



PETA's augustus CLUB

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I'm Hitting the Road and Coming to a City Near You—Let's Talk!

by Ingrid E. Newkirk

Because you are an Augustus Club member and one of PETA's most loyal and important supporters, I'm really hoping you will be able to attend one of my talks this year in a city near you—or relatively near you.

I've embarked upon a 2013 speaking tour called "The Naked Truth: An Animal Rights Radical at Large." So far, the tour has included a stop in Los Angeles, and I will soon be heading to many more cities. For details, please see page 4.

While I've appeared at many speaking engagements, I've never done an official tour (apart from touring when my books have come out). But I felt compelled to initiate this series of appearances for an important reason.

As you have seen, the animal rights movement has grown rapidly worldwide, thanks to the support of millions of people and the hard work of many compassionate souls. The momentum for change is on our side, which is great news for animals, and we must keep it going in the right direction. And, as the leader of the animal rights movement, PETA must ensure that our movement remains focused like a laser beam on what is in animals' best interests.

I am deeply disturbed that dangerous ideas are being put forth, such as the existence of "humane" meat, "responsible" dog breeders, and even "responsible" hunters. Reforming animal-abusing industries is a means



to an end, not an end in itself. Our priority must be to push ever harder to turn society, particularly youngsters, away from all forms of animal abuse, suffering, and neglect and show them that there is a kinder way forward.

Software companies are always working out the bugs in their current product lines and coming out with updated versions—e.g., Product 2.0. Well, I'm pushing for Animal Protection 2.0. It's time to make sure that we keep everyone's eyes focused on the prize, and we must remember that the prize is animal liberation.

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Because you are an Augustus Club member, I know that you care deeply about our mission, so please come to my talk if you can and take part in a discussion about our relationship with animals and how that relationship can and should evolve from here. And please bring someone who is on the fence—someone who cares about animals at some level but hasn't realized how much is at stake. Someone you want to change.

I think that you'll enjoy the evening. There will be plenty of food for thought and valuable debate—and although we will be covering serious topics, I assure you that there will be laughter as well. There will be a lively Q&A session, too!

Again, if you can come, I do hope you will bring someone whose ideas about animals need expanding or whose activism may need a boost—anyone with an open mind. Do you know people who have animal companions whom they love dearly but who think that dropping meat or leather is too hard to do? Then please bring them along.

Meat Is Not Humane

PETA isn't just the largest animal rights organization in the world—we are the defining group. In fact, many people use the word "PETA" to mean the animal rights movement as a whole. We are blazing the trail to animal liberation.

Many PETA members have contacted us recently to ask whether they should support so-called "humane" meat. Our answer is that there is no such thing. For the billions of animals raised to be killed for our plates every year, the most humane thing that we can do is to stop paying someone else to slaughter them, transport them in all weather extremes, and raise them without comfort or respect—something that happens even on these badly misnamed "humane" farms.

PETA has pushed hard to reduce the sum total of suffering in the meat, dairy, and egg industries—because that makes a huge difference if you are a pig or a chicken on a factory farm. We've ended PETA protests outside Burger King and McDonald's restaurants when those companies agreed to reforms, but that doesn't mean that we would ever suggest eating meat from Burger King or anywhere else—because we know that massive suffering still goes into every bite.

Yes, it's better to pay extra for an egg from a chicken who had a marginally less hideous life than one who suffered

more, but we must do better by animals. In fact, we have yet to find a "humane" factory farm where animals don't have their tails cut off and their ears painfully notched; where they aren't debeaked, dehorned, or castrated without anesthetics; where they aren't kept in crowded conditions without sunlight or fresh air; where they don't have their beloved babies taken away from them;

where they aren't sent to a feedlot; or where they are instantly dispatched without the trauma of capture, the torment of transportation, or the terror of seeing other animals killed right in front of them.

Giving animals a few more inches of living space is not enough, especially when it is so very easy nowadays to go vegan. Grocery stores are packed with tasty vegan foods—from faux meats, such as vegan chicken and "ribs," to dairy-free products, such as rice milk ice cream and vegan cheese. Vegan options also protect our health by providing us with all the nutrients that we need (see the infographic on page 6) while also reducing our risk of breast, prostate, and colorectal cancer. Vegan foods are healthful, humane, environmentally sound, and more. You can't say that for meat and dairy products.

It's no longer unusual to ask for a vegan meal in restaurants, even steakhouses, and there are now vegan



options at schools across the country. Some universities even have all-vegan cafeterias. So let's live and let live, and ask others to come along with us.

What We Do, and Why We Do It

The brilliant human rights advocate and former slave Frederick Douglass, when asked what he thought was the best way to effect social change, was reported to have answered, "Agitate! Agitate! Agitate!"

I agree. And that's exactly what PETA does.

PETA's job is to push the envelope. Thirty years ago, most people didn't know about the cruelty that went into every fur coat, every product that was tested on animals, and every "performance" by an elephant in a circus. Now, thanks to PETA, all that has changed. No one can plead ignorance.

Today, top fashion designers, including Stella McCartney, Ralph Lauren, Vivienne Westwood, Betsey Johnson, Marc Bouwer, Tommy Hilfiger, and Calvin Klein, all refuse to use real fur in their clothing lines. Popular television personalities openly bash circuses that use animals—as David Letterman did when he joked on his show, "I love going to the circus: What is more American than eating cotton candy and watching animal abuse?" Regarding animal experimentation, a recent study published in the research magazine of the American Sociological Association reveals that among adults

ages 18 to 29 in the U.S., opposition to animal testing has risen to a majority of 59 percent.

This means that on the scale of social acceptability, we have succeeded in moving the dial so that all the things that once fell into the "acceptable" range now register as unacceptable. That's quite an accomplishment, but our work is certainly not yet done. It's time to turn the dial another notch.

In order to do that, PETA has taken on cutting-edge issues, such as the abuse of ducks and geese for down (please see the details about this campaign on page 5), the dehorning of calves on dairy farms, and the abuse of sheep for wool.

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PETA's undercover investigation of Adirondack Farms, LLC—a factory farm that supplies milk to the maker of Cabot and McCadam cheeses—uncovered one of the dairy industry's dark secrets: dehorning. As revealed in our investigation, standard procedures entail burning off calves' horn buds as they thrash in

agony and smoke rises from their seared flesh. PETA is the only animal protection group actively targeting this issue.

As documented by our investigator, cows were also electro-shocked and jabbed and hit with poles and some suffered from untreated vaginal prolapses for almost three months. The release of our findings increased the pressure on the dairy industry to adopt crucial reforms demanded by PETA. But, again, that is not enough.



As the only organization with a major campaign against abysmal cruelty in the wool industry, PETA and our international affiliates, including PETA Asia and PETA Australia, convinced Japan-based UNIQLO—part of Fast Retailing, the world's fifth-largest apparel retailer—to begin immediately phasing out the purchase of merino wool

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from suppliers who mules lambs. During "mulesing" mutilations, Australian sheep farmers use instruments resembling gardening shears to cut chunks of flesh from lambs' rumps. No pain relief is provided. Thanks to PETA's efforts, dozens of major retailers—including Talbots, H&M, Perry Ellis, Express, and Gap Inc.—have stopped using wool from mulesed lambs or are phasing it out.

And we are about to reveal even more abuses in the wool industry: ones that will shock you!

PETA is the fire that blazes the trail through the reeds and thickets of animal abuse, the fire to which animals abusers' feet are held, the flame that burns in memory of the billions of animals who have suffered and died needlessly, and the flame that represents the light of hope at the end of the centuries-long tunnel of animal exploitation.

By remembering PETA in your estate plans, you are supplying the fuel to keep this fire alive. You inspire me, and my goal is to inspire you. So if you are able, please attend one of my appearances on The Naked Truth tour.

I would love to see you there—along with your friends and family, your neighbors, any children you know, and whomever else you choose to bring—so that I can thank you in person for your support!



© Photodisc/Animal Attraction/Getty Images

THE NAKED TRUTH: AN ANIMAL RIGHTS RADICAL AT LARGE



Please come and listen, learn, debate, and laugh as Ingrid E. Newkirk, PETA's president and top firebrand, puts her spin on the animal rights movement's trajectory. Controversial, truthful, and always thought-provoking, Ingrid has some electrifying thoughts to share about animals, our relationship with them, and how that relationship can and should evolve from here. Last month, we kicked off our tour in Los Angeles. Coming up, we hope to see you in one of the following cities:

- DALLAS
- NYC
- ATLANTA
- BOSTON
- CHICAGO
- TORONTO
- SAN FRANCISCO
- LONDON

Exact dates and venues to be announced.

For more information and to purchase tickets, please visit PETA.org/NakedTruth. If you would like information regarding sponsorships or have any questions, please contact Brittany Breithaupt at 323-210-2261 or BrittanyB@peta.org.

Ticket prices range from \$15 to \$100 for PETA members and \$20 to \$125 for nonmembers, and tickets for those with a student ID are \$10. Sponsorship opportunities are also available.

Don't miss this opportunity to join in and get a look at the future of animal rights! And most importantly, please bring someone with you who has a dog or a cat at home or who simply has a heart and an open mind.

Animals Are Wondrous: Geese



© iStockphoto.com/Laure Nelsh

Few things are more beautiful than a goose family lined up for a morning swim. These elegant animals possess many of the qualities that humans value and strive to attain. Devoted to each other, goose couples mate for life, raise and protect their babies together, and take care of one another.

Geese also use teamwork when flying in formation. They will honk to encourage each other, and if a goose gets sick, wounded, or shot down, two flockmates will stay with the goose until he or she dies or is able to fly again.

Geese are highly emotional and mourn the loss of their mates and eggs. They use as many as 13 different calls to convey warnings, extend greetings, and express emotions such as happiness.

Yet the way that geese are treated by our society is appalling. In order to produce foie gras, farmers ram pipes down geese's throats—often causing puncture wounds and internal bleeding—and force-feed them until their livers swell to up to 10 times their normal size. Film icon Sir Roger Moore and Oscar-winner Kate Winslet have narrated videos for PETA and PETA UK (please visit PETA.org to view them) featuring undercover footage of foie gras farms on which these atrocities take place.

PETA is waging war against the foie gras industry, and we're winning! In 2004, PETA helped in the passage of a law banning the sale of foie gras in California. Since then, PETA and our international affiliates have persuaded major companies to stop selling the vile product, including global retailer Costco, food-service industry giant ARAMARK, grocery chain Giant Eagle, British luxury

department stores Harvey Nichols and Selfridges, Compass Group UK & Ireland—the UK's largest catering company—and dozens of top hotels, restaurants, and retailers in Germany.

Last year, PETA launched a campaign against down—the first such campaign in the animal protection movement. Undercover footage on PETA's website, narrated by actor Alicia Silverstone, shows geese shrieking in pain as workers sit on them, nearly crushing them, and rip their feathers out by the fistful, often causing gaping wounds and even death.

After meeting with PETA, online clothing retailer Haband—which has more than 5 million customers—stopped selling products made of down feathers.

Of course, the most common use of down is as a filler in pillows, comforters, and sleeping bags, so we're happy to report that PETA has convinced Denver Mattress Company and Bedroom Expressions not to use down. Hotel chains Red Roof Inn and Club Med both confirm that they won't use it, either. Not a bad start!

PETA also promotes humane wildlife solutions, saving countless Canada geese—who are often perceived as "pests"—from being cruelly killed. Methods such as population stabilization, site aversion, public education, and other deterrents can be used to control goose populations humanely.

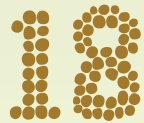
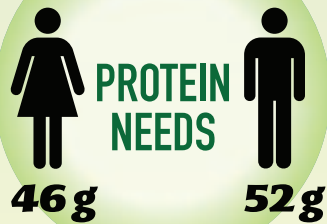
Thank you for helping to stop the abuse of these sensitive, majestic animals through your generous support of PETA!

Wondering About a

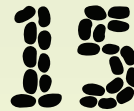
VEGAN DIET?

But where will I get my **protein**?

PROTEIN CAN BE FOUND HERE:



LENTILS
cooked, 1 cup: 18 g



BLACK BEANS
cooked, 1 cup: 15 g



VEGGIE BURGER
1 patty: 13 g



TOFU
firm, 4 oz.: 11 g



BAGEL
1 med.: 9 g



SPAGHETTI
cooked, 1 cup: 8 g



PEANUT BUTTER
2 Tbsp.: 8 g



SOY MILK
plain, 1 cup: 7 g



SOY YOGURT
plain, 6 oz.: 6 g



BREAD
whole wheat,
2 slices: 5 g



POTATO
1 med.: 4 g

And what about **calcium** for strong bones?



CALCIUM CAN BE
FOUND HERE:

NEEDS: 700 to 1,000 mg daily





BROCCOLI, COLLARD GREENS, ALMONDS, MUSTARD GREENS, SESAME TAHINI, SOYBEANS, KALE, FORTIFIED DRINKS

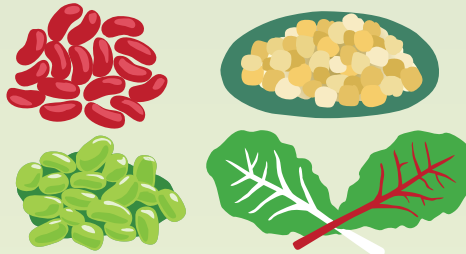
Hey, I need iron, too!



FOR EASY EXTRA IRON: COOK IN CAST-IRON SKILLETS

DAILY IRON NEEDS

8 to 18 mg  **8 to 11 mg** 



FOOD	IRON (mg)
1 cup cooked soybeans	8.8
1 cup cooked lentils	6.6
1 cup cooked kidney beans	5.2
1 cup cooked chickpeas	4.7
1 cup cooked lima beans	4.5
1 cup cooked Swiss chard	4.0

To increase iron absorption, eat foods rich in vitamin C, such as dark-green, leafy vegetables and citrus.



Are there fish-free omega-3 fatty acids?



THANKFULLY, YES!

Sure are! And they're perfect for a healthy heart, brain, skin, and joints.

Eat ground flaxseeds, flaxseed oil, walnuts, hemp or chia seeds, or a vegan omega-3 DHA supplement.



What about vitamin D?

AaBbCcDd

VITAMIN D CAN BE FOUND HERE:

Obtained from: sunlight, fortified nondairy milks, fortified juice, and vegan vitamin D supplements.

Vitamin D helps maintain a healthy body.



Where can I find vitamin B₁₂?

Easy (but important)! Get it from a multivitamin or a vitamin B₁₂ supplement, or eat foods that are fortified with vitamin B₁₂, such as many breakfast cereals, fortified orange juice or soy milk, or fortified nutritional yeast.

Vitamin B₁₂ is essential to a healthy central nervous system.



For more tips and recipes, go to PETA.org.



Keeping Your Plans Shipshape

By *Faith Betz*, Senior Philanthropic Specialist, PETA Foundation

Spring presents an opportunity to reflect upon where we are in life, what our needs are and will be, and what the needs of our loved ones will be. As part of that reflection, we should review our wills, trusts, beneficiary designations, powers of attorney, and end-of-life directives, such as living wills—especially if we experience a major life event (for example, a birth in the family, a death in the family, an illness, or a divorce).

It's also important to review our documents and meet with our financial advisor and estate planning attorney when new laws, such as the American Taxpayer Relief Act of 2012 (ATRA), are passed. Here are some of the changes brought about by the ATRA:

- The highest marginal income tax rate changed to 39.6 percent for single taxpayers who make more than \$400,000 and for married taxpayers filing jointly who make more than \$450,000. It retained the remaining income tax brackets. The taxation of trusts also has increased to 39.6 percent for income in excess of \$11,950.
- Long-term capital gains and qualified dividend rates for single taxpayers who make more than \$400,000 and for married taxpayers filing jointly who make more than \$450,000 have risen to 20 percent, making gifts to charity of appreciated assets an attractive option for some people. For those taxpayers who fall between the 25 percent income tax rate and the 39.6 percent tax rate, the capital gains tax will be 15 percent. The capital gains tax will be waived for taxpayers below the 25 percent ordinary income tax rate.
- A 3 percent “deduction reduction” is now in effect, reducing itemized deductions by 3 percent for every dollar that a taxpayer’s adjusted gross income exceeds \$250,000 for single filers or \$300,000 for married joint return filers.

- An exciting feature of the ATRA for PETA and many of our members is that the charitable IRA rollover for 2013 has been extended. Members who are 70½ years old or older and have a traditional IRA are eligible to roll over a total amount of up to \$100,000 across their favorite charities. These charitable contributions must go directly to the charity from the IRA trustee.
- The estate, gift, and generation-skipping tax exemption is substantially the same as for 2012, with the federal exemption level at \$5.25 million for single individuals and at \$10.5 million for married couples; however, the taxation rate above the exemption level has risen from 35 percent to 40 percent. The annual gift tax exclusion, which is the amount that you can give to anyone gift tax-free each year, is now \$14,000 (\$28,000 for married couples).
- The portability of the federal estate tax exemption between spouses will remain in effect. The combined exemption for married couples is \$10.5 million in 2013. However, the federal estate tax affects few people. In 2011, only 1,480 estate tax returns were filed, with total estate taxes of \$3.08 billion paid.

Making sure that our plans are current with regard to providing for ourselves, our loved ones (including our animal companions), and our favorite charities is important. If you would like further information on how the ATRA can help you help animals, please visit PETA.org/TaxChanges and contact us at 757-962-8213 or Legacy@peta.org.

