

# augustus

## CLUB

Issue no.44 | Fall 2007



## We Want to Make the Holidays Happy for All

### Our Work to Help Factory-Farmed Animals

There's a lot that we want to share with you in this issue, but first we want to take this opportunity to pass along our best wishes for the holidays.

Here at PETA, we like to use the holidays to inspire people to spread their compassion to members of all species. Thanksgiving, Hannukah, and Christmas mean suffering and death for turkeys and other animals—and why is this? Surely in 2007, there is such an abundance of delicious vegetarian foods (please see the recipes on page six) that we can “pig out” without the actual pig!

I'm happy to say that indeed hundreds of thousands more people each year are choosing to reduce or eliminate meat and other animal products from their diets after learning how animals are treated in the meat industry. And without a doubt, PETA is the leading organization providing the motivation, inspiration, education, and information that people look for in their quest to embrace a cruelty-free diet.

I hope you'll enjoy reading about how our vegan campaign continues

to be one of our most effective strategies in reducing the sum total of animal suffering. Never in a million years did I ever think the day would come when meat companies were competing with each other to enforce stronger animal-welfare standards—and yet, with the help of Augustus Club members like you, that day is here!

And speaking of members like you, I'd like to direct your attention to the member spotlight on page five. Jaumé Rivell is a wonderful example of how just one person can create positive, lasting change for animals.

I am also pleased to include an excerpt from my new book *Let's Have a Dog Party!* A funny title, no? But an important message! You see, there are already plenty of books on the market about the proper “care and feeding” of Fido—but there are very few books about taking care of Fido's need for fun.

As always, you have our thanks and admiration for making a lasting gift for animals through your membership in the Augustus Club. Your compassion for animals will live on through our work.





# Fighting Factory Farming

## PETA's Relentless Campaign

On average, 10,764 animals are consumed by an average American during her or his lifetime. Animals on factory farms have no protection from cruelty that would be illegal if inflicted on dogs and cats. We are changing all that.



**On August 29, Matt Prescott, manager of our Factory Farming and Vegan Campaign Department, stepped to the microphone at the annual meeting of Smithfield Foods to challenge the largest pig- and turkey-meat producer in the world:**

Hello. My name is Matt Prescott, and I have a question regarding Smithfield's animal welfare practices.

Last year, in an Arkansas Butterball slaughterhouse now owned by Smithfield, workers were documented sadistically abusing turkeys. ... This abuse only happened because the slaughter process used in that facility gave workers access to live birds. That same process is used in every Smithfield turkey slaughterhouse. It's called electric immobilization, and it results in both animal welfare and economic problems ....

There is a better process called controlled-atmosphere killing, or CAK ...:

- With CAK, birds are placed in chambers while they are still in their transport crates. Their oxygen is replaced with inert gasses or low levels of carbon dioxide, efficiently and gently putting them "to sleep."
- Because workers only handle birds once they are dead, ergonomics improve, injury and illness rates for workers decrease, and the opportunities for workers to abuse live birds are eliminated.

The industry is taking notice of CAK. In the last year, there has been a 500 percent increase in the number of CAK facilities in North America. However, Smithfield hasn't made any noticeable movement toward CAK. ...

My question is this: Since it's impossible to ensure the welfare of birds with Smithfield's current system, which results in economic loss, and since CAK has been proved to be a better method, what are Smithfield's plans for switching to CAK?

Matt's speech was another step in our campaign to pressure Smithfield and is one of the many tactics that he and his tenacious staff are using in leading the fight against the worst abuser of animals, the meat industry, which kills more than 10 billion land animals and more than 30 billion sea animals each year in the U.S. alone.

From their first weeks in this world, farmed animals live in such crowded conditions that they often trample each other to death, and they are bred to grow so large that their legs often collapse under their own weight. During transport, many suffer injury or death from heat exhaustion, freezing, or overcrowding. And at slaughterhouses, many

are scalded and dismembered while still completely conscious in front of other terrified animals. Fish and other sea animals are often crushed and suffocated to death during their capture by commercial fishing vessels, and farmed fish live their entire lives crammed into filthy, disease-ridden tanks.

This is why our factory farming and vegan campaigns are some of our most important endeavors. As exemplified by Matt's speech, we are working hard to eliminate the most abusive practices in factory farms and slaughterhouses. We do this by filing shareholder resolutions, negotiating face to face with meat industry executives, and employing other corporate pressure strategies.

**"Our factory farming and vegan campaigns inspire people to make wonderful changes in their lives."**



And we are being heard. Earlier this year, we announced that the very same Smithfield Foods would be phasing out its use of "gestation crates" in its U.S. corporate-owned operations. These hideous devices virtually immobilize pregnant pigs for months on end, causing extreme stress, psychological deprivation, severe joint pain, and respiratory damage from inhaling the ammonia fumes from their own waste.

This victory was won after we campaigned for years to persuade Smithfield's biggest customers to stop purchasing from pork producers that use gestation crates, and it has produced a wonderful domino effect.

Just days after Smithfield's announcement, Canada's largest pork producer—Maple Leaf Foods—followed suit. Not long after, Cargill announced that it has stopped using gestation crates in half its pig factory farms, and we are working to get the company to agree to a total phase-out.

**“This victory was won after we campaigned for years ... and it has produced a wonderful domino effect.”**

But that's not all. As a result of years of our grassroots demonstrations followed by six years of working behind the scenes with Burger King, the fast-food titan has agreed to purchase a percentage of pig meat from suppliers that do not use gestation crates, purchase a percentage of eggs laid by hens who are not confined to tiny wire "battery cages," and double these amounts by the end of this year.

CKE Restaurants (owner of Carl's Jr. and Hardee's), after a year of negotiations, recently announced that it has adopted a similar animal welfare plan, and Wendy's, a target of our pressure tactics for years, adopted animal-welfare improvements including giving preference to slaughterhouses that are testing CAK and pledging to use 20 percent crate-free pork by the end of 2008 (and increase that percentage over time).

Our campaigners and strategists work practically around the clock developing and implementing creative ways to continually intensify our campaigns. These victories are the result of your support, our resolve and experience, and, of course, the tactic for which we are perhaps best known, documenting atrocities by sending undercover

investigators to work in factory farms and slaughterhouses.

For example, video footage and other documentation by our investigators of the hideous treatment of animals by KFC suppliers prove the need for the crucial improvements that we are demanding of KFC. Earlier this year, our undercover investigation of a KFC "Supplier of the Year" slaughterhouse in Missouri revealed abuses similar to those that we witnessed during our investigation of another KFC "Supplier of the Year" in West Virginia three years ago.

Our campaigners have taken this evidence to the streets and coordinated more than 12,000 demonstrations outside KFC restaurants in North America since 2003. Following regular demonstrations, KFC has permanently closed restaurants in California, New York, Pennsylvania, Oregon, North Carolina, Connecticut, and Washington, D.C.

However, most importantly, our factory farming and vegan campaigns inspire people to make wonderful changes in their lives for the benefit of animals. For example, our "Vegetarian Starter Kit" is as popular as ever, and a survey of thousands of people who had requested the kit found that those who reported that they ate meat regularly dropped from 45 percent to 5 percent after receiving the kit!

Moreover, PETA's Web sites GoVeg.com and VegCooking.com together receive more than 500,000 visits each month and were named "Best Vegetarian Resource" and "Best Vegetarian Cooking Site," respectively, by VegNews magazine.

The fall and winter holidays are on their way and will be bringing with them the deaths of tens of millions of animals (of the 266 million turkeys killed each year in the U.S., 80 million are killed during the this time of year).

By asking friends and family members to watch our videos and then suggesting that they try our tempting holiday recipes on page six (or those available at VegCooking.com), you can inspire others to celebrate cruelty-free holidays this year too!

## You Can Help

Please join PETA in spreading the word about Butterball's cruel treatment of turkeys. Visit [www.goveg.com/feat/butterball/butterball-form.asp](http://www.goveg.com/feat/butterball/butterball-form.asp) to send our undercover footage to your friends, family members, and coworkers, and tell them that the best way to help animals is not to eat them. Please contact Jenny Lou Browning at 757-962-8332 or [JennyB@peta.org](mailto:JennyB@peta.org) for more information.



you  
ARE *PETA*

augustus MEMBERS IN ACTION!  
CLUB

## Jaumé Rivell

Fellow Augustus Club member Jaumé Rivell is not one to sit by while an animal is in need.



Living just down the road from us in Virginia Beach, Virginia, Jaumé shares her life with her wonderful companion of eight years, Dahlia. Jaumé combines her passion for animal rights with a rich background, which includes 12 years as a police officer in Pennsylvania as well as time as a teacher, writer, and manager for a celebrated South African singing group. Yet the strength of her convictions may be best exemplified by a horrific situation that arose during her time in Pennsylvania.

One morning, Jaumé found her neighbor cruelly bludgeoning an opossum with a garden rake in her yard. He was enraged because he thought the opossum had been raiding his garden.

After pleading with him to stop, Jaumé called the police and eventually pressed charges, which resulted in the first court case of cruelty to wildlife in Pennsylvania.



The case gained enormous attention, and Jaumé received great support from the community. However, she also had to endure scorn from people angry that she brought charges against her neighbor, including some of her fellow police officers. But Jaumé remained strong in her belief that there can be no excuse for cruelty to animals, and her perseverance resulted in a conviction and a fine for the man.

At this stage in her life, Jaumé is not as agile as she once was, but that does not stop her from doing little but important things to help animals. She is always trying to educate people. She leaves PETA materials everywhere she goes, including the doctor's office and car service stations. She testified at the Virginia Beach City Council meeting when it was considering permitting carriage horses. And she makes it a point to speak to at least one person in the dairy section each time she goes to the grocery store, to educate them about the plight of factory-farmed animals.

"I always relate to the issues as if I were in the animal's skin, and it scares me to think back to the time before PETA. We were uneducated and unenlightened, and so many animals suffered. But it raises my spirits to think about how much PETA has done, and the influence it holds, and I am proud to be doing my part."

Jaumé says that through her financial support of PETA, including through her will, she is also actively helping animals. "My donations mean that PETA can get out there and protest and change minds, even if I can't."



# Sweet Smells and Mouth-Watering Flavors for the Holidays!

## 1 Asparagus Wild Rice

- 2 cups water
- 1 cup wild rice
- 1 lb. mushrooms, thinly sliced
- 1 large white onion, diced
- 1½ cups vegetable broth
- 1 lb. asparagus, trim with woody ends trimmed off, sliced
- 1 Tbsp. extra virgin olive oil
- ½ Tbsp. balsamic vinegar
- Sea salt and black pepper, to taste

- Bring the water and rice to a boil in a pot over medium-high heat. Reduce heat, cover and simmer for 30 minutes, or until the rice is cooked.
- In a large frying pan, over medium heat, combine the mushrooms, onions, and ¾ cup of the broth. Bring to a boil and cook, stirring often, until the liquid evaporates and the vegetables are browned.
- Add the remaining broth and the asparagus. Cook until the asparagus is tender. Remove from heat.
- Whisk together the olive oil and vinegar, add the rice, and toss to coat. Season with salt and pepper.

Makes 4 servings

## 2 Mini Winter Vegetable Pot Pies

- 1 turnip, peeled and cubed
- 3-4 red potatoes, cut into 1-inch cubes
- 1 Tbsp. minced garlic
- 2 Tbsp. olive oil
- 3 Tbsp. flour
- 1 cup vegetable stock
- 2 tsp. minced rosemary
- Sea salt and fresh black pepper
- 1 lb. mushrooms (button or baby bellas) 1-inch cubes
- 2 large carrots, diced
- 1 cup pearl onions
- 1 box vegan puff pastry, thawed
- Olive oil

- Boil turnips and potatoes until just cooked.
- Sauté the garlic in the Tbsp. of olive oil over medium heat. Add the flour, whisking and cooking the flour until browned. Add the stock and the rosemary. Season with salt and pepper.
- Add the vegetables. Cover with the sauce. Remove from heat.
- Pour the vegetable medley into lightly oiled individual ceramic serving dishes and top with rounds of puff pastry. Brush with the remaining olive oil and bake at 375°F for 30 to 40 minutes, or until lightly browned and puffed up.

Makes 4 servings

## 3 Raspberry Chocolate Bars

- 1 cup all-purpose flour
- 1 cup quick cooking oats
- ½ tsp. of baking soda
- ½ tsp. salt
- ¾ cup packed brown sugar
- 5 Tbsp. margarine, softened
- 5-oz. jar seedless raspberry jam
- ½ cup semisweet chocolate chips

- Preheat the oven to 375°F.
- Lightly spoon flour into a dry measuring cup and level with a knife. Combine the flour, oats, baking soda, and salt in a small bowl, stirring well with a whisk. Set aside.
- Combine the sugar and margarine in a medium bowl and beat with a mixer at medium speed until smooth and very light in color. Add the flour mixture to the margarine mixture and stir until well blended (the mixture will be crumbly—add ¼ cup of soy milk if you would like the bars to be more solid). Remove ¼ of the dough and press into an 8-inch-square baking pan. Spread evenly with jam. Toss chocolate chips into the remaining dough and stir. Crumble the remaining dough over the jam.
- Bake at 375°F. for 30 minutes, or until golden brown. Cool completely on a wire rack.

Makes 16 servings bars



# Let's Have a Dog Party!

PETA President Ingrid Newkirk's new book, *Let's Have a Dog Party!*, celebrates the bond between humans and their canine companions. The book is full of humorous anecdotes about dogs Ingrid has known, touching stories about dogs who never got a kind word, much less a party, until they were rescued by PETA, and lots of whimsical ideas for having a barking good time with your best friend. Here is just a sampling:

### Birthday (or Adoption Date) Party

More than half of *Washingtonian* magazine readers polled said they throw their dog a birthday party, so don't leave this one off your social calendar. If you don't know when your dog was born, your dog is probably a "rescue." Good for you! You can use your dog's adoption date as a sort of "re-birthday" or decide on a birthday date and stick to it every year.

### Dogtoberfest

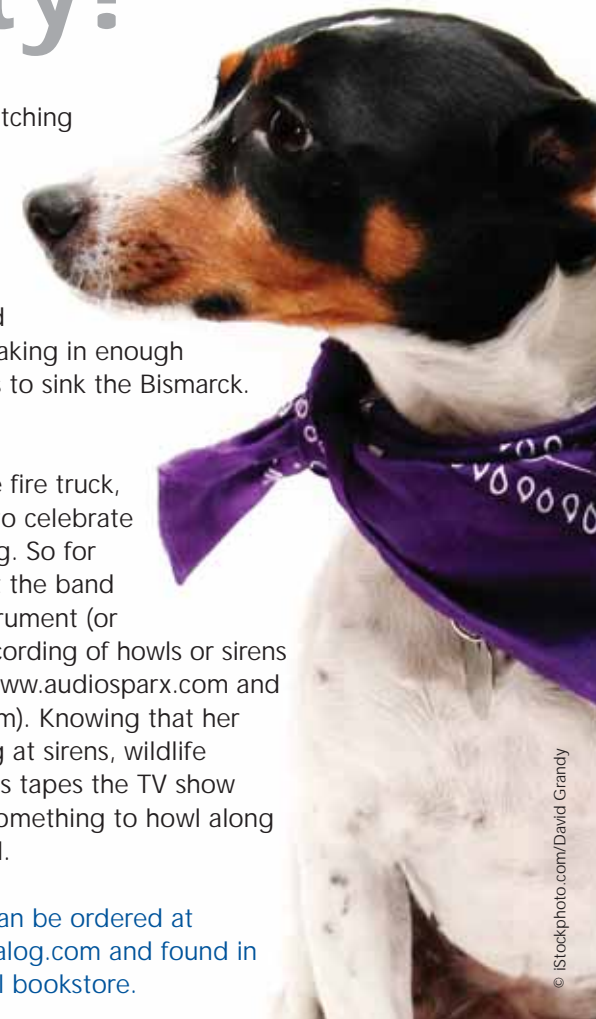
A hat with a plastic feather will allow you to pass yourself off as Tyrolean, but make sure it doesn't upset the dogs, as some hats do. Your dog has more dignity than all this and frankly doesn't care what you look like. But you'll now be in the right frame of mind for something he

or she will care about: watching you dance as foolishly as possible. Put some Yves or other tasty soy wieners and veggie burgers on the grill. That way, every Herr and Hund can eat their fill without taking in enough lard and other animal fats to sink the Bismarck.

### A Howl-a-Thon

Howling at the moon, the fire truck, or thin air is a great way to celebrate the evening with your dog. So for your dog party, break out the band or splurge for a wind instrument (or even a toy one). Buy a recording of howls or sirens (or download free from [www.audiosparx.com](http://www.audiosparx.com) and [www.freesoundeffects.com](http://www.freesoundeffects.com)). Knowing that her dog, Sierra, loves howling at sirens, wildlife biologist Stephanie Boyles tapes the TV show *Cops* just to give Sierra something to howl along to when she seems bored.

*Let's Have a Dog Party!* can be ordered at [PETACatalog.com](http://PETACatalog.com) and found in your local bookstore.



## Preparing for Your Companion Animal's Future

One of the most important aspects of estate planning is planning for your animal companions' future in the event that you can no longer care for them yourself. There are steps that you can take to ensure that your companion animals will receive the loving care to which they are accustomed. Our Companion Animal Planning Packet can help guide you through this process. If you would like a complimentary packet, please fill out the coupon and return it to: PETA, Attn.: Augustus Club, 501 Front St., Norfolk, VA 23510; or e-mail [PlannedGiving@peta.org](mailto:PlannedGiving@peta.org).



### PETA's Companion Animal Planning Packet

◆ Please send me PETA's Companion Animal Planning Packet.

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

# Put Your Stamp on 2007 With an End-of-Year Gift to Animals

The year is quickly winding down, but our tireless work to protect animals certainly is not. The year's end is an opportune time for charitable giving, and so, as 2007 draws to a close, we hope that you will keep PETA and animals in mind as you consider your year-end giving.

Donations made to PETA before the clock strikes midnight on December 31 not only provide important support and stability to our programs but, because PETA is a registered 501(c)(3) nonprofit organization, can also bring you tax benefits next April:

- Make a donation of cash and you will be eligible for a charitable deduction for the full amount of your gift.
- Make a donation of stock, real estate, or personal property (including cars, boats, and other vehicles) and you may qualify for a reduction in your taxes for the full fair market value of your gift. What's more, you can save on capital gains taxes if you donate appreciated assets that you have owned for more

than one year. Even depreciated stock can benefit both you and animals!

- Create a gift annuity with a gift of \$5,000 or more. PETA will pay you and/or your designated recipient fixed payments each year for life. In addition, you may be able to take advantage of significant tax benefits—such as an immediate federal income-tax deduction and, if you make a gift of appreciated securities, capital gains tax savings.
- Through December 31, if you are 70½ years of age or older and have a traditional IRA, you can exclude distributions of up to \$100,000 per year that are made to PETA from your taxable income. The distributions will count toward your minimum distribution requirement and the process is simple, but you must direct your IRA manager to transfer the distribution directly to PETA—a withdrawal made by you and subsequently donated to PETA will not qualify and will have to be reported as income.

For information on how you can make a year-end gift to PETA, please contact PETA's planned giving manager, Tim Enstice, at 757-962-8213 or via e-mail at [TimE@petaf.org](mailto:TimE@petaf.org).



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Our 2008 "Rescued" Calendar is now available, full of heartwarming stories and beautiful pictures. If you would like to receive a complimentary calendar, please fill out the coupon here and return it to: PETA, Attn.: Augustus Club, 501 Front St., Norfolk, VA 23510; or e-mail [PlannedGiving@peta.org](mailto:PlannedGiving@peta.org). Quantities are limited.

## PETA's 2008 'Rescued' Calendar

### PETA's 2008 'Rescued' Calendar

▶ Please send me PETA's 2008 'Rescued' Calendar.

Name

Address

City, State Zip

Telephone

E-mail