



PETA's augustus CLUB

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Closing the Door on Animal Experiments

To meet its goal of replacing the use of animals in laboratories with sophisticated non-animal methods, PETA combines scientific expertise with media know-how, grassroots activism, an enviable command of social media, and financial support for the development of non-animal tests. With the support of our wonderful Augustus Club members, PETA prevents tens of thousands of animals every year from being poisoned, burned, cut open, and killed and helps millions more by stopping experiments that would have continued into the future.

We heralded a groundbreaking victory when the National Institutes of Health (NIH) recently announced that psychological distress experiments conducted by longtime researcher Stephen Suomi and exposed by PETA—in which mother and baby monkeys were intentionally drugged, isolated, tormented, and traumatized—will now end. (Please see page 7 for further details.)

PETA's work is having an impact not only in the U.S. but also in other parts of the world. For example, PETA and our international affiliates are the only organizations working on an international scale to replace the use of animals in medical training courses, including the widely taught Advanced Trauma Life Support (ATLS) course.



For decades, medical centers around the world teaching ATLS skills have required doctors to cut up live dogs, goats, pigs, or sheep. But studies show that physicians receive better training by using simulators that mimic human physiology and allow trainees to repeat procedures until they're proficient—which the crude use of animals cannot do.

Many medical centers in other countries are interested in using simulators for ATLS but can't afford them. That's why PETA established a landmark partnership with a company called Simulab, which makes TraumaMan—the gold standard of surgical training technology—to donate high-tech surgical simulators to them.



Inside THIS ISSUE

Closing the Door on Animal Experiments.....	1
Meet 'B,' a PETA Field Observer.....	4
Animals Are Wondrous: Monkeys.....	6
PETA Prime: Ready for Prime Time!.....	8

Having had major success with our initial donation of 67 TraumaMan simulators to nine countries in 2014, we recently donated 40 more simulators to seven additional countries—China, Cyprus, Greece, Indonesia, Pakistan, the Philippines, and the United Arab Emirates. This means that thousands of dogs, pigs, goats, and sheep each year will be spared the trauma of being cut open and killed and that thousands of doctors will gain superior surgical skills.

PETA is also working to replace the use of animals in military medical training drills, which results in the senseless maiming and killing of thousands of animals each year.

Much of this cruel, archaic, and inferior training is led by contractors like Deployment Medicine International (DMI), which, until recently, was the self-proclaimed “largest trainer of US military forces in operational medicine.” But with our Augustus Club members’ generous support, we’ve won major victories in this campaign.

You may recall that last year, PETA released a shocking exposé of the stabbing, shooting, and mutilation of live pigs—as well as the appalling abuse of soldiers—by DMI. After PETA filed complaints, the medical license of DMI’s president was suspended in several states, the company lost its coveted medical education accreditation, and the U.S. government banned DMI from receiving any contracts for the next 15 years!

We also recently persuaded local government officials to order an end to similar pig-killing military drills in San Diego, California, and Suffolk, Virginia. These are only the most recent advances that we’ve made toward getting the Department of Defense (DOD) to stop mutilating animals in favor of humane human-patient simulators that the military’s own studies show are an effective replacement for crude animal laboratories.

Earlier last year, following PETA campaigns, the DOD banned the use of animals in six different medical training areas in favor of human simulators;

the University of Georgia ended its use of dogs and other animals in trauma training exercises for the Georgia National Guard and others; and following more than three years of campaigning by PETA and our international affiliates, Norway, for the first time, rejected its Armed Forces’ application to use live pigs in crude medical training exercises.

Universities have always been a hotbed of animal experimentation, but PETA is putting an end to that, too. Following an extensive PETA campaign to end cruel auditory experiments on cats at the University of Wisconsin–Madison, the laboratory closed its doors, its lead investigator retired, and the remaining cats were adopted. For decades, cats had been subjected to years of experiments on their brains and ears, including being deafened and starved and having holes drilled into their skulls, metal restraint posts screwed into their heads, and steel coils implanted in their eyes. PETA’s campaign entailed a successful open-records battle with the school, colorful demonstrations, phone blockades, more than 369,000 e-mails from PETA supporters, civil disobedience by Oscar nominee James Cromwell, citywide bus ads, federal complaints that prompted government penalties, and pressure from a courageous Augustus Club member who has had a longtime connection with the university.



PETA and medical doctors from Northwestern University School of Medicine and Harvard Medical School met with senior federal government officials and gave a demonstration at the MedStar Health Simulation Training & Education Lab (SITEL) in Baltimore, Maryland, about the benefits of replacing animal use in trauma training with advanced human-patient simulators, including demonstrations of Caesar and TraumaMan.

In another hard-fought but groundbreaking victory, NIH decided to retire all federally owned chimpanzees from laboratories and to make plans for them to spend the rest of their lives in reputable sanctuaries. For decades, PETA has exposed cruelty to chimpanzees in laboratories, filed complaints against laboratories that experiment on chimpanzees, enlisted the help of members of Congress, organized demonstrations, gained celebrity support, filed shareholder resolutions, launched online advocacy campaigns, and called for an end to this barbaric practice in both popular and academic publications.

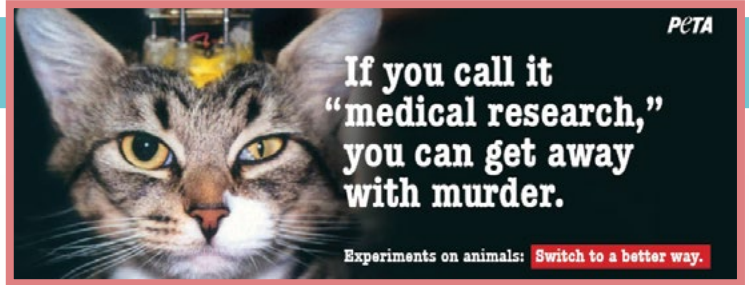


In 2013, after the Institute of Medicine concluded that experiments on chimpanzees were “unnecessary” and PETA members and others flooded the agency with demands to release them, NIH agreed to retire most of its 360 chimpanzees but planned to keep 50 for potential future experimentation. Then in 2015, the U.S. Fish and Wildlife Service

gave all chimpanzees, including those in laboratories, “endangered” status. This effectively prohibits any invasive experimentation on them, rendering moot NIH’s plan to keep 50 in reserve. In announcing its decision to retire *all* remaining chimpanzees, NIH director Francis Collins also noted a “complete absence of interest” in experimentation on chimpanzees as the reason.

On the product-testing front, PETA’s list of cruelty-free companies that never test their products, formulations, or ingredients on animals now totals more than 1,900 (having grown from 1,700 in the past year alone). And our impact is spanning oceans. For example, until recently, all cosmetics companies selling in China were required to pay for cruel tests on animals, but PETA has been providing funding for experts to educate and train scientists and government officials in China in the use of non-animal testing methods. We celebrated important progress in this campaign when the Chinese government ended its longstanding requirement that cosmetics manufactured in China by Chinese-owned companies be tested on animals in order to be sold there. In an exciting campaign milestone, Shanghai-based personal-care company eco&more recently became the very first Chinese company to join PETA’s cruelty-free list!

Astonishingly, tests on animals are even conducted for products as innocuous as pasta and soy sauce! Take, for example, Barilla—the world’s largest pasta company. PETA discovered published studies by the company detailing cruel experiments on rats that were conducted



in order to evaluate potential health claims about wheat. We also revealed that for more than 15 years, Kikkoman had conducted experiments in which rabbits, mice, and rats were force-fed soy and other food products, blasted with radiation, cut open, and decapitated just to make dubious health claims—even though the U.S. Food and Drug Administration states that animal experiments cannot be used to substantiate human-health claims about food.

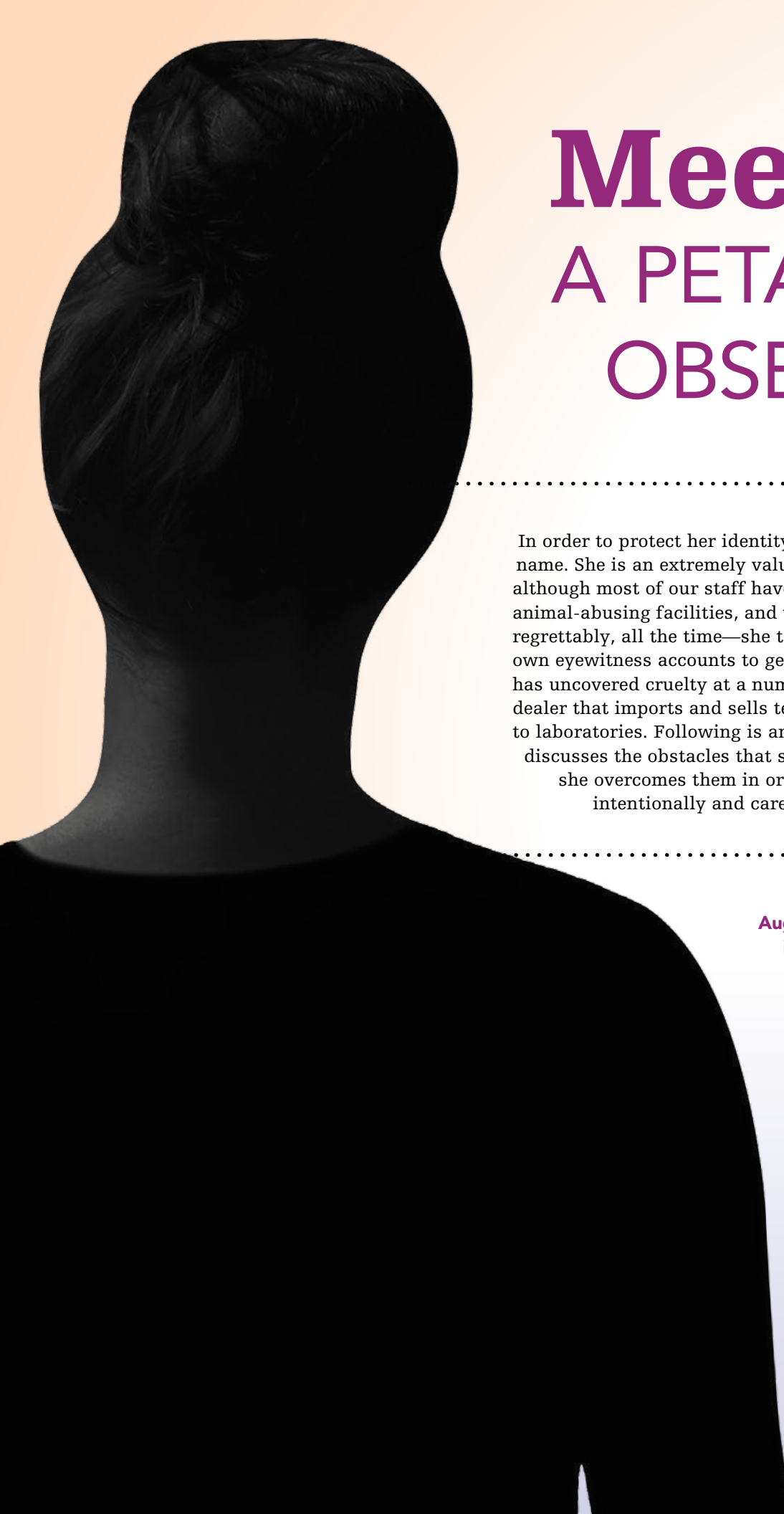
Fortunately, thanks to PETA, both companies have now banned animal tests for their products and their ingredients. Barilla and Kikkoman are the latest additions to our growing list of food companies—including The Coca-Cola Company, Welch’s, Lipton, and Ocean Spray—that PETA has persuaded to switch to non-animal test methods.

WHAT YOU CAN DO

After a government panel concluded that experiments on chimpanzees were “unnecessary,” NIH promised to send all federally owned chimpanzees to sanctuaries, but since this announcement, few have been retired and many have died while waiting.

Please help us finally close this dark chapter in medical history by contacting James Anderson, who is director of the NIH Division of Program Coordination, Planning, and Strategic Initiatives, at 301-402-9852 or james.anderson2@nih.hhs.gov and asking that NIH make arrangements immediately for the chimpanzees’ retirement to accredited sanctuaries so that they can live out their remaining days in peace.





Meet 'B,' A PETA FIELD OBSERVER

In order to protect her identity, we aren't printing B's full name. She is an extremely valued member of the PETA team, although most of our staff have never met her. She goes into animal-abusing facilities, and when she finds cruelty—which is, regrettably, all the time—she takes video footage and uses her own eyewitness accounts to get something done about it. She has uncovered cruelty at a number of facilities, including at a dealer that imports and sells terrified, sick, and injured monkeys to laboratories. Following is an interview with her, in which she discusses the obstacles that she encounters and explains how she overcomes them in order to expose animal abuse that is intentionally and carefully hidden from the public.

Augustus Club: How did you get involved in animal rights?

B: I've always felt a connection with animals ever since I was little. When I was 17, I saw a PETA video of a chicken farm investigation. That inspired me to go vegetarian, and a few years later I became vegan.

AC: When you watched that investigative footage, did you have any idea that someday you would be the one behind the camera?

B: Well, I can't say that I immediately thought to myself, "That's what I'm going to do." But I do remember thinking how

cool these types of investigations were and being very curious about the process.

AC: What did you do before you came to PETA?

B: I worked with animals in various settings, including in a veterinary clinic.

AC: When you started your first assignment as a field observer, were you more excited than nervous, or vice versa?

B: Both, in equal measure.

AC: When you applied for the position, did you have any particular area that you were most interested in (e.g., circuses, the pet trade, laboratories)?

B: I was open to everything. And I was curious about everything. I had heard from people who disagree with PETA's philosophy say things like, "The PETA videos are doctored," or "They just edit stuff to make it look worse than it really is." So I was genuinely interested in seeing exactly what I would find and how the editing process really worked.

As it turned out, on every field observation assignment I've been on, I've seen animals suffering so badly that I probably wouldn't have believed it myself if I hadn't seen it with my own eyes.

My one consolation is that I only have to witness it once in real time. I feel bad for my colleagues who edit all the many hours of video footage because they have to watch it over and over again and, of course, for the animals who continue to endure it.

AC: When you're in the field, you can't let it show on your face that you're disturbed when you see an animal suffer. How do you prepare psychologically to mask your emotions?

B: I think of it as playing a character. But the level of empathy that I can show toward the animals really depends on the type of establishment that I'm observing. For example, in the meat and dairy industries, showing too much concern for the animals is a sure tip-off. But at a place like Primate Products, Inc., a company that sells monkeys to laboratories, they advertise the monkeys as being in good health, so when I saw monkeys who were obviously sick or injured, at least I was able to express concern and ask that the monkeys get medical care (as part of improving "product quality").

AC: When you're on assignment, are you allowed to tell your family and friends what you're doing?

B: No, definitely not.

AC: Is it difficult not to have the support of friends and family when dealing with such emotionally upsetting circumstances?

B: It is, but fortunately, my coworkers at PETA provide me with tons of emotional support. They go out of their way to let me know they have my back.

AC: Have you ever had any close calls in which someone has discovered you recording something?

B: Only one time. I was recording video with a handheld device when a fellow employee walked up behind me and asked, "What's going on?" There were two different things she could have meant by that question. She might have been asking why I was recording video, in which case it would have meant that I had just blown my cover. Or she could have simply been starting a friendly conversation with the equivalent of "Hi, what's up?" As I put my device away and turned around, my heart was racing because I couldn't tell from her tone of voice which one it was. Fortunately, it turned out to be the latter.

AC: Is there anything else you'd like to share with our Augustus Club members?

B: I would like to thank them for making my work possible and for supporting the work of all of my colleagues in PETA's Cruelty Investigations Department. I've never worked with a more brilliant, caring, committed group of people. I'm thankful every day for being part of this team and for being able to make a difference in the lives of animals.





Animals Are Wondrous: *Monkeys*

One would be hard-pressed to find something that could bring on a smile more quickly than watching monkeys at play. They love to play and can be highly organized about it. In Indonesia, like children lined up to climb the ladder to a diving board, a group of monkeys was observed lining up behind a tree with a long vine hanging over a pond. Each one would climb the tree, jump on the vine, swing out over the pond, plunge into the water, swim back to the bank, and line up to do it again—all for the sheer fun of it.

Monkeys are enviable athletes and highly social, inquisitive, and cooperative with one another. Squirrel monkeys work together to benefit the group, such as by

huddling together to minimize their exposure to the rain. Rhesus macaques are great swimmers—a skill observed in infants as young as 2 days old.

Tufted capuchins spend their nights in tall trees, chosen for security, comfort, and large leaves, which allow multiple individuals to sleep side by side. Male white-fronted capuchins are nurturing fathers who actively participate in caring for their infants. Apparently believing that “it takes a village,” other group members rush to the aid of infant capuchins in distress. White-faced capuchins are very inquisitive and especially interested in taking things apart. Juveniles rely heavily on social learning, observing adults to learn essential behaviors and skills.



Unfortunately, these intelligent animals are exploited in myriad ways by human beings. But PETA is hard at work to protect them from abuse.

In an enormous victory, following an intensive year-long PETA campaign, the National Institutes of Health (NIH) announced that it is ending its cruel psychological experiments on baby monkeys, a horrendous project that has gone on at NIH for more than 30 years. The laboratory is being closed down, and the lead experimenter will no longer be involved in any experiments on animals. In these archaic maternal-deprivation experiments—which were started by the notorious Harry Harlow in the 1950s and continued at NIH in 1983 after his death—infant monkeys were torn away from their mothers at birth, terrorized with loud sounds and fake snakes, intimidated by human experimenters, addicted to alcohol, and forced to live alone in tiny cages in order to worsen their psychological distress. The agency's decision came as PETA was preparing to release troubling new videos and e-mails obtained from NIH showing that NIH officials had lied about the project's status to members of Congress, the media, and others.

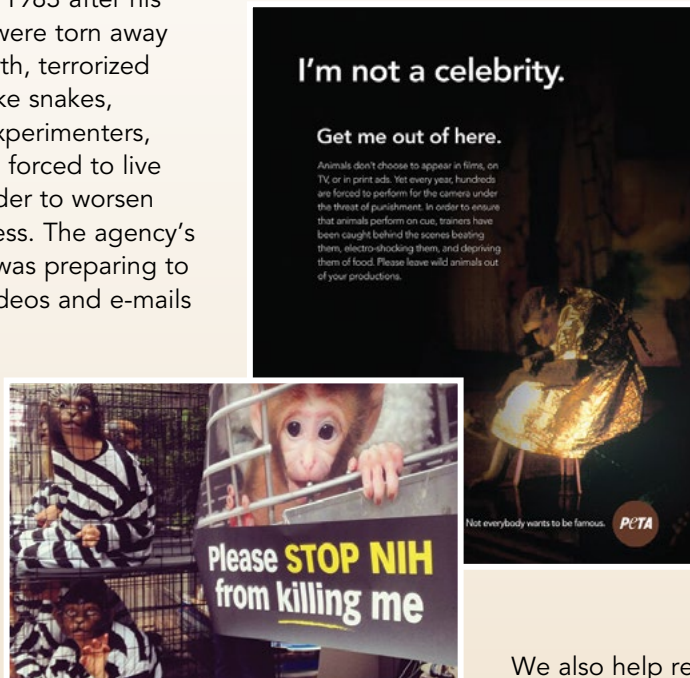
Another successful effort in behalf of monkeys is our “Cruelty Doesn't Fly” campaign. In a successful attempt to block the animal-supply pipeline to laboratories, PETA and our international affiliates have persuaded nearly every major airline in the world—including Air Canada, United Airlines, Air China, China Southern Airlines, and others—to refuse to transport monkeys to experimenters.

Before our campaign, these airlines shipped thousands of monkeys each year to laboratories, where they were poisoned, mutilated, and killed in cruel experiments. Now the number of monkeys in U.S. laboratories has dropped—by more than 15 percent in just the last five years.

We also recently released findings from our investigation into Primate Products, Inc.—a company that imports monkeys and sells them to laboratories. Our field observer spent eight months documenting horrific conditions at the Florida facility, where sick and injured monkeys were sometimes denied adequate veterinary care and forced to live in filthy, barren, and dangerous conditions. Some monkeys paced in circles and rocked from side to side out of boredom and stress, and workers sometimes failed to separate monkeys who had been attacked from their aggressive cagemates, leaving them with exposed bone, bite wounds, and/or hair loss. Our findings led to more than 25 federal citations for Animal Welfare Act violations and a temporary suspension of federal funding, and we will keep campaigning to shut the facility down for good.

But laboratories aren't the only setting in which PETA has helped monkeys. We have also persuaded numerous corporations—including Hasbro, Volkswagen of America, T-Mobile, and Hershey Company—to pull commercials in which monkeys appeared, and Hasbro and Volkswagen even pledged never to feature primates in ads again!

We also help rescue monkeys from abusive situations whenever possible. For example, we heard about a monkey named Maggie who was purchased on a whim as a “pet,” kept in a cage for 10 years, and forced to breathe secondhand smoke and subsist on a diet of junk food. After learning of her plight, PETA persuaded her owner to relinquish her and arranged for two local supporters to transport her from her neglectful home in Indiana to a primate rescue center, where veterinarians discovered that she was suffering from a serious fungal infection, chronic gastrointestinal disease, and depression. After receiving good veterinary care, Maggie was transported to her permanent home at a reputable sanctuary in Texas, where she is now able to climb trees, swim in a pool, and have monkey friends for the first time in her life.



PETA Prime

Ready for Prime Time!



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Do you love the Augustus Club newsletter but want campaign updates, health information, rescue stories, book reviews, and money-saving tips between publications? Do you want to possess a greater sense of purpose, and do you enjoy connecting with other smart, energetic, and compassionate people?

Here's why we think you'll like PETA Prime.

At PETAPrime.org, you can find informative blog posts, book reviews, travel tips, financial information, vegan recipes, and a real community spirit. Prime exists for caring people who like to share their creative ideas, knowledge, and experience and learn new ways to make the world a kinder, healthier place.

The PETA Prime site covers a variety of categories, including "Health," "Family & Friends," "Home & Garden," "Travel," and "Money." In the "Health" section, you can learn about new studies providing more evidence that meat, eggs, and dairy food are bad for your health and that plant-based foods can help ward off heart disease, diabetes, cancer, Alzheimer's, and other conditions and make menopause more manageable.

The "Family & Friends" section focuses on ways to make your time with your friends and family—including your animal companions—more meaningful. It also includes fascinating facts about animals, interviews with inspiring animal advocates, and touching rescue stories.

"Home & Garden" incorporates advice on vegan entertaining, tips on creating a cruelty-free garden, ways to evict unwanted rodents and insects humanely, and information on the dangers of using glue traps, leaving dogs in hot cars, and more. In the "Travel" section,

you'll find profiles of vegan-friendly cities and vacation destinations, information on the most animal-friendly places to retire, news about PETA's affiliates, and uplifting international victories. Under the "Money" tab, you can learn about animal-friendly businesses, vegan food budgeting, charitable giving, and ethical investment planning.

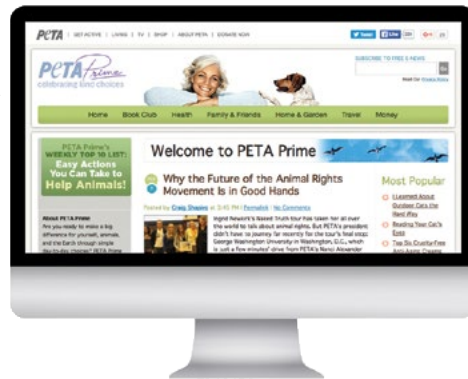
There's also a PETA Prime Book Club for people who like to read—and recommend—books by animal-friendly authors. Prime bloggers enjoy reviewing vegan cookbooks, books about empathy, biographies by noted animal rights advocates, and animal-friendly works of fiction. Book club members receive notice of upcoming book reviews, special discounts on books, signed copies, and more.

Each week, Prime features a "Top 10" list of easy actions that you can take to help animals.

As PETA President Ingrid Newkirk points out on her "Naked Truth" tour, it's easy to get overwhelmed by all the cruelty in the world, but ignoring it won't make it go away. We must take action.

So, check out PETAPrime.org and sign up for *Prime E-News*, delivered to your e-mail inbox each Monday. There's also a Facebook page at Facebook.com/PETAPrime. It's a useful resource for people who understand how important it is to share information about animal issues on social media.

By supporting PETA, you are helping to stop animal abuse and exploitation. And by joining PETA Prime, you can learn even more about PETA's lifesaving work and have fun telling like-minded folks about your favorite animal-friendly recipes, health tips, travel experiences, and more. Sign up for PETA Prime today!



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