

augustus

CLUB

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INGRID'S MESSAGE

Our Goal: No More Factory Farms

We've dedicated this issue to all the animals who are abused and killed for food—easily the largest group of animals suffering at the hands of humankind.

In the U.S. alone, more than 16 billion individual animals are killed for food every year, and hundreds of millions more are slaughtered in Canada. These animals have almost no legal protection from cruelty. Their beaks are seared off, their ears are notched, and their horns are removed, all without any painkillers. They endure drug regimens that cause chronic pain and lameness and are transported through all weather extremes. If they survive all that, they are killed in terrifying, violent ways.

As an Augustus Club member, your support allows PETA to do more than any other organization to reduce animal suffering.

Using shareholder resolutions, boardroom negotiations, and energetic grassroots campaigns, we have convinced food-industry giants—including Safeway, Burger King, Wendy's, Ruby Tuesday, Harris Teeter, Winn-Dixie, and Bell & Evans—to make sweeping reforms that eliminate some of the most egregious abuses of factory-farmed animals.

Through television news coverage of PETA's undercover investigations of intensive-confinement farms and slaughterhouses, millions of people have now seen the terrible suffering that factory-farmed animals endure.

These investigations have led to many "firsts," including the first convictions for abusing factory-farmed pigs in Iowa (the top pig-raising state in the U.S.), the first conviction of farm workers in the U.S. for abusing factory-farmed turkeys, and the *strongest penalty ever*

levied in U.S. history for cruelty to animals raised for food!

Of course, refusing to eat animals or steal from them is the best way to fight animal abuse. In fact, after watching PETA's undercover videos, people often commit to adopting a vegan diet on the spot. Approximately 125 people sign PETA's online "Pledge to Be Veg" every single day, and 93 percent of surveyed participants confirm that they are still vegetarian or vegan three months later!

We are also helping students at universities across North America convince their schools to participate in Meatless Mondays, and we're convincing regional public school districts to participate in the program too. And because of PETA's efforts, the United Nations Environment Programme now advises people to "go vegan once a week."

All of this translates into sparing countless animals from a hellish life and a terrifying death. We couldn't carry out this crucial work without your very special commitment to PETA and the animals we fight for!



Protect Animals, the Earth, Your Health, Exploited Workers, and the Hungry All Through One Simple Action: **Go Vegan!**

We've all seen those vending machines that display sandwiches cut neatly into triangles and compressed tightly in plastic wrap. For the uninitiated, it might be hard to imagine that these seemingly innocuous packages involve some of the worst animal abuse imaginable.

Here is a pop quiz to test your knowledge of what buying a simple sandwich can mean for animals. Let's say that the vending machine offers six sandwiches:



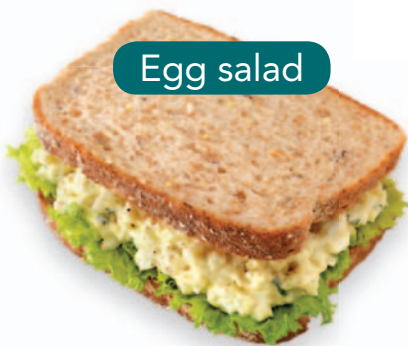
Ham & cheese



Hummus & veggies



Tuna



Egg salad



Roast beef



Chicken salad

1 Which sandwich entails forcing animals to eat food that they can't digest easily and giving them antibiotics to stave off the debilitating illnesses that naturally result from such a diet?

2 Which sandwich entails castrating animals, clipping their teeth, and chopping off their tails without providing them with anesthesia or pain relief?

3 Which sandwich is a product of an industry in which a significant percentage of the animals who die are killed "by accident" and thrown away as garbage?

4 Which sandwich is a product of an industry in which more than 273,000 baby animals per day are ground up in macerators while they are still alive or tossed into bags and left to suffocate?

5 Which sandwich is a product of an industry that forces animals to live amid their own waste, causing lameness as well as lesions on their limbs, eyes, and lungs?

6 Which sandwich is cholesterol-free, is full of vitamins and fiber, and does not contribute to animal suffering?



ANSWERS

1 Roast beef. Cows were meant to eat grass, but on feedlots, they are fed grain instead. Grain can cause enormous digestive problems in cows and can even cause the rumen to inflate with gas and suffocate the animal.

2 Ham and cheese. Factory-farm workers subject piglets to these painful procedures within the first few weeks after birth. Many calves born on dairy factory farms also undergo painful tail-docking. Unanesthetized, the animals feel the agony of every mutilation.

3 Tuna. In the commercial fishing industry, sharks, sea turtles, birds, seals, whales, and other nontarget fish who get tangled in nets and hooked by longlines are termed "bycatch" and are thrown overboard. Scientists have found that nearly 1,000 dolphins, whales, and porpoises die each day after they are caught in fishing nets unintentionally.

4 Egg salad. Because the male chicks of egg-laying "breeder" hens are unable to lay eggs and have not been bred to produce the unnaturally large amounts of flesh that the meat industry requires, they are killed.

5 Roast beef, ham and cheese, and chicken salad. Cattle raised for beef often get hoof rot on feedlots. The waste of pigs or chickens simply collects on the ground or in a pit beneath a slotted floor. And PETA's undercover investigation of a dairy factory farm—and Land O'Lakes supplier—revealed cows kept on floors covered with deep excrement.

6 Hummus and veggies. Packed with healthy vegan protein, this sandwich is delicious, nutritious, and cruelty-free!

Going Vegan Helps Us All

Preventing animal suffering is certainly reason enough to dump meat, eggs, and dairy products. But going vegan has positive repercussions in so many other important ways.

The health benefits are enormous. Did you see the photos of former President Bill Clinton looking fit and trim at his daughter's wedding? He attributes his 24-pound weight loss to his decision to adopt a mostly vegan diet! As he explained in interviews with CNN and The Huffington Post, after learning of a study in which 82 percent of participants with heart disease healed themselves by replacing animal-derived products in their diets with whole grains, fruit, vegetables, and legumes, Mr. Clinton decided to give it a try.

A longtime vegetarian, trainer Bob Harper of television's *The Biggest Loser* also went vegan last year. "I enjoy [eating] a plant-based diet because it makes me feel clear-headed and strong, says the celebrated health expert, "not to mention my genetically high cholesterol dropped more than 100 points."

Now that Bill Clinton has set such a great example, we hope that former Vice President Al Gore will have even more motivation to give meat, eggs, and dairy products the boot, as PETA has been asking him to do for several years. We're urging Mr. Gore to use his position as a world-renowned environmental advocate to promote a vegan diet as a powerful way to combat climate change. Our argument is backed up by a recent United Nations scientific report on climate change that concluded,



Life for a cow on a dairy farm means a nearly constant cycle of pregnancy, losing her newborn calf, and being milked, followed by a violent death.

“A substantial reduction of impacts would only be possible with a substantial worldwide diet change, away from animal products.”

The production of meat, eggs, and milk causes harm in myriad other ways as well. Meatpacking plants in the U.S. have been accused of human trafficking and human rights violations. In developing countries, efficient, plant-based agricultural models are being replaced with intensive livestock rearing, which renders the once-fertile land

barren and dead. If this trend continues, the developing world will never be able to produce enough food to feed itself, and hunger will continue to plague hundreds of millions of people around the globe. And it is astonishing to think that it takes more than 2,400 gallons of water to produce 1 pound of meat, while growing 1 pound of wheat only requires 25 gallons. We can save more water by not eating a pound of meat than by not showering for six months!

Now that Bill Clinton has set such a great example, we hope that former Vice President Al Gore will have even more motivation to give meat, eggs, and milk products the boot.



“Since I’ve gone vegetarian, my body has never felt better and my taste buds have been opened up to a whole new world.” —Alicia Silverstone

You Can Help



Help Your Community Get Involved in the Meatless Monday Revolution!

The Meatless Monday campaign is a nonprofit public-health initiative in association with the Johns Hopkins Bloomberg School of Public Health. Participants worldwide include government entities, businesses, and organizations as diverse as the Baltimore City Public Schools; Syracuse University; the cities of Ghent, Belgium, and Cape Town, South Africa; Sodexo; and Puma and countless individuals around the world.

Please contact members of your local city council and ask them to approve a Meatless Monday resolution (like the one approved by the San Francisco Board of Supervisors) encouraging restaurants, schools, and grocery stores to offer plant-based options each week. For more information, visit MeatlessMonday.com.

It’s Easy to Get Started!

The following are some helpful tips on how to reduce or eliminate meat, eggs, and milk products from your diet. If you’ve already made the transition, we hope that you’ll pass this article on to a friend, family member, or colleague to show them how their dietary choices can improve their health and reduce harm to animals, workers, impoverished people, and the environment.

One Step at a Time

If going “cold turkey” (or cold Tofurky!) seems too daunting, a great way to ease into this new way of eating is to decide to make one meal a day vegan or to go vegan one day per week (see the sidebar on Meatless Mondays). The average U.S. citizen consumes more than 100 animals every year, so skipping even one meal a day can really make a difference!

Veganize Your Favorites

It’s much easier than you might think to “veganize” all your favorite standbys.

- **For breakfast**, use soy milk, rice milk, or almond milk on your cereal instead of cow’s milk. Earth Balance is a delicious and cholesterol-free alternative to butter for your morning toast. Instead of eggs, scramble up some well-seasoned tofu.
- **At lunchtime**, make chili with Boca ground beef-style

crumbles—we promise that you’ll never miss the ground-up cow parts. A turkey or ham sandwich or even a BLT can be veganized easily by using faux-meat cold cuts such as Tofurky slices and Lightlife’s ham-style slices and Fakin’ Bacon.

- **Dinner entrées** might include “chicken” piccata made with Gardein cutlets, pizza topped with soy cheese, or veggie burgers.

Familiar Foods

Of course, there are tons of familiar foods that are already vegan, such as pasta primavera, falafel, bean burritos, vegetable stir-fry, lentil and bean soups, vegetable curry, fruit smoothies, and salads galore. And let’s not forget popcorn, French fries, and good old peanut butter and jelly!

Check Out Our Recipes

For a huge variety of recipes as well as other helpful pointers (such as how to bake without using eggs), visit our website VegCooking.com—it’s one of the most comprehensive resources available.

Eating Out

When eating out, Indian, Greek, Italian, Mexican, Thai, Vietnamese, Lebanese,

Chinese, and Japanese restaurants are all sure bets for great vegan selections. Veggie burgers are available at restaurants almost everywhere. In the rare event that there’s nothing vegan on the menu, just ask if the chef can make something vegan for you—many chefs welcome the opportunity to create something new.

We’d Love to Hear From You

If you have cut back on meat, eggs, and milk products, are transitioning from vegetarian to vegan, have gone completely vegan, or have convinced someone else to explore a cruelty-free diet, we’d love to hear from you! Please e-mail us at PlannedGiving@petaf.org to tell us about your experience. Did you lose weight? Has your health improved? Do you have any tips that you think would be helpful to others who are trying to make the transition? Please let us know!

By using the information in this article to make changes to your diet, sharing it with others, and being part of our Augustus Club, you are making a positive impact on the lives of countless individual animals.

Thank you for your compassion!





Last summer, in PETA's special 30th anniversary edition of the Augustus Club newsletter, we asked our dedicated Augustus Club members to let us know what changes they've seen for animals in the past 30 years and how animal rights has changed their lives. We received some great responses—thank you! The following is a sampling of what you had to say.

Augustus Club Members Are Saying ...

How has your belief in animal rights changed your life?

"I changed my diet and my wardrobe, took in more rescued animals, and started speaking out ... about animal rights and abuses. I now understand that becoming vegetarian isn't enough. There are so many ways animals are abused, mistreated, and neglected. I am more careful in my personal choices now and am bolder about speaking out for those without a voice, no matter the consequences—and there have been plenty of consequences!"
—Lori (Indiana)

"No one has the right to hurt an animal. I stand up and fight!"
—Deborah (Florida)

"It is my religion. It has changed everything in my life and how I see the world."
—Kim (New York)

"I couldn't come off the meat alone, but with good company (PETA), I have been able to."
—Joan (Texas)

"Converted me to an animal rights activist [who has sent] hundreds of letters to various business and government entities to promote the rights and well-being of animals."
—Lew (Washington state)

"I have become vegan; I speak out for the voiceless creatures; I have included PETA in my will."
—Joyce (Florida)

"Reading the labels to make sure products are not tested on animals."
—Judy (Tennessee)

"Prior to PETA, I felt more isolated in my belief that animals deserved more respect and kindness."
—Susan (Oregon)

"It has made me less selfish and given me the happiest moments of my life. It is the one belief I never question. ... PETA alerted me to animal testing and so much other cruelty, now I focus on these issues and call my legislators. Instead of just feeling for animals, I now am an activist for them."
—Eileen (New York)

What changes have you seen for animals in the past 30 years?

"I feel that the importance of animals as a positive part of the human experience has been enhanced because of PETA."
—Mark (Florida)

"Veganism [is] easier to practice in every retail dining business."
—Sam (Florida)

"The campaign against animal testing has been successful and will continue to grow worldwide."
—Dionne (Hawaii)

"I would say that the slaughterhouse videos and websites are probably most effective, shocking people's sensibilities ... because if a picture is worth a thousand words, then a video is probably worth 10,000 words."
—David (Kentucky)

"Generally, there's a heightened awareness of animals' situations and needs and instant recognition of the acronym 'PETA.'"
—Linda (Montana)

"People are much more aware of animal issues and know that companion animals should be spayed or neutered. Also, a vegetarian/vegan lifestyle is no longer an anomaly."
—Ann (California)

"Everything we learn about animals has led to recognizing their complexity, their abilities, and their capacity for enjoying life and experiencing suffering."
—Linda (Kansas)

"People are not wearing real fur as much as they did 30 years ago. It is easier to find vegetarian meat substitutes than it was 30 years ago."
—Kim (New York)

What first brought you to PETA?

"Many years ago, I saw the systematic slaughter of baby seals. I took note of the protest groups (PETA) ... and supported them ever since."
—Mark (Florida)

"Seeing a clip from *Unnecessary Fuss* and hearing Ingrid speak about it on *The Phil Donahue Show* in the 1980s."
—Linda (Montana)

"When I first turned vegetarian (30 years ago, yikes!), PETA was the most prominent supporter of animals and was fighting harder for them than anyone else."
—Lori (Indiana)

"In 1982, a vegan college professor enlightened me about PETA's groundbreaking work, an undercover investigation of cruelty at a primate research laboratory."
—Cheri (South Carolina)

"I wanted to attend an animal rights conference, and the only one that fit my schedule was PETA's. We ate hamburgers before we arrived but have been vegetarians ever since!"
—Linda (Kansas)

"About 25 years ago, I read about PETA's [undercover investigations of] companies that were cruel to animals. I think the [investigations] and rescues are as important as the big picture of animal rights."
—Janet (North Carolina)

What changes would you most like to see in the next 30 years?

"I would like most for puppy mills and dogfighting to end."
—Janet (North Carolina)

"I would like for environmentalists to stop eating meat."
—Ann (California)

"I would like for more and more people to become vegan; I would like to see much better laws protecting animals worldwide and enforcement of the laws."
—Anonymous (Florida)

"[M]ore low-cost spay/neuter clinics. Tying economic/environmental concerns to the American diet more than has been done."
—Judy (Tennessee)

"What I most hope to see in my lifetime is the banning of bullfights worldwide."
—Linda (Montana)

"I think that if we are ever going to be a truly compassionate people, we have to teach each other that ALL animals are equal. ... They are independent and irreplaceable beings with emotions, desires, and ethical principles of their own."
—Eileen (New York)



Rick (r) and his partner, Ken, with their adopted dog Sweet Chloe

The Joy of Giving by Augustus Club member Rick Thompson

It truly is more blessed to give than to receive—and more empowering as well. Indeed, one of life's greatest joys is the joy of giving. We have the power through our charitable giving to make a difference here and now.

As tempting as it may be to give a little to every worthy cause that you encounter, it is far more effective and efficient to select just a few organizations that most closely align with your interests and ethics and then support them generously. For example, as a member of PETA's Augustus Club, animal rights is obviously high on your list of priorities, making PETA a perfect focus for your giving. Maybe you also want to help locally and contribute to a nearby animal shelter as well as PETA, thereby making a difference both locally and globally.

The last thing that we want to do is to have our giving work against itself. For example, giving to PETA and the American Cancer Society would be a conflict of interest since PETA is working to end the cruel use of animals for research and experimentation, which is what the American Cancer Society (among other health charities) does in part with its donations. So make sure that you are giving to humane charities only.

An effective way to plan and monitor your charitable giving is to incorporate it into your budget. This gives a whole new meaning to the term "planned giving." Set aside enough money to meet your contribution comfort level with your selected charities. Contributing at least \$500 at one time annually to PETA entitles you to membership in PETA's Vanguard Society. It's also good to have some extra charity money budgeted so that you can give when special opportunities or needs arise, such as matching-gift campaigns or fundraising for natural disaster relief.

And finally, it can pay to give. For U.S. residents who itemize deductions on their income taxes, charitable contributions are tax-deductible.

Happy giving!

Rick is a volunteer contributing writer for PETA Prime.

What the New Tax Law Can Mean for Animals

by Steve Martindale, PETA Foundation Senior Gift Planning Specialist

On December 17, 2010, President Obama signed into law a tax bill that affects everyone who has a U.S. income. But what does it mean? Some of the provisions are important for us as we figure out how to support PETA in the most efficient way possible. So let's take a moment to review how to save more animals by having less money go to the IRS. Here's a cheat sheet.

Charitable IRA Rollover

If you are 70½ or older, you are required to take distributions from your standard IRA, even if you don't need the money. And anytime that you withdraw funds from an IRA, income taxes must be paid on those distributions. Many of us would prefer to use our IRAs to help animals without having to pay taxes, so we've made PETA the beneficiary. But that doesn't take effect until we die. Now, for tax year 2011, people who are 70½ or older can make a direct transfer to PETA of up to \$100,000 before death, without paying any taxes. This is a very good deal.

Charitable rollovers can be used to satisfy the minimum required distributions from your IRAs (but aren't limited to that) and can lower the balance that will be used to compute future required distributions. Heads up: Make sure the funds are sent directly to PETA and not to the IRA owner or other individual first.

Income Tax

You may have heard that the low income-tax rates of the last few years have been extended through 2012, but how does that affect your donations? If you itemize deductions on your tax return, gifts to PETA may lower your federal tax by the percentage of your tax bracket. For example, if you are in the 25 percent tax bracket, contributing \$1,000 to PETA would lower your taxes by \$250, depending on some limitations and other factors of your tax return.

Capital Gains

For people in the 25 percent income-tax bracket and above, the federal tax on capital gains is 15 percent. Transfers to PETA of stocks or other appreciated assets are generally fully deductible for their fair market value when donated and are exempt from capital gains taxes. This is another very good deal. So if you want to donate stocks or other assets that have increased in value, transfer them directly to PETA instead of selling the stocks first. If you want to contribute funds from assets that have decreased in value since you bought them, sell first so that you can deduct the losses on your tax return, then donate the proceeds in cash.

Estate Tax

This has now been combined with the gift tax and generation-skipping tax, with a \$5 million exemption per person (\$10 million per married couple). If that exemption doesn't cover your assets, call us! In any case, donations made to PETA bypass estate taxes altogether. For example, if PETA is the beneficiary of your IRA or life insurance policy, the proceeds will go directly to PETA upon your death, without being subject to federal income taxes or estate taxes regardless of the size of the donation or of your total estate.

Whatever your situation is, it's a good idea to check with your tax advisor to see how the new law affects your finances and charitable donations. For more information on how to support PETA's work to help animals, please contact us at PlannedGiving@peta.org or call Tim Enstice, director of planned giving, at 757-962-8213.

Steve's article on how your retirement account can save animals will appear in the Spring 2011 issue.

