



Taking Stock

PETA Gains in Shareholder Resolutions for Animals

Our record of precedent-setting victories for animals through, among other things, undercover investigations, attention-grabbing media campaigns, and colorful street demonstrations has made PETA a respected voice for animals worldwide. Now, a lesser-known facet of PETA's work to protect animals is making headlines and turning the heads of CEOs.

Through our shareholder resolution campaign, we are introducing shareholder proposals at some of the nation's largest companies in order to encourage the replacement, protection, and improved treatment of animals who are used in laboratories and the food industry. Eli Lilly, Chevron, McDonald's, Wal-Mart, Pfizer, Altria (Kraft/Philip Morris), Tyson Foods, and Monsanto are just some of the companies that we have targeted.

Shareholder resolutions give us a direct line to the executives, board members, and investors of our target companies. We are able to show these decisionmakers how they are harming animals and what they must do to eliminate the worst abuses committed by their companies.

Of course, some companies fight our resolutions in an attempt to put off improving conditions for the animals they use. To this end, companies including Wal-Mart, Hormel, Pfizer, GE, Bristol-Myers Squibb, and 3M have argued to the Securities and Exchange Commission (SEC) that our resolutions should be declared ineligible for consideration. After hearing our detailed and persuasive responses, the SEC rejected the arguments of the above-named companies and ruled in PETA's favor.

But not all shareholder resolutions go to a vote. Because companies fear having their investors and the public find out about their animal abuse—and because they know that we are masterful at generating media attention—they are often willing to negotiate for the withdrawal of our resolutions.

For example, negotiations following a resolution that we filed with McDonald's motivated the company to produce a precedent-setting report on a new form of poultry slaughter that is far less cruel than current methods. Negotiations based on a resolution that we filed

with Safeway—the country's third-largest grocery chain—induced the company to form an animal welfare advisory board. We also withdrew resolutions from Denny's, 3M, DuPont, ConAgra Foods, and GE this year after similar successful negotiations.

PETA is the only animal protection group currently submitting shareholder resolutions and so is leading the way in this exciting form of activism. In fact, As You Sow, a nonprofit shareholder-advocacy group, recently named PETA "the most active grassroots group involved in shareholder activism" for the third year in a row—but there is still so much work yet to be done.

Many of our resolutions are brought on our behalf by PETA members who own stock in the targeted company. Right now, PETA is looking for shareholders of the multinational specialty-chemical manufacturer Rohm and Haas. If you have held at least \$2,000 worth of Rohm and Haas stock for one continuous year and would like to assist PETA with a resolution, please contact Scott Van Valkenburg, director of major gifts, at ScottV@petaf.org or 757-943-0317.



Thank You!

All of us at PETA, who are here only because of your compassion, want to thank you, our wonderful Augustus Club members, for your support of our work to protect animals. We are blessed to work with you and for you toward the day when animals can live free of exploitation and cruelty.

Our 2007 "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 below and return it to: PETA, Attn.: Augustus Club, 501 Front St., Norfolk, VA 23510. Quantities are limited.

o Please send me PETA's 2007 "Rescued" calendar.

Name _____

Address _____

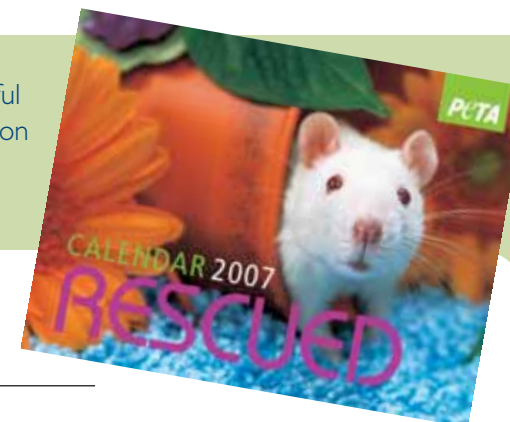
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street outside the circus, for example, and show people our undercover video footage of an elephant handler who is coaching a trainee on how to use an electric prod on elephants and yelling, "Hit 'em, hit 'em! Make 'em scream!"

Our undercover investigations are the key to bringing the images of suffering animals to light—and the key to ending that suffering. Please know how grateful I am to you for enabling us to get behind the closed doors.

Ingrid

PETA

People for the Ethical
Treatment of Animals
501 Front St., Norfolk, VA 23510
757-622-7382
PETA.org • AugustusClub.com

PETA's Gift & Estate Planning Club

Augustus Club



Ingrid's
message

You Help Us Get the Cameras In and the Message Out:

PETA'S UNDERCOVER INVESTIGATIONS

When people hear the name "PETA," they often think, "Those are the people who go undercover and videotape what happens in animal laboratories, right?" Right! And we don't just go undercover in labs, but also in circuses, slaughterhouses, and other facilities where animals are exploited. In fact, our undercover investigations are the backbone of all our efforts.

Our sophistication in this arena has grown immensely over the years. When we first started out 25 years ago, we were using still photographs, walkie-talkies, and a "lookout" (me) hiding in a cardboard box in a parking lot! Now we use a variety of hidden video cameras that can record audio as well as visual images, so that the evidence that we collect is comprehensive and irrefutable. As technology improves, we continue to upgrade our equipment, and your

support helps us to remain on the cutting edge.

When an investigation is complete, we set about the task of getting as many people as possible to watch the video footage. In the "old" days, our main goal was to interest the television news media in the investigation and try to get them to cover the story and broadcast some of the video footage.

This resulted in some stunningly good news stories carried by national networks on programs such as ABC's *World News Tonight*, so that millions of people saw for the first time that petrified monkeys were being tortured by sadistic technicians, mice were being taped to boards and then fried to death to test sunscreen, and all sorts of other despicable acts.

But for every successful television placement, I can count 100 times

when broadcasters said, "We can't put that on TV—it's too graphic!"

And then a miracle occurred: the arrival of the Internet. The Internet has done for animal rights what Marilyn Monroe did for peroxide. Now our videos attract some of the highest viewer visits on the whole Web!

You might remember that old shampoo commercial that proclaimed, "You'll tell two friends, and they'll tell two friends, and so on." Well, with the Internet, someone sends the video to 20 friends, and they send it to 20 friends, and everyone posts it on their message boards or their MySpace pages, and within a week, the video has been seen by 2.3 million people! It's phenomenal.

In addition, I wouldn't trade all the tea in China for our new body screen TVs. They allow us to stand on the

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Getting Inside: How PETA Uncovers What Animal Abusers Don't Want You to Know

by Kate Turlington, Manager of Investigations



Kate & Petunia

At PETA, we use a wide variety of weapons to fight cruelty to animals, including grassroots campaigns, advertising, and boycotts. But our most powerful tool by far is our use of undercover investigations.

People often have a natural curiosity about and the right to know what happens to animals in places that they aren't allowed to visit. But places like animal-testing laboratories are sealed as tight as a drum. Why? Because almost no one would sanction what goes on inside them, and the people in charge are fully aware of that. In order to get behind

the closed doors, one must have an invitation (which we are never offered, of course) or a search warrant (which authorities cannot get, because it requires them to have been inside first in order to have the evidence to apply for one). It's a *Catch-22* situation.

And so we go undercover, obtaining positions as slaughterhouse employees, farm workers, janitors, lab technicians, and other "inside" personnel and equipping ourselves with hidden cameras.

As you know, a picture is worth a thousand words (and a video is worth a million). Powerful images stay in the mind and compel people to jump out of their complacency, something that we need so desperately for them to do. All the statistics, articles, books, and political speeches in the world can't convey the horror of animals' experiences as effectively as painstakingly obtained images can.

Talking or writing about chimpanzees who go insane in a lab where they have been confined to freezer-size isolation chambers for years elicits sympathy, but when people see the video footage in which the apes bang their heads against the cage bars and can actually see the look in the animals' eyes, they know that they must do something about it.

Even a two-hour conversation about how chickens are treated in animal factories can never have the same impact as showing three seconds during which a chick has his or her beak cut off with a hot blade.

Who are the people who obtain these images for us? Simply put, they are some of the bravest people in the world.

What makes it all worth it are the positive changes that have been made for animals as a result of our investigations.

The job of an undercover investigator is frightening, stressful, and lonely. Investigators see animals suffer every single day that they are on the job, and as a result, they are changed forever. They cannot tell their closest friends or family members that they work for PETA, much less talk to them about the abuse and neglect that they witness, because as the saying goes, "Loose lips sink ships."

Undercover investigators are away from home for months on end—sometimes up to a year at a time—during assignments. They spend their days performing the most unglamorous, strenuous tasks that you can imagine. After coming home exhausted, they must then relive their difficult workday by reviewing the undercover video that they recorded and detailing the day's events in written log notes.

On top of all that, our investigators spend their days plagued with paranoia about being caught—concerned that a coworker has seen their hidden camera or that they have otherwise given away their identity.

Not surprisingly, people who behave callously toward animals often act violently toward humans as well, and our investigators must sometimes take dangerous risks. Over the years, investigators have been beaten up and shot at and even had their cars run off the road. Moreover, they have to possess almost superhuman psychological strength in order to

witness hideous cruelty every day and restrain themselves from acting on their deepest instincts to step in and stop it.

For these reasons, even the most stalwart investigators usually must stop after only one or two assignments. And that's provided that they can stick it out long enough to complete even one.

Three years ago, I went undercover as a lab technician at the University of North Carolina at Chapel Hill (UNC). I must admit that I was so disturbed by the animal abuse that I saw that I seriously considered quitting within the first week. Luckily, I found the resolve to complete the months-long investigation after I realized that, at that time, I was the only person in the world who was willing and able to tell the story of the miserable lives and cruel deaths of the tens of thousands of rats and mice inside UNC's hideous labs.

What makes it all worth it are the positive changes that have been made for animals as a result of our investigations.

Our very first investigation, known as the Silver Spring Monkeys case, became a milestone in the history of animal rights. The case resulted in the first-ever conviction of an experimenter for cruelty to animals in the U.S., the first confiscation of abused animals from a laboratory, and the first U.S. Supreme Court victory for animals in laboratories. It also revolutionized federal inspections of labs. Inadequate though these inspections still are, back then they consisted of a visit from an "inspector" from the National Institutes of Health (NIH) who sat and had coffee in the lab office without ever going into the area where animals were located!

Our investigation of a Philadelphia laboratory called Biosearch nailed Benetton to the wall and forced the company to stop testing products on animals—paving the way for Avon, Revlon, and hundreds of other companies to follow suit.

We also got animal testing stopped at Ohio's Wright State University after we documented that

it was conducting painful scabies experiments on dogs and rabbits, and our investigation of Boys Town National Research Hospital stopped experiments in which researchers cut into kittens' heads and starved cats in order to study deafness.

Our undercover investigations at pig-breeding animal factories in North Carolina and Oklahoma revealed horrific conditions and the daily abuse of pigs, including the fact that one pig was skinned alive, leading to the first-ever felony indictments of farm workers.

Following our UNC investigation, the NIH made important changes to the university's protocols, including prohibiting researchers from amputating the toes of rats and mice as a method of identification and partially amputating rodents' tails for the purpose of collecting blood.

Most importantly, these investigations lead people to make wonderful changes in their lives for the benefit of animals. We receive a huge influx of messages every week from people (especially teenagers) who tell us that they have

watched our videos of animal factories and are now going vegetarian.

In addition, our campaign based on our investigations of the fur industry (which have shown that animals used by the industry are electrocuted, crushed, and skinned alive) has convinced major retailers such as Suzy Shier, Forever 21, J.Crew, Club Monaco, Zara, Ann Taylor, Polo Ralph Lauren, and Nordstrom's house brand to go fur-free.

One of our recent lab investigations—in which we exposed the egregious abuse of primates at a Covance animal-testing laboratory—has resulted in a grassroots backlash against Covance in Chandler, Arizona. Chandler residents are mounting a huge resistance against Covance's application to the city for permission to build its next animal-testing facility there.

These and future battles will not be easy. But as long as we have the resources, our efforts to expose the hidden darkness of cruelty to animals will never stop.



New IRA Rules Provide a Great Opportunity to Help Animals

In August, President Bush signed into law legislation that permits rollovers from Individual Retirement Accounts (IRAs) to qualified public charities. Effective through December 31, 2007, if you have a traditional IRA and are 70½ or older, you can now exclude from your taxable income distributions of up to \$100,000 per year that are made to PETA. These IRA rollover gifts will not be taxed, and they will count toward your minimum distribution requirement!

The law makes the process simple, but to qualify 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 more information, please contact Tim Enstice, planned giving manager, at 757-962-8213 or TimE@petaf.org.

