

AAV

magazine

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2010 | Number 1

COMPASSION INTO ACTION

PEOPLE, ANIMALS
& MAKING A
DIFFERENCE

LIVING
THE LIFE

How we can make the world
a better place for animals pg 4





2010 Number 1

Compassion into Action

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First Word

THIS TIME, IT'S PERSONAL

There is good reason to have hope for the animals. Want to know what it is? Take a look in the mirror. It's you, and a growing number of people like you, who are dedicated to finding ways to act on their concern for animals. We have made a difference already.

If you doubt that, ask John Sheasgreen. He's president of MarTek, a pioneer scientific company that develops non-animal alternative tests. When I saw him recently, he wanted to thank our members for putting the pressure on cosmetic and consumer product companies to be cruelty-free. He emphasized, "You people are doing a great job; it's working, but it's important to keep it up." He has found that companies simply can't ignore it when consumers demand products that have not been tested on animals.

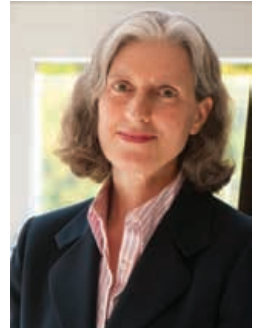
But you are more than effective consumers; you are effective citizens too. You can and do speak up and speak out for animals—to people in government, science, and schools. When AAVS's informed members call or write, they are heard.

All that activity for the animals can be part of a positive, life-affirming way of living day-to-day. We hope this copy of the *AV Magazine* will provide inspiration and ideas, and we've put it in a prettier package than you've seen in the past.

Yes, if it's time for resolutions and makeovers, your *AV Magazine* is just in time. We decided on a fresh new look to make reading and looking through our pages a pleasure. So, please enjoy this issue with its inspiring, fun, encouraging—and even tasty—features.

Do you have any questions or comments? We want to hear from you, and if you are online, you can Ask Auntie Viv, AAVS's new advice column and online blog. She doesn't have all the answers but she's always glad you asked!

Auntie Viv knows one thing for sure: People are powerful.



Sue A. Leary, President,
American Anti-Vivisection Society





“Dog Dealers’ Days May Be Numbered”

The February 26, 2010 issue of *Science* discusses the controversy surrounding random source class B dealers and the federal legislation aimed at putting them out of business. Such coverage in the nation’s leading scientific journal is notable, because it is a possible indicator that the research community is willing to accept Congress’s proposed ban on animal dealers

that obtain dogs and cats from shelters and sell them to research facilities.

Today, 11 random source class B dealers are operating in the U.S., and the article reports that more than half “are under intense USDA scrutiny.” Furthermore, it states that class B dealers “supply about 3,000 dogs and cats—about 3% of the 90,000 or so used in U.S. research.”

While opponents of the ban claim that these dealers provide a valuable service to the research community, critics say that their history of misconduct, including dealing stolen pets and violations to animal welfare laws, has made them a worthy target. “By using these animals, we risk losing our credibility with the public,” says Robert Whitney, a former National Institutes of Health (NIH) official. This echoes the report released last year by the National Academy of Sciences (NAS) that concluded, “Class B dealers are not necessary for supplying dogs and cats for NIH-funded research.”

The NAS report has given new life to the Pets Safety and Protection Act, legislation that bans these animal dealers. Referencing the report, the bill’s sponsor, Representative Mike Doyle (D-PA), said, “we’re in a better position to pass this bill than we’ve ever been.”

Perhaps most telling, the article included an acknowledgement from the owner of Hodgkins Kennels, a class B dealer based in Michigan, who says that they will be shutting down because their business has suffered from the ongoing controversy with class B dealers. She commented, “I feel like we’re on the losing end of this now.”

Cancer Study is Magnetic

Scientists in Texas are developing a new way to produce human tissue to study cancer in the lab, and they are using magnets to do it. At Nano3D Biosciences, Glauco Souza and his colleagues are infecting human cells from brain tumors with iron oxide, making them magnetic. The cells are then placed in a petri dish covered with a magnetic lid, which prompts them to clump together and levitate. After just 72 hours, a one millimeter ball of cells is formed, making a three-dimensional cellular cancer culture that more closely mimics cancer in humans compared to more traditional two-dimensional cell cultures.

It is believed that this method has the potential to replace animal tests, including the use of mice whose brains are infected with human cancer cells to study a particularly lethal type of brain tumor. And scientists are also hopeful that the magnetic method could be used to

create a lung culture to study other ailments like lung disease, for example, by exposing the ball of cells to air and fluid.

The key to the method, say scientists, is its speed, as the magnets bring cells together in just days. “If you are testing 100,000 drugs for toxicity on 100,000 tissue samples, saving time can really be important,” says Tom Killian of Rice University in Houston, Texas.

Unfortunately, researchers will have to overcome one key problem. In three-dimensional tissue cultures, the cells on the inside of the culture become starved of nutrients and oxygen, causing them to die. However, the Nano3D team says it has honed in on a possible solution to combat this dilemma.

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Animal Welfare Editorial Policies?

A new study reported in the December 2009 issue of *The American Journal of Bioethics* revealed that nearly 60 percent of a large sample of scientific journals had either no editorial policy on divulging animal use in experiments or only marginally addressed animal welfare in their guidelines. Because publication in such journals is the career path to advancement in the scientific field, the authors contend that these periodicals are in a key position to influence larger scientific practices through their policies. For example, they can require authors to account for animal welfare by including information on the three Rs (reduction, refinement, and replacement of animal tests).

The study, conducted by the Royal Society for the Prevention of Cruelty to Animals (RSPCA), used a computerized random-sampling generator to select hundreds of English-language peer reviewed journals that contained more than four articles involving animal use and rated their editorial policies on a scale of 1-12. Surprisingly, between July 2006 and June 2007, only one journal achieved a score of 9, while the average score was only 1.51. From July 2007 to June 2008, there was some improvement but still, nearly 60 percent of the sample had either no editorial policy on animal use or no meaningful policy.

“There really is no excuse for the welfare of animals used in research to be ignored,” stated Dr. Nicola J. Osborne, a co-author of the study and Senior Scientific Officer at the RSPCA. As a result of this report, the RSPCA is offering guidelines on publication policies, and plans to monitor how many journals put these good practice policies to use.

“THERE REALLY IS NO EXCUSE FOR THE WELFARE OF ANIMALS USED IN RESEARCH TO BE IGNORED.”
DR. NICOLA J. OSBORNE

Nanotech Alternative Unveiled

In December, a host of events around Ireland played a part in Nanoweeek, a celebration of nanotechnology and the contributions it makes to the Irish economy. To mark the beginning of the program, Ireland’s Minister for Education and Science unveiled Toxichip, a toxicity testing alternative developed by researchers at the Tyndall National Institute in Cork.

The Toxichip system is sensitive enough to monitor the effects of toxins in cell cultures in real time, allowing researchers to gauge direct effects. For example, Toxichip can measure how cells react to drugs, chemical pollutants, and toxic substances in food and beverages. The system uses cell-based biosensors, and has the potential to efficiently replace animal testing.




Pharming Rabbit Milk

Not only are animals used to test medicines, but some are used to produce them, too. Animals such as cows, goats, chickens, rabbits, and mice are used in these procedures because of well-established breeding practices. Atryn, produced from goats, was the first drug from a transgenic animal to gain approval in the EU and U.S. Now, a Dutch company called Pharming is seeking approval for Rhucin, a drug produced from rabbits.

Company scientists have inserted a human gene that produces a protein called C1 inhibitor into rabbits. Because the gene becomes a part of the animals’ biology, the protein appears in their milk and can be extracted in a lab.

Rhucin will be marketed to people with low levels of C1 inhibitor, a condition called angioedema, which if left untreated, can be fatal. However, C1 inhibitor can be derived from human blood donations. While Pharming insists that rabbits are necessary, it is likely that they are simply pursuing a more profitable manufacturing process. If approved, Pharming would start milking about one thousand rabbits.

The procedure raises several ethical problems. In addition to suffering caused by unnatural, sterile environments, the long term impact on the animals’ welfare is not known and moreover, this institutionalizes a new kind of exploitation. To counter this trend, AAVS has encouraged companies to invest in alternative methods.



“You may never know what results
come of your actions, but
if you do nothing,
there will be
no results.”

MAHATMA GHANDI

IF YOU READ THE COMIC PAGES in your local newspaper, you may be familiar with Bev, a feisty character in a nationally syndicated strip called “Edge City.”

In a series of panels that ran in January, Grandma Bev arrives to babysit for her grandson and granddaughter while the parents are out of town, but she is astonished that the kids—both elementary-school age—are sitting around playing with electronics when they could be out doing fun things like protesting the status quo.

“Don’t you guys want to help change the world for the better?” asks Bev, aptly described as an unreconstructed child of the 60s.

“C’mon, Grandma! We’re only kids!” the youngsters respond, leaving unspoken the obvious “*What could we do that would make any difference?*”

Quite a bit, their grandmother might argue, especially if you start where you are now. That’s why Bev says to her grandkids, “What about your school? Aren’t there things you’d like to change?” Well, yes, they admit. They’d like better food in the school cafeteria, a place they frequent every day.

Bev may be only a comic strip character, but her words are right on target for all of us who would like to change things to make the world a better place for animals.

By Denise Cowie

LIVING THE LIFE

Using our convictions to help animals

Wherever we are, at home, at school, in business, we make decisions every day that can reflect our stance on the rights of animals. At home, for example, we can choose to use cosmetics and household cleaners that are not tested on animals. At school, we can urge our teachers to seek alternatives through Animalearn to replace dissection in the classroom. In business, we may decide to sponsor a fundraiser for a local shelter or rescue organization, or commit to investing only in companies that meet our ethical standards.

We can rescue animals or adopt them from shelters instead of buying them from pet shops. We can opt to become vegetarian or vegan, or to reject clothing made with fur or leather. We can write letters to the editor, post links to Animalearn’s The Science Bank, share articles about other animal causes on our Facebook pages, or tweet about the Leaping Bunny Program or the latest action alert on the AAVS website.

All of us have some talent we can share or some way in which we can contribute to the cause for animals. But how much of a difference do our individual actions make?

Back in what would have been Bev’s heyday if she were a real person, feminist activists were tossing around the phrase “the personal is political.” Whatever those words originally meant in the late 1960s and early 1970s, they’ve been interpreted in a variety of ways in the decades since, and a reasonable definition seems to be that our individual actions do have political impact.

Those activists weren’t talking about party politics. They meant political in the sense of “social relations involving authority or power.” So we can extrapolate that whatever we do from personal conviction, no matter how insignificant it may seem as a single act, can make a difference, not only



"I developed a strong internal philosophical base for my position...and I think that is taking an action, to develop a strong philosophy that you have arrived at honestly from intellectual exploration."

AARON McINTYRE

to society but to us, by making us part of a broader effort.

However, not everyone agrees. Author and environmental activist Derrick Jensen, writing last summer in *Orion*, argues that "personal change doesn't equal social change." Citing the ecological destruction wrought by our industrial economy, he contends that "acts of personal consumption (or enlightenment)" such as using energy-saving light bulbs or taking shorter showers are more feel-good responses than active protests.

But I prefer the words of yet another activist, the late historian Howard Zinn. "If we do act, in however small a way, we don't have to wait for some grand Utopian future," he wrote. "The future is an infinite succession of presents, and to live now as we think human beings should live, in defiance of all that is bad around us, is itself a marvelous victory."

Of course, many of the actions for animals outlined above aren't particularly small, and could certainly qualify as activist. But individual acts can have a cumulative effect. We already have seen how companies

"The future is an infinite succession of presents, and to live now as we think human beings should live, in defiance of all that is bad around us, is itself a marvelous victory." HOWARD ZINN

respond when hordes of women pledge to not buy lipsticks that were tested on animals. And our actions may also influence other people or events in ways we cannot foresee, and may never know. Could Caroline Earle White ever have imagined, when she founded the American Anti-Vivisection Society in 1883, that her action would still be influencing science and the fight against animal cruelty more than a century later?

I THOUGHT ABOUT THIS RECENTLY when I asked a couple of AAVS Board Members, Aaron McIntyre and Jeanne Bray, about their personal journeys as advocates for animals. Like many of us, they had always loved animals and rescued strays, and committed to

animal causes when they were young. But their commitment never seemed to become dulled by the demands of daily life as the years passed.

Aaron was still in his teens and a student at Drexel University when he landed a co-op job with the City of Philadelphia that required him

to collect effluent samples from processing plants. The samples were then examined in a laboratory, and the content determined the fee each plant would be billed by the city. Among the places on his list were slaughterhouses, where he was required to lift the covers on the manholes in the production areas.

There, he recalls, "I witnessed the horror and the complete lack of compassion for these beings. It shocked me. It was a visceral, not an intellectual, reaction...a visceral abhorrence."

Aaron had always been sympathetic to animals, but from the moment he set foot in a slaughterhouse, he became vegetarian. "I haven't eaten meat since. And it was just a couple of years later that I became a vegan," he adds. "I was very sympathetic to those powerless beings at the whim of those in power."

As an athlete who was doing triathlons at that time, he was concerned about any possible impact on his health, so he joined a food co-op that enabled him to get the kinds of foods he wanted. He began working for the co-op newsletter, "so I could spread the word," and later

worked at a health club, where he also exposed a lot of people to his point of view at a time when vegetarianism and veganism were not nearly so well-established as they are now.

"I felt it was almost a fulltime job, explaining myself to everybody," he says. As he

learned more about vegetarianism, "I developed a strong internal philosophical base for my position...and I think that is taking an action, to develop a strong philosophy that you have arrived at honestly from intellectual exploration."

Aaron may never know if his philosophical commitment to a vegan lifestyle enticed others to convert, but he surely caused many people to ponder an ethical choice that they may not have encountered previously.

(It also led him to AAVS. Back in the early 1980s, he met Sue Leary behind the counter of a vegetarian booth at a Philadelphia street fair, although they didn't reconnect for years. When she became President of

Most recently, Jeanne has been interpreting “the personal is political” quite literally, working with her township supervisors in an effort to find a humane way of managing the deer-human conflicts.

AAVS in the 1990s, however, she invited him to be on the Board.)

As an investment advisor later in his career, he embraced the concept of socially responsible investing.

“I regard socially responsible investing as a form of personal empowerment and economic democracy,” he says. “It’s voting with your money. I think socially responsible investing affects things. Clearly it makes money—that has been demonstrated—but as far as making a difference, the more people who do it, the more effective it is becoming. A lot of companies that didn’t care about their ethical considerations now increasingly do care, and that’s largely because of institutional investors rather than individual investors.

“Social actions are extremely important,” he adds.

Jeanne Bray would certainly agree. Even as a kid, Jeanne would turn bugs right side up and carry them outside rather than kill them, so it was no surprise that as a young adult she became an animal activist and later a vegetarian. In Delaware, she joined a group that helped people who couldn’t afford spaying and neutering, but it was during the early 1980s that she became increasingly involved with animal causes.

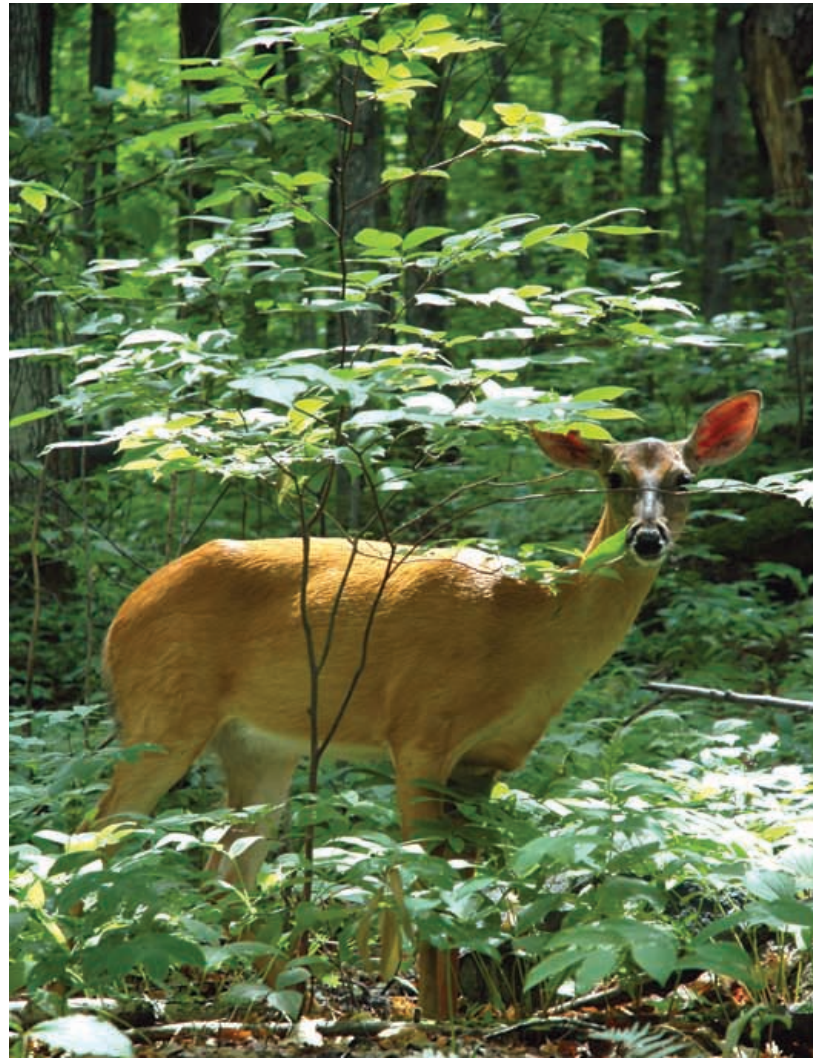
“It was a heady time for animal rights,” she remembers. “In Philadelphia, they were having all those big rallies, and I started going to them. That’s when I encountered AAVS, and met Sue [Leary] and [former AAVS President] William Cave. I became a life member back then.”

Jeanne and Sue established an animal rights group that was active for a considerable time, but eventually Jeanne, the mother of two girls, moved to a county north of Philadelphia, where she became active in national politics before getting involved with a no-kill shelter. About a decade ago, she joined the board of AAVS.

Most recently, she has been interpreting “the personal is political” quite literally, working with her township supervisors in an effort to find a humane way of managing the deer-human conflicts.

“I know many people who don’t want the deer killed, but won’t speak up,” she says. “Some people find it kind of embarrassing to speak up for animals because there are people who would make fun, who think that ‘they’re only animals.’”

Wildlife-human conflict in the suburbs is a difficult situation for government and citizens, she says, because they don’t know how to



resolve it. In her township, they are trying to educate people to adapt to sharing their world with the animals.

Not everyone can be as committed as Aaron or Jeanne, of course. And there is no one-size-fits-all response for those of us who care about animals. You may not want to go vegetarian. Perhaps you aren’t comfortable speaking out in public.

But as Grandma Bev persuaded her grandchildren in that comic strip, there’s always something you can do, right where you are now, to make the world a better place. Especially for animals. **AV**

Denise Cowie is a professional writer and journalist who joined the AAVS Board of Managers in 2008.

“I know many people who don’t want the deer killed, but won’t speak up. Some people find it kind of embarrassing to speak up for animals....”

JEANNE BRAY

The Power of One

Product testing, animals, and consumer choices *By Crystal Schaeffer*



"If you see something that's wrong, you've got to do something about it."

Henry Spira

Perhaps the issue in animal rights most proactively affected by individuals taking action is product testing, particularly as it pertains to compassionate shopping. A few decades ago, it was extremely difficult to find companies manufacturing personal care and household products that were not tested on animals. Today, however, there are hundreds, and cruelty-free products can be easily found just about everywhere, with many available at local supermarkets and co-ops.

This trend was spurred by individual compassionate consumers who voiced their demands through their purchasing power, choosing to support only companies that made a commitment to not test their products on animals. Their shared shopping choices did not go unnoticed; companies slowly began to adopt new policies that opted for alternative testing methods that did not use animals. And now, according to *Happi Magazine*, a cosmetic

industry publication, "'cruelty-free' is the most widely made ethical claim in new U.S. beauty products," proving that consumers are continuing to influence policies of personal care and household product companies.

"BLINDING RABBITS ISN'T BEAUTIFUL"

One of the most iconic figures of the compassionate shopping movement, Henry Spira summed up the motto of his work to end the use of animals in cosmetic testing with these words. Born in Belgium in 1927, Spira was a champion for the down-trodden, an outspoken proponent for union workers and civil rights, but it was not until he was well into his forties that he began his work in animal rights.

Appalled by the number of animals used in cosmetic testing as well as the pain and suffering involved, in 1980, Spira initiated and led an effort aimed at ending the use of the Draize test. Developed in the 1940s, the Draize in-

volves placing a chemical in the eyes or on the skin of animals such as rabbits without the use of anesthetics or analgesics, irritation is then scored using a subjective numerical scale method, and animals are killed following the completion of the test. Cosmetic giant Revlon, which used the Draize, was the main target. Spira initially launched his one man campaign by writing letters and requesting meetings with Revlon officials to discuss its use of the Draize and potential ways to phase out its use.

However, after months of discussion, it was clear to Spira that Revlon would not concede, so he trudged forward, building a coalition of more than 400 animal protection groups, and placed full-page ads in the *New York Times*, which read "How many rabbits does Revlon blind for beauty's sake?" Soon after, Revlon agreed to donate \$750,000 to develop non-animal safety tests that could replace the Draize, and by 1981, Revlon was using 50 percent fewer animals in testing than two years prior.

Spira then turned his attention to the lethal dose 50 (LD50), an archaic test used by Procter & Gamble (P&G), as well as other companies, which determines how much of a substance is needed to kill 50 percent of test animals. Again Spira wrote letters and organized consumer pressure, and as a result, P&G reached a 60 percent reduction in the number of animals used in LD50 tests by 1989.

Although true that Henry Spira is an exceptional example, he as an individual was able to accomplish great things for animals. In speaking about animal advocates taking a stand for animals, Spira was inspiring and always emphasized the role of individuals. He once wrote, "The victories we have achieved show that citizen activism can succeed even against prestigious scientific institutions, multinational corporations, and inert bureaucracies."

THE COMPANY LINE

There is no doubt that businesses value consumer opinion, and in fact, it often helps to shape company policy, as we learned by talking with several Leaping Bunny accredited cruelty-free companies. Brea Millman of My Lip Stuff, manufacturer of organic products, says that "Constructive consumer feedback is always welcome," an opinion, in fact, shared by many Leaping Bunny businesses, and it "definitely helps to change, revise, or establish new company policies when needed." In fact, all the companies we talked with emphasized this point, and wanted to encourage consumers to voice their opinions, especially those regarding compassion towards animals.

Parissa also values rapport with its customers, and representative Janet Chao says that "customer feedback makes up our company backbone," because consumers can best inform the company what exactly they want in their personal care products. Additionally, such feedback is used as "motivation," as is the case with Austin Rose – Mia Rose, to continue "efforts toward the protection of the environment, people, and animals."

Customers who care and are vigilant are really partners for companies that take a strong ethical approach to business. For example, Laurie Stern from Velvet & Sweet Pea's Purrfumery told us that she has "refuse[d] to buy from companies that do animal testing on any of their ingredients," a requirement for Leaping Bunny accreditation. This is an important point, as many cruelty-free com-

panies have had to make decisions to forgo sometimes long-term business relationships in order to maintain their cruelty-free status quo. "I have had to stop purchasing from many [suppliers]," said Stern, but for her it has not been a regrettable decision. If only all personal care and household suppliers could toe such a dedicated cruelty-free line!

The best way to spur such company values, say our Leaping Bunny companies, is to voice your opinion to businesses through letters, as well as through your purchasing power. As Millman from My Lip Stuff pointedly stated, "If everyone boycotted a company until [it] adopted a no animal testing policy, it wouldn't take long for the company to notice the decline in sales." It is cliché, but true, money does talk; and as individuals, we can make choices and reward companies that share our compassionate values.

In the meantime, of course we appreciate Velvet & Sweet Pea's Purrfumery's advice to "Look for the Leaping Bunny Logo!"

CONCLUSION

Unlike so many other animal abuses, the issue of using animals in cosmetic and household product testing is strongly affected by consumers, and as such, every individual plays an important role in the fight to end animal testing. Consider that every time you purchase a product you send a message to its manufacturer in the very tangible form of profit, essentially saying "I support your animal testing policy," whether it is compassionate towards animals or not.

Reliance on animal testing methods for consumer products will continue unless concerned citizens speak out with their purchasing power. By making informed humane choices and encouraging others to do the same, individuals can push for an end to product testing and stop the needless suffering of millions of rabbits and other animals each year. **AV**

Crystal Schaeffer, MA Ed., MA IPCR, is the Outreach Director for AAVS.

The Watchdog and the Leaping Bunny



In an effort to alleviate consumer confusion regarding cruelty-free products, in 1996, a group of animal protection organizations formed the Leaping Bunny Program, and AAVS now serves as its Chair. Leaping Bunny is an accreditation program that administers a strict cruelty-free standard that requires no new animal testing on finished products, ingredients, and formulations at any stage of development. Additionally, all companies must recommit annually and be open to independent audits to ensure compliance, a condition that makes the Leaping Bunny list stand apart from all other cruelty-free shopping guides.

Essentially, the Leaping Bunny Program acts as your marketplace watchdog, ensuring that every company in its shopping guide abides by its commitment against animal testing. Companies that meet this criteria are listed in the Leaping Bunny *Compassionate Shopping Guide*, and are eligible to use the internationally recognized Leaping Bunny Logo.

Leaping Bunny now boasts over 300 cruelty-free accredited companies. The growing number of Leaping Bunny certified companies attests not only to the fact that consumers want cruelty-free products, but also that such products can be made without the use of animal tests.

To find a complete, up-to-date list of Leaping Bunny accredited cruelty-free companies, please visit www.LeapingBunny.org.

The Leaping Bunny Program is fortunate to work with many proactive companies that have taken a strong stance against animal testing and have supported our efforts in consumer outreach. Below are just a few of the companies that helped contribute to this article.



APPROACH TO ACTIVISM

An interview with Colleen Patrick-Goudreau

AAVS recently sat down with Colleen Patrick-Goudreau, founder of CompassionateCooks.com, to discuss her approach to activism. As a chef, author, and animal advocate, Patrick-Goudreau uses tempting, tasty treats and recipes as a bridge to debunk myths about veganism and animal rights, while empowering people so they can make informed food choices. A long-time activist, Patrick-Goudreau has found herself in a myriad of circumstances, from working with fellow advocates to teaching those who are naïve about animal atrocities to debating contrarians with opposing views. Her years of experience have helped her to develop a thoughtful approach to activism that is honest yet compassionate, proactive yet practical. We're happy to share her thoughts with you.



AAVS: As animal advocates, how can we organize ourselves to make change that helps animals?

Patrick-Goudreau: Witnessing the cruelty inflicted upon animals is a traumatic experience, and we need to process the painful accounts of animal suffering and abuse. We need to create skills to help us function in a world that champions animal exploitation and criticizes those who resist it. This goes for veteran activists as well as newbies.

Based on my own trials and tribulations, I've learned the importance of being self-aware in our activism. This can be summed up in six principles: 1) know your intention, 2) remain unattached to the outcome, 3) embrace the peace and the anger, 4) find the hope, 5) connect with others, and 6) remember your story.

AAVS: Sounds like you're talking about a holistic approach to activism. Can you give a specific example?

Patrick-Goudreau: Sure, take the *know your intention* principle. Before I teach a cooking class or record a podcast episode or write an article or even answer someone's question one-on-one, I make sure I'm clear about my intention, and my intention is this: to raise awareness about the suffering of animals, to be their voice, and to speak my truth. That's it. Whatever someone does with the information I provide isn't mine, whether they respond favorably or unfavorably. All I can do is plant seeds.

AAVS: So your goal is not to get someone to adopt a vegan diet?

Patrick-Goudreau: No. My intention is not 'to make the world vegan' or 'to get this person to change his mind.' If those were my intentions, I'd fail every time. I'd fail because it's not my role to 'make' anyone do anything. All I can do is speak the truth and trust that the truth will inspire others to act on their own values. That's why I don't like the word *convert*. I prefer the word *inspire*. The literal meaning of this word is 'to breathe into.'

AAVS: That's interesting. It's not the type of approach that some may typically think about in animal rights.

Patrick-Goudreau: True, but I've seen it work again and again. Intention is everything. People individually and collectively are smart enough to see right through you if you appear to have a hidden agenda. Having a clear intention about your goal and making that goal about truth rather than outcome will make you a successful, effective advocate 100% of the time.



“Visit an animal sanctuary, and look into the eyes of those who have been rescued.”

Colleen puts her words into action as she makes a new friend.

AAVS: Sounds simple, but is it really?

Patrick-Goudreau: Absolutely. It’s just a matter of changing your mindset and *remaining unattached to an outcome*. So, for example, if I were to approach people with an agenda to make them change their minds or stop eating animals, not only am I putting an awful lot of pressure on myself, I don’t think it’s very effective. People tend to push back when they feel dictated to, so the game plan often backfires. And if you think about it, it’s a pretty lofty goal to expect someone to change their thinking and behavior just because of one conversation with me! It’s also a little arrogant.

AAVS: So raising awareness is key?

Patrick-Goudreau: Being clear about intention is key, and for me, if my intention is to raise awareness, to be a voice for animals, and speak my truth, my intention will always be met, because I didn’t set out to do anything other than tell the truth, and I may have planted some seeds along the way.

AAVS: That’s a great approach, and you seem to be so optimistic. But do you ever get frustrated and angry? Sometimes it’s hard because change doesn’t happen quickly enough.

Patrick-Goudreau: Of course I get angry. It’s a natural response. Human greed and the desire for convenience and pleasure drive the socially

sanctioned use and abuse of billions of nonhuman animals. Of course people are going to be angry. But anger isn’t a dirty word. It’s a very real response, whose roots go deep. In fact, the root of the word *anger* is ‘sorrow, anguish, torment, deep grief.’

AAVS: We at AAVS have a long history of embracing a peaceful approach to advocating for animals. It’s one of the reasons why our supporters gravitate to us. So how do you balance the anger that we all have with compassionate actions?

Patrick-Goudreau: We have to *embrace the peace and the anger*. To advocate for animals is to advocate for nonviolence and peace—peace is a byproduct of a compassionate, vegan lifestyle. It’s what you give, and it’s what you get back. It is an unexpected gift. There’s a very deep peace of mind that comes from disconnecting yourself with the inherent violence of turning living, feeling beings into butchered bodies. To say ‘no’ to that releases you from that burden of guilt that so many of us experience, which causes us to make every excuse in the book to justify our actions and release us from our complicity.

But while stopping our participation in the institutionalized exploitation of animals brings peace of mind, the awareness of so much cruelty and suffering can also have devastating effects on our psyches. Burnout is common among activists, and many become jaded, hopeless, and angry.

AAVS: So how can we use our anger in a positive way?

Patrick-Goudreau: If we reframe anger so we see it in a new context (i.e. anguish, deep grief), we recognize that there isn't a contradiction between the peace that comes with living nonviolently and the anger we feel in the face of so much cruelty. Anger can actually be a great motivator. The key is transforming anger into action.

AAVS: How can we do that?

Patrick-Goudreau: We have to *find the hope*. It's everywhere. Read the stories of people making a difference. Visit an animal sanctuary, and look into the eyes of those who have been rescued. Ask other activists to share their stories. Seek out the hope; it's there. We have to be part of the solution and be active.

AAVS: Surrounding yourself with like-minded people can also be sort of a comfort, can't it?

Patrick-Goudreau: Being able to *connect with others* and having a circle of people in your community: people you can dine with, people you can cry with, people you can laugh with, people who simply speak your own language is so important. Vegan meetups [www.meetup.com] are great places to socialize and share experiences with other activists. If you can't find one near you, try starting one, or host a potluck or cooking party. Volunteering is also a way to meet new people, while making a difference for animals.

AAVS: Activists are still faced with dealing with people who don't have our same ethical beliefs and engage in actions that harm animals. Any advice on how to handle situations like that?

Patrick-Goudreau: One thing that inevitably happens when we go out into the world newly awakened is that we are so acutely aware of all the animal exploitation around us that we may become easily frustrated by those we see participating in it. It's a natural response. We're looking at the world through an entirely different lens, and we want to shake everyone and make them see what we see.

But I can tell you that we will neither make many friends nor keep many friends if that's our approach. We have to *stay in touch with our own stories and remember* that we, too, were once unaware. In forgetting our own stories and our own process, we lose our humility, and in doing so we risk becoming arrogant and bitter, and that doesn't do anyone any good. When our hearts are open, we will inspire and attract openness in others.

AAVS: Good advice. Any last words, especially for those who are new to the animal rights movement?

Patrick-Goudreau: There are billions of animals who are at the mercy of humans and billions of humans who have the capacity to show mercy, and I encourage all of us to create a foundation of truth and compassion, so that we can build a better world for humans and non-humans alike.

Interacting with the public on a daily basis, I hear from so many people, newly awakened to the suffering of animals who want to do more. I commend them. We need them. The animals need them. There is much work to be done.



Vegan Recipes for Good Eats

Colleen Patrick-Goudreau was kind enough to share some of her favorite vegan recipes with AAVS. The staff had fun taste-testing each mouthwatering recipe, and we hope you enjoy them as much as we have!

Chocolate Cake

This chocolate cake might be the easiest cake in the world to prepare, and it is incredibly versatile, lending itself to a layer cake, Bundt cake, or cupcakes.

Ingredients

- 1 ½ cups (188 g) unbleached all-purpose flour
- ¾ cup (150 g) granulated sugar
- ½ teaspoon salt
- 1 teaspoon baking soda
- ¼ cup (30 g) unsweetened cocoa powder
- 1 ½ teaspoons vanilla extract
- ⅓ cup (80 ml) canola oil
- 1 tablespoon white distilled vinegar
- 1 cup (235 ml) cold water

1. Preheat the oven to 350° F (180° C or gas mark 4). Lightly oil a Bundt pan, 9-inch (23 cm) springform pan, or muffin tins.
 2. Combine the flour, sugar, salt, baking soda, and cocoa powder in a bowl until thoroughly combined. Create a well in the center of your dry ingredients, and add the vanilla, oil, vinegar, and water. Mix until just combined. Pour into your prepared pan, and bake in the preheated oven for 30 minutes, until a toothpick inserted in center comes out clean. If making cupcakes, check for doneness after 15 minutes.
 3. Cool on a wire rack. To remove the cake from the pan, run a sharp knife around the inside of the pan to loosen the cake. Cool completely before frosting with Chocolate Frosting or with Buttercream Frosting. You may also dust with sifted confectioner's sugar and top with fresh raspberries.
- Yield: One 9-inch cake (23-cm) or 8 cupcakes. Double the recipe for a layer cake or a bundt cake.

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No-Queso Quesadillas

If the combination of Middle Eastern hummus and Mexican tortillas seems strange, just trust me. The result is absolutely delicious and serves as an incredibly fast meal or snack.

Ingredients

- Hummus, store-bought or homemade
- 8 corn or flour tortillas
- ½ cup chopped green onions
- ½ 1 cup salsa

1. Spread a tortilla with 3 heaping tablespoons of hummus and place (hummus-side up!) in a large non-stick skillet over medium heat.
2. Sprinkle with chopped green onions and spread on a thin layer of salsa.
3. Top with a second tortilla, and cook until the bottom tortilla is warm and turning golden brown, about 3-5 minutes, depending on how high you have your flame. Turn and cook the second side for another few minutes, until it, too, is golden brown. This process becomes a lot quicker once the pan is hot, so stay close to the flame!

Alternatively, you can spread your hummus on just one half of the tortilla, place it in the pan, add the other toppings in a thin layer over the hummus, and fold the empty half of the tortilla on top of the filled side. Let it get golden brown on the bottom side, then carefully turn the quesadilla over to get golden brown on the other side.

4. Remove from pan, and serve hot. If using the two tortillas, either cut it in half or into pizza-shape triangles to serve as finger food. Repeat with remaining tortillas.

Yield: Makes 4-8 quesadillas, depending on whether you fold a single tortilla or add one on top of the other.

Muhammara (Roasted Red Pepper and Walnut Spread)

A delicious, rich red pepper spread with walnuts and a hint of spiciness. Make this the day before serving to allow the flavors of the spices to mix. Stir well before serving.

Ingredients

- 2 to 3 whole roasted peppers (from jar or roasted yourself)
- ⅔ cup bread crumbs
- 1 cup walnuts, toasted
- 4 large garlic cloves
- ½ teaspoon salt
- 1 tablespoon fresh lemon juice
- 2 teaspoons clover agave nectar
- 1 teaspoon ground cumin
- ½ teaspoon red pepper flakes (or more for added spice)

In a blender or food processor, combine the peppers and all the remaining ingredients. Taste, and add more spice or salt as necessary.

Yield: Makes 1 cup or more.

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Blueberry Cobbler

This could easily be called “Fruit Cobbler,” as it invites the inclusion of any berry or fruit, such as apples or peaches. Because I love biscuits and berries so much, this is one of my favorite desserts.

Ingredients: Cobbler Biscuit Dough

- 1 ½ cups (165 g) unbleached all-purpose flour
- 3 tablespoons (40 g) granulated sugar, divided
- 1 ½ teaspoons baking powder
- ½ teaspoon salt
- 5 tablespoons (70 g) non-hydrogenated, nondairy butter, melted
- ½ cup (120 ml) nondairy milk
- 1-2 tablespoons (15-30 g) nondairy milk or 1-2 tablespoons (14-28 g) melted non-dairy butter, for brushing on top of dough
- 1 tablespoon sugar for brushing on top of dough

Ingredients: Filling

- 4-5 cups (580 to 725 g) blueberries
- ½ cup (100 g) sugar
- 2 tablespoons (15 g) unbleached all-purpose flour
- 1 teaspoon grated lemon or lime zest (optional)

1. Preheat the oven to 375° F (190° C or gas mark 5). Have ready an ungreased 8- or 9-inch (20- or 23-cm) square baking pan or 8 x 10-inch (20 x 25-cm) rectangular baking pan at least two inches (5 cm) deep.
2. To make the **biscuit dough**, combine the flour, 2 tablespoons (26 g) of the granulated sugar, the baking powder, and salt. When completely combined, add the nondairy butter and the 1/2 cup of milk. Stir just until you form a sticky dough. Set aside.
3. To make the **filling**, wash and pat dry the blueberries. In a large bowl, combine them with the sugar, flour, and lemon zest, if using. Spread evenly in the baking dish.
4. Using a tablespoon, scoop the dough over the fruit. There will be just enough to cover the fruit. Either leave the dough in shapeless blobs on the fruit or spread it out. Brush the top of the dough with the remaining 1-2 tablespoons of milk or butter and the 1 tablespoon of sugar. Bake until the top is golden brown and the juices have thickened slightly, about 45-50 minutes. Let cool for 15 minutes before serving.

Yield: 6-8 servings. **AV**

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Colleen Patrick-Goudreau is the author of a new cookbook entitled The Vegan Table, as well as the award-winning The Joy of Vegan Baking. She is the host of the popular, award-winning podcast, “Vegetarian Food for Thought,” is a columnist for VegNews Magazine and contributor to National Public Radio, and has appeared on the Food Network. Her third cookbook, Color Me Vegan, will be released at the end of 2010.

Share a Talent, Share a Gift

Making a Difference for Animals *By Crystal Schaeffer*

It's not unusual for me to talk to individuals who want to know how to get a job in the animal rights field. Many seem to feel that working for an animal rights organization is the only way to really dedicate your life to the cause. However, this couldn't be further from the truth! I'm a firm believer that animal rights is a way of life.

Eating veggies instead of meat. Separating plastic, glass, and paper for the recycle bins. Passing by stores that exhibit and/or sell animals. Purchasing cruelty-free products. Keeping kitty safe indoors. They're all a part of our normal daily routines, and many do them without thought. I believe it is these actions that collectively have the greatest impact and make the most difference for animals.

Perhaps because these actions are so ingrained in our lives, we sometimes feel like we want or need to do more but are at a loss as to just what to do. This article is meant to stir your imagination and cause you to reflect on your talents that can be used to help animals.

YOUR TALENT, YOUR GIFT

I've worked for AAVS for over 13 years, and I can tell you that donations are always appreciated and needed. However, often just as important, if not more so, is the gift of time. For most of us, including those working for nonprofits, there never seems to be enough time in the day. But by using your talents and hobbies, you can have fun and help animals at the same time.

Check out the following ideas. Do you have any of these talents?

ART

Perhaps there's no greater conversation starter than art. Whether a drawing, painting, or sculpture,

images of animals can be a great way to open a discussion on any number of issues, such as pet overpopulation and wildlife poaching. See if your local library or community center will exhibit your art and give you a chance to discuss with others the inspiration behind your creation.

WRITING

The power of the pen cannot be underestimated. If you're a talented writer, you can reach many people writing about issues that are important to animals, including horse slaughter, vegetarianism, the misuse of biotechnology, humane education, class B dealers, etc. Letters to the editor can also help ensure that all sides of an issue are covered in the news. Additionally, many mainstream magazines accept article submission ideas, and blogging is a great way to share your thoughts about animal issues and initiate discussion.

SCIENCE

As anti-vivisectionists, calling for an end to animal research means actively supporting the development, validation, and use of non-animal research methods. If you're interested in a career in science and want to help animals at the same time, you can help further the use of alternatives by aiding in their development and utilizing them, as well as other non-animal investigative methods, in your research.

You may also want to be a science advisor with a charity

or serve on an animal use committee at an institution to help ensure that animal welfare is considered for all its research studies.

COMPUTER PROGRAMMING

Organizations are always looking for new, innovative ways to educate and reach out to the public. One great way is through the computer, whether it be a touching slide show showcasing animals in need or a hip video to empower students to take a stand against animal dissection. Additionally, many organizations, especially shelters, rescues, and small grassroots groups, need a method to efficiently track supporter donations or organize important information about local efforts in their communities, but lack the resources and expertise to do so. Such programs can be an

Are you a teacher?

As a teacher you have tremendous opportunity to introduce kids of all ages to humane education, whether using Animalearn's animal profiles, Next of Kin curriculum, or the wide array of alternatives available through The Science Bank, a free alternatives to dissection lending library. These teaching tools help young people to think about animals in different ways, as well as instill compassion, appreciation, and respect for animal life. Most of us have a favorite teacher who greatly influenced us, and you could be that teacher for a future animal advocate.



enormous help to groups often run by a small number of dedicated volunteers.

DESIGN AND MARKETING

Grassroots groups play significant roles in fighting animal exploitation, but they often have limited financial resources available to hire someone to design a website, brochures, advertisements, etc. Contact your local grassroots group or rescue and volunteer your expertise. The ad you design could be the difference in educating the public on an important issue involving animals in your town.

ORGANIZATIONAL SKILLS

It's an important task in every office: organization. Unfortunately, sorting through files, records, and information takes time and attention to detail. Any charity would welcome the opportunity to have supporters volunteer their time to help organize their files and paperwork.

TRAINING

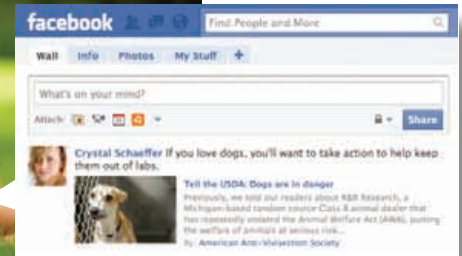
As an exercise trainer, you come in contact with a number of people who want to live a healthy lifestyle and may be open to learning more about meatless diets. In addition to introducing better, healthier food choices, you could also use your talents to raise money for your favorite charity by auctioning off free training sessions and exercise classes.

GREAT WITH KIDS

If you have a knack of working with kids, consider volunteering at your local library and ask if you could lead story time, which could be a great opportunity to instill humane values in children through reading. Or perhaps you could be a teacher's aid at your child's school. Introduce games or coloring books that can be used to stir conversation about animals, whether it's the class's favorite wild animal or their best feline friend.

BAKING

Some say "the way to a man's heart is through his stomach," but, quite frankly, I think that could be said for any one of us. If you're a good baker, why not whip up some vegan cupcakes or cookies to share with co-workers. After the shower of compliments, tell them the goodies are vegan. It's



How big is your social network?

The success of social networking as a marketing tool is an undeniable phenomenon, and most non-profits use them to cultivate support. But to use it successfully, it takes time and effort to build relationships, and time is something that most charities lack. You can lend your interest and expertise to help your favorite animal group by sharing their news and alerts about animals with your internet friends. AAVS has several banners, ads, and other images that you can post on your networking page to educate people about the plight of animals.

a great way to share with others that veganism isn't just lettuce and tofu. You could also take vegan treats to your child's classroom or host a vegan bake sale and donate the proceeds to your favorite charity.

TALENTED AAVS SUPPORTERS

Not so long ago, we asked some of our supporters to tell us how they use their talents to help animals, and we were overwhelmed with the number of responses we received. AAVS is lucky to have so many proactive supporters who do great things to make a difference for animals!

Many work to help dogs and cats, especially those at shelters and rescues. One woman told us that she loves to paint and does portraits of animals, sells them, and then donates the money to a shelter. Another person whose hobby is photography visits her local shelter to take photos of the dogs there and then posts them online, which can increase their chance of being adopted. Someone else also helps to facilitate adoption by using her writing skills, creating bios for animals who come into a nearby shelter, and then posting them online and on their cages. Several supporters sew blankets or make kitty hammocks that are donated to shelters to help animals feel more comfortable, while others open their homes as foster parents, giving special attention

to dogs and cats in need of homes.

We were also impressed with the number of AAVS supporters who have dedicated much of their time and effort to helping stray and feral cats. Some of the feral colonies we learned about are small and consist of just a few cats, but one had 30 felines and was quite an organized effort involving several people. In addition to being fed, these cats are also humanely trapped, spayed/neutered, and then released back to their colony. It takes time and effort, as well as patience, to catch feral cats so that they can receive veterinary care, but such action goes a long way to help control populations.

CONCLUSION

Perhaps one of the best ways to make a difference for animals is right under your nose—literally. Opening your mouth and sharing your knowledge about how animals are exploited is ultimately one of the most powerful approaches you can take in making a difference and being a voice for animals. When more people are aware of animal exploitation, we animal advocates, as a collective unit, can do even more to help animals and ensure their well-being. Every one of us has a part to play, and each is equally important.

Perhaps one of our aforementioned supporters summed it up best: "If everyone did a little bit, all animals would be a little better off." I could not have said it better myself. **AV**

Crystal Schaeffer, MA Ed., MA IPCR, is the Outreach Director for AAVS.



A vegetarian diet can help improve your health.

Helping yourself



Helping Yourself & Helping Animals

Lifestyle choices make a difference *By Nina Mak*

Most people are familiar with the advice: improve your health, watch your diet, and exercise regularly. It turns out that by adopting a healthy lifestyle, you can not only improve your health and lower your risks of disease, you can also help save animals too.

HELPING YOURSELF

Several of the major diseases affecting quality and length of life in the U.S., such as cardiovascular disease, type II diabetes, and certain types of cancer, are considered to be largely preventable. Researchers have gathered a large body of evidence showing that changes in cer-

tain lifestyle habits can significantly reduce the risk of developing these diseases.¹

Unhealthy eating habits and inactivity, for example, have been blamed for the increasing prevalence of obesity in the U.S. Obesity, in turn, is one of the major risk factors for developing not just heart disease, diabetes, and cancer, but also arthritis, respiratory problems, reproductive complications, and depression.²

In 2008, 27 percent of the U.S. adult population was estimated to be obese, compared to 12 percent just 20 years ago.³ It is estimated that, if the trend continues, at least 38 percent of people will be considered obese by 2018, and the U.S. will spend more than \$344

billion on health care costs related to obesity, leading health advocates to describe obesity as “the fastest growing public health challenge the nation has ever faced.”⁴ Indeed, almost one third of children aged 2-19 years are overweight or obese.⁵

Considerable research is done on animals as scientists tinker with genes one at a time or experiment with the effects of various compounds in an attempt to discover the next blockbuster drug to treat obesity.

Human-based epidemiological studies, meanwhile, have shown that making a small number of lifestyle changes, such as reducing meat consumption or adopting a vegetarian/



Helping animals on the farm



Helping animals in the lab

Not only can you end the suffering endured by cows and other animals on factory farms, you can also help reduce the number of animals in labs, including pigs who are often used in agricultural research, just by going vegetarian.

vegan diet, consuming at least five servings of fruits and vegetable every day, and exercising appropriately several times a week, can reduce the risk of developing a chronic disease by as much as 80 percent.⁶ When combined with not smoking, adopting these healthy lifestyle habits can increase life span by 14 years.⁷

HELPING ANIMALS ON THE FARM

Reducing or eliminating consumption of animal products also clearly benefits the nearly 10 billion cows, pigs, and chickens who are killed each year in the U.S. for food. In addition, by consuming fewer animal products, you can save not just the life of the animal who would have ended up on your plate but also the lives of countless other animals. The truth is that it takes far more animals than those who go from the farm to the slaughterhouse to support the industrialized farm animal production system that currently dominates meat and dairy production in the U.S.

Industrialized farm animal production, also known as factory farming or confined animal feeding operations, relies on heavily intensive production practices in which large numbers of animals are raised indoors in highly confined environments that limit natural

behaviors and mobility, aiming to produce the greatest amount of meat, milk, and eggs at the lowest cost.

In practice, this means that family farms have been displaced by large corporations, with chickens kept stacked in battery cages so small and crowded that they cannot stretch their wings; pregnant and nursing pigs kept in gestation/farrowing crates so tight that they cannot turn around; and baby cows raised for veal kept their entire lives in stalls so narrow that they cannot stretch their limbs, turn around, or lie down comfortably. Animals are fed growth hormones and antibiotics to speed weight gain, often growing so large so quickly that their bones break. In addition, tails are often docked and teeth or beaks trimmed—without anesthesia or pain medication—to reduce biting and fighting, signs of aggression that are prevalent when animals are stressed and confined. In factory farming, practices that result in harm or death for some animals are seen as acceptable as long as they are cost-effective overall.

HELPING ANIMALS IN THE LAB

To maintain the industrial farm animal production system prevalent in the U.S., countless additional animals suffer in experiments aimed at finding new ways to squeeze even more out of farmed animals using less time, space, or money. Even more animals are used in research that arises as a result of the negative impacts of factory farming.

For example, because factory farmed animals are not allowed to graze normally, agricultural researchers experiment with various artificial diets and additives to find ones that promote the fastest growth for the lowest cost. Numerous measurements are taken, sometimes requiring that the animals be killed,

but animal welfare is not typically one of the considerations.

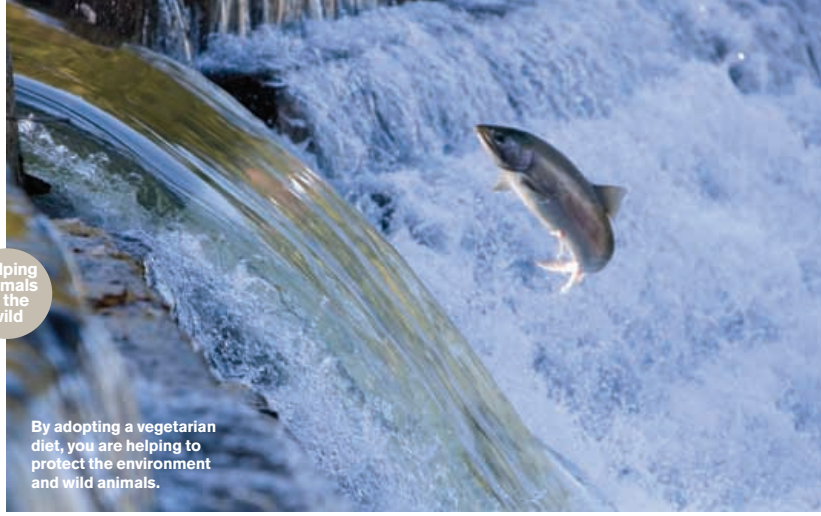
As mentioned earlier, antibiotics are among the items added to feed to promote growth. This practice, however, has been blamed for the increasing prevalence of antibiotic resistance, leaving doctors with fewer to no options to treat diseases that had previously been treatable. In turn, additional animal-based research is conducted in an attempt to find new treatments for humans.

Since animals are often not allowed to breed normally in factory farm settings, researchers also experiment with artificial reproductive techniques, such as artificial insemination, embryo splitting, cloning, and genetic engineering, all of which involve invasive and painful procedures. Artificial insemination is considered standard practice, and researchers experiment with different ways to time or stimulate estrus in females (using hormone treatments, for example), as well as different methods to collect semen from males (by inserting an electrode into the rectum and applying electric shocks of increasing intensity, for example). Cloning and genetic engineering, meanwhile, are highly experimental, resulting in death, physical deformities, or physiological abnormalities 90-99 percent of the time.

Because factory farmed animals are intensely confined and unhealthy, diseases are more likely to emerge, spread, or become more infectious, killing large numbers of animals and stimulating a great deal of research into the cause and treatment of these “production diseases.” Furthermore, many diseases that affect farmed animals can also be transmitted to people, presenting serious public health risks and spawning yet another body of animal-based research to develop vaccines and other treatments.

Helping animals in the wild

By adopting a vegetarian diet, you are helping to protect the environment and wild animals.



Avian influenza, or bird flu, for example, emerged as a highly pathogenic disease to domestic birds, thanks to the cramped and unsanitary conditions found in industrial poultry production facilities. In just the first few months following reports of an avian influenza outbreak in 2003, over 100 million birds died as a result of the disease or were killed to stop the spread of disease;⁸ and because the epidemic is ongoing, millions of healthy birds continue to be culled.⁹ In addition, as of 2008, the U.S. alone had pledged more than \$949 million to combat a potential bird flu pandemic, with a significant amount dedicated to research efforts.¹⁰ Mad cow disease and swine flu are other examples of diseases that emerge as problems as a result of industrial farm animal production methods, resulting in large numbers of animals killed to research and stop the spread of disease.

HELPING ANIMALS IN THE WILD

Factory farms produce huge quantities of waste over highly concentrated areas. As a result, pollution and run-off from intensive farming operations have been blamed for environmental degradation that threatens both human health and the health of aquatic animals living in nearby waterways.

According to the Pew Commission on Industrial Farm Animal Production, which produced an expert report in 2008 on the impacts of factory farms, “By any estimate, the amount of farm animal waste produced annually in the United States is enormous; the United States Department of Agriculture (USDA) estimates around 500 million tons of manure are produced annually by operations that confine livestock and poultry—three times the EPA estimate of 150 million tons of human

sanitary waste produced annually in the U.S. And in comparison to the lesser amount of human waste, the management and disposal of animal wastes are poorly regulated.”¹¹

More manure is produced by factory farms than can be safely applied as fertilizer or stored. The ammonia in manure, as well as increased levels of nutrients like nitrogen and phosphorous, hormones, antibiotics, pesticides, and heavy metals contaminate ground and surface waters and are toxic to fish and other aquatic organisms, as well as to people who drink the water. In several instances, storage lagoons have leaked, broken, or overflowed, causing catastrophic manure spills that result in massive fish kills.

CONCLUSION

The Western diet and its heavy emphasis on animal protein, which is made possible by the relatively cheap sources of meat and milk produced in abundance by factory farms, is a leading risk factor for several preventable diseases that claim the lives of most Americans. Further, as stated by the Pew Commission on Industrial Farm Animal Production, factory farming incurs costs “to the environment and a negative impact on public health, rural communities, and the health and well-being of the animals themselves.”¹² Research into factory farming methods and diseases associated with factory farming impact even more animals.

Yet studies show that people who eat a more healthful diet and exercise regularly are healthier, have more energy, and are more satisfied with their lives, greatly lowering their risk for cardiovascular diseases, diabetes, and cancer. Even better, people who get their activity outdoors tend to have more positive attitudes towards the environment and nature,¹³

and eating fewer animal products also benefits billions of animals both on the farm and in research labs.

So, by adopting a healthier lifestyle, which includes reducing or eliminating consumption of meat and dairy products and getting outdoors, you are not only helping yourself, you are doing something that helps animals every day. What’s more, you are setting an example for others, making it more likely that others will join you in making the choice to live better.¹⁴ **AV**

Nina Mak, M.S. is the Research Analyst for AAVS.

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⁸ Centers for Disease Control and Prevention (2008). *Questions and Answers About Avian Influenza (Bird Flu) and Avian Influenza A (H5N1) Virus*. Retrieved Jan. 27, 2010, from <http://www.cdc.gov/flu/avian/gen-info/qa.htm>.

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¹⁰ Sharp, A. (2008, Oct. 25). U.S. pledges extra \$320 million in bird flu fight. *Reuters*. Retrieved Jan 27, 2010, from <http://uk.reuters.com/article/idUKTRE49O0WK20081025?sp=true>.

¹¹ Pew Commission on Industrial Farm Animal Production (2008). *Putting Meat on the Table: Industrial Farm Animal Production in America*. Retrieved Jan 27, 2010, from <http://www.ncifap.org/bin/l/j/PCIFAPFin.pdf>.

¹² Pew Commission on Industrial Farm Animal Production (2008). *Putting Meat on the Table: Industrial Farm Animal Production in America*. Retrieved Jan 27, 2010, from <http://www.ncifap.org/bin/l/j/PCIFAPFin.pdf>.








¹³ Peterson, M.N., Hull, V., Mertig, A.G. and Liu, J. (2008). Evaluating Household-Level Relationships between Environmental Views and Outdoor Recreation: The Teton Valley Case. *Leisure Sciences*, 30 (4): 293-305.

¹⁴ World Health Organization (1999). *Healthy Living*. Retrieved Jan 27, 2010, from <http://www.euro.who.int/document/e66134.pdf>.



A Calendar for Animals

Helping animals and the Earth every day of the month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><i>No matter how large or small, we can all do something to help animals every day. Use this calendar for ideas and inspiration, and then share it with a friend!</i></p>			<p>Veggie all the way – no more fish</p> 	<p>Save H₂O – turn water off when brushing teeth</p> 	<p>Vegan cupcakes to work</p>	<p>Buy bath for neighborhood birds</p>
<p>Cooking with Karen – try new vegan recipes (See <i>Approach to Activism</i>, pg 12)</p>	<p>Volunteer – walk dogs @ shelter</p>	<p>Treat the Smiths – Vegan Goodies @ 7pm</p>	<p>Buy e-saving light bulbs</p>	<p>Get Lucky's dog license</p>	<p>Keep Kitty inside – set up window perch</p>	 <p>Visit cow sanctuary w/ kids</p>
<p>Set up recycle bins</p>	<p>Save H₂O – 5 min showers</p> 	<p>PU dissection alternatives from Animalearn</p>	<p>Meet w/ Janie's teacher about using alternatives @ 4 pm</p>	<p>PU humane traps for feral alley cats</p>	<p>Book club – Animal Liberation @ 7 pm</p>	<p>Drop old AV Mags @ library</p>
<p>10 doz vegan cookies to homeless shelter</p>	<p>Lucky to vet for spay @ 8am</p>	<p>Buy cruelty-free cleaners for spring cleaning</p>	<p>Attend circus protest @ 6pm</p>	<p>Meeting w/ Rep Dent – ban Class B dealers</p>	<p>Leaping Bunny shop guides to co-op (See <i>Power of One</i>, pg 9)</p> 	<p>Take kids to walking path – bird watching</p>
<p>Documentary on elephants @ 7:30 pm, channel 12</p> 	<p>PU shampoo/conditioner – look for Leaping Bunny</p>	<p>Hybrid car from factory! PU @ 5:30 pm</p>	<p>Old blankets to shelter</p>	<p>Renew AAVS membership!</p>		

PHOTOS BY VEER



HOW BIG IS YOUR HUMANE FOOTPRINT?

IN RECENT YEARS, many of us have taken a quiz to learn more about our carbon footprint, and have been amazed at just how much one individual can affect the environment, both positively and negatively. Likewise, our daily routines and choices can have a positive or negative impact on animals and their welfare. From the foods we eat, to the entertainment we seek, to the products we buy, we can help make the world a better place for animals. While we want to strive to have the smallest carbon footprint possible, **when it comes to our humane footprint, bigger is better.**


Curious about how big your humane footprint is?

FIND OUT NOW!

Instructions

Check the box next to each statement that most closely describes you or how you would act given a specific situation. Check all that apply. Give yourself one point for each check, and then refer to the key to learn more about your humane footprint.

1. Follow the Leaping Bunny

- My toothpaste and shampoo are made by companies listed in the Leaping Bunny *Compassionate Shopping Guide*.
- I write to companies that aren't on the Leaping Bunny list and ask them to get certified by the program. 
- Knowing there are several Leaping Bunny companies that donate a percentage of sales to the program, I do my best to purchase products from these partners.
- Not only are my cosmetics Leaping Bunny-approved but my household cleaning products are, too.

Bonus Point! I've downloaded the Leaping Bunny iPhone app so I can check products right there in the store.

2. Be a Good Guardian

- My dog, Willy the Wonder Mut, was adopted from my local shelter.
- I would never buy a dog from a pet store because I refuse to support puppy mills that are responsible for so much misery.
- Since I don't want to contribute to the pet overpopulation problem, my dogs and cats are all spayed and neutered.
- Responsible guardianship is important to me, so I make sure I give all my companion animals healthy food, play time, and take them to the vet once a year.

Bonus Point! Willy graduated tops in his training class.

3. Care What You Wear

- Knowing that fur involves so much unnecessary suffering, I would not be caught dead in a mink, rabbit, fox, or any other fur coat.
- I don't purchase leather and suede coats, bags, belts, shoes, etc., because I don't want to put money in the pockets of those who trade in animal skins.
- Because garment labels can be misleading, when in doubt, I don't buy clothing with fur-looking trim.
- Animal suffering is involved in producing wool, down, and angora so I prefer to wear cotton, rayon, or synthetic fabrics instead.

Bonus Point! I can't stand the idea of boiling worms, so I refuse to buy silk!

4. Go Veg!

- I don't want to be the reason a baby is taken from his mama, so I never eat veal or lamb.
- One day a week, I eat only vegetarian meals, and I've never felt better!
- I'm a real vegetarian—you'll never see cows, pigs, sheep, chickens, ducks, fish, lobster, or anyone else who has a face on my plate!
- By their very nature, factory farms cause needless animal suffering, and I know that many 'cage-free' and 'grass-fed' claims can also be misnomers.

Two Bonus Points! I'm vegan—all the food I eat is egg- and dairy-free, and I don't eat honey either.

5. Share the Earth With Wildlife

- Wild animals have the right to their natural habitats, and I endorse

meaningful conservation efforts that protect animals and their homes.

- I don't support keeping wildlife in captivity; that's why I don't visit zoos, circuses, safari/marine parks, and I would never keep a wild animal as a pet.
- As outdoor enthusiasts, my friends and I only visit parks that prohibit hunting and fishing.
- My bird feeders and bath are a big hit with the neighborhood finches.

Bonus Point! I escort uninvited bugs out of my house.

6. Help Your Community and Animals

- I donate old towels and blankets to my local shelter.
- My rescued pit-bull, Daisy, is a certified sweetheart, and I enjoy introducing her to new people and telling them her story of survival.
- Whenever we have an eat day at work, I bring in my fav vegetarian dish to share.
- During the holidays, I give the children I know books about animals, their personalities, and how they can help them.

Bonus Point! I walk my elderly neighbor's dog, Chub Charlie, so we can both drop some LBs.

7. Live a Long, Humane Life

- Eating a diet rich in fruits, veggies, and other healthy foods is important to me; I can improve my health and help animals at the same time!
- I love to p-a-r-t-y. So I have fun and get my exercise every weekend by gettin' down with a hard disco beat.
- Smoking and drinking to excess is not for me because I plan to be around a long time to advocate for animals.
- I stay positive, and encourage those around me to help animals, too.

Bonus Point! I do yoga with my kitty, EmiEmi Purrsalot.

8. Be a Good Giver

- Before giving to any charity, I ask if it funds animal research. I only give to groups that do not support animal research.
- My driver's license says that I'm an organ donor; so, I will help save human and animal lives by lessening the demand for research in animal-to-human organ transplants.
- It's important to me to invest responsibly so I'm diligent about making sure no animal testing companies are part of my portfolio.
- I have GoodSearch.com as my homepage, and it donates money to my fav charity every time I search the internet.

Bonus Point! I've set up my estate plans with AAVS so that I can continue to help animals long into the future.

9. Take a Stand

- I stay informed on animal protection issues, and try to help others understand why animals matter.
- I subscribe to various alerts to help animals and pass them along to my friends so they can take action, too.
- My son was faced with dissection in high school, so we talked to his teacher, who agreed to let him use Digital Frog 2.0 instead of dissecting.
- I organized an effort at work to have our office go completely cruelty-free by purchasing only products from companies listed in the Leaping Bunny shopping guide.

Bonus Point! A local grassroots group does a great job of mobilizing advocates in my community, and I attend their peaceful vigils when I can.



Scorecard

How big is your humane footprint?

46-36 points

You have a humane footprint the size of a woolly mammoth. You're a great animal advocate!

35-26 points

The animals have a great friend in you. Keep up the good work!

25-16 points

You do some good things for animals, but also know that you can do more. Sometimes it's hard to incorporate something new in your regular routine, but with patience and a little effort, the animals will thank you.

15 points and under

Your heart is in the right place, and every act of kindness can help animals. But remember that the more we learn, the more we can apply to our own lives, and the more we can make a difference.

YOUR HUMANE FOOTPRINT, TOE BY TOE



1. Follow the Leaping Bunny

Companies listed in the *Leaping Bunny Compassionate Shopping Guide* commit to not test their finished products, ingredients, and formulations on animals at any stage of product development, and are open to independent audits to assure compliance. The Leaping Bunny is the only certification program that requires all these steps, making it the only logo and guide that consumers can truly trust. The government sets no cruelty-free standards for labeling, so products with a bunny other than the Leaping Bunny or a phrase such as "not tested on animals" on their labels can be misleading. Often, such products contain ingredients that were tested on animals or are owned by a company that tests other products on animals. For more information on Leaping Bunny, visit www.LeapingBunny.org.

2. Be a Good Guardian

The best way to help control and reduce pet overpopulation is by adopting companion animals from shelters or rescues and by having animals spayed and neutered, so even accidental pregnancies don't occur. Altered animals are at lower risk of ailments including cancer, pyometra (a deadly uterine infection), and prostate problems. Additionally, purchasing animals from pet stores supports puppy mills, which have rightfully earned their dubious reputation for animal neglect and cruelty. As guardians, we have many responsibilities in caring for our animal family members as they depend on us for us much...but the rewards they give us are off the charts!

3. Care What You Wear

The majority of people who care about animals refuse to wear fur due to the cruelty involved in its production. However, many are unaware or confused about attire with animal products beyond the full-length fur coat. Fur trim is such an example, since inadequate labeling standards lead some to believe that trim is fake when it is not. And while it's true that some animals killed for food are also used to make products like leather and down, that is not always the case, and many are killed solely for their skin and feathers. Additionally, some are unaware that production of other animal products, like angora and wool, also involves pain and suffering for animals. For example, rabbits are housed in wire cages that cause painful sores on their feet, sheep endure painful farming practices to prevent fly infestations (typically with no anesthesia), and silk worms are boiled alive.

4. Go Veg!

One of the biggest ways to increase your humane footprint is by going vegan. Most know that they can help alleviate animal suffering by not eating meat, but the dairy and egg industries, as well as fish farms, are also laden with cruelty and poor environmental practices. Furthermore, claims of cage-free, free-range, or grass-fed can sometimes be misleading, and such production practices do little to alleviate suffering when animals are slaughtered.

5. Share the Earth With Wildlife

No matter where we live—in the country, a small town, or the city—wildlife is all around us. The animals who live in and around our

communities have a right to their habitat, especially when we consider that their species was most likely living there long before humans moved into their environment. Embrace sharing your neighborhood with animals; it's a great way to learn more about them! But we must also be mindful of animals living beyond our homes who face exploitation by humans and cruelty in the name entertainment. For example, elephants in circuses are hit with sharp bullhooks, tigers are forced to perform unnatural acts like jumping through fire, and while many are aware of the cruelty in rodeos, few may know that animals in zoos and aquariums also suffer as they exhibit neurotic behavior like rocking and swimming in circles. As these animals age, they may be sold at auction to deplorable places like road-side zoos, canned hunting facilities, or even private individuals seeking an "unusual pet." By supporting conservation efforts that protect animals and their habitats, we not only help those who live around us, but also wild animals around the world, including ones who are endangered like elephants, orangutans, wolves, condors, and whales.



We can improve our humane footprint by looking beyond our own world.

6. Help Your Community and Animals

Helping out in your local community can be extremely rewarding. Whether it's direct care for animals or working with people in need, you'll see the fruits of your labor first hand and feel instant gratification. Use your imagination; you may be surprised to discover the many places and ways you can help both animals and people in your community. Check out "Share a Talent, Share a Gift" on page 14 for more ideas.

7. Live a Long, Humane Life

Healthy lifestyles are good not only for us but also for animals. Every year billions of dollars are poured into the U.S. healthcare industry, much of which is used to provide medical care to those who suffer from diseases linked to unhealthy lifestyles. Animals are used to study the effects of smoking, alcohol and drug abuse, and diets high in fat and cholesterol, as well as treatments for diseases related to these behaviors. However, we can help limit animal suffering in medical research for such conditions by changing our behaviors, which reduces the amount of resources needed to study disease and care for patients, resources that could instead be used to develop alternatives, conduct clinical studies, or provide direct assistance for patients. A balanced vegetarian diet, along with exercise and limited indulgence in alcohol, can go a long way in reducing our risk of cancer, heart disease, and diabetes, just to name a few.

8. Be a Good Giver

It's an unfortunate reality that some charities support animal research, including health, disaster-relief, and environmental organizations. To ensure that your dollars don't fund animal research, ask before giving, and if the charity supports animal research, find another that does

similar work to support instead. (AAVS can help you do this.) A similar approach is good to have when building a financial investment portfolio, and most brokers are familiar with socially responsible funding opportunities, including those that do not include animal testing facilities. Additionally, there are unique ways to support a charity on the internet, including AAVS, with sites like GoodSearch.com and iGive.com for online shopping. But being a good giver can go beyond monetary gifts. Why not consider being an organ donor? Not only can you help save a human life, but involvement in organ donation programs helps to increase the number of organs available and thus lessens the "organ shortage" justification that some claim in support of xenotransplantation research, which involves harvesting an organ or tissue from an animal and implanting it into a human.

9. Take a Stand

Much of what we do as animal advocates is so ingrained in our daily routines that it is practically habitual, making it a bit easier to do good things for animals and take a "lead by example" approach to activism. But at times, it's imperative for advocates to be proactive on an issue. For example, activists who speak out have made a difference by passing a ballot initiative banning gestation crates in Florida; establishing policy allowing students to say "no" to dissection in favor of alternatives; banning animal acts, including circuses, in Boulder, Colorado; and helping store chains take a stand against fur. You'll find that the more often you take a stand, the easier it will get. So one week you may speak out against dissection and be satisfied to watch a dissection instead of actually using alternatives, and the next week you may mobilize your entire workplace to go cruelty-free.

CONCLUSION

No matter the size of our humane footprint, it's important to realize that every action helps, but also that the more we do, the more likely we can accomplish great things for animals. Some days it's easy. Some days it's hard. The key is to do the best we can on any given day, and to never lose sight of our ultimate goal: ending animal suffering. **AV**



Raising Awareness

Instilling Humane Values in Children *By Nicole Green*

Over eight years ago, I became the mother of a beautiful baby boy. Today, my son is just as beautiful in my eyes, and when I look at how he has grown on a strict vegan diet, I smile with great pride. Taking on the responsibility of becoming a parent is challenging, yet in many ways just as rewarding, especially when you make the effort to instill humane values in your child.

MOTHER ACTIVIST

I have made it my mission to enlighten my son and others about kindness and compassion towards animals and the environment, and there are a variety of easy, fun ways for parents to do this. For example, this past Halloween when I took my son trick-or-treating, we kept all the candy that was vegan and the rest was sent to his school, which was collecting candy to donate to troops in Iraq.

I also read books to my son about different animals and how to be kind to them, and have visited his classroom to do the same. Additionally, instead of going to zoos, which exploit wildlife, my son and I often go on nature walks, so he can learn about animals in their natural habitats.

We also visit wildlife sanctuaries and shelters

that help abandoned and abused animals. My home state of New Jersey, and neighboring Pennsylvania and New York, have numerous animal rescues that provide sanctuary to many different kinds of animals, such as cows, horses, tigers, fox, deer, rabbits, eagles, and owls, who are of particular interest to my son because of their fascinating calls. I was also happy to learn that my son's elementary school is raising money for a local sanctuary that is home to many cats and dogs, as well as abandoned circus and zoo animals. This is a great opportunity to teach children how animals often suffer for entertainment purposes and how they can be helped—a valuable lesson for kids of all ages.

Other ways of reminding others to be compassionate towards animals can be as simple as dressing your child in clothes with a message. This is a great way to let others know how you and your child feel about animals. One of my favorite shirts that my son wore as a toddler had a great vegetarian message: "Animals are my friends and I don't eat my friends." I've also hosted animal-themed parties for my son, where party-goers can taste vegetarian and vegan food, as well as participate in art projects and games that encourage them to think about animal characteristics and emotions.

LEARNING FROM OTHERS

I am not the only parent in the AAVS office. In fact, there has been a baby boom this year among our staff, and, to me, this means more humane children to help protect the animals and the Earth. In conversations with fellow co-workers who also have children, I have discovered additional things that parents can do to make this world a better place for both animals and humans. For example, one proud parent ran for a position on her local school board and won. Now she is in an influential position to encourage the school district to include vegetarian menu options, be more environmentally friendly, and consider incorporating humane science materials into its curriculum. Ultimately, by becoming involved in your local community, you can provide a voice not only for your child but also for the animals.

Recently, a concerned grandmother, whose grandchild did not want to dissect in her junior high biology class, contacted Animalearn for guidance. I provided her with an Animalearn Resource Kit, which includes The Science Bank catalog, to give to her granddaughter so that she could share it with her teacher to make him aware that there are viable dissection alternatives available that help students learn just as well or, in many cases, better than learning from dead specimens.

DAILY ACTIVITIES

There are countless more ways to instill compassion in children and young adults, and oftentimes it just takes small changes to normal daily activities. For example, encourage your child to prepare and eat healthy vegetarian

foods, such as carrot and celery sticks served with a delicious dip or slices of his/her favorite fruit, and explain that they are helping to save animals by not supporting the meat industry.

Another fun activity is to go on a cruelty-free shopping spree. Show your child how to be a compassionate consumer by helping her find cruelty-free cosmetics, perfume, and more. And don't forget to look for the Leaping Bunny Logo! A complete list of certified cruelty-free companies can be found in the Leaping Bunny *Compassionate Shopping Guide*, which is available through AAVS.

Additionally, many of us live with companion animals like dogs and cats, and the best way to teach compassion and respect for all living creatures is through example. Explain to children why it's important to love their animals. Teach them that they need to be responsible for their pets by giving them shelter, healthy food, water, and lots of playtime.

CONCLUSION

Today, fostering compassion in children can be an easy task, especially if a parent, grandparent, teacher, or adult mentor has the right tools and guidance. Creating a dialogue with others about ethical issues concerning animals is the best opportunity to make a difference for animals, and I hope this article helps to get you started.

If you are interested in discovering more ideas about what you can do to help children make a difference for animals and the Earth, please visit www.Animalearn.org. **AV**

Nicole Green is the Associate Director of Education at AAVS.



Animalearn provides humane educational materials suitable for elementary through university and medical/vet school students, and operates a free alternatives to dissection loan program called The Science Bank, which carries virtual CD-ROMs, realistic models and manikins, and more.





Most Good, Least Harm

A Simple Principle for a Better World and Meaningful Life *By Zoe Weil*



As a visiting humane educator in the 1990s, I was often asked to give presentations at assembly programs in schools. I would bring a canvas bag filled with objects that represented choices: a ceramic mug and a Styrofoam cup; a cloth diaper and a disposable diaper; a toothpaste tested on animals and a cruelty-free brand, and so on. I would ask the students which of these two choices did the most good and the least harm. At some point I realized that this question had turned into the guiding principle of my life, and I began calling it the MOGO principle, short for “most good.” I also realized that this principle was far-reaching and had the power to simultaneously transform us

as individuals and create a truly peaceful and humane world if we were to embrace it collectively. When we ask what will do the most good and the least harm to ourselves, other people, animals, and the environment, we discover that there is much we can do to contribute to a more compassionate, restored world and that doing so is profoundly meaningful. The MOGO principle is simple in theory, but it asks much of us. It requires a willingness to learn new information so that we might continually reexamine our lives with the greatest good in mind and commit to conscious and deliberate choice-making for the benefit of all. Doing so calls upon us to live with courage, wisdom, perseverance, and compassion. While at first glance this might seem quite challenging, embracing

the MOGO principle is deeply rewarding. It puts us on a lifelong journey that helps us realize peace within ourselves as well as create a peaceful world for all.

The MOGO principle also has another important side effect: it reduces self-righteousness and cultivates humility. When we look at our choices through only a single lens—such as kindness to animals—we may fail to see the impact we’re having in other realms. Thus, we might choose a vegan diet and cruelty-free products to diminish the harm we cause to farmed animals and those in laboratories, while we still buy sweatshop-made, ecologically-destructive clothes or consume chocolate produced through slave labor. When we adopt the MOGO principle in all its depth and complexity,

“Prior to the 20th century, where I live in rural Maine, everyone knew the effects of their choices because they could see them. They knew where most of their food, fuel, water, building materials, and transportation came from. Today, we don't know.”

we discover that there is much to learn and much to explore in our effort to live deeply compassionate lives. This is both humbling and helps us to respect others' choices and invite them to explore with us rather than expect them to follow our one true path.

How does one live according to the MOGO principle? I find that it helps to use what I call the three I's: Inquiry, Introspection, and Integrity. The only way to make choices that do the most good and least harm is to employ our inquiry daily. Because we live in such an interconnected, globalized world, we cannot know about the impact of our choices unless we consciously inquire about them. Prior to the 20th century, where I live in rural Maine, everyone knew the effects of their choices because they could see them. They knew where most of their food, fuel, water, building materials, and transportation came from. Today, we don't know. For example, I'm typing this essay on my computer, which is filled with toxic materials, often tested on animals and mined in unsustainable and destructive ways. It was assembled in factories where women and children may have been working horrendously long hours under inhumane conditions. Its eventual disposal will likely cause more environmental destruction and human and nonhuman hazards. How could I ever know this unless I consciously brought my inquiry to my daily life? Next, we must introspect to determine whether or not our values and our choices are in sync, and reflect upon what we can and cannot change. Finally, we must choose to live with integrity; that is, to walk our talk and live according to our values to the greatest degree possible.

It's probably obvious that this is no easy matter. I'm not in favor of toxins in my products, sweatshop labor, environmental destruction, or animal testing, yet my computer contributes to all of these, and I haven't chosen to forego this machine, which is so necessary to

my work as a humane educator and writer.

But the answer to this seeming quandary is the MOGO principle itself. MOGO isn't simply about making compassionate product, food, and clothing choices but also about participating in democracy, activism, and choosing work and volunteerism that contributes to systemic change so that we don't have to decide

between our values and the products and foods available to us. If we work for change, we not only turn our passion into action, we also create a world in which all of us can more easily live with integrity through our daily choices. Thus, we are called upon to be not only more conscious and conscientious consumers but to be changemakers who utilize our talents and skills to create positive changes that will enable all of us to more easily and fully live according to our values. **AV**

Zoe Weil is the author of Most Good, Least Harm: A Simple Principle for a Better World and Meaningful Life, and is the President of the Institute for Humane Education (www.HumaneEducation.org). She blogs at www.zoeweil.com.

About the Book

In my book, **Most Good, Least Harm**, I offer people tools and resources to embark on a humane path joyfully, enthusiastically, and successfully. As I've tried to live according to the MOGO principle, I've discovered that there are keys to doing so effectively. They are:

- Live your epitaph
- Pursue joy through service
- Make connections and self reflect
- Model your message and work for change
- Find and create a supportive community
- Take responsibility for your actions
- Strive for balance

Each of these keys, which I explore in detail in my book, helps us to put the MOGO principle into practice in ways that enrich our lives while building a more humane, sustainable, and peaceful world. Ultimately, when we choose the MOGO principle, we:

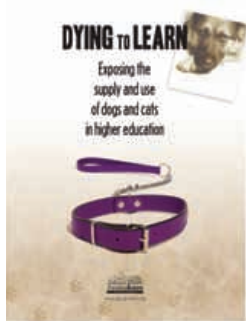
- Have a simple, helpful, and meaningful guide for every choice, conflict, issue, and life decision we will ever face
- Cultivate our own wisdom and kindness
- Increase our freedom from others' imperatives, whether these come from advertisers, social norms, the media, or individual people telling us what we should or shouldn't do
- Improve our own lives without unknowingly or unjustifiably harming other people, animals, or the environment
- Stay honest
- Remain open and nonjudgmental
- Balance strong concerns with level-headed choice-making
- Develop our self-discipline and equanimity
- Free ourselves from the specter of guilt, indignity, or shame caused by unreflective, inhumane, or rash decision-making
- Are liberated from the oppressive pursuit of perfection

Seen in this way, what at first might seem like work turns out instead to be an opportunity for a better life for ourselves and all whom our lives affect. The MOGO principle calls upon us to raise our awareness and dedicate our lives to the pursuit of the greatest good so that we can increase joy, health, and peace for all.



Dog Labs are Dead

Animalearn Teams with MSU Students to End Terminal Surgeries



In March, Animalearn learned that starting in the fall, the College of Veterinary Medicine (CVM) at Michigan State University (MSU) will no longer offer terminal surgery labs, student training exercises involving the use of healthy animals, including dogs, who are subject to invasive procedures and then killed. Animalearn worked closely with MSU's Students Promoting Animal Rights (SPAR) for

almost a year to help end this practice.

Last April, Animalearn released "Dying to Learn: Exposing the Supply and Use of Dogs and Cats in Higher Education," which revealed the extent of MSU's harmful use of dogs in its teaching labs, as well as where the University acquires animals. Animalearn then began working with SPAR to end the University's terminal labs, and sent letters to several University officials.

In November, SPAR met with CVM's Dean and MSU's Institutional Animal Care and Use Committee regarding findings in "Dying to Learn," and days later, with an invitation from SPAR, Animalearn presented findings and recommendations

from its report, including humane alternatives to terminal labs with veterinary students and CVM administrators. The culmination of their hard work came on March 5 when MSU formally announced the end of terminal labs at CVM.

"We are ecstatic that MSU's College of Veterinary Medicine has made this compassionate change to their curriculum," said SPAR President Mitch Goldsmith. "We hope to work with them in the future to make additional advances such as an ethically sourced cadaver program."

By ending its terminal surgery labs and replacing them with humane teaching methods, MSU joins the majority of 28 veterinary schools in the U.S. that have ended their use of dog labs. Instead, CVM will use sophisticated models, animal cadavers, and an increased number of spay/neuter operations, which also benefit shelter animals.

"We were hoping that the 'Dying to Learn' report would ignite student groups and spur change at universities around the country," said AAVS Education Director Laura Ducceschi in reference to the student activists at MSU and their success. "Animalearn is here to be a resource, and we hope that other students will be inspired and other universities will be motivated to make positive change to benefit both students and animals."



Leaping Bunny Logo Receives High Marks: PROGRAM REACHES 300 COMPANIES

Compassionate consumers want to know that the products they are buying are truly cruelty-free, and the best way to assure this is by purchasing products from Leaping Bunny certified companies. The Leaping Bunny Program is the sole certification program that requires that no animal testing be performed at any stage of product development, and conducts audits to ensure compliance, making the Leaping Bunny Logo the only cruelty-free symbol that consumers can trust.

Attesting to the reliability of the Leaping Bunny Logo, are the consistently high marks it receives for representing a trustworthy certification program. For example, the *LOHAS Journal* included Leaping Bunny on its list of "reputable certifications that provide standards and are recognized by many as a way to measure quality and authenticity." MotherJones.com gave the Leaping Bunny Logo a Green rating, meaning it is "the best of the bunch."

Leaping Bunny now boasts over 300 certified cruelty-free companies, and last year, the program grew nearly 25 percent!

"The amazing growth we have experienced this year is a testament to the fact that companies are seeking the best way to reach compassionate consumers," said Leaping Bunny Program Administrator Vicki Katrinak. "Companies know that shoppers are looking for the Leaping Bunny Logo."

And while all Leaping Bunny companies are doing their part to help end the use of animals in testing by providing consumers with cruelty-free products, some show extra dedication by raising money to advance Leaping Bunny's work. Currently, seven cruelty-free certified companies—Coastal Classic Creations, Grateful Body, My Lip Stuff, Naturity, NuCelle, Sedona Spa Products, and Sound Earth—donate a portion of their sales to the Leaping Bunny Program. To find more information, visit www.LeapingBunny.org/Partners.

ANIMALEARN AND ARDF JOINT PROJECT

GRANTS PROGRAM FOR ALTERNATIVES TO REPLACE ANIMALS IN EDUCATION

Animalearn, AAVS's education division, in conjunction with our scientific affiliate the Alternatives Research & Development Foundation (ARDF), have launched their Alternatives in Education Grant Program. The special grant initiative seeks proposals to develop alternatives that can replace the traditional use of animals in education and medical training.

Animalearn is the number one resource for humane education and operates The Science Bank, a free science loan program of dis-



section and training alternatives. ARDF is a leader

in the field of alternatives and funds and promotes the development, validation, and adoption of non-animal methods of investigation in biomedical research, testing, and education.

"With Animalearn's expertise in humane education and ARDF's leadership in the development and promotion of science alternatives, this joint effort makes perfect sense," says Laura Ducceschi, AAVS Education Director. Ducceschi explained that the motivating factor behind the Education Grant Program is to not only develop alternatives for today's students, but also to help instill the idea of humane science in future scientists.

ARDF President Sue Leary adds, "This program also supports university faculty who need to ensure that alternative methods are robust enough to stand alone in an advanced curriculum. "Moreover, when they attract grants like ours, university officials begin to view alternatives development as a funding opportunity rather than a challenge. This is a great way to make a lasting impact on higher education."

The Alternatives in Education Grant Program is offering up to \$10,000 in funding to support individual projects that demonstrate scientific merit, feasibility, and the potential to significantly reduce or replace animal use in education. Grant recipients will be announced in April.



AAVS Responds to Pet Cloning Expansion in South Korea: It is NOT for the Dogs

AAVS condemns the recent news that South Korean company RNL Bio Co, Ltd has amassed exclusive rights to clone dogs, using various experimental techniques, through a court-ordered settlement, and will attempt to market cloned dogs globally. It also claims that it will open a dog cloning research center in April 2010.

Despite several attempts by U.S. companies, pet cloning has failed to be successful, due in part to its harmful effects on the animals used in cloning laboratories. Concerns about animal welfare are among the reasons why one U.S. pet cloning company operating in South Korea shut down.

The failed company's CEO admitted that many cloned puppies, if they survive birth, suffer serious medical conditions, and/or do not have the desired physical appearance. He divulged that in some cases, multiple puppies were

born through cloning, but only one cloned dog was sought, leaving the lab with a "surplus" of unwanted dogs. Perhaps most disturbing was his suggestion that the surrogate mother dogs, after being surgically impregnated with clones and giving birth, might be slaughtered for food.

AAVS has continually sought to educate the public about our strong concerns about animal cloning. We view the latest news not as progress but an expansion of a fringe industry that has been well-characterized as inhumane and controversial.

There does not appear to be a strong law regarding the use of animals in laboratories in South Korea, and, therefore, these experiments will continue to proceed largely, if not totally, unregulated. AAVS urges pet lovers and the media not to be duped by false promises and quirky news stories, and to consider the ethical ramifications of such endeavors.



Alternatives Research & Development
FOUNDATION

Giving

SUPPORT THE AAVS MISSION



Your donations to the Sanctuary Fund help care for animals like Lily at Jungle Friends.

A Visit to Jungle Friends

AT THE BEGINNING OF FEBRUARY, AAVS Board Member Jeanne Bray visited Jungle Friends Primate Sanctuary, home to 119 capuchins, marmosets, tamarins, squirrel monkeys, spider monkeys, and other primates previously used in research, maintained as pets, or otherwise abandoned or abused. Jeanne met with Founder and Director Kari Bagnall and enjoyed a rare opportunity to observe the monkeys in their habitats situated on 12 acres in Gainesville, Florida.

“All the monkeys are so excited to see Kari,” recounts Jeanne. “A capuchin named Samantha rolled on her back and laughed while Kari rubbed her belly.”

“Some monkeys were taken from their mothers while too young and can be seen sucking their thumbs,” Jeanne reflects. “A particular group was used in toxicity testing for many years. The staff respectfully refers to them as the iron men.”

Jeanne was gratified to see the animals, even the residents who pelted her with pieces of fruit.

Despite being in sunny Florida, Jungle Friends has been experiencing a rough winter, contending with cold temperatures, high winds, torrential rain, broken pipes, and even vehicles marooned in mud. But Kari and her dedicated staff of volunteers carry on, providing their retirees with the best possible care.

“Many of the monkeys put their hands over their hearts,” Jeanne observed. “Kari said that meant they were happy to see us.”

And Jungle Friends is very happy for the support received from AAVS over the past three years as a grant recipient of our Sanctuary Fund. We truly admire their exceptional work with these special animals.

What if you could make their pain go away?

You can.



Tina Nelson Sanctuary Fund

More and more often, animals in labs are being given a second chance. AAVS offers members the opportunity to direct special contributions to care for animals who were once used in laboratories or exploited in other ways.

Through the Tina Nelson Sanctuary Fund, named in memory of AAVS's Executive Director from 1995 – 2005, donors can support one of our most rewarding programs, providing grants to sanctuaries that help animals recover and live in peace. One hundred percent of donations go toward the grant program.

To see a listing of the sanctuaries that have received grants from AAVS and to make a donation, visit www.aavs.org/SanctuaryFund.

TRIBUTES

HONORING LOVED ONES

You can honor or memorialize a companion animal or animal lover by giving a gift in his or her name to help stop animal suffering. These gifts are used to continue our mission of ending the use of animals in biomedical research, product testing, and education. Donations of any amount are greatly appreciated. A tribute accompanied by a gift of \$50.00 or more will be published in the *AV Magazine* and also acknowledged in a special section of AAVS's Annual Report. At your request, we will notify the family of the individual you have remembered with your tribute gift. Additionally, tribute messages are now posted in a special section on the AAVS website at www.aavs.org/tribute.

In honor of our wonderful daughter, Julie Bedell, who brightens the lives of all of us: human and non-human alike. Much love, FIL & family.
R.M. Bedell
Lexington, VA

In memory of Daniel Sherman, former attorney for the American Anti-Vivisection Society.
Renee Sherman Strauss
West Chester, PA

This gift in made in memory of Daniel Sherman who was deeply devoted to the mission and work of the American Anti-Vivisection Society.
Thomas and Renee Renner
Bronx, NY

In loving memory of Yoda and Candy, my sweet girlz.
Lesley Blakeman
Garden Grove, CA

In memory of bear #619.
Miriam Safford
Wrightwood, CA

In honor of Yvonne Kirk.
Sue Leary
Ambler, PA

For Charlie, my cat who behaved more like a dog and is missed dearly.
Lori Slaboda
McLean, VA

In memory of Rose Emily Rogers, the person who “way ahead of her time” began my lifelong respect and love for the animals who share our world. Thanks, Mum!!
Carole Rogers
Clackamas, OR

In memory of my Sweet Dane, Harpua. You fought a hard fight, and you're so missed by all of us. Be a good boy 'til I see you again.
Isabella Fiano
Lindenhurst, NY

In memory of our devoted pets.
Ella Viola
Oakhurst, NJ

In memory of Jack, the beloved. We adopted 6-week-old Jack as a give-away puppy in a parking lot. He became the center of our home and our lives for 10 all-too-short years. Jack was an incomparable dog. We will miss his beloved presence forever.
Denise Cowie and Stu Ditzen
Philadelphia, PA

In memory of Margie Imlay and my cat, Dusty.
Joan Albert
Silver Spring, MD

In honor of Connie, Steve, Nikki, and Brandon.
Vince and Patricia Whiting
Animal and Nature Fund
Salem, OR

In memory of my six cats who died: Moocata, Benny, Butterscotch, Ashley, Snoopy, and Satie. Momma will always love you; I miss you all so much! I will never forget you.
Elena Nacanthaer
Brooklyn, NY

In memory of Herbert Page Helton.
Judith Helton
Westminster, CO

In memory of Anne Marcroft, a true animal lover.
Judith Hayden
Citrus Heights, CA

In memory of Stormy. You were nice to people, you were nice to other cats, but no creature dared to push you around. You were a better cat than I was a person. You were Sir Stormalong, a noble, furry knight.
David and Doris Conklin
Torrance, CA

In memory of Kramer. You were the best cat anyone could ever wish for—playful, sweet, and loving. I will miss you always.
Lois Maslowski
Cedarburg, WI

In memory of Moose and Sheba, my best friends.
Lorraine Mazzarelli
Howard Beach, NY

In memory of “Baby Blu,” the Holstein bull. My daughter's companion “Baby Blu” was an 1800 pound bull whom she rescued at birth because he could not walk, and she fell in love with him. It is the most amazing love story, as he resided on a meatpacking farm and everyone made their friendship hard. Against all odds, they both taught a lot of people a lot of things about friendship, trust, and vegetarianism. Good job, Ayriel! He died at the U of M, in the loving hands of his family.
Beth Henning, The Tao Institute
Saint Cloud, MN

In memory of Bob cat.
Luann Lindstrom
Rochester, NY

In memory of Miranda.
Cam Martinez
San Diego, CA

Ginger, Moonbi, and Bondili—two excellent cats that chose us as their people, and a wonderful dog who could hike all day. We miss you.
Steve and Nina Waite
Los Altos, CA

In memory of Sammy, an awesome little schnauzer!
Claudia Wondra
Minneapolis, MN

Members' Corner

BEING A LIFELONG NATIVE OF PHILADELPHIA, Pennsylvania, while growing up, my diet included many of the city's renowned staples: soft pretzels, Tastycakes, hoagies, and cheese steaks. Throw in scrapple and pork roll, and you have the menu for which Philly is famous. Not exactly the recipe for good health, but everything is okay in moderation, right? I'm quite certain that the pork roll which started life as a pig would disagree.

As this issue's article "Helping Yourself and Helping Animals" documents, our country's voracious consumption of animal-derived foods can be achieved only through the atrocity of factory farming. Cows, pigs, and chickens endure physical and mental suffering under inhumane conditions during their short "lives" on factory farms, existing only to meet consumer demand for cheap food. Animal abuse is only one of many



Chris makes a difference for animals like his new bovine friend by going veggie, and so can you!

problems associated with industrialized farming, which also damages the environment and contributes to global warming. Outbreaks of mad cow disease, avian influenza, and swine flu can all be traced to factory farming. And the inclusion of antibiotics in animal feed is increasing human resistance to such drugs, minimizing this treatment option for diseases.

Then there's the issue of diet. Obesity is an epidemic in the United States and a major risk factor in developing cardio-

vascular disease, diabetes, and cancer. Although my decision to stop eating meat was morally motivated, I now also feel much healthier having adopted an animal-friendly diet. Friends and family often ask "What do you eat?" as if being vegetarian would somehow lead to my withering away. I enjoy more vegetables, fruits, beans, and nuts than ever before, and an abundance of protein is available in tofu, tempeh, seitan, and numerous soy products. I find veggie burgers, vegan chicken salad, and kung pao tofu far preferable to their meat-based equivalents. Soy yogurt, almond milk, coconut ice cream—everything just tastes better.

In advocating the benefits of a vegetarian or vegan diet to others, I recommend first reducing consumption of animal products as opposed to stopping entirely—it's unrealistic to expect most people to completely modify their lifestyles overnight. Even some change is better than none in the effort to save animals. Admittedly, I found it initially difficult to give up those Philly cheese steaks. But the situation was a lot more difficult for my animal friend on the roll. DON'T have a cow, man.



Chris Derer, Director of Development & Member Services

Five Ways to Help AAVS Do More For the Animals

1. Become a Monthly Partner.

Donate on a monthly basis and help ensure that we have the necessary, steady funding throughout the year to help the animals. Even \$5 a month will make a difference! To sign up securely online, visit: www.aavs.org/MonthlyPartner.

2. Plan for the future. You can give the animals a very special gift by providing for AAVS through a bequest, trust, annuity, or other planned giving option. This important decision will perpetuate your legacy of protecting animals while continuing AAVS's important mission into the future. For more info, visit: www.aavs.org/PlannedGiving.

3. A perfect match. Your gift to AAVS can be doubled or even tripled by your company. Inquire with your employer or human resources department if a matching gift program is available. Please remember to complete and attach your company's appropriate form with your gift to AAVS.

4. Surf the web. You can support AAVS while using the internet as you normally would for information searches, shopping, and online auctions. Visit GoodSearch.com, iGive.com, and MissionFish.com for more info.

5. Be a billboard. Promote AAVS by wearing apparel bearing our logo and specialized messages. Other merchandise is also available, so visit our online store at www.aavs.org/Store.



WEAR YOUR MESSAGE!



Let your shirt, coffee mug, or tote bag do the talking. Available exclusively in AAVS's Café Press shop, our new "I'm Your Best Friend" series features your choice of a dog, cat, or bunny. There's even a dog t-shirt, so your best friend can speak for himself!



Women's Raglan Shirt
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Men's Baseball Jersey
\$19



Tote Bag
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Sigg Water Bottles 1L
\$27

Go to www.CafePress.com/AAVS



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**“The most lasting solutions
are those found on your doorstep.”**

Maggie Kuhn, Founder, Gray Panthers

