



PETA's augustus CLUB

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PETA LOOKS CRUELTY STRAIGHT IN *THE EYE*

PETA's Cruelty Investigations Department contains a unique subdivision called The Eye—so named because it serves as the public's eye into places that animal exploiters try to keep hidden.



The Eye initiates and oversees PETA's eyewitness exposés. Since its founding in 1980, PETA has released hundreds of exposés featuring video footage secretly shot inside slaughterhouses, laboratories, "pet" breeding mills, fur farms, dairy and meat farms, wool shearing sheds, circuses, roadside zoos, racetracks, and other cruel facilities.

Operating under the principle that *all* animals have the right not to be abused, PETA has released exposés that document the abuse of species that many people seldom consider, including lobsters and crabs, who were killed by being torn apart at a "seafood" slaughterhouse while still alive, and octopuses, who were dismembered and eaten alive in some U.S. specialty restaurants.

From the deadly pigeon-racing industry in Taiwan to the hideously cruel crocodile-skin industry in Zimbabwe, PETA has exposed shocking cruelty to animals all over the world, cruelty that the public had never seen before.

These exposés serve as persuasive tools to motivate people to make positive changes in what they buy, eat, wear, and use. Every single day, we receive messages from people telling us that video footage released by PETA inspired them to go vegan, reject animal skins,

buy cruelty-free products, shun circuses that use animals, and much more.

Our exposés also often result in criminal convictions against animal abusers, prompt major changes in corporate policies, and lead to the rescue of many animals living in terrible conditions.

Inside THIS ISSUE

PETA Looks Cruelty Straight in The Eye 1

Meet Daniel Paden, PETA's Associate Director
of Evidence Analysis 4

Rescued at Last! 6

Are You Planning Year-End Philanthropy? 8



Recent Successes

Since 2016, PETA has released more than 20 stunning exposés, often prompting swift reactions:

- Our eyewitness exposé of Bowmanville Zoo owner and animal trainer Michael Hackenberger, who had supplied a tiger for use in the film *Life of Pi*, showed him whipping a young tiger up to 19 times in a row; he was charged with cruelty to animals and his zoo closed down.
 - When PETA's investigation into South Africa's ostrich slaughter industry revealed that it was holding young, curious, gentle birds in barren dirt feedlots, yanking out their feathers, and slaughtering them in awful ways, Global Brands Group banned ostrich-derived products from its subsidiaries, including Juicy Couture, Frye, Jones New York, Jennifer Lopez, David Beckham, and many others.
 - After our eyewitness exposé revealed the plight of guinea pigs, gerbils, rats, and other small animals at Holmes Farm, a Pennsylvania pet store supplier, where they screamed as they were gassed to death, the company was cited for 117 violations of federal regulations and dropped by PetSmart, Petco, and Pet Supplies Plus, and its manager was convicted of cruelty to animals.
 - A PETA exposé revealed that workers on two Chilean sheep farms cut off lambs' tails and punctured their ears without any pain relief, killed fully conscious sheep by stabbing them in the neck, and even skinned a sheep alive, prompting retailer Brooks Brothers to agree not to purchase wool from the supplier affiliated with the farms. PETA has released seven video exposés of the wool industry on three continents, proving that there's no such thing as "humane" or "responsible" wool. The latest one shows heavily pregnant sheep in
- Utah being sheared so quickly and carelessly that most were left with bloody wounds.
- Our video exposé of Culver Duck Farms, Inc.—the second-largest duck slaughterer in the U.S.—showed that workers slammed ducks' heads against brick walls, the birds cried out between blows, and some of them kicked and flapped their wings for up to an hour afterward, leading grocery chain Harris Teeter to sever ties with the company. Culver sends 30,000 pounds of feathers to China every week, so this exposé also strengthened our campaign against down, through which we've persuaded numerous hotels to ban down bedding and retailers including Restoration Hardware and Crate & Barrel to offer synthetic alternatives to all their down products.
 - As a result of PETA's investigation of Darlynn's Darlins, Inc.—a Florida animal-hoarding facility—nearly 200 animals were seized, including sick and injured pigs and neglected chickens, dogs, cats, and other animals. The owners were arrested on 282 charges of cruelty and banned from owning animals.
 - Following PETA's 10-year campaign and three eyewitness investigations into South American slaughterhouses that use the "shackle and hoist" method of kosher slaughter—including one conducted last year in Paraguay—Israel banned the importation of beef from any country that uses it. This spares hundreds of thousands of cows annually the pain



and terror of being hoisted up by one hind leg and then dumped on the floor, struggling as their throats are cut.

- PETA's eyewitness exposé of Summer Wind Farms Sanctuary—a Michigan roadside zoo—documented that animals suffered from debilitating conditions for which they were denied adequate veterinary care. The U.S. government has since revoked its license, and Summer Wind agreed to transfer the majority of the animals to other facilities.

And those PETA cases are just the tip of the iceberg. In other exposés released since 2016, PETA uncovered painful experiments on monkeys and rabbits at the University of Pittsburgh, the practice of grinding up live chicks at a North Carolina chicken hatchery, and other behind-the-scenes institutional animal abuse that the public would otherwise never see.

How The Eye Sets Its Sights

You may be wondering “How do you decide which places to investigate?” or “What are your goals?” Here's a quick overview of the process.

A target is often chosen as a result of a whistleblower call.

When finding animal abuse in a specific industry, we often go into more than one facility and stay long enough to counter claims that any abuse documented was an isolated incident.

This allows us to disprove arguments from the opposition such as, “That was a one-time occurrence” or “You found one bad farm, but that's not the norm” or “The person who abused those animals was a bad apple, but we fired him, so everything's fine now.”

We are used to being asked in an accusatory manner, “If your eyewitness saw abuse or neglect, why didn't he or she report it to a supervisor?” For that reason, our eyewitnesses must be able to show that those in positions of authority knew about and failed to stop the cruelty and suffering.

Heroic Eyewitnesses

For our eyewitness observers on site, the work brings more than the distress of having to watch animals suffer in order to document their plight. There is also the constant worry about getting caught as well as the isolation of being away from home, family, and friends. And in places



like slaughterhouses, there are also physical dangers, a nauseating stench, the risk of gastrointestinal illness, and the possibility of being injured by flailing body parts.

These individuals take their responsibilities to document wrongdoing accurately very seriously. They know it is up to them to obtain the evidence needed to open people's eyes to animal abuse. There are always unexpected glitches to contend with as well. For example, one PETA eyewitness kept right on recording even as he felt the acid from his hidden video's leaky battery pack burning into his skin.

The Opposition Wants the Public to 'See No Evil, Hear No Evil'

Before going into a site, we research all laws to make sure video and audio recording are legal there. This is becoming increasingly difficult because states are introducing so-called “ag-gag” bills designed specifically to hide the systemic neglect and abuse that PETA's exposés have repeatedly uncovered.

Through hard work, we have been able to stop such bills from making it to the governor's desk in 17 states. In four states where they were passed into law, we've filed lawsuits.

With the support of our Augustus Club members, we won a precedent-setting triumph in 2014, when, as a result of a lawsuit filed by PETA and other organizations, Idaho's ag-gag law was declared unconstitutional!

That triggered a domino effect, and just this year, as a result of a PETA lawsuit, Utah's ag-gag law was also ruled unconstitutional. We now have a lawsuit pending challenging North Carolina's law, and we're working diligently to secure a positive outcome there, too.

Meet DANIEL PADEN

PETA's Associate Director of Evidence Analysis

Daniel Paden works closely with PETA's eyewitness investigators to document the living conditions and treatment of animals in slaughterhouses, on factory farms, in circuses, in laboratories, and in the pet trade. His work has led to the rescue of thousands of animals as well as the first-ever felony cruelty charges for the mistreatment of animals in a U.S. laboratory and other landmark cases.



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

Daniel Paden: After doing graduate studies in theology, I read a biography of St. Francis of Assisi. That's when I realized that helping animals is just as Christian as helping our fellow humans. Later, I read *Animal Gospel* by the theologian Andrew Linzey, which reinforced this belief.

AC: What brought you to PETA, and what was your first position?

DP: Once I made that realization, I decided that being vegan was not enough and started getting active for animals. I applied for a job at PETA in 2002 and was hired as an assistant in PETA's library. I later transferred into the Cruelty Investigations Department and eventually started specializing in eyewitness investigations.

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

DP: I love meeting with law-enforcement professionals—police departments, sheriff's offices, prosecutors, and federal officials. As we conduct an eyewitness investigation, we carefully document every violation of local, state, and federal laws that our eyewitnesses observe, and we file formal complaints at every possible level.

Almost all the law-enforcement professionals I've worked with have found the evidence that we've shown them compelling and have been eager to take action. They also really appreciate the fact that we're so meticulous in our documentation that we make their job as easy as possible.

AC: What's been your most gratifying accomplishment in your time at PETA?

DP: I'd have to say rescuing the animals from the sham sanctuary Darlynn's Darlins [details on page 2]. One of the things that was so galling about that place was that they had fooled people—including people who really care about animal well-being—into thinking that they

were actually helping animals, when they were just hoarders who neglected them, even to death. That case was a particularly fulfilling experience with law enforcement. We presented our evidence to the police on a Tuesday afternoon, they procured a warrant on Wednesday, and the animals were rescued on Thursday morning!

Another thing that means a lot to me is that our investigations into the wool industry have led to the world's first-ever convictions of sheep shearers on cruelty-to-animals charges. I watched many hours of footage of the abuse and mutilation of sheep in the shearing sheds. They were punched and kicked—one sheep's neck was even broken.

The symbolism of "the lamb of God" has personal meaning for me. So when I saw such gentle animals endure that kind of torment, it was imperative to me that we expose the industry and bring about meaningful change and real consequences for their abusers.

AC: PETA is known around the world for its eyewitness exposés. What makes PETA more successful than other organizations in these endeavors?

DP: Well, for one thing, we simply conduct far more of them than any other animal organization and always have, since 1981. There's never a time in which a PETA observer is not in the field documenting animal abuse somewhere in the world.

Second, we don't limit our exposés to just one area of abuse, e.g., animals used for food. Of course, we do release exposés of factory farms and slaughterhouses and even of transport trucks. We were the trailblazers in that arena, and our investigations have led to many legal precedents, including the first-ever convictions of factory-farm employees for abusing pigs and the first-ever felony cruelty-to-animals charges for abusing birds on factory farms. But we also document cruelty in laboratories, in circuses, and on fur farms, and we're the *only* organization

that has released exposés of the small-animal trade, i.e., suppliers of animals to Petco, PetSmart, and other chain pet stores.

Third, we're experts at presenting cases convincingly to law enforcement. And finally, we have geniuses in our Marketing Department who know how to use social media to attract as many eyes as possible to our video exposés—it's not unusual for one of our videos to have received more than a million views within 24 hours of its release. And that's the most important thing, because that's what ultimately motivates people to take action and make changes in their lives, which in turn increases the market demand for cruelty-free goods and services.



AC: Do you find it psychologically challenging to spend so much time watching video footage of animal abuse?

DP: Definitely. But there are various ways to cope with the stress. For me, one is prayer—praying for the animals whose pain I'm witnessing helps me maintain perspective and strengthens my effort to stop that pain (as opposed to letting it fill me with despair). The rescued animals in the office are also a big help.

For example, the three cats—Bubbles, Brandi, and Marshall—who live on the floor where I work in PETA's Norfolk, Virginia, headquarters, the Sam Simon Center, give off so much positive energy. We rescued them from the Gulf Coast after the 2010 BP oil disaster. It's a huge comfort to have them around, especially amid hours of watching grueling footage. Hearing them purr or just seeing them luxuriate in a sunbeam is a balm to the spirit.

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

DP: I know that the only reason why PETA is able to carry out its mission is because we have such generous supporters. As Augustus Club members, you are special to us because your commitment helps ensure that we can make even more progress for animals in the future. Thank you so much!



Rescued at Last!

Over the years, PETA and our international affiliates have rescued countless animals around the world from nightmarish circumstances. Here are seven of those individuals we'd like you to meet.

Gajraj

Thanks to PETA India, Gajraj the elephant is free after 51 years. He was taken from his family in 1965 when he was only 12 years old, "trained" in what could only have been terribly cruel ways, and then presented to the *rani* (queen) of Aundh as a wedding gift.

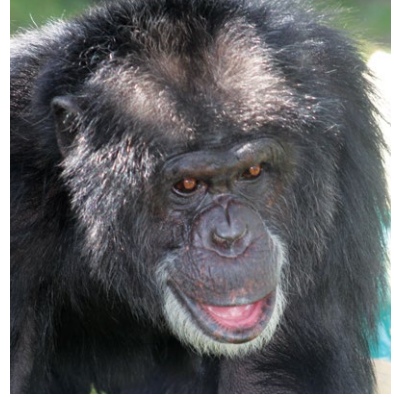
For the next five decades, he was chained to one spot and gawked at by tourists. The only time he ever got any exercise or had a change in scenery was during occasional walks through the village when he was younger. Deeply depressed, he swayed and bobbed his head—symptoms of captivity-induced psychosis.

After learning of this situation, PETA India launched a #FreeGajraj campaign, which garnered worldwide attention. Hundreds of thousands of supporters signed a petition

demanding his freedom, and Bollywood stars bolstered the campaign by sharing news of his plight on social media. Behind the scenes, veterinarians and others met with temple officials and government agents, pressuring the rani to release him or risk being charged with cruelty to animals.

Earlier this year, with Gajraj's case in the headlines and all over the airwaves, the Maharashtra Forest Department made the decision to rescue him at last. PETA arranged for the Elephant Care and Conservation Center to take him in and has paid to build his new home and for other costs related to his care.

Finally, at age 63, Gajraj is now able to live out the rest of his life in a natural setting, stretch his legs and roam around at will, wade in refreshing pools, take dust baths, enjoy the company of other elephants, and have a chance to heal from his physical and emotional wounds.



Uschi and Kaspar

Two mistreated chimpanzees got a whole new lease on life with the help of PETA Germany.

Siblings Uschi and Kaspar were kept in a small, dark, and barren enclosure at Tierpark Nadermann, a zoo in western Germany. They became overweight because visitors fed them a diet of junk food and they had no way to exercise. Deprived of adequate mental stimulation and unable to play, they showed signs of psychological distress, including constantly pulling out their own hair.

PETA Germany worked with a team of animal-protection groups to rescue them, submitting complaints to the authorities, gathering tens of thousands of signatures on a petition, consulting a renowned primate expert, and releasing a video exposing their suffering.

And all that hard work paid off! Uschi and Kaspar were transferred to a primate sanctuary in Wales where they will never again be exploited or put on display. From now on, everything possible will be done to meet their needs, and they will have access to plenty of space and equipment so that they can play, climb, and socialize with other chimpanzees.

Elsie, Bella, Dusty, and Joe

In the U.S., PETA is so happy to have rescued 60 bears just in the past five years alone. Elsie, a North American black bear, and her two cubs, Bella and Dusty, were living at the seedy Mobile Zoo in Wilmer, Alabama. Elsie had been there since 1996, and her cubs were born in 2002.

For years, PETA submitted complaints to the U.S. Department of Agriculture that resulted in reams of citations against The Mobile Zoo and its owner, John Hightower, including for letting the bears become overheated, failing to provide them with veterinary care, allowing green and brown organic matter to

grow inside their feeding receptacles, and multiple other sanitation and safety problems, yet the bears remained in place.

Then, last winter, their luck finally began to change.

The facility was forced to shut down after authorities received yet another complaint about their living conditions. Local animal control seized them and began transferring them to new homes, and Hightower was arrested on 28 counts of cruelty to animals.

PETA had alerted The Wild Animal Sanctuary in Colorado to the plight of the bears, and it was awarded ownership of Elsie and her cubs following their confiscation. PETA covered their transportation costs and made a donation toward their lifetime care.

Another chimpanzee rescued by PETA from The Mobile Zoo, Joe, is thriving in his new home at an accredited sanctuary in Florida. He was being held in solitary confinement, so we sued but then dropped our lawsuit once Hightower agreed to surrender him.

We know that Joe, Elsie, Bella, Dusty, and the many other animals rescued by PETA would thank our Augustus Club members if they could for helping to make their rescues possible.

What *You* Can Do

Animals in zoos, pseudo-sanctuaries, traveling shows, and roadside displays are forced to spend their lives behind bars just to entertain the public.

Please go to [PETA.org/Zoo](https://peta.org/Zoo) to learn more and click on the "Take Action" button at the bottom of the page to lend your voice to this campaign to shut down these facilities and transfer the animals to reputable sanctuaries. Thank you!



Are You Planning Year-End Philanthropy?

From Ringling Bros.' final performance to the ban on mutilating live animals in trauma training by the Royal Australasian College of Surgeons to persuading Global Brands Group (whose subsidiaries include Juicy Couture, Jennifer Lopez, Jones New York, and Lucky, among others) to join almost 300 other retail giants in banning angora wool, 2017 has been a year of milestones for animals. If you will be considering how best to make progress for animals a part of your year-end giving plans, the following may offer you opportunities to secure a rewarding "return on your investment."

IRA Charitable Rollover: If you are 70½ or older and transfer an amount to PETA from your IRA, you will be helping animals, your gift will satisfy your required minimum distribution, and it will be excluded from your taxable income, making it particularly advantageous if you don't itemize your taxes. *Please note:* Your gift must be sent directly to PETA from your IRA administrator.

Matching Gifts: You can double or even triple the impact of your donation before year's end to help animals. Please ask your employer whether it has a matching-gift program, or visit PETA.org/MatchingGifts to see whether your employer participates.

Workplace Campaigns: Many employers, including federal and state governments, have workplace giving campaigns. If you give through your workplace campaign, please consider designating a gift to PETA that will help animals.

Donations of Stock: If you have stock that has appreciated in value and has been in your possession for more than one year, by donating shares to PETA, you can gain tax benefits and help animals. Depreciated stock can also be used to help animals.

Real Estate: If you have residential, commercial, or undeveloped real estate that no longer meets your needs, you can turn it into a powerful gift for animals by donating it to PETA.

Virtual Gifts: If giving a gift to a loved one is in your immediate future, consider choosing a "virtual gift" that

will help animals at PETAPresents.org, and we will send your loved one a fun, personalized e-card.

Animals have a stronger future because of your Augustus Club support. If you would like more information on these and other options for supporting PETA or would like to talk with a philanthropic specialist, please contact us at 757-962-8213 or Legacy@peta.org.

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