



MAGICAL MILLION

Thanks to its steady stream of breaking news, heartwarming videos, and highly sharable photo memes, **MFA's action-packed Facebook page** recently added its **millionth follower**. With our ever-expanding reach, perhaps it's no surprise that in the past year alone MFA's pro-vegan Facebook posts have been **viewed over a billion (yes, a billion) times!**



LANGUAGE OF COMPASSION

Whether you're French-Canadian, Chinese, or Indian and interested in eating végétarien, 素, or ʼʼʼʼʼʼʼʼ, things just got a whole lot easier. In order to combat growing global meat consumption, MFA recently launched stylish and comprehensive **vegan eating websites** in China and India as well as a version for French-speaking Canadians. Produced with the help of supporters in each country, these sites are packed with culturally appropriate meal plans, health advice, product suggestions, and downloadable vegetarian starter guides.

BY THE #'S

MFA's Year in Review

2014 WAS A YEAR OF RECORD-BREAKING NUMBERS:



14

undercover investigations



5,178

newspaper, television, and radio stories



7,300

suppliers in **90 countries** impacted by new farmed animal welfare policies



170,000

pledges to go vegetarian



15,526,000

visitors to MFA's websites

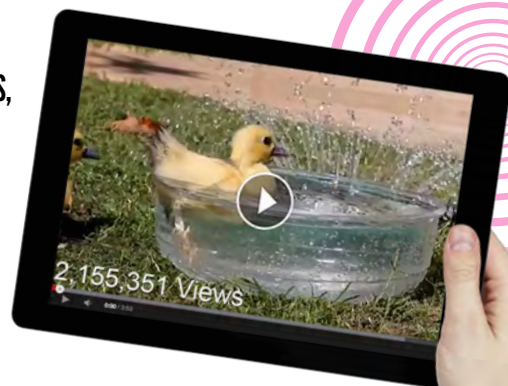


22,000,000

online video views

VIRAL VEGANISM

MFA'S CATCHY VIRAL VIDEOS ARE SURE TO PACK A PUNCH, WHETHER THEY MAKE YOU LAUGH, CRY, OR SMILE. THESE PRO-VEGAN VIDEOS, DISTRIBUTED THROUGH MFA'S SOCIAL MEDIA PLATFORMS, ARE RACKING UP A **MILLION VIEWS PER WEEK** WITH THEIR CLEAR CALL TO ADOPT A MORE COMPASSIONATE DIET.





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

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



Anya Todd is a registered, licensed dietitian specializing in vegan nutrition. She loads up on garlic and ginger when her immune system needs a boost. She resides in Cleveland, Ohio, which is becoming more veg-friendly by the day.



What are the best immunity-boosting vegan foods?

A healthy, strong immune system is necessary to ward off illness. In addition to getting adequate sleep, plenty of exercise, and limiting stress, eating a nutrient-dense, whole foods, plant-based diet is a critical part of keeping the immune system resilient. Here are just a few immunity-boosting foods to regularly include at meal time.



LENTILS

This mighty bean is full of protein, which is one of the building blocks of a robust immune system. Additionally, lentils are chock-full of soluble fiber, which has been shown to enhance the body's immune response. One of the easier legumes to cook, lentils taste great in soups and sloppy joes.



SUNFLOWER SEEDS

Sprinkling these on your salad will not only increase your protein intake, but will also add zinc. This mineral helps keep the immune system running, and it may help heal wounds. Toasting seeds can increase zinc absorption, so get out that skillet!



BROCCOLI

As one of the vegetables in the cruciferous category, broccoli contains compounds that stimulate intestinal immunity and thereby potentially reduce gut inflammation. A healthy GI system is fundamental to one's overall well-being. Brussels sprouts and cauliflower are also delicious cruciferous veggie options.



SWEET POTATOES

If you asked me to name the most perfect food in the universe, sweet taters would certainly be a strong contender for the title. You can bake, mash, roast, steam, or purée them. Tasty and nutritious, they can be served savory or sweet. Sweet potatoes are also a good source of vitamin A, another nutrient known to assist the immune system.



BELL PEPPERS

These crunchy veggies are good sources of vitamin C, a nutrient that encourages antibody formation. A veggie wrap loaded with peppers and hummus is a personal fave; however, if peppers aren't your thing, there are plenty of other vitamin C-rich choices, including strawberries, tomatoes, and citrus fruits.

BOTTOM LINE:

Eat plenty of fruits, vegetables, legumes, whole grains, nuts, and seeds. Doing so will provide your body with all the protective properties in vitamins, minerals, and phytonutrients. Also, make sure to cook with herbs and spices, like turmeric and ginger (hello curry!), as they too can be beneficial to our health.





Tofu Chèvre



- 14-ounce block extra-firm tofu
- 1½ tablespoons white miso
- 1 tablespoon lemon juice
- 1 tablespoon extra virgin olive oil
- 1 teaspoon tahini
- ¼ teaspoon salt

Makes one 8-inch log

Press tofu at least 1 hour.

Process tofu in food processor with remaining ingredients until a smooth ball forms. If it doesn't come together, add more oil.

Scoop tofu mixture onto a piece of plastic wrap and form into a log about 8 inches long. Wrap with plastic wrap and roll it. Chill for 2 to 3 hours.

Remove log from plastic wrap and place on baking sheet lined with parchment paper. Bake for 20 minutes at 350°F. Roll it over once halfway through. Remove from oven when log is firm and slightly tan. Cool before serving.



Recipes adapted from **But I Could Never Go Vegan!**, copyright © Kristy Turner, 2014



Pumpkin Chocolate Chip Cookies

- 1¾ cups unbleached all-purpose flour
- 1 tablespoon flaxseed meal
- 1 teaspoon baking soda
- 1 teaspoon cinnamon
- ½ teaspoon ginger
- ½ teaspoon salt
- ¼ teaspoon nutmeg
- ¼ teaspoon cardamom
- 1 cup pumpkin purée
- ½ cup vegan butter, melted
- ¼ cup maple syrup
- ½ cup coconut sugar or vegan brown sugar
- 1 tablespoon unsalted smooth almond butter
- 1 cup vegan chocolate chips

Makes 2 dozen

Preheat oven to 350°F. Line two baking sheets with parchment paper.

Whisk together flour, flaxseed meal, baking soda, cinnamon, ginger, salt, nutmeg, and cardamom in large bowl. Set aside.

Mix pumpkin purée, vegan butter, maple syrup, coconut sugar, and almond butter. Combine wet and dry ingredients. Fold in chocolate chips.

Scoop roughly 2 tablespoons of dough and place on baking sheets. Press down on each cookie to flatten. Bake for 8 to 10 minutes.



OUR FAVE FOOD PICKS



Say hello to **Field Roast's Chao** slices in Coconut Herb, Tomato Cayenne, and Creamy Original flavors. Grilled between slices of sourdough or poised atop any burger, these are classic yum!



Gardein's Homestyle Meatless Meatloaf and gravy is just as good as grandma's.



Strawberry shortcake has a new BFF thanks to **CocoWhip from So Delicious!** Also satisfying straight from the spoon.

Walmart GETS WORSE

MFA'S CAMERAS **CAPTURE PIGS IN PAIN**
AT YET ANOTHER SUPPLIER TO
THE RETAIL GIANT

ONE MUST USUALLY COMMIT A SERIOUS CRIME TO END UP WITH LIFE BEHIND BARS. BUT AT A PIG FACTORY FARM, ONE MUST ONLY BE A PREGNANT SOW TO BE PUNISHED WITH ONE OF THE **CRUELEST FORMS OF CONFINEMENT**: A TINY METAL GESTATION CRATE BARELY LARGER THAN THE PIG'S OWN BODY, IMMOBILIZING HER IN NEARLY EVERY WAY, **FOR NEARLY HER ENTIRE LIFE**.

This is exactly the appalling abuse a Mercy For Animals undercover investigator documented at Colorado's **Seaboard Foods**, one of the largest pig factory farms in the country and a **major pork supplier to Walmart—the largest retailer in the world**.

Trapped in this pig prison, the highly intelligent and social sows were unable to walk, turn around, or lie down comfortably. Constant contact with the bars of the crates resulted in open wounds and pressure sores, which were left untreated. Repression led to





depression, and bored and anxious pigs fruitlessly banged their heads against or gnawed on the bars binding them in place in a display of absolute psychological and physical torment. Animal behavior expert Dr. Jonathan Balcombe described such an existence as “an unremitting hell on earth.”

The piglets received no more mercy than their mothers.

Using only dull razors and their fingers, **workers sliced off the piglets’ tails and ripped out their testicles without any pain relief**—meanwhile, a person could be thrown in jail for castrating a single dog or cat without anesthesia. Workers also hit the scared and sensitive babies with rock-filled gas cans to force them into overcrowded walkways and transport trucks.

Shocked by the brutality, celebrities rallied to draw awareness to the plight of these pigs. Award-winning actor **Joaquin Phoenix** narrated MFA’s investigative video and urged viewers to help pigs by simply leaving them off their plates. **Jessica Chastain, Jenna Dewan-Tatum, Sia, Pam Anderson, Emily Deschanel, Mayim Bialik, Leona Lewis, Russell Simmons, Moby, Kate Mara, Ellen Pompeo, Elizabeth Berkley,** and other popular artists ignited the Twittersphere, tweeting to fans to ask Walmart to let pigs “live better.”

Constraining mother pigs in gestation crates is so blatantly barbarous that the practice has been **banned** by the entire

European Union, New Zealand, and nine U.S. states. Additionally, more than **60 major groceries and chain restaurants**, including **Safeway, Kroger, Costco, Kmart, McDonald’s, Burger King, Wendy’s, and Chipotle,** have demanded their suppliers phase out the cramped cages. However, despite having both the power and ethical responsibility to adopt more humane standards for housing—and irrespective of the fact that this is the *fifth* time MFA’s undercover investigators have exposed such egregious abuse at a Walmart supplier—**Walmart refuses to establish a policy rejecting the cruel crates.**

As MFA keeps the heat on this callous company to grant pigs the relief they deserve, consider making some powerful changes of your own.

By withholding your consumer dollars from industries that exploit and abuse animals, you will not only create a kinder world for mother pigs and their piglets, but for all animals everywhere.



**SEE VIDEO AND TAKE ACTION:
WALMARTCRUELTY.COM**

Page 8 / Middle: Pregnant pigs confined in painful, metal gestation crates. Page 8 / Bottom Left: Pigs in gestation crates are unable to walk, turn around, or lie down comfortably for nearly their entire lives. Page 8 / Bottom Right: These piglets just want to feel soil beneath their hooves and the sun on their backs. Page 9 / Top Left: A worker grabs a frightened piglet by the neck.



STARS UNITE AGAINST Walmart



**THIS IS TORTURE.
IT’S ALSO STANDARD
PRACTICE AT
WALMART PORK
SUPPLIERS
NATIONWIDE.**

—Joaquin Phoenix

SIA:

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



**PAMELA
ANDERSON:**

Joaquin Phoenix slams @walmart in powerful new video by @mercyforanimals exposing sickening abuse at pig farm. Watch: walmartcruelty.com



**LEONA
LEWIS:**

Sickening animal abuse exposed by Joaquin Phoenix & @MercyForAnimals at a @Walmart pork supplier. Sign the petition!



TRANSPORT TORTURE

IT'S TIME TO PUT THE
RED LIGHT ON LIVESTOCK
TRANSPORTATION CRUELTY

As if the horrors of factory farming—extreme confinement, mutilations without painkillers, brutal handling, and cruel killing practices—weren't bad enough, the livestock transportation industry adds yet another layer of hardship and misery to the lives of farmed animals.

In Canada, where livestock transport regulations are the worst in the Western world, farmed animals are often trucked thousands of miles, for days, without any food, water, or rest. Millions of farmed animals suffer gruesome deaths from dehydration, starvation, suffocation, and severe injury due to overcrowding while being trucked across the country.



“ PIGS WHO WERE TOO SICK OR INJURED TO EVEN STAND WERE KICKED, BEATEN, AND PAINFULLY SHOCKED WITH ELECTRIC PRODS. OTHERS WERE VIOLENTLY RAMMED WITH HEAVY GATES BY CARELESS WORKERS. ANIMALS SUFFERING FROM HEAT STRESS AND HEART ATTACKS WERE ROUTINELY LEFT TO SUFFER WITHOUT PROPER VETERINARY CARE. ALL OF THIS TOOK PLACE UNDER THE WATCH OF GOVERNMENT INSPECTORS WHO TURNED A BLIND EYE. ”

According to livestock haulers, wet weather and freezing temperatures can cause some animals to become frozen to the floors of transport trailers.

During the summer months, temperatures inside transport trucks can reach well over 100 degrees Fahrenheit, particularly when the vehicles are at a standstill.

This not only causes deaths from overheating, but combined with high ammonia levels from animal waste, agonizing deaths by suffocation.

SHIFTING GEARS

Armed with hidden cameras, and a whole lot of grit and determination, Mercy For Animals undercover investigators are working hard to change these wretched transport conditions. Working undercover at **Western Hog Exchange** in Alberta, a way station for pigs on their way to slaughter, an MFA investigator captured video footage of sickening animal abuse that shocked a nation.

Pigs who were too sick or injured to even stand were **kicked, beaten, and painfully shocked** with electric prods. Others were **violently rammed** with heavy gates by careless workers. Animals suffering from heat stress and heart attacks were routinely left to suffer without proper veterinary care. All of this took place **under the watch of government inspectors** who turned a blind eye.

This landmark investigation generated extensive media coverage, starting with a **feature on W5**, the longest-running and most-watched documentary program in Canada. It then landed a feature on **CBC News** as well as front-page headlines in the **Toronto Star** and other major papers across the country. Bolstered by an outpouring of public support, MFA delivered more than **80,000 petition signatures** to Canadian agriculture minister **Gerry Ritz** demanding change. All of this, of course, put enormous pressure on the government to act.

HIGHWAY OF HOPE

Citing the myriad problems uncovered in this investigation, and detailing clear and comprehensive recommendations, MFA is

calling on Canada's ministry of agriculture to **modernize the country's woefully outdated animal transport regulations** and strengthen their enforcement.

Specifically, MFA is calling for the transport regulations to **require** that all animal species be provided with **food, water, and rest** if they are transported for more than eight hours; to ensure animals are **protected** from **extreme weather**; to set out specific, measurable loading densities to **prevent overcrowding** and afford animals at least enough space to stand up and lie down; and to establish a system of effective, dissuasive, and **proportionate penalties for violators**.

Now, after more than **eight years** of empty promises from agriculture minister Gerry Ritz, the livestock transport regulations are undergoing revision. The updated regulations are to be **published** in the **near future**. As always, MFA will keep a watchful eye to ensure these new regulations have the traction necessary to protect pigs and other farmed animals from flagrant cruelty, neglect, and horrifying deaths during transport.



SEE VIDEO AND TAKE ACTION:
TRANSPORT.MERCYFORANIMALS.ORG



FACE-TO-FACE WITH *Chick-fil-A* **CRUELTY**

I HAD A LOT OF DREAMS ABOUT MY WORK. ... SOMETIMES I DREAMT THAT I WAS JUST WATCHING CHICKEN CARCASSES GO BY ON THE PRODUCTION LINE IN FRONT OF ME. I WOULD HAVE NIGHTMARES WATCHING THEM GO THROUGH THE BLADE MACHINE AND GET BODY PARTS SLICED OFF.

— “Rachel”
Undercover Investigator
for Mercy For Animals

WE ALL HAVE NIGHTMARES ONCE IN A WHILE. BUT FOR TWO MERCY FOR ANIMALS INVESTIGATORS, NIGHTMARE TURNED INTO REALITY WHEN THEY WENT UNDERCOVER TO EXPOSE THE SHOCKING CRUELITIES INFLICTED ON CHICKENS BY CHICK-FIL-A’S SUPPLIERS.

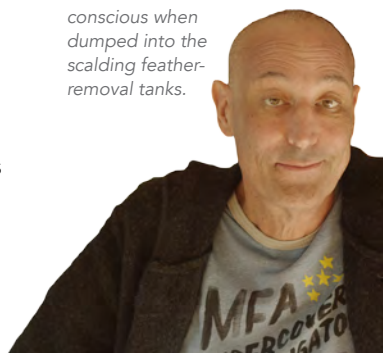
Chick-fil-A is one of the fastest-growing restaurant chains in the country; it recently surpassed KFC to become the biggest fast-food chicken retailer in the U.S. While the company has drawn heat for its opposition to marriage equality, its other shameful secret has remained hidden in America’s southeast, behind the closed doors of nondescript farm sheds and slaughterhouses.

Hidden, that is, until a pair of **Mercy For Animals investigators** went in to document a pattern of animal abuse too horrific to ever forget. Their footage, narrated by **The Simpsons co-creator and famed animal activist Sam Simon**, made media shockwaves and drove countless viewers to ditch chicken for good.

“I can’t even count how many times I watched undercover investigation videos and said ‘there’s no way I could do that,’” explains Rachel, an MFA investigator, from the rural apartment now serving as her on-the-job home. “It took about six months before I had made a firm decision in my mind that this was definitely something worth the sacrifice and something I felt compelled to do.”



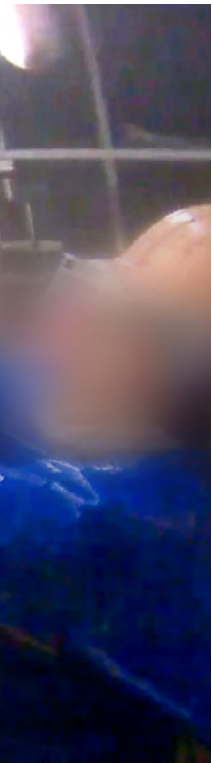
Page 12 / Middle: A worker known as a “back-up killer” cuts the head off a live chicken. Page 12 / Bottom: Birds are often still conscious when dumped into the scalding feather-removal tanks.



And do it she did. The spring of 2014 found Rachel waking up at 6:30 a.m. each morning in the hills of **Chattanooga, Tennessee**, pulling on her clothes, testing out her hidden camera to make sure she had the right angle, and eating a quick breakfast in her car. By 8 a.m. she was on the job at **Koch Foods**, a supplier to Chick-fil-A, performing quality assurance checks on dissected chicken pieces.

While her work didn't involve interacting with any live animals, she set her video camera's and her sights on the horror that sat just steps away: the kill room, a dusty, foul-smelling, blood-stained chamber where chickens met their final gruesome fate.

As Rachel's undercover footage revealed, chickens at the facility had their **wings and legs broken** as they were roughly shackled upside down. The frightened birds were then **dragged through a vat of electrified water** before having their **necks and chests sliced open**, often while alive and still fully conscious.



An even more gruesome fate awaited those birds who missed the killing blade: **being scalded alive in hot feather-removal tanks**. The United States Department of Agriculture estimates that as many as a million birds are scalded alive at slaughterhouses every year in the U.S.

"Watching these birds die one after the other was heartbreaking," recalls Rachel. "It is such a terrible way to die. What I witnessed still horrifies me and brings tears to my eyes."



TAKE THE CHICKEN QUIZ!



1. Hens communicate with their babies beginning:

- a) before the chicks hatch
- b) the moment they hatch
- c) once they reach adolescence
- d) never—chickens don't communicate



2. Chickens can:

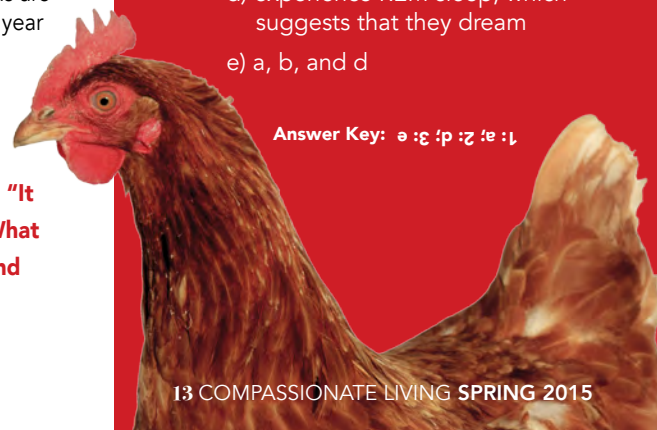
- a) remember people, places, and things
- b) learn geometry
- c) use the sun as a compass
- d) all of the above



3. Chickens are similar to humans in that they:

- a) have a sophisticated social hierarchy
- b) feel empathy
- c) crave salt and sugar
- d) experience REM sleep, which suggests that they dream
- e) a, b, and d

Answer Key: 1: a; 2: d; 3: e



In a written statement, veterinarian Dr. Armaiti May blasted Chick-fil-A, stating: **"The welfare violations the chickens in this video are subjected to are so horrible that they defy description."**

Dr. Bernard Rollin, a professor of animal science at Colorado State University, who also viewed the footage, observed that "from the moment the chickens are dumped from trucks to a conveyor belt in large groups, surely **terrifying**, and then hung upside down by their feet, we can be morally certain that the animals are **experiencing significant fear**."

But it wasn't just in the confines of the kill chamber that the birds destined for Chick-fil-A's restaurants experienced incredible fear and suffering. While Rachel was at work in the packaging plant, "Kevin"—another MFA investigator—was busy capturing footage at the Mississippi broiler farm where the birds were being raised.

In the giant, windowless barns that supply Chick-fil-A, baby birds were crammed together by the **tens of thousands**. "Chickens had no choice but to lay in their own excrement, which was swarming with beetles and larvae," Kevin recalls. "Open wounds became infected, and beetles would swarm inside of the chickens too weak to fight them off." Birds suffered from **protruding knees and crippled or broken legs**. Sick and injured chickens were left



“ FROM THE MOMENT THE CHICKENS ARE DUMPED FROM TRUCKS TO A CONVEYOR BELT IN LARGE GROUPS, SURELY TERRIFYING, AND THEN HUNG UPSIDE DOWN BY THEIR FEET, WE CAN BE MORALLY CERTAIN THAT THE ANIMALS ARE EXPERIENCING SIGNIFICANT FEAR. **”**

— Dr. Bernard Rollin



to suffer without any veterinary care, and hundreds died every day from the diseased and unsanitary conditions.



When the baby birds were just four weeks old, a “**catching crew**” arrived to take them to the **slaughterhouse**. Kevin’s undercover video shows workers grabbing up to nine birds with one hand and throwing them into cramped cages on the back of a transport truck.

Other birds were **kicked** across the room or **violently tossed** by their wings or necks into the small cages. Birds’ heads and bodies were slammed into the sides of the cages or bounced off of cage doors, knocking the birds to the ground. Leaving underweight chickens behind in the shed to **die of dehydration and starvation** was standard practice. The birds who made it onto the truck would soon meet their own grisly fate in the slaughterhouse kill room.

The shocking footage gathered by Rachel and Kevin during their long, lonely days at these two Chick-fil-A supplier facilities went viral as soon as it was released, and **over 100,000 outraged consumers signed Sam Simon and MFA’s petition** demanding an end to the horrible cruelties depicted in the undercover video.

MFA is now calling on **Chick-fil-A** to eliminate some of the **worst abuses** in its supply chain by replacing live-hang and

electric-stunning systems with less cruel methods that use inert gas to render animals unconscious prior to unloading.

Additionally, MFA is urging the company to require its suppliers to provide birds with more space, clean litter, access to natural light, and environmental enrichments; end selective breeding and use of growth enhancers and shift to slower-growing breeds; adopt a zero-tolerance policy for animal abuse; and install video monitoring systems that live stream to the internet to deter acts of violence against animals.

Although cruelty and violence come standard with every Chick-fil-A sandwich, caring consumers can **say no to these horrors by choosing to eat vegan**. And caring people can help expose and stop this abuse by donating so that Rachel, Kevin, and other MFA investigators can continue to shine a bright spotlight on animal abuse.



**SEE VIDEO AND TAKE ACTION:
CHICKFILACRUELTY.COM**

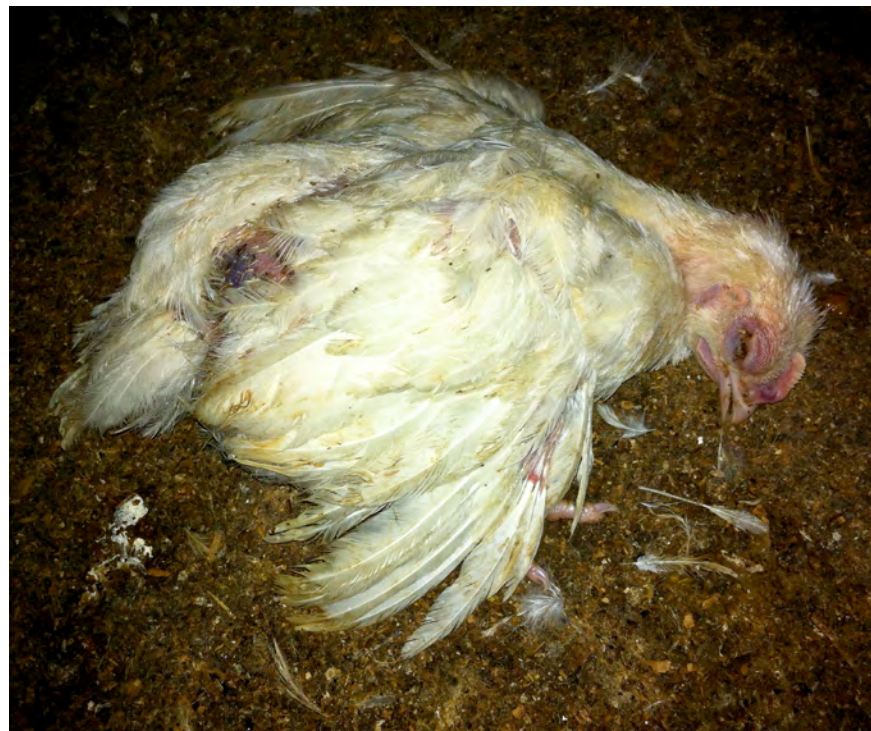
Page 14 / Workers violently throw birds into transport crates. Page 15 / Bottom Left: Birds are crammed by the tens of thousands into large, windowless sheds. Page 15 / Bottom Right: Many birds die from the diseased and unsanitary conditions at the factory farm.


MAKE A DIFFERENCE

Please consider visiting

MERCYFORANIMALS.ORG/DONATE

to help Mercy For Animals continue its lifesaving work.





“ I WITNESSED
UNTHINKABLE ABUSE
ON A DAIRY FARM,
AND IT WILL HAUNT
ME FOREVER.”

HORROR IN THE HEARTLAND





On **Andrus Dairy Farm** in the little town of Birnamwood, Wisconsin, a Dutch-style red barn with peeling paint sits in the shadows of massive steel silos and a modern, windowless building. It's one of many similar farms that supply milk for Ohio-based Great Lakes Cheese, one of the largest cheese companies in the country.

But there is just one thing that makes Andrus Dairy unique: between July and August of 2014, my hidden camera was rolling on the farm. **I am an undercover investigator**, and I work with Mercy For Animals to expose cruelty at factory farms. In just one month at Andrus Dairy, I amassed hours of footage so disturbing it would later be broadcast to **countless people across the country**.

I saw workers **kicking** and **punching** cows and aiming high-pressure hoses at their faces from just a few feet away. Employees **chopped off cows' sensitive tails** with pruning shears, a standard practice known as **tail docking**. When the tortured animals were too injured or sick to move, workers jumped on their backs and **beat them with sticks**.



My heart broke for one cow in particular. **I called her Ellie**. They had quite literally milked her for all she was worth, at least what she was worth in their eyes. She was tired and worn down by **endless pregnancies, milkings, and daily beatings**. Although she was still young, she was nearing the end of her productivity—and therefore her life.

One day her legs gave out—or she slipped on the slick, manure-coated floor, I'm not sure—and she couldn't get back up. The workers tied a rope around her neck, hooked the other end up to an all-terrain vehicle, and **dragged her across the ground**.

Disgusted by the horrific abuse of Ellie and the other cows, I reported it to the owner, **Alan Andrus**, and his wife and daughter as well as the farm supervisor. But my **complaints fell on uncaring ears**. In fact, I was scolded for not being aggressive enough with the cows.

Even after Mercy For Animals and I turned the footage over to the police, Andrus denied any wrongdoing. "There is nothing wrong with the video," he told one media outlet in an email. "We use rubber boots and

whips. **Everybody cuts off cow's tails like this.**" Andrus said it himself: his farm is just like every other in the country. Nothing his workers did was out of the ordinary. This is the dairy business.

Indeed, six other MFA investigations on dairy farms in the United States and Canada have uncovered **equally brutal abuse**.

Sadly, the district attorney sided with the cruel status quo of the dairy industry. "The actions of the employees caught on video do not amount to a situation where criminal charges are warranted," he stated.

But the public knew better. More than **50,000 people from around the world** voiced their disgust through a Change.org petition calling on Great Lakes Cheese to implement meaningful animal welfare policies.

There are no federal laws to safeguard animals during their lives on farms, and most state anti-cruelty laws exempt animals raised for food. The good news is that consumers can hold these profit-driven industries accountable by **boycotting dairy and other animal products** and putting their ethics on the table instead.



**SEE VIDEO AND TAKE ACTION:
GOTMISERY.COM**



Page 16 / Bottom: Dairy cows are kicked. Page 17 / Top Left: Workers spray high-pressure water in the face of a cow who cannot stand up. Page 17 / Top Right: Dairy cows are brutally beaten with a rod. Page 17 / Bottom Left: Using pruning shears, workers cut through the sensitive skin, nerves, and tailbones of cows without any painkillers. Page 17 / Top Middle: Bellowing in pain, this downed cow is dragged by a rope around her neck.



ANIMAL ABUSERS BEWARE

Mercy For Animals is watching.

Our legal advocacy department is holding factory farmers accountable for their crimes and setting important legal precedents that will help protect even more farmed animals from needless cruelty and violence.

AUCTION ATROCITIES AVENGED

MFA's legal advocacy efforts led to a landmark decision by a California appeals court affirming the validity of California's one-of-a-kind "downer" law. **The court made clear that animals who are too sick or injured to walk deserve heightened legal protections against neglect, abuse, and malicious cruelty.** Following this decision, the owner and multiple workers of **Ontario Livestock Sales**, southern California's largest livestock auction, were convicted of criminal animal abuse based on our undercover video footage. Several other auction workers are awaiting trial in the upcoming months.



In another legal victory, an MFA investigation of two livestock auctions in Mississippi exposing workers beating, kicking, and dragging sheep, goats, and other animals led to the filing of a record **49 counts of animal cruelty against 10 workers.** Thus far, four of those workers have been convicted.

DOING BETTER FOR BIRDS

Based on MFA's hidden-camera evidence of severe neglect, including animals left to suffer from serious injuries and illness without food, water, or proper veterinary care, law enforcement raided northern **California's Reichardt Duck Farm**, one of the largest duck farms in the country.

Across the northern border, video footage taken at **Ontario's Hybrid Turkeys**, one of the world's largest turkey breeders, led to charges of **11 counts of animal cruelty** against the company and **five workers**—the **first time in Canada's history** that animal cruelty charges resulted from an investigation by an animal protection group.



DAIRY CRUELTY DETERRED

After our investigation documented workers **beating, kicking, and even sexually abusing cows**, a second worker from **Bettencourt Dairies**, the largest dairy factory farm in Idaho, was convicted of animal cruelty.

New Mexico's **Winchester Dairy** temporarily shut its doors immediately following our submission to authorities of horrifying footage of **extreme animal abuse**. We are working closely with law enforcement to **prosecute the abusers**.

A Canadian investigation of **Quebec's Délimax veal factory farm** captured workers kicking, punching, and beating baby calves and resulted in a charge of **two counts of animal cruelty against a worker**.

Chilliwack Cattle Company, Canada's largest dairy factory farm, was the subject of a recent MFA investigation documenting abuses so egregious that law enforcement raided the facility and the **British Columbia Milk Marketing Board suspended milk pickup** based on its "concern for the ethical treatment of animals."



Page 18 / Middle Bottom: A downed goat is left to slowly suffer and die without food, water, or veterinary care.

Page 18 / Right Bottom: A sheep is violently grabbed by her neck.

Page 19 / Top: Investigative footage shows birds kicked, savagely killed, and left to slowly die with untreated wounds.

Page 19 / Bottom: Dairy farm investigations reveal cows punched, whipped, dragged, and left in pain without veterinary care.



EXCLUSIVE *INTERVIEW*

THE FUTURE OF FOOD



HOW ONE STARTUP COULD CHANGE THE WORLD



ANDRAS FORGACS, THE CREATIVE GENIUS BEHIND BROOKLYN-BASED STARTUP **MODERN MEADOW**, MIGHT JUST BE THE WHITE KNIGHT FARMED ANIMAL ADVOCATES HAVE BEEN WAITING FOR. FORGACS AND HIS FATHER ARE REINVENTING **WHAT IT MEANS TO PRODUCE MEAT**. INSTEAD OF RAISING AND SLAUGHTERING INNOCENT FARMED ANIMALS, FORGACS IS CULTURING MEAT FROM CELLS IN A LABORATORY. IS IT REALLY POSSIBLE WE MIGHT SOON LIVE IN A WORLD WHERE NO ANIMALS ARE HARMED FOR MEAT? WE WERE LUCKY ENOUGH TO SIT DOWN WITH FORGACS AND FIND OUT.

Q *Tell us what biofabrication is and how it's being used today.*

Biofabrication is the art and science of growing materials from living cells. Many products have traditionally been made for thousands of years from biofabrication techniques, such as culturing and fermenting. Fermentation of yeast cells transforms grains into beer and fruit into wine; culturing of bacteria transforms milk into cheese and yogurt. Now we're learning to harness techniques for growing other cell types, such as mammalian muscle cells. Currently, biofabrication of mammalian cells is mainly used in regenerative medicine, to make new pieces of tissue for implantation into human patients, to treat disease, or to reconstruct the body.

Q *You and your father first began growing human organs. What made you switch your focus to growing animal tissues for leather and meat?*

Our first company, Organovo, came directly out of the research my father Gabor Forgacs was doing at the University of Missouri. His research team had developed bioprinting, a way to 3-D print human tissues to form little functional organs. As we became better at growing human tissues for medical applications, we also realized we could extend the broader field of biofabrication to pursue worthwhile applications beyond medicine. If you can grow human skin for medicine, then you can certainly grow animal hide for leather. Similarly, if you can grow muscle, you can also grow animal protein for food.

For me, the motivation to start Modern Meadow really was cemented while living in Shanghai for a year.

I saw firsthand that the amount of meat consumption was rising, costs were increasing, and yet the quality of meat was simply not good and the toll on the environment was substantial.

If everyone in emerging Asia began consuming like their counterparts in the U.S. and Europe, then we would ruin the planet. I realized that biofabrication could offer a new alternative for producing better animal products in ways that are more sustainable and humane.

Q *You've described the process of growing tissues as similar to brewing beer. Could you explain it to us?*

The general idea is to harness a process that cells naturally do. In brewing beer, people harness the natural behavior of yeast cells, which eat sugar and through their metabolism and digestion, process it into alcohol. In culturing meat, we are pursuing a similar process but starting with a different cell type. Instead of yeast cells, we start with mammalian cells, such as muscle cells from a cow. Just like their yeast counterparts, mammalian cells will continue to grow naturally in culture as long as they are fed the proper nutrients and kept comfortable in a warm, clean environment.

Q *What kind of meat have you grown so far and how does it taste?*

We're still doing research and development, and exploring what kinds of products are possible to make.

There is a lot of opportunity to grow healthier, tastier foods.

One thing we have made is a prototype snack food we're calling steak chips. It's cow muscle cells that we grew, added a little seasoning to, and baked into a healthy, potato chip-like crisp. The snack has about 65 percent protein and people find it really delicious.

Q *How long before we see biofabricated meat sold on supermarket shelves?*

We anticipate that cultured meat products could be on the market within 5–10 years.

Q *The automobile forced the horse and buggy into obsolescence. Do you think cultured meat will do the same for meat from slaughtered animals?*

In the long term, that's certainly possible. We envision a substantial transition period where, at a minimum, cultured foods can come into the market and take some of the pressure off of animals and the planet's resources in feeding the 2 billion additional people expected to

join our global population in the next generation. There was a significant transition period in moving from horses to cars as a mode of transportation. Initially, horses were cheap and cars were a luxury technology. As the technology developed, cars became better and cheaper, to the point where most families in America had one (or two). This transition didn't happen because people were forced to change their habits. Rather, the new way of doing things was clearly superior and made the use of animals unnecessary. Over a few generations we hope to see a similar shift towards superior, cultured foods as a better way of living for ourselves, for animals, and for the planet we all share.

ANIMAL
AGRICULTURE IS
DEVASTATING
TO THE
ENVIRONMENT.

**COULD CULTURED
MEAT SOLVE THE
PROBLEM?**

COMPARED TO MEAT FROM
SLAUGHTERED ANIMALS,
BURGERS GROWN IN LABS:



GENERATE
78–96%
FEWER
GREENHOUSE
GAS EMISSIONS



REQUIRE
99%
LESS LAND



USE
82–96%
LESS WATER

ON MARCH 9, ALL OF US AT MERCY FOR ANIMALS WERE DEVASTATED TO LEARN THAT SAM SIMON, HOLLYWOOD ICON, PHILANTHROPIST, AND ANIMAL RIGHTS HERO, HAD PASSED AWAY. HE WAS 59 YEARS OLD.



SAM SIMON

REMEMBERING A HERO





Sam battled stage four colorectal cancer for over two years. When he was diagnosed in late 2012, his oncologist told him he might only have three to six months to live, but Sam fought hard and beat all the odds.

Known for his meteoric success in television, Sam was the youngest showrunner in TV history at 23 and produced shows such as *Cheers* and *The Tracey Ullman Show*. But the pinnacle of his television career was co-creating the longest-running sitcom to date, the smash hit *The Simpsons*.

A vegetarian for over 30 years and a vegan for his final 10, Sam had a long history of animal advocacy. But his diagnosis propelled him even further into activism. During the last two years of his life, Sam had a busier schedule than ever as he traveled the world speaking up for animals and rescuing over 400 chinchillas, 40 bears, several chimpanzees, a racehorse, eight pigs, a camel, and an elephant! He also helped rescue Benjy, "the gay bull," in a story followed around the world.

Additionally, Sam hosted a live weekly radio show broadcast on Radioio with a focus on animal rights. The show was co-hosted by MFA's own director

of communications, Ari Solomon, and frequently featured members of MFA's staff and even undercover investigators as guests.



In 2013, MFA bestowed Sam with its prestigious Compassionate Leadership Award at its Free To Be fundraiser in Los Angeles; Sam made a passionate acceptance speech after TV legend Bob Barker presented him with the award.

The following year, MFA inaugurated the Sam Simon Award at its 15-year anniversary gala. The award recognizes luminaries in television and film who have used their celebrity platform to speak out for farmed animals. Sam presented the award to longtime activist actress Pamela Anderson.

Later in 2014, Sam joined forces with MFA once again, this time to expose the horrendous cruelty suffered by chickens raised and killed for Chick-Fil-A. Appearing on camera, Sam narrated MFA's undercover video and called on the chain to adopt meaningful animal welfare standards. He also authored an online petition aimed at the restaurant that garnered over 150,000 signatures.



The loss of Sam Simon is profound beyond words. He was kind, generous, passionate, and never lost his remarkable sense of humor. We're so grateful for his years of support, inspiration, and friendship, and will carry on his legacy by continuing to work towards the day when farmed animals are no longer exploited. Farewell, Sam... we love you and you are dearly missed.

MERCY FOR ANIMALS

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The goal isn't to live forever, **the goal is to create something that will.**

—Chuck Palahniuk



Remember Mercy For Animals
in your will.

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