

# Compassionate Action

The Magazine of Compassion Over Killing

WINTER 2011/12 • Issue 24

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**Compassion Over Killing (COK)** is a national non-profit 501(c)(3) animal advocacy organization based in Washington, D.C. Working to end animal abuse since 1995, COK exposes cruelty to farmed animals and promotes vegetarian eating as a way to build a kinder world.

COK is a powerful voice for farmed animals relying on a wide range of strategies – including undercover investigations, public advocacy campaigns, corporate outreach, and litigation – to educate and empower others to stand up for animals every time they sit down to eat.

Join our efforts. Visit **COK.net** now to:

- Get updates on our campaigns
- Make a secure online donation
- Sign up for COK's eNewsletter
- Find recipes, events, and more

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Dear friend,



Erica and friend  
at Poplar Spring  
Animal Sanctuary

You know that our food choices have a far reaching impact on our health, the planet, and most notably on animals – and thanks to the support and hard work of caring people like you, the trend toward building a kinder, cleaner and healthier world is definitely moving in the right direction.

This past year alone, the benefits of choosing meat-free foods have catapulted into the mainstream thanks to the voices of Oprah, former President Bill Clinton, Ellen Degeneres, Martha Stewart and former Vice President Al Gore. Even the industry trade publication, *Nation's Restaurant News*, is touting vegan options as a top strategy for restaurants to improve their business.

COK is effectively using this momentum to change how companies do business – from **successfully working with Quorn and Pita Pit to offer new vegan options** throughout the U.S. to launching our [WeLoveSubway.com](http://WeLoveSubway.com) campaign encouraging customers to ask Subway to add vegan items to its menus, which the company is now rolling out in Canada.

Yet despite this promising news, we still have a long way to go. Each year, billions of farmed animals continue to endure horrific conditions on factory farms that few people would support if only they knew the truth.

As you'll see in this issue, whether it's through our **national advertising campaigns or our legal work combatting the factory farming industry**, COK is on the front-lines of the battle for animal protection every day.

There's still much work to do, but the **animals have good reason for hope: their bright light at the end of this dark tunnel is you.** You care enough to take a stand against animal abuse; you care enough to stand up for animals when you sit down to eat; you care enough to help create a better world. And it's your kindness and generosity that make our work possible.

Together, we're making important strides for animals. Thank you for all of your support and for choosing compassion over killing.

Sincerely,

Erica Meier, Executive Director

## VISIT US ONLINE!

- [COK.net](http://COK.net)
- [TryVeg.com](http://TryVeg.com)
- [EggIndustry.com](http://EggIndustry.com)
- [ChickenIndustry.com](http://ChickenIndustry.com)
- [VegAustin.com](http://VegAustin.com)
- [VegBaltimore.com](http://VegBaltimore.com)
- [VegDC.com](http://VegDC.com)
- [VegPortland.com](http://VegPortland.com)
- [DunkinCruelty.com](http://DunkinCruelty.com)
- [WeLoveSubway.com](http://WeLoveSubway.com)



Voices of **Compassion** at [cok.net/blog](http://cok.net/blog)



[facebook.com/CompassionOverKilling](https://www.facebook.com/CompassionOverKilling)



[#TryVeg](https://twitter.com/tryveg)

# COK SUCCESS: QUORN Launches First Vegan Product!

**A**fter successfully persuading several major corporations to reduce or eliminate their use of eggs and add vegan options – including Morningstar Farms, Lightlife, and BOCA Foods – COK reached out to the UK-based company, Quorn, touted as the world's number one brand of vegetarian meat alternatives.

Since introducing its products in the U.S. market in 2002, Quorn has become one of the best-selling frozen vegetarian brands in the country. However, all of Quorn's products were made with eggs – until the company was contacted by COK.

After several months of research and development, Quorn recently launched its first-ever all-vegan patty, which is currently sold exclusively in the U.S. You can find this new vegan product in over 1,000 stores and counting from coast to coast.

And the good news doesn't stop there! In addition to creating a new vegan item, COK's conversations with Quorn also prompted the company to begin reducing its use of eggs overall.



According to David Wilson, Quorn Foods General Manager:

“The team at Quorn Foods, in cooperation with Compassion Over Killing, is delighted with the results of the work to reduce egg use in our product range. **In addition to using 3 million fewer eggs a year, the new launch of the Quorn ‘egg-free’ vegan burger has been a huge success with our customers.** It is without compromise,

providing an excellent tasting product, with the texture expected of Quorn products and is completely egg-free. This product alone is expected to save over 500,000 eggs in the next year.”

Quorn's compassionate decision to use fewer eggs and offer a new vegan patty demonstrates the company's leadership in bringing healthier and more humane food choices to the marketplace. ■



WHAT COK'S WORK WITH QUORN MEANS FOR HENS:

**3.5 million fewer eggs each year =  
14,000 fewer laying hens will suffer  
on factory farms**

# COK Uncovers Cruel \$9.5 Billion Price-Fixing Scheme: Dairy Industry Killed 500,000 Young Cows to Inflate Milk Prices Nationwide



**W**ouldn't it be nice if the dairy industry had a "herd retirement" program? It sounds like a great way to give older cows the good life after their prime milking years are over. Unfortunately, to the dairy industry, "herd retirement" has a very different meaning: Killing hundreds of thousands of young cows to illegally jack up the price of milk.

The dairy industry has consistently shown its lack of regard for animal welfare and the environment. Now it's milking its own consumers by inflating prices – to the tune of \$9.5 billion in unfairly and illegally obtained profits.

In September 2011 several dairy consumers, including members of COK, filed a **class action lawsuit** alleging that various dairy companies and trade groups – including the **National Milk Producers Federation (NMPF)**, **Dairy Farmers of America**, and **Land O'Lakes** – combined to form Cooperatives Working Together (CWT) in order to engage in a price fixing scheme that increased milk prices.

As outlined in the complaint, between 2003 and 2010, CWT's so-called "dairy herd retirement" program paid primarily small dairy farmers to send entire herds to slaughter – **over 500,000 young cows were killed in all** – in a concerted effort to reduce the supply of milk thereby inflating the price nationwide. The case further alleges that by buying out many of these small farmers, the program unfairly increased profits for agribusiness giants.

## COK's Legal Research and Case Background

Cooperatives Working Together (CWT) is a national dairy industry trade group developed by the National Milk Producers Federation (NMPF) to, according to its website, "strengthen and stabilize milk prices." CWT is funded by NMPF, Dairy Farmers of America, Land O'Lakes and others in the dairy industry, and its members collectively produce and sell more than 70% of the milk consumed in the U.S. The lawsuit claims that, through CWT, the defendants

carried out a price-fixing plot that effectively raised the price of milk through tactics that will likely continue to impact milk prices for years to come.

CWT's own economic analysis not only boasts about the program's effects on the industry but confirms that milk prices did in fact increase as a result of its efforts.

COK's research into CWT's euphemistically-dubbed "dairy herd retirement" program led to the discovery of this price-fixing scheme that was killing cows, cheating consumers, and lining the pockets of agribusiness giants. After conducting the initial research and development of the case, COK turned the evidence over to the leading class-action law firm Hagens Berman Sobol Shapiro, LLP, which is representing the plaintiffs.

## COK Exclusive: A Glimpse Inside California Dairy Factory Farms

In September 2011, COK released video footage shedding light on the realities of today's dairy factory farms. Millions

“Leading the move...in the animal rights movement [is] Compassion Over Killing: Taking an industry marketing program to court appears to be a novel approach to the movement’s mission of ending animal agriculture.”

-Agribusiness columnist Andy Vance, Oct. 2011



Photos from COK investigation of California’s dairy factory farms.

of cows and calves raised for milk are forced to live in filthy, fly-infested conditions, and are treated like mere machines. It’s a far cry from the image of happy cows on green pastures the industry would like consumers to believe.

### Mooo-ve Over Dairy

Thankfully, each of us can stand up for these animals every time we sit down to eat, simply by choosing dairy-free foods. Visit [TryVeg.com](http://TryVeg.com) to learn more. ■

### Got Milked?

Countless consumers are now learning about the dairy industry’s unethical practices thanks to extensive media coverage about this case, including a hard-hitting news report on the ABC affiliate in Seattle (KOMO-TV) as well as stories in the *Los Angeles Times*, *Seattle Post Intelligencer*, *Pioneer Press*, *Syracuse Post-Standard*, and *Consumerist* plus many more.

Hagens Berman is interested in speaking to consumers who purchased milk or milk products from 2004 to the present. Consumers can contact the firm by calling (206) 623-7292 or by emailing [CWT@hbssl.com](mailto:CWT@hbssl.com). Visit [HBSSL.com/CWT](http://HBSSL.com/CWT) for more details.

### Price-Fixing: Beyond the Dairy Industry

This lawsuit is not the first time animal agribusiness has been accused of antitrust violations. In 2010, Land O’Lakes agreed to pay \$25 million to settle a class action lawsuit filed against the United Egg Producers and its members for allegedly engaging in a price fixing scheme. That case alleges egg producers were encouraged to reduce their flock size – to reduce egg supply and inflate prices – as part of a program that was disguised as an animal welfare initiative based on the use of a misleading label on egg cartons. Land O’Lakes is also a defendant in this new class-action lawsuit.

We're Growing...

# COMPASSION OVER KILLING

opens a new office in Los Angeles!

## COK IN LOS ANGELES

### FIND US:

23215 Hawthorne Blvd  
Ste. G  
Torrance, CA 90505

### CONTACT US:

310-375-2280  
jbhumitra@cok.net

### JOIN US:

 Facebook.com/CompassionOverKilling-LosAngeles

### VOLUNTEER WITH US:

We're always looking for more volunteers and we're also accepting internship applications year-round. Contact us for details.

### BY THE NUMBERS

From April to December 2011, we've:

- hosted nearly 70 outreach events
- distributed more than 6,000 vegan food samples
- handed out over 45,000 pieces of pro-veg literature

### JAYA BHUMITRA, COK'S LOS ANGELES OUTREACH DIRECTOR:

"Los Angeles is one of the most populated cities in the country, which is why we started building up a volunteer chapter in 2009. There are so many people eager to learn more about how to protect their health, the planet, and animals – and luckily you can do all three simply by choosing plant-based foods. Ultimately, our objective is to reach the greatest number of people with the message that choosing vegan foods is compassionate, healthy, easy, and delicious."

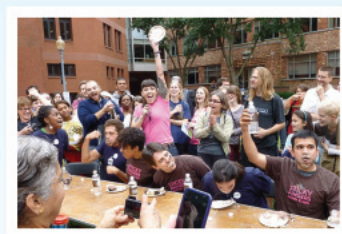


COK Los Angeles was launched in 2009 – thanks to the dedication of several volunteers who wanted to get more active for animals in the City of Angeles, the second most populated city in the U.S. It quickly proved to be a huge success, and with so much support to expand our efforts even further, in April 2011, we made it official by opening up an office. To lead the way, we hired one of our most energetic and committed volunteers, Jaya Bhumitra, as our Los Angeles Outreach Director!

Since opening up our LA office, Jaya and our growing team of volunteers have been taking the city by storm by hosting dozens of outreach events – from leafleting and feed-ins to school workshops and free cooking demonstrations – that are introducing countless people to the benefits of vegetarian eating. In addition to hosting nearly 70 events, including our first-ever California VegWeek (see page 8 for details), Jaya also created the first edition of our incredibly popular *Vegetarian Guide to Los Angeles*, a handy 16-page pocket guide listing over 45 veg-friendly eateries in and around LA. ■



# Thousands Celebrated at the 2011 DC VegFest!



On Saturday, September 24, 2011, more than 6,000 people joined us at the DC VegFest, a free outdoor vegetarian celebration co-organized by Compassion Over Killing and the Vegetarian Society of DC.

The excitement started even before the event officially kicked off as hundreds of people lined up hoping to take home one of the 500 free commemorative bags, loaded with vegan food samples, product coupons and more.

Offering a warm and enthusiastic welcome to festival-goers was **NBC4 anchor Wendy Rieger** who shared her story about transitioning to a vegetarian diet in 2007. She was followed by an expert line-up of speakers including President & CEO of the Humane Society of the United States **Wayne Pacelle**, best-selling cookbook authors **Isa Chandra**

**Moskowitz and Colleen Patrick-Goudreau, Maryland Delegate Aruna Miller**, and animal behavior expert **Jonathan Balcombe**.

**Dr. Michael Greger** also shared his latest in human nutrition to a packed audience as well as offered free cholesterol tests at his NutritionFacts.org booth.

With over 75 exhibitors to explore – including 18 food vendors – 9 speakers plus 2 cooking demonstrations, a fully scheduled children's area, free food samples from Gardein, Field Roast, Tofurky, Soyummi, and Edward & Sons, and a wildly popular cupcake eating contest hosted by Sticky Fingers Bakery, the day was action-packed from start to finish.

The goal of this annual celebration is to offer a festive atmosphere to introduce a broad audience to the many benefits

of choosing plant-based foods – for our health, the planet, and animals. And the incredible success of DC VegFest can't be measured just in numbers.

Here is some of the inspiring feedback from festival-goers:

- "I've been trying to cut meat out of my diet, but DC VegFest gave me more reasons as to why I should and introduced me to great products to replace meat with."
- "I was already eating a mostly vegetarian diet and decided to be a full time veggie after this event."
- "We were vegetarians but have since decided to make our home vegan."

Visit [DCVegFest.com](http://DCVegFest.com) to see more photos and read coverage of the event from *The Washington Post*, NBC, the *Washington City Paper*, and many more media outlets. ■



# VegWeek Expands

## Elected Officials Take 7-day Veg Pledge in DC, Maryland, Virginia and California!

**I**n April 2011, elected representatives – on the federal, state, and local levels – joined COK's third annual celebration of VegWeek by pledging to choose vegetarian foods for one week as a simple, yet effective way, to help protect our health, the planet and animals.

Launched in 2009 in our hometown of Takoma Park, MD, our first-ever VegWeek was inspired by Md. Senator Jamie Raskin who was the first person to sign up for our one-week veg pledge – *and it's a pledge he's kept to this day!*

This campaign has grown each year, and in 2011 elected officials from Maryland, DC, Virginia, and California celebrated with us, including:

- Congresswoman Donna Edwards (MD-4)
- Md. Senator Jamie Raskin
- Md. Delegate Tom Hucker (and his entire staff)
- Md. Delegate Aruna Miller
- Md. Delegate Jon Cardin
- Md. Delegate Jim Gilchrist
- Md. Delegate Shane Robinson
- Md. Montgomery County Council Pres. Valerie Ervin
- Va. Delegate Patrick Hope
- Va. Delegate David Englin
- Ca. Asm. Das Williams
- Ca. Asm. Betsy Butler
- Former Ca. Asm. Pedro Nava

Additionally, several localities officially recognized VegWeek through proclamations and resolutions, including Washington, DC and Marin County, Calif. Plus dozens of restaurants participated by offering week-long specials.

Read more about our 2011 campaign at [USVegWeek.com](http://USVegWeek.com). Contact us to host a VegWeek celebration in your city or state. ■



Pedro Nava signs our Veg Pledge



Sen. Raskin celebrates VegWeek with COK



"I look forward to participating in VegWeek... to highlight the positive impact vegetarian choices have on the environment, small businesses and local farmers, and also for the important benefits of a healthy lifestyle. I am proud to play a part in this effort to encourage healthy living while supporting the hardworking suppliers of vegetarian options in Maryland."

– Congresswoman Donna Edwards (MD-4)



●●● COK'S RESTAURANT OUTREACH:

# Two sandwich chains start dishing out vegan options

## Pita Pit Adds Vegan Black Bean Patty to Menus Nationwide

After working closely with COK, Pita Pit, a national quick-service chain with more than 100 locations, took a compassionate step in fulfilling its “Fresh Thinking, Healthy Eating” motto: starting in May 2011, an all-vegan black bean patty was added to all of its menus!

What's more is that just four short weeks after launching the vegan patty, the company declared it a “huge success.” Paul Erwin, Chief Financial Executive of Pita Pit told COK:

“We know that a growing number of our customers – and consumers everywhere – are looking for delicious and nutritious heart-healthy options and are also increasingly concerned about animal welfare issues. That's why we're excited to introduce a hearty all-vegan black bean patty to our menus nationwide.”

Find a Pita Pit near you by visiting [PitaPitUSA.com](http://PitaPitUSA.com).



## Subway Restaurants in Canada Roll out All-Vegan Veggie Patty

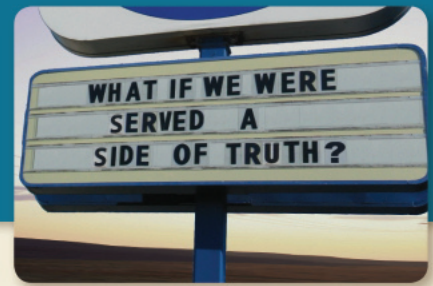
Do you enjoy Subway's Veggie Delight sandwich but wish you could feast on a “meatier” animal-friendly meal? We do, too! That's why COK's [WeLoveSubway.com](http://WeLoveSubway.com) campaign has been asking consumers to reach out to Subway, the world's largest restaurant chain, urging the company to add vegan options – and we're excited to share some good news:

Select Subway restaurants throughout Canada are starting to dish out an all-vegan patty, promoted as the “Totally Vegged” vegetable patty! The vegan patty is currently only available in Canada – though continued positive feedback from consumers, like you, eager to see this 100% meat-, egg- and dairy-free option available everywhere may change that.

Visit [WeLoveSubway.com](http://WeLoveSubway.com) and call the company at 203-877-4281 to add your voice to the thousands of others who are urging Subway to add hearty vegan options to all of its menus.■

PRO-VEG COMMERCIALS:

## COK Serves a Side of Truth to Millions of Viewers Nationwide



**Y**ou know that each year in the U.S., billions of animals are forced to endure horrific conditions on factory farms that few people would support if they only knew the truth.

Imagine if fast-food restaurants offered diners a side of truth with every meal – truth about where meat, eggs, and dairy products really come from. That's exactly what happens in our award-winning 30-second commercial – “A Side of Truth” – that blanketed the national airwaves on MTV, Comedy Central, and Animal Planet during our fall 2011 campaign. This ad, which you can view online at [COK.net](http://COK.net), further directs viewers to our resourceful website, [TryVeg.com](http://TryVeg.com), to learn more as well as request a free *Vegetarian Starter Guide*.



This powerful message of compassion is reaching millions of viewers – and with your support, we can reach millions more.

COK's Pro-Vegetarian Commercial Campaign has proven to be one of the most successful and cost-effective ways – at just one penny per view – to shine a bright light on the abuses kept hidden behind the closed doors of animal agribusiness and empower others to stand up for animals every time they sit down to eat. ■

**We know this ad campaign is changing minds and saving lives because of the tremendous feedback from viewers:**

“I saw your commercial, visited your website, and it has all really opened my eyes.... How can such cruelty be allowed? How did I not know this was going on? I'm committing to going vegan, as I write this email to you. I can't thank you enough.”

“My brother saw your ad on TV and went to your website because he didn't believe you about the farms you showed. That's how I saw your ad. We both searched around your site for a while and were totally shocked to see animals treated like that. It made me want to cry. I'm only 13 (my brother is 17) but we're both now vegetarian and trying to convince our parents to let us go vegan.”

“I was totally blown away by those images of animals in your commercial. It's hard to imagine 30-seconds of anything having such an impact, but it truly changed my life. I stopped eating meat immediately and hope my family not only understands why but will become vegetarian too.”

### PLEASE ACT NOW

Our ability to spread a message of compassion depends largely on the kindness and generosity of individuals, like you, who share our mission of pulling back the curtains on factory farms to expose the truth. **Help us continue serving a side of truth** – your \$50 donation today will enable us to reach 5,000 television viewers with a message about building a kinder tomorrow.

# Compassionate Cuisine from Allison Rivers Samson



Allison Rivers Samson's love for food began in 1989 when she became vegetarian and deepened once she transitioned to veganism. Her passion for vegan food led her to start the original online vegan bakery, [AllisonsGourmet.com](http://AllisonsGourmet.com) in 1997. She prefers her sweets and her comfort foods to be more whole-foods based than processed. Allison lives with her family in Nevada City, CA.

This deliciously wholesome Mac 'n Cheese recipe was created by Allison and originally published in her award-winning *VegNews* magazine column, "Veganize It!" Enjoy!

## Baked Mac-n-Cheese

- 4 quarts water
- 1 tablespoon sea salt
- 8 ounces macaroni
- 4 slices of bread, torn into large pieces
- 2 tablespoons + 1/3 cup non-hydrogenated margarine
- 2 tablespoons shallots, peeled and chopped
- 1 cup red or yellow potatoes, peeled and chopped
- 1/4 cup carrots, peeled and chopped
- 1/3 cup onion, peeled and chopped
- 1 cup water
- 1/4 cup raw cashews
- 2 teaspoons sea salt
- 1/4 teaspoon garlic, minced
- 1/4 teaspoon Dijon mustard
- 1 tablespoon lemon juice, freshly squeezed
- 1/4 teaspoon black pepper
- 1/8 teaspoon cayenne
- 1/4 teaspoon paprika

1. In a large pot, bring the water and salt to a boil. Add macaroni and cook until al dente. In a colander, drain pasta and rinse with cold water. Set aside.
2. In a food processor, make breadcrumbs by pulverizing the bread and 2 tablespoons margarine to a fine texture. Set aside.
3. Preheat oven to 350 degrees. In a saucepan, add shallots, potatoes, carrots, onion, and water, and bring to a boil. Cover the pan and simmer for 15 minutes, or until vegetables are very soft.
4. In a blender, process the cashews, salt, garlic, 1/3 cup margarine, mustard, lemon juice, black pepper, and cayenne. Add softened vegetables and cooking water to the blender and process until perfectly smooth.



5. In a large bowl, toss the cooked pasta and blended cheese sauce until completely coated. Spread mixture into a 9 x 12 casserole dish, sprinkle with prepared breadcrumbs, and dust with paprika. bake for 30 minutes or until the cheese sauce is bubbling and the top has turned golden brown.

# Getting Vegucated: An interview with Marisa Miller Wolfson



Marisa Miller Wolfson is a long-time animal advocate as well as the writer and director of the newly-released – and highly-acclaimed – documentary *Vegucated* that has already been racking up awards, including “Best Documentary” at the Toronto Independent Film Festival. This entertaining and informative guerrilla-style film follows three meat- and cheese-loving New Yorkers who agree to adopt a vegan diet for six weeks. Lured with true tales of weight lost and health regained, they begin to uncover hidden sides of animal agriculture and soon find themselves risking everything to expose an industry they supported just weeks before.

**Q:** How long have you been vegan, and what prompted you to change your diet?

**A:** Since March 2002, the day I grabbed a “101 Reasons Why I’m a Vegetarian” booklet for reading material on my plane ride home to Indiana for my 26th birthday. I had been vegetarian for three months after seeing an old Tom Regan documentary called *We Are All Noah*. At that screening event, I was very moved, but I remember rolling my eyes at a vegan who said, “Milk is liquid meat.” Oh, puleeez. But by the time I landed and had read all 101 reasons, I decided to go vegan. I realized that if I truly respected animals and wanted to protect the environment, I could no longer support the dairy and egg industries either.

**Q:** What inspired you to create *Vegucated*?

**A:** Sitting in a screening of *Super Size Me*, I thought, “Ok, so we know what not to eat. Someone needs to make a documentary of

this process in reverse, explaining what we should eat and focus on the ethical issues as well as health issues.” I spoke with my boss then, Mary Max, and she said, “Let’s do it!” I had years of experience organizing screenings of other people’s documentaries about veg living and animal protection, so I knew a bit about how to engage audiences, and I decided to give it a shot. It took a year to get the project off the ground, but once we cast our three fabulous film subjects and started shooting, we knew we had something pretty special.

**Q:** As you followed the journey of three people discovering the benefits of vegan eating, what were some of the most surprising things you learned?

**A:** Each person’s experience taught me something new, but most notably, through Tesla I learned that lack of social support is perhaps the toughest challenge people face when going vegan. But overall, I was pleasantly surprised to see that if you expose people to information, give them

hands-on experiences to let them come to their own conclusions, and offer them healthy, humane alternatives, you don’t have to “sell” veganism at all. It becomes a no-brainer.

**Q:** What has the feedback from the public been to this film?

**A:** We had pre-screened it and fine-tuned it with the FilmShop filmmakers collective, so we hoped it would go over well, but the actual feedback has exceeded our expectations – from vegans and omnis alike. After every screening we get emails from people who are inspired to change their lives after seeing it. I have to say, on a personal level that is so rewarding. I had gotten a little jaded after nine years of vegan advocacy, but this instills hope in me again. So that has been the biggest compliment, though we’re thrilled to have received the “Best Documentary” award at the Toronto Independent Film Festival and a “Chris Award” at the Columbus International Film and Video Festival.



**Q:** Where can people go to see *Vegucated* or how can they purchase a DVD copy?

**A:** We're winding down our 12-city "Let's Get America Vegucated!" Fall 2011 Tour right now, which has been a blast. We had several sold-out screenings. We had fun with Bob Barker at our red carpet LA premiere, and, of course enjoyed working with COK at the DC premiere. But we only reached about 2,000 people that way. We're super excited to be launching our grassroots community screenings campaign in the new year and hope to reach tens of thousands more people by having folks sign up to host screenings in their living rooms, colleges, churches, etc. at our website. People can order a DVD at [GetVegucated.com](http://GetVegucated.com) now and the film will be available through many digital portals starting in December 2011 as well.

**Q:** What are some basic tips you can share for people just getting started?

**A:** First and foremost, I'd say consider it one big adventure. Try a bazillion things, knowing you might not love this or that form of a food, a brand or a recipe. But don't give up. Try different brands, different styles, different ways of preparing it. You might surprise yourself. Over

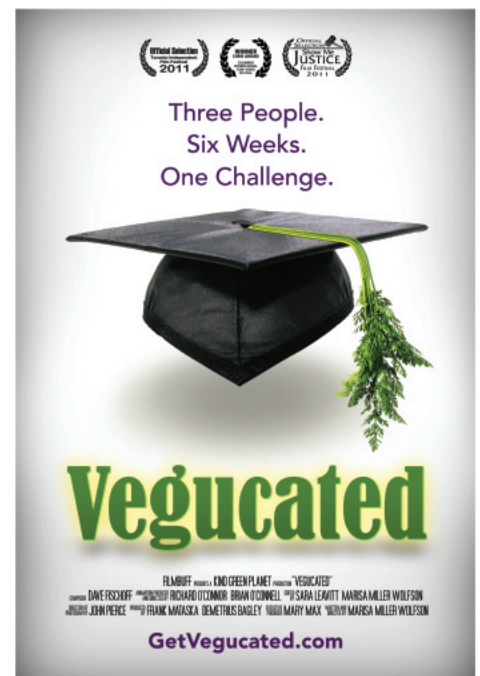
time, you'll find new foods that satisfy the cravings you had for old (non-vegan) foods. As Brian says towards the end of the film, "it's amazing how adaptable our bodies are." Our taste buds do change, and we find new, healthier favorites to crave.

**Q:** Tell us about your email program, "Vegan at Heart" which coaches people who are transitioning toward vegan eating.

**A:** The idea is to share practical information with people who consider themselves vegans "at heart" but not yet in practice – it's our safety net to catch people who've seen the film, are eager to make changes but need some guidance. Subscribers receive one daily email for 30 days with tips and tricks for going vegan, then they receive the *Vegan at Heart* e-newsletter thereafter. People can ask me questions anytime, and I offer emotional support and troubleshooting for specific challenges. We also built a Cheering Section to create a space where people can share victories and challenges and help support other people in their processes too.

**Q:** On a personal level, what are some of your favorite vegan meals to share with your vegan-to-be family and friends?

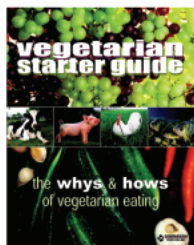
**A:** There's a great spinach lasagna recipe I make from *How It All Vegan*, and a great rosemary hazelnut-crusted seitan from [VegCooking.com](http://VegCooking.com) that wins over omni hearts. Plus some yummy chocolate chip cookies from *Vive le Vegan*. One thing we don't have a shortage of is fantastic vegan cookbooks!■



Visit [GetVegucated.com](http://GetVegucated.com) to watch the trailer and order your DVD.

## VEG OUTREACH

Bulk discounted rates are available. Contact us for details.



### Vegetarian Starter Guide

Our most-requested piece of literature! This 24-page guide explains the environmental toll of factory farming and health benefits of vegetarian eating, and offers sample grocery lists, meal ideas, recipes, and more. **First copy is free, \$1 domestic shipping and handling for each additional copy.**



### Easy Vegan Recipes

A tempting collection of our favorite and easy-to-prepare recipes for breakfast, lunch, dinner, dessert, or even snacks! **First copy is free, \$1 domestic shipping and handling for each additional copy.**



### Eating Sustainably

This tri-fold brochure lays bare the environmental impact of animal agriculture as one of the leading causes of pollution and resource depletion today. Readers learn how to fight global warming – and animal abuse – with their forks. **\$2 domestic shipping and handling per pack of 25 flyers.**



### TryVeg.com Bumper Sticker

One of the simplest ways to spread a message of compassion! **First sticker is free. \$1 shipping and handling for each additional sticker.**



### See Her as More Than a Meal Poster

Encourage others to choose compassion at every meal by displaying this poster on a bulletin board in your community, at your school, place of worship, or just in your home. **\$1 each includes domestic shipping and handling.**



### Restaurant Manager Cards

Every time you dine, take along one of these pocket-sized cards to kindly encourage the restaurant to add more vegan options. **First 10 cards free, \$1 domestic shipping per 20 cards for orders of 20 or more.**



### City-Wide Vegetarian Guides

Finding animal-friendly fare from coast to coast has never been easier – especially with COK's guides to vegetarian and vegan dining in Washington, DC; Baltimore, MD; Los Angeles, CA; and Austin, TX. **Your first copy of each guide is free and can be requested online at VegDC.com, VegBaltimore.com, or VegAustin.com. Please contact us at info@cok.net for bulk orders.**

## BOOKS



### Change of Heart: What Psychology Can Teach Us About Spreading Social Change

by Nick Cooney  
The Founder and Director of the Humane League, Nick Cooney, reviews decades of data to provide you with an easy-to-follow introduction to effectively causing compelling social change. Learn why people tend to have certain beliefs and what strategies can best compel them to reevaluate. Change of Heart is perfect for long-time animal advocates and beginners alike. **\$19.**



### Why We Love Dogs, Eat Pigs, and Wear Cows

by Melanie Joy  
In her groundbreaking book, Social Psychologist Melanie Joy, Ph.D, Ed.M, explores the invisible system that shapes our perception of the meat we eat, so that we love some animals and eat others, without knowing why. She calls this system carnism: the ideology that allows us to selectively choose which animals become our food. **All copies are signed by Melanie Joy! \$15.**

## VIDEOS



### "Latest in Clinical Nutrition" DVD, Volume 6 (2011)

Using the most recent and groundbreaking nutrition research published in medical journals, the renowned Dr. Michael Greger explains the many ways that the healthiest diet is also the most humane diet: meat-, egg-, and dairy-free. **\$12.**



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## APPAREL



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