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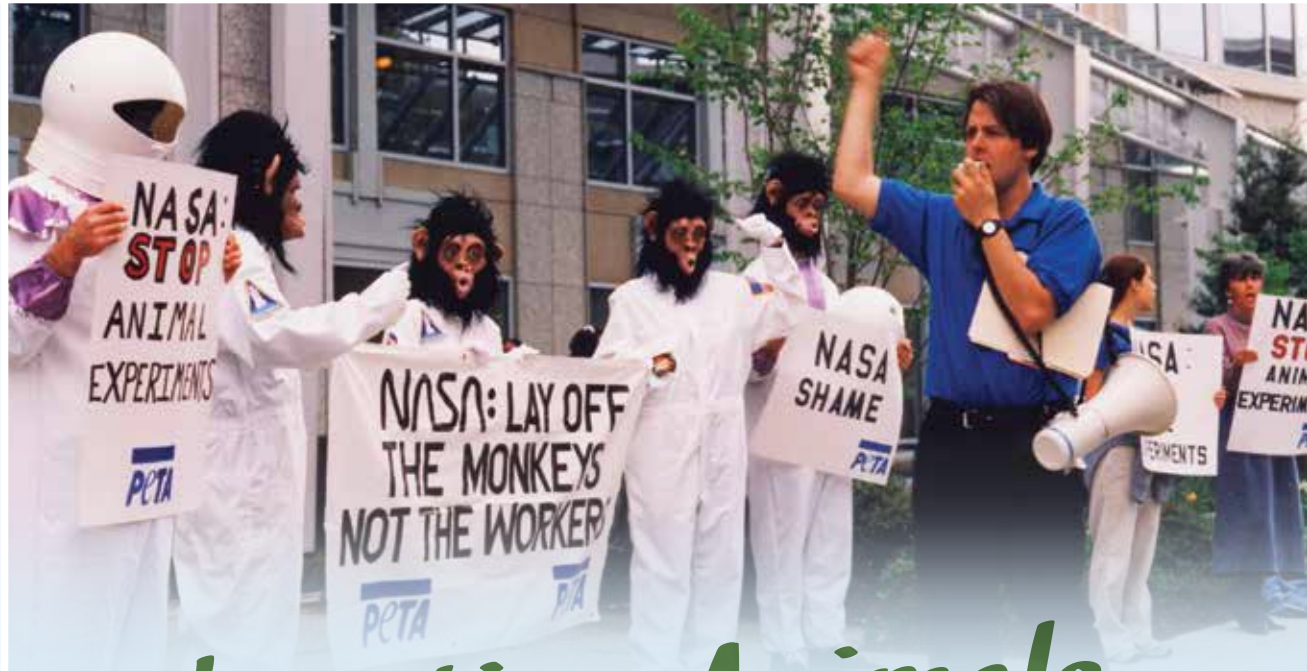
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Legacy Challenge

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Liberating Animals From Laboratories Since 1980



The Science of Saving Lives

Exposing abuse in laboratories—and getting animals out of laboratories—has been central to PETA’s mission from day one.

In fact, PETA’s Augustus Club is named after a macaque monkey we found in a laboratory in Silver Spring, Maryland, back in 1981 and whose noble image graces the front of this newsletter. The experimenter we went after—Edward Taub—paralyzed monkeys’ arms by cutting the nerves in their spines. He then electrically shocked and starved them to try to force them to use their limbs again.

We painstakingly documented everything, raided the place, and got the monkeys out. And that case resulted in a host of precedents, including the first U.S. conviction of a vivisector on charges of animal abuse, the first cancellation of federal research funds because of cruelty, and the first U.S. Supreme Court victory for animals used in experiments. It was the case that put PETA’s work on the front page of *The Washington Post*, and since then, we haven’t slowed down one bit.

One of the reasons why PETA’s work to end vivisection is so effective is that we have more scientists on staff—by far—than any other animal-protection organization. To coordinate the tremendous scientific expertise among PETA U.S. and our overseas affiliates and to help fund the development of non-animal testing methods, we incorporated the PETA International Science Consortium five years ago.



Scientists from the PETA International Science Consortium attended and presented at the World Congress on Alternatives and Animal Use in the Life Sciences, educating scientists from around the world on the use of non-animal testing methods.

Since then, the Consortium has achieved breakthrough after breakthrough. For example, recently, with input from PETA scientists, 16 U.S. federal agencies announced a plan to replace animal tests for drugs and chemicals. After decades of hard work on our part to change the way chemicals are tested in the U.S., our suggestions for non-animal methods, including organs-on-a-chip, human cell-based tissues, and computer modeling, are now, in a massive turnaround, being incorporated into government policy.



The Consortium scored another major win for animals when, after three years of providing the Japanese government with documentation showing that its requirement that dogs be poisoned with pesticides over the course of a year and then killed was not protecting people, Japan eliminated this testing requirement, sparing hundreds of dogs each year horrific suffering. The Consortium has already gotten the U.S., the EU, and Canada to eliminate this test, and your support will help persuade Brazil and South Korea to follow suit.

In another example, the U.S. Food and Drug Administration (FDA) requires personal lubricant companies to conduct tests on animals, but one company, Good Clean Love, didn't want to do them, so it contacted our scientists for help. Not only did they find the company an effective replacement, they also found one that was half the cost of the animal tests—using simple skin tests on human volunteers. And the FDA accepted it! This spared rabbits and guinea pigs the ordeal of being injected with lubricants and set a landmark precedent for other companies to do the same.

A Winning Formula

Those are just a few of the lifesaving victories we've achieved with the support of our wonderful Augustus Club members. We have also virtually ended cosmetics tests on animals in the U.S. and in most other countries around the world. We've stopped the use of cats for intubation training for nurses and, working



with the Physicians Committee for Responsible Medicine, the use of animals as training tools in medical schools—something that every medical student had to participate in not so long ago. NASA no longer straps monkeys into restraint devices in simulated space flight studies, thanks to a PETA campaign. We ended the injection of monkeys with chemical weapons to train soldiers. And thanks to our eye-catching efforts that included sending giant “bunnies” out to smash cars (generously donated by our members), there are no more car crash tests on animals anywhere in the world.

We take on animal abusers strategically, often one by one, until entire industries understand that they need to change their cruel ways. Over the years, we've unearthed evidence



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that food and beverage companies, like POM Wonderful, House Foods, Barilla, Kikkoman, Coca-Cola, Lipton, Welch's, and Ocean Spray, were poisoning, mutilating, and killing animals in unnecessary tests just to make health claims about their products. PETA stopped them all!

Earlier this year, we discovered that probiotics maker Yakult Honsha had irradiated mice, injected them with chemicals, induced lethal infections, and fed them apple pomace extract then forced them to run on a treadmill until they collapsed, but PETA got the company to end all experiments on animals. Most recently, after two years of pressure, General Mills stopped all its experiments, as did vitamin giant Riken, whiskey brands Maker's Mark and Jim Beam, and others.

Flexing Our Muscles for Dogs

Whether cruelty is taking place in order to sell products or under the guise of "curing" diseases, PETA never hesitates to



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declare boldly and honestly that animals are not ours to experiment on—for *any* reason.

Science, as well as ethics, is on our side: Ninety percent of animal studies fail to lead to treatments for humans, and an astounding 95 percent of new drugs that test safe and effective in animal studies fail in human trials. Those are figures to remember and repeat!

Take the hideous muscular dystrophy experiments on dogs at Texas A&M University (TAMU). The lead experimenter, Joe Kornegay, has been

intentionally breeding golden retrievers to suffer from a debilitating canine form of muscular dystrophy, isolating them in cages, and subjecting them to painful experiments for over three decades. Yet not one viable treatment that reverses the symptoms in humans has come of these dogs' misery. Not one!



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Support from good friends like you helps PETA keep the pressure on TAMU to end these experiments. We've protested every Board of Regents meeting, generated nationwide attention when activists ran onto the field with signs during a TAMU bowl game, run ads about the suffering of the dogs, and shared the views of people suffering from muscular dystrophy who want the experiments to end. When TAMU tried to silence criticism of these experiments by programming its Facebook page to auto-delete comments that contained words like "PETA," "lab," or "cruelty," we filed a groundbreaking lawsuit against the school.

With your help, we will win this battle, shut down the experiments, and get *all* the dogs out!

Bringing Down the Bullies

If there's a big, powerful entity that's bullying animals, PETA's marketing and social media teams can send out an e-mail alert, start a hashtag trend, and/or post a Facebook video, and in a matter of hours we can organize many thousands of people to take action.

For example, when PETA uncovered the fact that Johnson & Johnson was using animals to demonstrate invasive medical-device procedures for sales representatives, we sent out an

action alert asking people to urge the company to switch to superior forms of technology, such as human-patient simulators or synthetic soft-tissue models. Within hours, more than 8,000 people had contacted the company. Then we sent out an alert via our iPhone app, and the company got flooded with 4,000 *more* messages. Less than 24 hours later, Johnson & Johnson announced that it would no longer kill animals in training sessions for its salespeople. That's what we were aiming for!

Sometimes it takes a little longer. In Texas, a university was conducting appalling starvation experiments on rats, mice, toads, geckos, birds, and fish. Some animals lost up to 30 percent of their bodyweight and weren't even allowed any bedding material to keep them warm because they might eat it out of desperation. Over the course of five months, nearly 200,000 PETA supporters responded to our action alerts and bombarded the school with e-mails. By the time we launched an e-mail and Twitter call-in campaign, which directed hundreds of phone calls to the school's president, the university

had had enough and announced an end to the experiments that same day!

There is a reason why PETA is ranked the "most engaged-with" charity on social media and why *PR News*—a top publication

in the marketing and communications field—just named us the Best Social Media Team of 2018!

Since we first revealed what happens to monkeys like Augustus in laboratories, PETA has shifted public opinion so much that more than half of young people polled

now oppose all animal experiments. That is not enough, but it's phenomenal progress, and our work must continue to gain momentum. With the sustaining support of members like you, PETA will keep pushing until every cage is empty and no living being is treated like a test tube.



PETA Sues Texas A&M for Facebook Censorship



Written by Michelle Kretzer | May 14, 2018

In a groundbreaking move, PETA has just filed a federal lawsuit against Texas A&M University (TAMU) challenging the school's use of a filter on its official Facebook page. The filter automatically deletes visitor posts and comments if they contain words such as "PETA," "cruelty," "lab," and other terms associated with our high-profile campaign against the school's muscular dystrophy experiments on dogs.



ANIMALS ARE WONDROUS:

Goats

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“Clever as a goat.” That’s not a common expression, but perhaps it should be, because goats are smart. In one study, they demonstrated the ability to break into a sealed box using levers. And they can remember that skill four years later without prompting.

They also form strong social bonds with one another, as well as with humans. These highly inquisitive animals thoroughly explore anything new in their surroundings, and if you type “goats playing” into YouTube’s search engine, the proliferation of videos that turn up is a testament to their high-spirited nature. To add to their charm, they also take a cue from dogs (or perhaps it’s the other way around) and wag their tails to communicate their emotions.

Female goats are patient, extremely nurturing mothers who have even been willing to foster orphans of other species.

Like all animals, goats deserve respect and compassion. Yet they are exploited in almost every conceivable way. Here’s how PETA is working to stop their abuse.

Misery for Mohair

Mohair is a fabric or yarn made from the hair of angora goats. Even if shearing were done gently and carefully, it would still be extremely stressful to goats, who are prey animals and therefore terrified of being pinned down, completely defenseless. So you can imagine how traumatizing it is for them when they are shorn

roughly and carelessly, which—as a **disturbing new PETA video exposé reveals—is standard operating procedure in the industry.**

Our exposé—the first of its kind—shows abuse that took place on not one or two but a dozen angora goat farms in South Africa, the world’s top mohair producer.

Shearers left goats cut up and bleeding from the face and ears, cut off swaths of skin, and crudely stitched up wounds without any pain relief. Robbed of their natural insulation, many died of exposure. One man said that up to 80 percent of goats die after shearing on some farms.

With the support of our Augustus Club members, we are using this exposé to decimate the cruel mohair industry. PETA and our international affiliates have persuaded more than 310 companies to ban mohair, including Anthropologie, Columbia Sportswear, Forever 21, Gap Inc., H&M, Overstock.com, Topshop, UNIQLO, Zappos.com, and Zara.



Cut Up and Killed in Trauma Training

After PETA released video footage from a military whistleblower showing U.S. Coast Guard medical training drills, a media frenzy broke out. Millions of viewers watched in horror as instructors used tree trimmers to cut the limbs off live goats, stabbed them, and pulled out their internal organs—while their kicks and moans clearly indicated inadequate anesthesia.

Since then, we have persuaded the Coast Guard to become the first U.S. military branch to end the mutilation and killing of goats and other animals in trauma training drills and to start using state-of-the-art human-patient simulators. We have eliminated about 95 percent of all animal use in military training in the U.S., with only “black ops” remaining.

We have presented studies to the U.S. Congress showing that physicians receive better training with simulators that mimic human physiology and that allow trainees to repeat procedures until they achieve proficiency than with the crude use of animals.

With our support, Congress introduced the Battlefield Excellence through Superior Training (BEST) Practices Act, which would end the military’s shooting, stabbing, dismembering, burning, and killing of thousands of animals every year.

In addition, as the only organization working on an international scale on this issue, PETA has now donated simulators to replace animals in surgical training courses in 22 countries—including Bolivia, China, Costa Rica, Ghana, Iraq, Jamaica, Kenya, and Sudan. This means that each year, thousands of goats and other animals will be spared the ordeal of being cut open and killed and that thousands of doctors will gain superior surgical skills.

The Milk of Human Cruelty

Chèvre—cheese made out of goats’ milk—is another commodity that comes from the exploitation of goats. Like all mammals,

including humans, goats produce milk to feed their own babies, but in the dairy industry, they are repeatedly impregnated and their offspring are cruelly taken away from them so that the milk can instead be sold for human consumption—as pizza topping, yogurt, and so on. Male kids are killed for their flesh when they are only a few months old.

A PETA Germany investigation into a goat farm revealed that workers regularly forced terrified goats into the milking parlor by punching them or beating them with sticks and that goats with open wounds, deformed hooves, and upper respiratory conditions were denied medical care.

PETA’s success in promoting vegan eating is having an impact on the goat cheese industry. We gave a Compassionate Business Award to the owners of The Sanctuary at Soledad Goats, which, after 20 years of running a goat cheese-making company, stopped breeding goats and started producing a delicious dairy-free cashew cheese instead.

Helping Goats at Every Opportunity

On other fronts, our Emergency Rescue Team and Community Animal Project have assisted in the rescue of numerous goats who were being neglected by their owners and even one wild goat who got stuck in a copper mine.

We have also helped with ordinances banning petting zoos. Not only do petting zoos contribute to a cycle of breeding and exploitation, they also are extremely stressful for the animals who are forced to interact with constant streams of excited, noisy children.



▶▶ What YOU Can Do

1. The best thing that you can do to help goats is to refuse to buy anything derived from their hair, skin, flesh, or milk—including mohair, cashmere, kidskin, and chèvre.
2. Watch the exposé at [PETA.org/Mohair](https://peta.org/Mohair), and send the link to everyone you know.



Do you want your legacy gift to have an *immediate* impact on animals?



COMING SOON: THE PETA LEGACY CHALLENGE



Share the details of the legacy gift you are leaving PETA in your will, trust, or beneficiary designation.



Activate an immediate matching gift to PETA from a generous Legacy Challenge benefactor.

More information to come—keep an eye out in early 2019 for details on strengthening the impact of your legacy gift for animals.