



PETA's augustus CLUB

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IT'S EXCITING TO BE VEGAN *in All Aspects of Life*

When you think of a vegan kitchen, you probably picture a refrigerator and pantry packed with delicious plant-based foods. But what does a vegan lifestyle *outside* the kitchen look like?

To avoid supporting animal abuse, it's important to consider the impact on animals of *all* our consumer choices—not only those that affect what we eat but also those that determine what we wear and use as well as how we entertain ourselves.

Animal-Friendly Closets, Couches, and Cars

PETA and our international affiliates are the *only* organizations conducting major campaigns against the cruelty hiding behind wool, down, leather, and exotic skins. They are not just byproducts of the meat industry—they are also coproducts, meaning that the money made from them perpetuates animal exploitation and slaughter. That's why a vegan lifestyle means keeping animal-derived products off our bodies as well as our plates.

Thanks to the support of our wonderful Augustus Club members, PETA's influence is making it easy for consumers to select vegan options when they purchase clothing, furnishings, and even cars.

Because it takes the skins of anywhere from four to 15 cows to produce the leather interior of just one car, we're pushing car companies to offer vegan leather interiors—with great success.

After we attended Tesla's annual meeting, and through the efforts of a shareholder who is also an Augustus

Club member, the electric-car leader incorporated our input and now offers its highly coveted Model X with the option of a fully vegan leather interior. We also persuaded the transportation network Uber to drop its leather requirement for its UberBLACK services. Other companies that now offer vegan leather interiors and metal gear-shift knobs (yes, these are often made of cowhide) include Volvo and Mercedes-Benz, whose base-model Smart Fortwo is entirely leather-free. And Ferrari now offers synthetic leather as an *upgrade* for its new convertible.

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This progress will lessen the terrible environmental impact of the leather industry—from the methane produced by cattle to the toxic chemicals that pollute water sources located near tanning operations. And in addition to being “greener,” vegan materials spare animals such horrors as castration without painkillers, branding, and tail-docking.

PETA won a big victory for ducks and geese when we persuaded Crate & Barrel to modify its online catalog settings for selecting pillow inserts. For the first time, thanks to the “PETA push,” the drop-down menu on Crate & Barrel’s website displays down-free options. Better still, the company switched the order of the pillow-insert options so that the *default* option is now the one that’s down-free! It made this decision after we showed company executives investigative footage of geese who were pinned down (and nearly crushed) as their feathers were ripped out by the fistful—a process that inflicts bloody wounds and great distress on them and sometimes even kills them.



Since then, we’ve also persuaded Pottery Barn, Williams-Sonoma, and West Elm to add synthetic pillow inserts and to make them the first option as well. And others have gone even further: both World Market and Pier 1 no longer sell down at all.

Most animal-derived materials come from factory farms in some of the farthest reaches of the planet—places that the public would never see, were it not for investigations conducted on six continents by PETA and our international affiliates.

From violent wool-shearing sheds in Argentina, Australia, and the U.S. (see page 6 for more details), to the angora rabbit farms and dog slaughterhouses in China, to the animal- and child-exploiting tanneries of Bangladesh’s leather export industry, these investigations expose the misery that designers and retailers don’t include on their labels.

And in the last year, we went even further: We released the first-ever video exposés of African factory farms and slaughterhouses that produce skins for “luxury” Hermès handbags and watch bands—skins of alligators and crocodiles who were confined to filthy concrete pits and killed with a rod shoved into their spines as well as young, curious ostriches who were violently slaughtered.

It is only with compelling footage obtained from such eyewitness investigations that PETA and our international affiliates are able to persuade companies to stop selling products that have caused animal suffering. That’s why we’re so thankful to our Augustus Club members for helping to ensure that we can continue this important work in the future—and why we urge you to show this footage to others!

The fruits of this labor have never been more evident. For instance, more than 110 companies—including Inditex (the world’s largest clothing retailer and the owner of Zara), Esprit, bebe, and Free People—have all stopped selling angora after watching footage from PETA Asia’s hard-hitting investigation of angora farms, which revealed that rabbits are tied down and scream in pain as their fur is ripped out.

Most importantly, these exposés have motivated countless consumers to choose animal-friendly fashions from now on—and PETA makes this easy to do. Our “How to Wear Vegan” online shopping resource at PETA.org/WearVegan is available to consumers 24 hours a day, seven days a week.

In addition, dozens of apparel companies have begun displaying our new PETA-Approved Vegan logo in response to consumer demand for animal-friendly

clothing. For example, last year, fashion giant Esprit launched its second vegan shoe line as well as a beautiful line of vegan handbags under the logo.

Animal-Friendly Personal Care and Household Products

We can all help animals in laboratories by boycotting companies that conduct tests on animals and instead supporting cruelty-free companies. PETA’s efforts to make this as easy as possible for consumers pay greater dividends every year.

PETA’s list of cruelty-free companies that never test their products, formulations, or ingredients on animals now includes over 1,900 companies, reflecting the addition of more than 200 new listings during the past year alone.

Shoppers can easily find out which companies do and which don’t test on animals at our popular website CaringConsumer.com.

And this progress doesn’t end at the U.S. borders—it’s worldwide. PETA India helped prompt the Indian government to ban the testing of cosmetics and their ingredients on animals and to push the Indian Ministry of Health & Family Welfare to implement a ban on the *importation* of all animal-tested cosmetics.

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. Important progress was made 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!

Animal-Friendly Entertainment

We can also stand up for animals by avoiding zoos, aquariums, marine parks, and circuses that use animals. These institutions doom living beings to lifelong captivity and deny them everything that’s natural and important to them, such as adequate space, physical activity, mental stimulation, and choice of companionship.

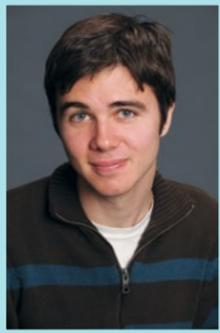
Great cruelty-free and family-friendly activities include beach vacations, sporting events, visits to animal sanctuaries, and animal-free circuses.

PETA’s work to free animals from abuse for the sake of entertainment has brought about historic victories in recent years. After massive PETA pressure, Ringling Bros. and Barnum & Bailey Circus ended elephant acts this year, and SeaWorld announced that it will no longer breed orcas! We’ve also helped get wild-animal exhibits banned in several cities and have given a total of 41 bears a new lease on life by freeing them from desolate roadside zoos and decrepit backyard cages and transferring them to spacious, bucolic sanctuaries.

Through the commitment so powerfully demonstrated by your membership in PETA’s Augustus Club, you are helping to create a world in which animals are respected and people are aware of and concerned about the ways in which their daily decisions affect the lives of other sentient beings. Thank you, thank you, thank you!



Meet RYAN HULING, PETA's Director of International Youth Outreach



A vital team leader for PETA's youth outreach division, *peta2*, Ryan oversees college campaigns (including advocacy for more vegan menu options in cafeterias), serves as a liaison to student activists, and manages concert outreach at the Vans Warped Tour and other high-profile events. He also advises PETA's international affiliates in Asia, Australia, Germany, India, and the U.K. on their youth outreach efforts.

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

Ryan Huling: The summer after my sophomore year in college, I took a cross-country road trip with some friends. While driving through Lubbock, Texas, we hit a bleak 40-mile strip known as "Slaughterhouse Row." We were in a convertible, and we were totally surrounded by the sights and smells of thousands of cattle packed into filthy dirt feedlots from which they would soon be herded to their deaths. It was horrifying.

When I got home, I started doing research about factory farming and watched a lot of PETA's investigative videos. I ordered a vegan starter kit from PETA, immediately went vegetarian, and went vegan a few months later.

I found out that there had been an animal rights group at my college (Old Dominion University) that had waned,

so I reinvigorated it and requested outreach materials from PETA to help the group spread the word.

AC: What brought you to PETA?

RH: Very fortunately for me, my college was in the same town as PETA's headquarters (Norfolk, Virginia), so I became a PETA volunteer.

In 2005, I started interning at the PETA office while still in college. Every year, *peta2* accompanies the phenomenally popular Warped Tour around the U.S. That year, I was invited to join the team that sets up the *peta2* booth at all the concerts, and I got to engage with thousands of concertgoers every day, collecting petition signatures and distributing literature and DVDs.

After graduation, I was hired to work at *peta2*, and it's been such a great fit for me that I've stayed in the same department all these years!

AC: Describe a facet of your job that makes you especially happy.

RH: Something I'm motivated and excited by is *peta2*'s annual college Vegan Report Card. We rank all 1,400 four-year colleges in the U.S. by vegan-friendliness. These days, colleges compete to attract students, and because vegan-friendliness is a recruiting plus, the competition among colleges to score high on our report card is furious. Schools contact us to tell us about improvements they've made to their vegan offerings, and they want those changes to be reflected in their grade. The whole thing has resulted in enormous changes. In the past two years alone, there has been a 63 percent increase in the number of colleges nationwide that offer a vegan option at every meal!

AC: Can you share some of your most gratifying accomplishments at PETA?

RH: I think that one of the best examples of our influence can be seen at Arizona State University (ASU). It's the largest university in the U.S., with more than 75,000 students. After *peta2* helped students collect more than 2,000 signatures on a petition for more vegan options, ASU established vegan dining stations in all its cafeterias, including those on satellite campuses!

I'm also really proud of our campus rep program. We were the first animal rights group to start such a program. It's a network of top-tier student activists who

are raising awareness of animal rights issues among their peers. They receive a small stipend from PETA that allows them to cut back on hours they may be spending in after-school jobs so that they can focus on animal advocacy. From organizing vegan pizza giveaways to waging protests against animal experimentation on campus, these students are the vanguard of the animal rights movement in America. We have reps at 100 colleges all over the country, including Ivy League schools, huge state schools, and even schools with specialized missions, such as Liberty University—a Christian institution—and Fisk University, a historically black college.

AC: What makes PETA more successful than other organizations in getting young people on board?

RH: We match their enthusiasm and aspirational attitude. Young people don't want to settle for baby steps. Other groups might campaign for dining halls to use cage-free eggs or participate in Meatless Mondays. Those are great accomplishments, but young people want even more. They ask, "Why use any eggs?" and "Why not make every day a meatless day?" They want to push the envelope, and that's exactly what PETA helps them do.

AC: Do you think that people who embrace the animal rights philosophy in their youth carry it into adulthood?

RH: Absolutely. So many of my coworkers are people who joined *peta2* when they were 13 or 14 years old. Once they graduated from college, their number one priority was to work for PETA and spend their lives helping animals.

AC: Describe one of your most memorable moments since coming to PETA.

RH: A fond memory is "The Running of the Nudes" in 2005. My girlfriend (now wife) and I were backpacking in Europe, and we knew that PETA U.K., PETA Germany, and a Spanish animal rights group were organizing a protest of Pamplona's annual Running of the Bulls and the cruel bullfights that follow. So we arranged our trip so that we would be in Spain in time for the protest. I'll never forget marching through the streets of Pamplona, surrounded by fellow activists, with all 800 or more of us carrying signs and wearing practically nothing but red scarves and plastic bull horns. I remember looking around, smiling, and thinking, "These are my people!"



ANIMALS ARE WONDROUS: *Sheep*

Sheep are gentle, sensitive animals whom studies have shown to be emotionally complex. Professor John Webster of the University of Bristol has found that like humans, sheep express emotions visibly: When they experience stress or isolation, they show signs of depression similar to those displayed by humans, hanging their heads and avoiding interaction.

Affectionate and puppy-like, sheep wag their tails when stroked by people they trust. Like us, they experience fear when they're separated from their social groups. Sheep's heart rates have been found to increase by 20 beats per minute when they're unable to see any members of their flock.

But despite the fact that they are social, emotional beings—just as we are—sheep are abused and killed in horrible ways by the millions every year.

A recent PETA video exposé based on an investigation of a massive sheep farm in Australia—the world's top wool exporter—has brought to light egregious abuses of sheep very similar to those that PETA and our affiliates have documented over the last couple of years, at dozens of farms and shearing sheds across not just Australia but also Argentina and the U.S.

Shearers were heartless and cruel, throwing sheep off a shearing platform, slamming them to the floor, kicking them, twisting and standing on their necks, tossing them down chutes, and more. The shearers' violent handling left many with gaping wounds.

Our eyewitness also documented *mulesing*, a gruesome mutilation that continues to be performed on lambs on Australian sheep farms today, despite industry promises to phase it out. A supervisor and a worker mulesed up to 80 lambs and sheep each day—using shears to cut chunks of skin and flesh off their backsides as they writhed in agony. The eyewitness didn't see workers administer any painkillers to the sheep.



In the past two years, PETA has released five investigative videos recorded at 37 separate facilities on three continents revealing that sheep are mutilated, abused, and skinned alive—even for so-called “responsibly sourced” wool on so-called “sustainable” farms. We are shattering the myth that there is no cruelty in wool production.

As a result, things are changing in the fashion industry. PETA and our international affiliates have persuaded dozens of major retailers—including UNIQLO, H&M, Perry Ellis, Talbots, Liz Claiborne, and many more—to stop purchasing wool from mulesed sheep.

Designer Stella McCartney and retailer Patagonia suspended purchases of all wool after PETA released our video exposé showing workers in Argentina hacking into fully conscious lambs on farms in the Ovis 21 network—a supposedly “sustainable” wool supplier. Luxury-goods holding company Kering also stopped purchasing from Ovis 21 for all its brands, including Balenciaga and Gucci.

As PETA persuades more and more designers, retailers, and consumers to go wool-free, the selection of items made from superior fabrics is increasing. For example, after our prompting, Patagonia began promoting vegan fleece in its Better Sweater collection.

PETA works to protect sheep in many other ways as well. Because wool is a coproduct of the meat industry, sheep are subjected not only to the abuse rampant in wool production but also to the abuse inherent in the breeding, transportation, and slaughter of animals for food.

Every year, millions of Australian sheep no longer wanted for their wool are loaded onto extremely crowded cargo ships and sent on a terrifying journey to the Middle East or North Africa, where their throats are

cut—often while they're still conscious. PETA Australia and PETA Asia are now working to organize protests on this issue and gather support for a petition asking Australia's agriculture minister to end the live export of Australian sheep.

On other fronts, our Emergency Response Team has assisted in the rescue of a herd of sheep in Wyoming who were being neglected by their destitute owner. We have also persuaded municipalities and organizations to scrap plans to stage living nativity scenes, and we've helped with ordinances banning petting zoos. Not only do petting zoos contribute to a cycle of breeding and exploitation, they are also extremely stressful for the animals who are forced to interact with constant streams of excited and sometimes careless children.

Sheep who are used in experiments have no stronger ally than PETA. As a result of an intense campaign that included a court petition filed by PETA and another group alleging that excruciatingly painful decompression experiments being conducted on sheep at the University of Wisconsin–Madison were illegal, the university ended the experiments and the U.S. Navy told a prosecutor that it had stopped funding them.

WHAT YOU CAN DO

1. The best thing that you can do to help sheep is to refuse to buy wool! It's easy to check labels when you're shopping and leave any products made from wool or other animal-derived materials on the shelf.
2. Watch the exposé at [PETA.org/Wool](https://www.peta.org/Wool), and send the exposé link to everyone you know.
3. Ask leading sellers of wool to drop it immediately in favor of animal-friendly materials. Send J.Crew an e-mail at mdrexler@jcrew.com.



MEET PETA'S *Sexiest Vegans* OVER 50

PETA is redefining "sexy."

Each year, PETA holds a "Sexiest Vegans Over 50" (SVO50) contest to show the world that "sex appeal" is about more than washboard abs and a firm tush. Compassion, integrity, determination, intelligence, and enthusiasm are sexy attributes—and vegans tend to embody these qualities and more. Take Linda Middlesworth and Roger Ewing, the winners of PETA's 2015 SVO50 contest.

Vegan Educator

Linda, 71, went vegan 27 years ago when a friend told her that she could slim down and reverse her health conditions with a plant-based diet. A week later, Linda read *Animal Liberation* by Peter Singer and realized that she should eat vegan foods for ethical reasons as well. Linda says that she beat her heart disease, obesity, and cancer, thanks to her switch to plant-based foods. Now her goal is to teach others that going vegan helps animals and the environment and improves human health.

That's why she became a Food for Life nutrition and cooking instructor for the Physicians Committee for Responsible Medicine and a vegan health coach through her business, VeganMentor. She also gives out PETA's vegan starter kits at California Family Fitness, where she's a part-time aerobics instructor.

As Linda's vibrance so clearly demonstrates, she no longer struggles with weight and health problems! She's even made a T-shirt that reads, "Compassion Is Sexy: GO VEGAN," to remind people that being sexy is about eating healthy vegan foods that help us feel good about our bodies.



Powered by Veggies

Like Linda, Roger is kind and active. The 67-year-old vegan enjoys skiing, paddle boarding, playing guitar, and international travel. He does weight-resistance training, and he runs about 10 miles a week. He believes that a plant-based diet is the best fuel for his lifestyle and that being cruelty-free is the most attractive quality that a person can have.



Humans, he says, won't be free from pain and suffering or reach their full potential until all animals are treated with compassion and respect. Roger is not only a staunch PETA supporter but also a major contributor through his real estate company to the California Wildlife Center, which rescues, rehabilitates, and releases sick and injured indigenous animals in the Santa Monica Mountains. In addition, he has raised thousands of dollars to help a shelter dog who was hit by a car.

By sharing their stories with us, Linda and Roger have helped inspire many others to go vegan—and their influence has only grown since PETA pal Jane Velez-Mitchell featured them on her new show, *Jane UnChained*.

Are You a Sexy Vegan Over 50?

How about you? Are you a good candidate for PETA's 2016 SVO50 contest, which will begin in late summer or early fall? Oh, c'mon, don't be modest! Enter the contest.