

augustus

CLUB

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Discrimination Hurts Animals Too

Introducing PETA's Fish Empathy Campaign

The "ugly," "unfamiliar," and disregarded animals of the world have always held a special place in my heart. I'm talking about animals who lack the qualities that humans find endearing (e.g., the big brown eyes of a deer, the devotion of a dog, the fluffy white coat of a baby seal)—the traits that make it easier for human beings to have sympathy for and empathize with animals.

I have known people who are incensed at the thought of beating a dog or shooting a deer but who will kill fish and other sea animals as if they were nothing more than unfeeling robots. One evening some years ago, I saw a man struggling with a very long fish on his line. It was an eel who was thrashing about as the man attempted to remove a hook from deep down in the eel's throat. He was not having any success, so I offered to help in order to make things go quicker for this poor animal.

I held the eel in a towel in such a position that the eel and I were at eye level with one another. Unexpectedly, rather than working the hook out carefully, the man got frustrated and yanked out the line with all his might. The hook came out, pulling the eel's throat out with it. At that exact moment, the eel and I made eye contact, and there was no mistaking the animal's terror and pain. A friend who had come up behind me immediately crushed the eel's head with a rock in order to put the fish out of his or her misery.

I think about that horrid incident whenever I hear people claim that fish don't feel pain. Nothing could be further from the truth. Studies show that fish react the same way that we do to stress—with increased

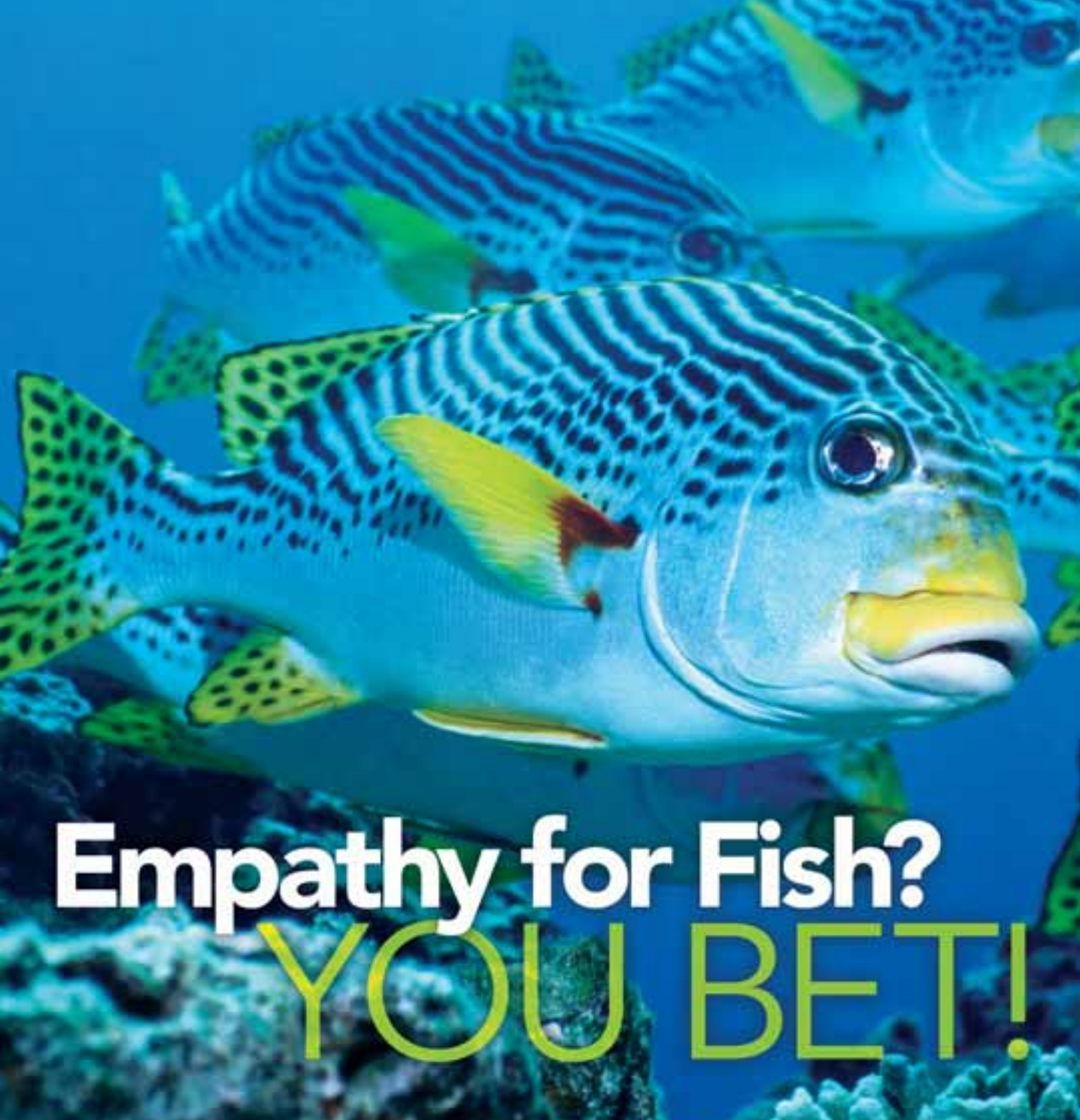
heart and breathing rates and a burst of adrenaline. They have sensitive stimulus receptors and a sophisticated neurological system that allows them to feel pain. But what they don't have is the ability to scream—at least not in a way that we can hear. Therefore, humans can "tune out" their pain.

This is why we developed our Fish Empathy Campaign: to highlight discrimination against sea animals who are frequently denied compassion merely because they are "different." It's a unique campaign, and I hope you'll enjoy reading about it and then whipping up our fish-friendly meal on page 5 to impress friends or family!

I also have the pleasure in this issue of introducing you to our planned giving officers Katy Fendrich and Steve Martindale along with fellow Augustus Club members and activists extraordinaire Marsha and Tom Garretson.

Thank you for being a part of our Augustus Club and creating vital change for millions of animals in the water, on land, and in the sky. You are wonderful!





Empathy for Fish? YOU BET!

PETA's Fish Empathy Campaign

"[F]ish are sensitive, they have personalities, they hurt when they are wounded."

—Dr. Sylvia Earle, former chief scientist of the National Oceanic and Atmospheric Administration

We're glad that most people have compassion for pandas, elephants, polar bears, gorillas, whales, and dolphins. The trick is getting people to extend their circle of compassion to include all animals.

In our efforts to do just that, we created PETA's Fish Empathy Campaign.

Most people would be outraged if someone did to a dog what many people so casually do to fish (i.e., trick the animals into impaling themselves in the mouth and pulling them into an environment in which they can't breathe). Using this analogy, we created the ad below showing a dog with a computer-generated hook through the lip.

We frequently place this ad on billboards in cities that are hosting Bassmasters and other major fishing tournaments. The ad never fails to generate media stories that give PETA the opportunity to share with readers and viewers the fact that fish are sentient beings capable of suffering. While they cannot always express suffering in ways that humans can easily recognize, they still feel pain. And of course, they also value their lives, as anyone should know from observing how desperately caught fish thrash about trying to free themselves from the line.

In "sport" fishing, fish suffer from being impaled, thrown, crushed, or mutilated while still alive. They are often left to die slowly and painfully of suffocation.

In the commercial fishing industry, fish are often crushed and suffocated to death or hacked apart while still conscious onboard "floating slaughterhouses." Sharks, sea turtles, birds, seals, whales, and other nontarget fish who get tangled in nets and hooked by long-lines are termed "bycatch" and are thrown overboard. They fall victim to swarming birds or slowly bleed to death in the water. Scientists recently found that nearly 1,000 marine mammals—dolphins, whales, and porpoises—die each day after they are caught in fishing nets. As many as 40,000 sea turtles die each year from long-line fishing. And by some estimates, shrimp trawlers discard as much as 85 percent of their catch, making shrimp arguably the most environmentally destructive "seafood" that a person can consume.

In fish farms (a.k.a. "aquaculture"), fish spend their entire lives constantly bumping into each other in cramped, filthy enclosures, and many suffer from parasitic infections, diseases, and debilitating injuries. Land-based farms raise thousands of fish in ponds, pools, or concrete tanks. Ocean-based farms are situated close to shorelines, and fish in these farms live crowded inside net or mesh cages. Fish farms are so rife with pollution, disease, and suffering that 40 percent of the fish may die before farmers can kill and package them for food.

And what about lobsters? Scientists have concluded that lobsters' sophisticated nervous systems allow them to feel pain, prompting them to struggle desperately when they are dumped into a pot of boiling water.

But the way they're killed isn't the only form of cruelty that lobsters endure. In grocery-store tanks, lobsters are piled on top of each other—with their claws tied shut with rubber bands—and forced to live amid their own waste. They are given no food and are often left to languish for days or weeks. Many die before being sold. Store managers are almost always untrained in lobster welfare and often leave the animals to suffer in filthy water with incorrect salinity and temperature levels.

"In 'sport' fishing, fish suffer from being impaled, thrown, crushed, or mutilated while still alive."



**If you wouldn't
do this to a dog,
why do it to a fish?**

PETA FishingHurts.com

In recent years, PETA has won some important breakthroughs in behalf of these misunderstood animals. We have taken a leading role in a coalition of animal protection organizations working with Whole Foods Market—the largest natural-foods grocery chain in North America—to improve the living and dying conditions of the animals it sells. As part of these efforts, Whole Foods has banned the sale of live lobsters and soft-shell crabs.

PETA also won a victory for lobsters with Raley's Inc., which owns grocery chains Raley's, Bel Air, Nob Hill, and Food Source.

Last year, we received reports that Raley's was confining live lobsters to tiny plastic containers barely larger than their own bodies. The lobsters did not get any water to live in, and they received no food at all until they were sold or died. According to one Raley's store manager, lobsters in the containers usually died in a matter of days.

We subsequently issued an "action alert," which generated thousands of calls and e-mails to Raley's from PETA members and supporters. As a result, the company agreed not only to stop housing lobsters this way but also to follow the lead of Whole Foods Market and declare that it will never sell any live lobsters again in any of its more than 130 stores!

As part of the Augustus Club, you know that PETA is nothing if not imaginative and that we use every ounce of our creative energy to spread the message that all animals deserve compassion. Over the years, we've used every possible means of communication—from sit-ins to streaking—but last year, we added a new one to our repertoire: a quilt!

More than 100 beautiful fabric squares were made by PETA members and supporters across the country to create the world's first Fish Empathy Quilt.

Many participants submitted touching stories about why they no longer support cruelty to fish, including a Girl Scout troop from Austin, Texas, whose members were inspired by a discussion with a former commercial fisher—who had since gone vegetarian—about the damage that fishing does to animals and the environment.

The quilt (which takes up more than 300 square feet!) can be viewed in its entirety at FishingHurts.com. It was displayed in cities across the U.S. by our Fish Empathy Campaign coordinator, attracting viewers from all walks of life, prompting thought-provoking conversation, and eliciting enthusiastic compliments about its beauty and its message.

The resources made available through the Augustus Club provide critical funding for PETA's efforts to show people that just because sea animals may not be "cute" does not mean that they are less deserving of our respect and compassion. Thank you for being part of this lifesaving work!

You Can Help

The next time you hear that a friend, colleague, or family member plans to go fishing, suggest some ways to enjoy the great outdoors that don't cause animal suffering. Ideas include snorkeling, taking a relaxing walk along the water's edge, volunteering to help clean litter from the shoreline, swimming, kayaking, canoeing, or "tubing" down a river. With fish-friendly hobbies, everyone wins!



Horror on the Ice Floes: Fishing's Link to the Seal Hunt

Other victims of the fishing industry include harp seals, who are slaughtered by the hundreds of thousands each year during Canada's annual seal hunt. The purpose of the hunt is to profit from selling the seals' skins to the fur industry, yet it is not furriers but fishers who stalk and club the seals to death. Some fishing-industry lobby groups claim that the seals must be culled to protect fish stocks. But the scientific community agrees that the true cause of the depletion of fish stocks off Canada's East Coast is overfishing by humans. Blaming seals for disappearing fish is a convenient way for the fishing industry to divert attention

from its environmentally destructive practices.

PETA continues to pressure the Canadian government to end this senseless massacre, and your support enables us to be relentless in our fight against the fur industry.

A Fish-Friendly Meal

That Is Sure to Please



© iStockphoto.com/Paul Kline

1 Mock Tuna Salad

This fish-friendly salad is excellent when served in a sandwich on toasted whole-wheat bread or on a bed of organic greens.

4 cups garbanzo beans, cooked and drained
1 cup celery, finely chopped
½ cup onion, finely chopped
1-2 Tbsp. nutritional yeast flakes
Vinegar-free pickle relish, to taste (optional)
Sea salt, to taste
Egg-free mayonnaise, to taste

- Mix all the ingredients together, except the egg-free mayonnaise, mashing the garbanzo beans slightly as you mix.
- Add the vegan mayonnaise and mix until the salad is as moist as you want it to be.

Makes 4 servings

2 Baked Mediterranean-Style Chips

Fresh, homemade chips are better than store-bought chips, and they're easy to make too!

2 Tbsp. vegetable oil
½ tsp. garlic salt
¼ tsp. dried thyme, crushed
¼ tsp. dried oregano, crushed
½ tsp. pepper
3 cups (1 lb.) peeled root vegetables, such as sweet or white potatoes, parsnips, or carrots, sliced ¼-inch thick

- In a large bowl, stir together the oil, garlic salt, thyme, oregano, and pepper. Add the vegetable slices and toss gently until well coated. Arrange in a single layer on lightly greased baking sheets.
- Bake in a preheated 350°F oven for 20 to 25 minutes, or until crisp and light golden brown.

Makes 4 to 6 servings

3 Spearmint Cookies

The perfect amount of spearmint gives these rich cookies a refreshing note.

1 cup margarine
1 cup sugar
½ tsp. vanilla extract
2 cups flour
2-3 tsp. crushed spearmint
Green food coloring sufficient to obtain the desired shade
1 tsp. cornstarch

- Combine the margarine and the sugar. Mix in the vanilla extract, flour, spearmint, food coloring, and cornstarch.
- Drop teaspoonfuls of the batter 1 inch apart onto a foil-lined baking sheet.
- Bake at 350°F for 15 to 18 minutes, or until lightly browned.

Makes 3 to 4 dozen cookies

Find out more about healthy vegetarian eating and get meal plans and free recipes at VegCooking.com.



© iStockphoto.com/Julie Kendall

Giving Animals a Future: Meet Our Planned Giving Officers

Steve Martindale

Steve Martindale brings a Ph.D. in animal behavior, several years as a biology professor, 22 years as a financial advisor for a major Wall Street firm, and a love for animals to his job as a planned giving officer. When he worked as a financial advisor, Steve showed people how to use their personal finances to fund worthwhile projects. Now Steve combines his love for and knowledge of animals with his financial expertise to help PETA members provide a secure future for animals as well as for themselves and other loved ones.

Steve is the guardian of two rescued dogs, Buster and Topsy, and has the greatest respect for the lions, zebras, hippos, elephants, and other free-living animals he saw while visiting his daughter in Africa. "After seeing what rich social lives these animals lead, it is such a tragedy to see them reduced to broken spirits in the circus," says Steve. "But I am very excited about what PETA is doing to inspire the younger generation to lead cruelty-free lives. They will carry the animal rights banner for us well into the future."

Steve has turned his compassion for animals into action by making it his goal to ensure that the generosity of Augustus Club members and all you do for animals will continue beyond our lifetimes.

Katy Fendrich

Katy Fendrich brings an extensive background in marketing communications and nonprofit fundraising—including for local humane societies—as well as a master's degree in public administration to her job as a planned giving officer. Katy grew up in Houston, Texas, and first got involved in animal protection work in high school, when she participated in PETA demonstrations against Koslow's Furs. Now Katy uses her skills and

experience to guarantee that PETA's fight for animals will continue through the wonderful support of Augustus Club members. "I believe we should show compassion to all beings and am so grateful to be working with our Augustus Club members, who share my passion for animal rights."

When Katy isn't meeting with Augustus Club members or otherwise hard at work, she volunteers for a basset hound rescue group and works with a Texas advocacy group to lobby for harsher penalties for people convicted of cruelty to animals. Her true love is her best friend, Maggie, who is a rescued basset hound. So if you're on the phone with Katy and you hear Maggie barking in the background, she is saying, "Hello"!



you
ARE PETA

augustus
CLUB MEMBERS IN ACTION!

Tom and Marsha Garrettson

Want to know the right way to run an animal shelter? Ask Tom and Marsha.



Marsha learned how to care for animals in Washington, D.C., back in the early '80s. She trained with none other than our own Ingrid Newkirk, when PETA just consisted of a few people who met in Ingrid's apartment. Marsha has been a vegetarian ever since and has continued her work for compassionate animal shelters, something that makes Ingrid very proud and happy. "I just knew Marsha was in animal protection for life," she says. In fact, Marsha and her husband, Tom, have developed a program in Florida that is making remarkable progress with free spaying and neutering—the population of unwanted animals in their area has dropped by 55 percent!

It hasn't always been easy, though. Tom and Marsha had to fight to establish their animal protection group in Florida. They moved to the Florida Keys from Annapolis, Maryland, in 1995, after Tom retired from a career with the federal government. Tom says, "We thought we were going to spend the next few years sailing wherever our boat would take us, but we dropped anchor in Key Largo and have been here ever since."

©/Stockphoto.com/Simone van den Berg



In their new hometown, Tom and Marsha faced animal abuse at every turn, but they still carried the banner for animal rights. Tom shut down the lobster fishers who were

destroying marine life around his dock. The couple also succeeded in stopping a cruel and abusive circus act. And they lobbied to ban swimming with dolphins, who are confined and harassed relentlessly to provide tourists with a few minutes of "fun."

But their real passion is the Humane Animal Care Coalition, which they founded to overcome local resistance to progressive animal welfare. Initial efforts to use painless euthanasia at local animal shelters met with hostility, which meant that animals were being killed in the most cruel and abusive ways. As a matter of fact, Marsha was nearly denied an animal shelter permit by the county because, she says, she "cared too much about the animals"—she was "too animal-friendly."

But Tom and Marsha's determination paid off. Today, their animal shelter—with its no-adoptions-without-neutering policy—is a thriving example of compassion and respect. Their community outreach program has operated on more than 4,000 animals—in a town of just 15,000 people!

Tom and Marsha are making sure that their fight for animals will continue well into the future by including PETA in their estate plans. As Tom says, "We want to support PETA however we can, because they are the ones who are actually getting things done, on so many different fronts. They're not just talking about it, they are changing our society. And we want PETA to continue their great work even when we are gone."

Thank you, Tom and Marsha! You are lovely people indeed.



your SPECIAL ONES:

Animals You Have Saved

Urchin

Louise Morse

After her neighbors moved away and left behind their young cat, Augustus Club member Louise Morse stepped in. The cat was almost feral, therefore she was very timid and would only come out to eat the food that Louise brought after Louise left the area. Eventually, Louise started to gain the cat's confidence and could get closer to her. Louise says, "Finally, I held her and we fell in love with each other." Louise's newfound love, who goes by the name Urchin, settled right in. Now 13, Urchin is very protective of her home and doesn't allow any other cat or dog to come around.



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We invite you to send photos of your animal companions to us at PETA, Augustus Club, 501 Front St., Norfolk, VA 23510. Please remember to enclose the following:

- A note giving us permission to use the picture in the newsletter
- Your name and address
- Your animal companions' names and ages
- The story of how you came to care for your animal companions and something about their unique personalities and favorite activities

If you would like to have your name printed, please state this in your letter or note. Otherwise, in order to protect your privacy, we will not print your name.

Thank you!

She also knows how to get noticed—she tears across the room running as fast as she can past Louise and then turns around in anticipation of the attention she knows Louise cannot help but give her.



Watson and Newkirk

Josette Charmasson

Watson was found wandering the streets; he was in bad shape and had severely matted fur and raw skin around his mouth. When Augustus Club member Josette Charmasson spotted him at her local humane society, all his fur had been shaved except for a big fluffy black and white tail. She was immediately drawn to his beautiful face with almond eyes and black "eyeliner." Josette took him home, cleaned him up, and nursed him back to health. She now says that Watson reminds her of a polar bear.

Newkirk, Josette's other rescued cat, wasn't too impressed with Watson and his insistence on eating out of her dish! Josette says, "They could not be more different." After two years, these two beautiful cats now tolerate each other, although Watson still finds joy in annoying Newkirk by snoring loudly and sneaking up on her. Despite this, Watson and Newkirk could not be more content in their new home and Josette often reminds them just how lucky they are to have each other—and she to have them.