

# Compassionate Action

The Magazine of Compassion Over Killing

WINTER 2012 • Issue 26

**COK Investigation Prompts  
Slaughter Plant Shutdown**

**2012: The Power of Compassion**

**Victory: LA Passes Meatless  
Monday Resolution**

**Interview with Ethan Brown,  
Founder of Beyond Meat**

**Sneak Peek inside *Betty Goes Vegan***



WINTER 2012 • Issue 26

**Compassion Over Killing (COK)** is a national non-profit 501(c)(3) animal advocacy organization based in Washington, DC with a second office in Los Angeles. Working to end animal abuse since 1995, COK exposes cruelty to farmed animals and promotes vegetarian eating as 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

Cover Photo: Douglas and Summer were both rescued from the dairy industry and reside at Animal Place. Photo by Marji Beach/Animal Place.

Graphic Design, Lara Dalinsky  
laratada@yahoo.com

P.O. Box 9773 • Washington, DC 20016  
cok.net • info@cok.net • 301-891-2458

Dear Friend,



Erica and friend at Poplar Spring Animal Sanctuary

Thank you. It's because of your kindness and dedication that 2012 has been a tremendous year for COK and for animals.

As you'll read on the next several pages, with your help, we released an undercover video that garnered international attention and prompted the USDA to shut down a California slaughter plant, we're persuading companies that vegan eating is the new business as usual, we're using the legal system to challenge the status quo, and we're putting meat-free meals on the political map — plus so much more.

**"Together, we're demonstrating the power of compassion."**

Our determination to expose the cruelties forced upon factory-farmed animals and to empower others to make kinder choices is stronger than ever. And our ability to bring about meaningful advancements for animals is growing and strengthening with each passing year.

Despite all the progress we've made, we know we still have a long way to go, and the animals are counting on all of us to speak out for them. Your continued support is so vital to our efforts—together, we're demonstrating the power of compassion.

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)
- [VegDC.com](http://VegDC.com)
- [DunkinCruelty.com](http://DunkinCruelty.com)
- [WeLoveSubway.com](http://WeLoveSubway.com)
- [VegRecipes.org](http://VegRecipes.org)



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 VICTORY:

# Los Angeles Adopts Meatless Monday Resolution!



After working closely with COK to develop this initiative, the Los Angeles City Council unanimously passed a Meatless Monday resolution “in support of comprehensive sustainability efforts as well as to further encourage residents to eat a more varied plant-based diet to protect their health and protect animals.”

Co-introduced by Councilmembers Ed P. Reyes and Jan Perry, Los Angeles is now the largest city to support Meatless Monday, and COK applauds the city for inspiring Angelenos to choose meat-free foods at least once a week.

In 2010, San Francisco, Calif. became the first city to support Meatless Monday, soon followed by Washington, DC. ■

“When dealing with issues as big as global warming, or even as personal as battling diabetes or obesity, it’s easy to feel helpless, like there’s little we can do to make a difference. But the small changes we make every day can have a tremendous impact. That’s why this Meatless Monday resolution is important. Together we can better our health, the animals and the environment, one plate at a time.”

– Los Angeles Councilmember Ed P. Reyes, co-sponsor of the Resolution.

“Meatless Monday is about raising awareness. It is not a requirement, but rather a call for all of us to think about our environment, the food we eat, and how we can be a part of making ourselves healthier.”

– Los Angeles Councilmember Jan Perry, co-sponsor of the Resolution



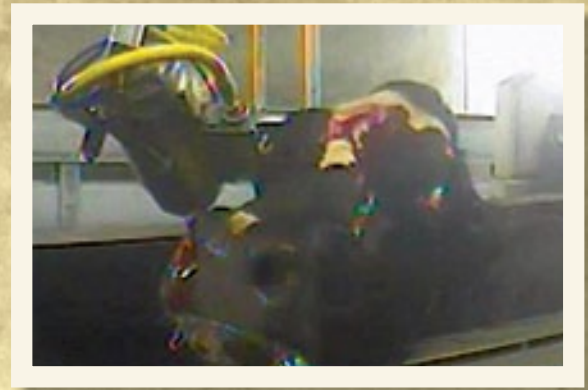
## Emily Deschanel Talks with COK about Meatless Monday

Emily Deschanel is a proud vegan and a long-time supporter of Meatless Monday. At the Los Angeles City Hall, where the resolution was introduced, she spoke with COK about the benefits of choosing plant-based foods and the positive impact it has on our health, the environment and animals!

Visit [COK.net](http://COK.net) to watch our video.

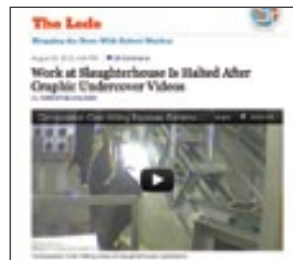
## COK VIDEO EXPOSES RAMPANT CRUELTY

# PROMPTS USDA TO SHUT DOWN CALIFORNIA SLAUGHTER PLANT



*Photos (clockwise):* A worker stands on this cow's nose and mouth to suffocate her after she was shot in the head. • This cow continues to stand and breathe after being shot in the head with a stun gun. • Our investigator documented many cows struggling and kicking as they were hoisted upside down by a chain around one of their legs. • This cow, too weak to stand, was shocked over and over again by a worker trying to force her to stand.

COK released a gut-wrenching undercover video, filmed by one of our investigators, exposing rampant animal abuse and suffering inside Central Valley Meat Co. (CVM), a slaughterhouse in Hanford, California. CVM is a major supplier to the USDA's National School Lunch Program and other federal food initiatives.



Like all federally inspected slaughterhouses, CVM is required to comply with federal animal welfare requirements as well as California's animal protection laws. However, COK's whistleblowing video uncovers acts of cruelty that appear to violate both state and federal laws.

**After viewing our footage, the USDA shut down the facility, citing "egregious inhumane handling and treatment of livestock."**

Former USDA inspector and supervisor Lester Friedlander, DVM, also reviewed COK's video and stated, "I could not believe the repeated Humane Slaughter Violations that occurred... The company... should be held accountable for these violations."

In addition to selling meat to the USDA, CVM also supplied several major

companies, many of whom – including **McDonald's, Costco, and In-N-Out Burger** – **immediately severed ties to this facility upon release of our video.**

This gruesome exposé of animal cruelty and the related fallout made international headlines, exposing millions of people around the world to the horrors forced upon farmed animals. The extensive coverage includes feature stories by **ABC World News, CNN, New York Times, Associated Press, Reuters, Los Angeles Times, Huffington Post, UK's Daily Mail** and France's **LeMonde**, plus countless other outlets. As a result of this coverage, our video exposing rampant abuse behind the closed doors of animal agribusiness has been viewed over half a million times.

Most of the animals slaughtered by CVM are "spent" dairy cows who are no longer economically viable as milk-producers to the dairy industry. It's shameful – and illegal – that these cows, many of whom are sick or injured, are forced to endure such blatant abuses at the hands of the meat industry.

Visit **COK.net** to read more and to watch our investigation footage.

Sadly, such abuses are not isolated incidents. Numerous undercover investigations inside slaughter plants throughout the U.S. reveal that animal cruelty is standard practice in the meat industry.

The most effective way each of us can help end these abuses is to simply leave animals off our plates. Start today: visit **TryVeg.com**. ■

# The Power of Compassion ♥ Highlights from 2012

Thanks to the kindness of our wonderful supporters and the dedication of our amazing volunteers, 2012 has been a tremendous year for COK—and for animals. Together, we're making incredible strides, and we're thrilled to share these highlights with you.

## Undercover Video Prompts USDA to Shut Down Slaughter Plant:

After viewing COK's investigative video exposing rampant abuse inside a California dairy cow slaughterhouse, the USDA immediately shut the facility down. The story garnered international headlines, and several major companies, including McDonald's and In-N-Out Burger, severed ties with this meat supplier. (See page 4.)



## Subway Campaign Progress:

Through COK's campaign website, [WeLoveSubway.com](http://WeLoveSubway.com), thousands of consumers have been encouraging the world's largest restaurant chain to offer hearty vegan options. In June, eight select locations in the DC-Metro area launched a vegan test menu that was so popular, stores ran out in less than a month.

## LA Adopts Meatless Monday Resolution:

After COK met with several city council members about the benefits of vegetarian eating, in November, Los Angeles became the largest US city to adopt a resolution encouraging residents to participate in Meatless Monday (see page 3). The resolution passed unanimously and has garnered significant national media attention.



## Thousands Celebrate at DC VegFest:

Over 8,000 people joined us in September for our fourth annual DC VegFest (see page 8). From dynamic speakers – including CNN's Jane Velez-Mitchell – to delicious vegan food, the event was a huge success. Visit [DCVegFest.com](http://DCVegFest.com).

## Thousands Take Our VegWeek Pledge:

Inspired by Md. Sen. Jamie Raskin, our 2012 VegWeek celebration in April included more than 30 elected representatives – and thousands of people nationwide – pledging to go veg for at least seven days. Visit [USVegWeek.com](http://USVegWeek.com).

## Quorn Expands Vegan Product Line:

Last year, we announced that after working with COK, Quorn Foods created its first-ever all-vegan product that was launched in the US. The Vegan Burger debuted to rave reviews and strong sales – and inspired the company to begin making plans to expand its vegan line into the UK market. Stay tuned for updates.



### **A Vegan Win at National Grilled Cheese Invitational:**

For the first time in its 10-year history, the Grilled Cheese Invitational handed out an award for a vegan sandwich. Entered by COK, the all-vegan Aurora Borealis received a trophy in the professional category. Visit [VegRecipes.org](http://VegRecipes.org) to start cooking.



### **Dairy Price-Fixing Case Moves Forward:**

After COK exposed the dairy industry for killing 500,000 young cows to reduce milk supplies and artificially inflate prices, a \$9.5 billion class-action lawsuit was filed late last year against industry giants. In October, the court denied the defendants' Motion to Dismiss, so the case will now move forward.

### **Animal Cruelty Lawsuit Settled; Hatchery Ceases Operation:**



COK and the Animal Legal Defense Fund settled an animal cruelty lawsuit against Cal-Cruz Hatcheries, which agreed to cease all animal operations, putting an end to suffering at this factory farm. The lawsuit,

based on COK's undercover investigation inside this chicken and duck hatchery, was filed after the Santa Cruz County District Attorney's office refused to take action to stop the abuse.

Photo credit: Farm Sanctuary

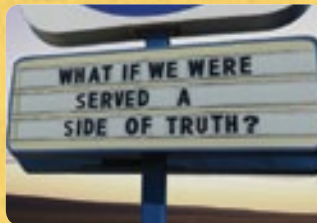


### **Cruelty at Pig Breeding Factory Farm Exposed:**

A COK investigator wore a hidden camera while employed at Hawkeye Sow Centers, a pig breeding factory farm in Iowa. The footage reveals the day-to-day miseries forced upon thousands of female pigs nearly immobilized inside tiny crates and their piglets who endure painful mutilations. Visit [COK.net](http://COK.net) to view our video.

### **Millions of HULU Viewers Are Served a "Side of Truth":**

This year, we took COK's award-winning pro-vegetarian commercial campaign to the next level by running our ads on HULU.com, a video-streaming website where a growing number of today's youth are turning to watch their favorite TV shows and movies. The response from viewers was incredible! (See page 10)



### **Extending Our Reach Nationwide:**

COK staff and volunteers hosted hundreds of events nationwide, giving out thousands of vegan food samples and tens of thousands of free pro-veg materials. Join our efforts today: [info@cok.net](mailto:info@cok.net) or 301-891-2458.

### **COK Co-Files Lawsuit against USDA To Stop the Sale of Foie Gras:**

To produce foie gras, ducks and geese are force-fed until their livers abnormally swell, causing hepatic lipidosis (fatty liver disease). According to the complaint, the USDA is required through the Poultry Products Inspection Act to condemn as adulterated all diseased poultry and should not permit the sale of foie gras.

### **And there's so much more!**

Visit [COK.net](http://COK.net) to read the latest news and updates about our efforts to protect animals.

It's because of your kindness that we're able to bring about these important and meaningful changes for animals. You can help us continue the momentum into 2013 – donate now at [COK.net](http://COK.net) or send a check using the enclosed envelope.

**Support our work today, and together we can create a kinder tomorrow. ■**



## Thousands Celebrate Veg Eating at the 2012 DC VegFest

On September 22, over 8,000 people joined us at the beautiful waterfront Yards Park in Washington, DC to celebrate during the fourth annual DC VegFest. The sun was shining, festival-goers were smiling, and canine friends were wagging their tails.

The excitement started well before the event officially kicked off as hundreds of people waited in line eager to get their hands on one of our 1,000 free commemorative bags, loaded with products and other items from our sponsors.

On the main stage, attendees enjoyed engaging talks from several speakers, including ultra-athlete **Rich Roll**, CNN's

**Jane Velez-Mitchell**, **Dr. Michael Greger** from NutritionFacts.org, and NBC4's **Wendy Rieger**. The event also featured cooking demos by **Terry Hope Romero** and **Doron Petersan**.

From decadent sweets to savory veggie meats, the variety of free food samples, including **Beyond Meat** (see page 12), plus nearly two dozen food vendors impressed vegans and meat-eaters alike. With so many choices, everyone was sure to find something to please their taste buds. And the debut of **Bread & Brew's** beer garden was a huge hit. The local brews complemented the vegan cheese-smothered nachos dished out in a frisbee.

This year's **Sticky Fingers Sweets & Eats** cupcake eating contest delighted the crowd and featured its first-ever canine contestant who won in a landslide. First place among the human contestants was awarded to COK volunteer Jon Fisher.

From start to finish, this event was a tremendous success, thanks to all of our amazing volunteers, dynamic speakers, generous sponsors and our more than 100 vendors, as well as everyone who joined us for the festivities.

Visit [DCVegFest.com](http://DCVegFest.com) for more photos and information, and stay tuned for details about the 2013 DC VegFest. ■





# COK'S LEGAL ADVOCACY PROGRAM

## Seeking Justice for Animals – from the Classroom to the Courtroom

COK's Legal Advocacy Program – spearheaded by General Counsel, Cheryl Leahy – has had a banner year in 2012: from a legal settlement ensuring the permanent shuttering of a chicken hatchery and an investigation which shut down a dairy cow slaughterhouse to developing and teaching the first-ever farmed animal law course at the University of California Los Angeles (UCLA) School of Law.

When it comes to challenging the status quo of animal agribusiness, our Legal Advocacy Program is tirelessly pushing the boundaries through creative and ground-breaking tactics – we're pulling back the curtains on factory farms and slaughterhouses to expose the painful realities forced upon billions of animals, and with few laws to protect birds, pigs, and cows raised for food, we're finding new ways to use the legal system to fight this cruelty and neglect.

### Q&A WITH COK'S GENERAL COUNSEL CHERYL LEAHY



**What first sparked your interest in the field of animal law?**

There are so many animals suffering on factory farms, and people are outraged when they learn the truth. The law is a great way to obtain real change for the animals, in line with people's values against animal cruelty.

**What do you think has been the biggest advancement in the field of animal law in the last few years?**

Animal law has been growing very rapidly and does not seem to be slowing down. The more bright and enthusiastic minds we have on solving the problems of factory farming, the more effective and diverse approaches we have seen to achieving real institutional changes.

**What do you hope to see your students take away from your class?**

I hope to empower my students with a clear understanding of the massive and wide-reaching problems of the status quo, a proficient understanding of the law, and the ability to innovate and develop creative legal solutions they can apply in their careers to help animals on factory farms. ■



## COK'S PRO-VEG AD:

“It convinced me to...give vegetarianism a try.”

**Two pennies.** That might not sound like much but it could actually be enough to change someone's mind – and save lives. How?

Two pennies is the average cost per view of running a 30-second commercial on HULU.com, one of the most popular video streaming websites where a growing number of people are turning to watch their favorite TV shows. Yes, just two pennies.

Now imagine if, while watching HULU, in between prime time television shows or late night comedy on demand, viewers caught a brief glimpse of the horrors kept hidden behind the closed doors of animal agribusiness. COK is making this a reality.

**Our powerful Pro-Vegetarian Commercial Campaign is shining a bright light on the dark world of factory farming and empowering viewers to rethink exactly what – and who – they're eating.**

This past fall on HULU, our award-winning ad “**Side of Truth**” was viewed **more than two million times**. And the response was phenomenal: traffic to our website, TryVeg.com, nearly tripled and requests for more information poured in. ■

**Most notable are the thoughtful messages we receive from viewers, such as these:**

“My wife saw the TryVeg commercials on TV and asked me to take a look. I did, and it convinced me to... give vegetarianism a try.”

“After seeing your ad, I checked out your site and was pleasantly surprised by all the helpful information for beginners. Going vegetarian is something I've been thinking about but never had the motivation to really try until now. Thanks!”

“For the past year, I've been cutting back on how much meat I eat but now I'm ready to take the next step and your ad on HULU helped me realize that.”

**This strategic campaign is one of the most cost-effective means to spread the animals' message. Please visit [COK.net](http://COK.net) to watch our award-winning ad – and stand up for animals today by helping us continue serving a “Side of Truth.”**

# Compassionate Cuisine

Traditional family dishes for today's modern vegan family



It started out as a fun vegan cooking project – veganizing Betty Crocker recipes – that Dan and Annie Shannon shared on their blog. It's been so popular, they turned it into a cookbook: *Betty Goes Vegan!* Featuring over 500 classic recipes, from omelets to brownies, you're bound to find new vegan favorites for the whole family.

*Shannon photo credit: V.K.Reese Photography*

## Vegan Eggs Benedict

4 servings

### Poached "Egg"

- 1 package of firm tofu (drained and cut into 4 rectangular pieces)
- 1 batch of cheese sauce (see recipe below)

### Hollandaise Sauce

- ½ cup vegan sour cream
- 3 Tbsp. nutritional yeast
- 3 Tbsp. lemon juice
- 1 tsp. margarine
- ¼ tsp. turmeric
- 1 tsp. Bragg's

### Other Ingredients

- 4 English muffins
- 1 cup raw spinach
- 1 avocado (sliced)
- 6 pieces tempeh bacon
- paprika to dash across the top
- olive oil for cooking (around 2 tablespoons)
- dash of liquid smoke



1. Start by making cheese sauce (recipe below), then pre-heat oven to 400°F.
2. Fill a kitchen marinade injector with cheese sauce. Taking one piece of tofu at a time, slowly insert the injector in the center of the shorter side, making sure it doesn't go in too far. Gently move the tofu back and forth (not the needle) to create a pocket. Be careful to not tear a hole in the tofu. Fill all 4 tofu pieces.
3. On a lined cookie sheet, bake the tofu for 10 min. then flip each piece, baking for 10 more min. or until golden brown. Don't worry if some of the cheese sauce pours out. When it's done baking, and before you put it on the dish, slowly inject more cheese sauce to the point that it looks like the tofu may burst.
4. While tofu is baking, cook the tempeh in a skillet using olive oil and liquid smoke.
5. In a small saucepan, mix all the Hollandaise sauce ingredients with a whisk over a low heat. This will thicken pretty quickly.
6. Toast the English muffins, and start layering your desired amount of spinach, tempeh bacon, and avocado, followed by a poached "egg." Pour some Hollandaise sauce over the top and sprinkle with paprika. Then enjoy! ■

### Cheese Sauce

- ½ cup (1 stick) vegan margarine
- ½ cup flour
- 3½ cups boiling water
- 1½ tsp. salt
- 2 Tbsp. soy sauce
- 1½ tsp. garlic powder
- 1 tsp. onion powder
- a few dashes of liquid smoke
- pinch of turmeric
- 1½ cups nutritional yeast flakes
- paprika & black pepper, to taste

1. In a saucepan, melt the margarine over low heat, then whisk in the flour.
2. Continue whisking over medium heat until smooth and bubbly.
3. Whisk in the boiling water, salt, soy sauce, liquid smoke, onion powder, garlic powder and turmeric.
4. Add a few dashes of black pepper and paprika to taste. Continue whisking until dissolved.
5. Once thick and bubbling, whisk in nutritional yeast flakes.

# Beyond Meat Founder Ethan Brown



Photo credit: Jonathan Timmes/For The HSUS

**Q:** Tell us about your decision to stop eating animals and ultimately launch your company?

**A:** When I was growing up, my dad taught at the University of Maryland (he founded the School of Public Policy there). In his 'spare' time he bought a farm in beautiful Western Maryland and started a large Holstein dairy business. His passion for agriculture, land, and the outdoors shaped much of my early life and introduced me to farm animals. Hanging around them, I couldn't help but notice that while there were differences in appearance, personality, and intelligence between say a calf and my beloved dogs, none were significant enough for me to justify moral consideration to one and deny it to the other.

As I got older, I never was able to find a rational answer to the question "which do you cut and which do you cuddle?" Yet, as with lots of folks, my ability to integrate this belief into my daily behavior was at first limited and I continued to fish, eat meat, and wear leather. I think my evolution to

Imagine the possibilities if there were a plant-based product available that was so similar in texture and taste to chicken that consumers couldn't tell the difference. Now imagine that this meat-free product also cost less than meat. That's exactly what Ethan Brown, founder of Beyond Meat, aims to do – and his company is making national headlines across the U.S. as its products are hitting stores from coast to coast.

becoming vegan was a process of retiring each inconsistency as my discomfort spoke to me loudly enough. For example, I can remember the start of a basketball season, thinking about the smell of the leather on my brand new high tops, the gentle nature of our dairy cows at our farm, and feeling strange wearing their skin.

Today, as an adult, I wish I could say that my governing belief is more sophisticated and grounded in some arcane eastern philosophy. It isn't, but is rather a simple childhood observation that I can't justify pampering one animal and destroying another.

As to why I started the Company, I think it was really a nagging around the question—would we continue to raise and eat animals in such staggering numbers if a perfect plant-based replication of meat existed? I began looking for, and ultimately found, a platform that can truly mimic much of the sensory experience provided by meat. My now good friends Fu-hung Hsieh and Harold Huff at the University of Missouri developed this

innovation over the course of a decade and after two years of working together with them, Beyond Meat was born.

**Q:** What makes Beyond Meat different from other plant-based meats available today?

**A:** As a company, we are obsessed with perfectly replicating the sensory experience of animal protein. We are not all the way there, but we are getting closer. Our goal is to provide the consumer with an absolutely seamless replacement for animal protein in their favorite dishes. No trade-off, only nutritional upside; and the good news is that we are just getting started.

**Q:** What were the biggest challenges you discovered in the process of developing a meat-free chicken?

**A:** We are in pursuit of flexitarians, those consumers who are actively avoiding animal protein for a meal or two a week. For the core of this market, getting 80-90 percent of the way there in terms of texture and sensory experience



“I could never provide a rational answer to that question ‘which do you cut and which do you cuddle?’”



is nearly nowhere at all. So, for me, the biggest challenge comes in chasing that perfect consumer experience where there is no difference between a substitute and real meat. We aren't quite there yet, but we are getting closer and closer.

**Q:** Do you envision Beyond Meat products to eventually be more affordable than regular chicken meat, and when do you think this will happen?

**A:** Raising and slaughtering a chicken takes about 6 weeks. You can complete our simple process in 2 minutes. When you take out the middle man, er fowl, to this extent and increase efficiencies you are going to realize savings. The challenge is we need to scale to much higher volumes. So, it's really a function of the volume curve (versus time) that will take us there.

**Q:** Where can you find Beyond Meat?

**A:** Our Chicken-Free Strips will be in

all Whole Foods stores in the Prepared Foods (deli) section of the store by the beginning of 2013. For the up-to-date list of restaurants and other markets check our store locator at: [BeyondMeat.com](http://BeyondMeat.com)

**Q:** What's your favorite recipe/meal using Beyond Meat's chicken strips?

**A:** I could eat our chicken strips with a light lemon rosemary seasoning on them all day. I'm 6' 5" and 230 lbs. so I mean that! ■

## VEG OUTREACH

First copy is free, \$1 for each additional copy unless otherwise noted. Please contact us at [info@cok.net](mailto:info@cok.net) for bulk orders.



### Vegetarian Starter Guide

This guide explains the benefits of choosing vegetarian foods. Includes recipes and meal ideas.



### Easy Vegan Recipes

A collection of our favorite easy recipes for breakfast, lunch, dinner, dessert and snacks.



### See Her as More Than a Meal Poster

Encourage others to choose compassion by displaying this poster in your community.



### TryVeg.com Bumper Sticker

One of the simplest ways to spread a message of compassion



### Restaurant Manager Cards

Use these pocket-sized cards to kindly encourage restaurants to add more vegan options. First 10 cards free, \$1 per pack of 20 cards.



### City-Wide Vegetarian Guides

COK's guide to veg-friendly dining in Washington, DC; Baltimore, MD; Los Angeles, CA; and Austin, TX. First copy of each guide is free and can be requested online at [COK.net](http://COK.net).

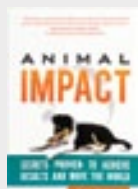
## PRODUCTS



### The Vegg – Vegan Egg Yolk

This versatile egg yolk replacer can be used in a wide range of recipes, or even on its own for dipping! To use, simply blend with water. One packet equals about 40 yolks. \$8.50 per packet.

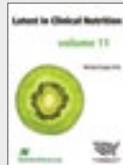
## BOOKS



**Animal Impact: Secrets Proven to Achieve Results and Move the World** by Caryn Ginsberg  
Find out what leading advocates know that allows them to score impressive

victories for animals, from personal activism to global campaigns. \$21.

## VIDEOS



**“Latest in Clinical Nutrition” DVD Package, Volumes 6-11 (2012)**

By [NutritionFacts.org](http://NutritionFacts.org)  
Using the most recent, ground-breaking nutrition research

published in medical journals, the renowned Dr. Michael Greger explains that the healthiest diet is also the most humane. \$10 each or \$40 for all 6.



### I ♥ Compassion Over Killing – Chicken Keychain

One of the cutest ways to help spread a message of compassion! Order one for yourself, and get a few extras as gifts for friends. \$5.



## Your Donations Help Us Help Animals!

All of our work for farmed animals is only made possible thanks to the generosity of our members. Your support means so much to us and, more importantly, to the animals.

Visit **COK.net** to learn more. Thank you!

## APPAREL



### COK Logo Tee

Share your compassion with others by wearing your support for COK on your sleeve! Made in the U.S. using an eco-friendly printing process. Available in Cement Grey and Navy Blue, sizes Women's & Men's S-L. \$20.

\*Available in men's & women's sizes!



### "Ask Me Why" Tee

This tee shirt offers more than just a message — it encourages others to strike up a conversation about the benefits of being vegetarian! Made in the U.S. using an eco-friendly printing process. Each tee comes with 20 free TryVeg.com business cards. Available in Cement Grey and Navy Blue, sizes Women's & Men's S-L. \$20.

Please send payment and orders to: COK • P.O. Box 9773 • Washington, DC 20016  
**Questions?** Contact COK at [info@cok.net](mailto:info@cok.net) or 301-891-2458. Thanks for your support!

item description	size/color	qty	price
		Donation	
		<b>TOTAL</b>	

All prices include shipping within the United States and applicable Maryland sales tax for items shipped in-state. Thank you!

name \_\_\_\_\_

address \_\_\_\_\_

phone or email (to contact with order questions) \_\_\_\_\_

Please make checks and money orders payable to:



P.O. Box 9773 • Washington, DC 20016

**Want to order online?** Visit our Marketplace at **COK.net**



P.O. Box 9773 • Washington, DC 20016 • [cok.net](http://cok.net)

Postage required unless mailed by COK.

NONPROFIT ORGANIZATION  
U.S. POSTAGE PAID  
SUBURBAN, MD.  
PERMIT NO. 2800

compassion is...  
lending a hand to farmed animals

Support our work  
today to help create  
a kinder tomorrow.

