

Compassionate Action

The Magazine of Compassion Over Killing

Spring 2008 • Issue 22



COK Takes Egg Industry to Court for Consumer Fraud

New Investigation Uncovers Cruelty inside New Jersey Egg Farm

Campaign Victory Leads to More Egg-Free Foods

Interview with Author Mark Hawthorne

Recipes from the COK Kitchen

And Much More...

COMPASSION OVER KILLING

Compassion Over Killing (COK) is a nonprofit 501(c)(3) animal advocacy organization based in Washington, D.C.

Working to end animal abuse since 1995, COK exposes cruelty to animals in agriculture and promotes vegetarian eating as a way to build a kinder world for all of us, both human and nonhuman.

Please join us in speaking out for animals.

When you contribute to COK, you can rest assured that every dollar is stretched as far as possible to help the greatest number of animals. Please use the enclosed envelope to send in a donation towards our work or visit COK.net to make a secure online donation. Thank you. Your support means so much to us, and more importantly, to the animals.



Be a voice for animals. Donate today!

VISIT US ONLINE!

- COK.net
- TryVeg.com
- EggIndustry.com
- ChickenIndustry.com
- VegAustin.com
- VegBaltimore.com
- VegDC.com
- VegPortland.com

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

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laratada@yahoo.com

Dear Friend,



Erica and friend
at Poplar Spring
Animal Sanctuary

In the wake of the nation's largest meat recall, which stemmed from an undercover investigation exposing egregious abuses at a California dairy cow slaughter plant, the increased awareness of the suffering endured by animals raised for food is undeniable. Yet, we still have such a long way to go.

As you read about our most recent **undercover investigation** inside an egg factory farm, our **consumer fraud lawsuit against the egg industry**, our Morningstar Farms **campaign victory** and so much more in this issue of *Compassionate Action*, we hope to inspire you to get active—or even more active—for animals. The opportunities to get involved are endless, and the animals urgently need our help today.

More than 10 billion birds, pigs, and cows are killed each year in the U.S. for us to eat, and most consumers simply have no idea how miserable the lives of farmed animals truly are, from birth until death. The industry, of course, would prefer to keep it that way, hiding the painful realities of meat, egg, and dairy production behind closed doors.

That's why **COK works tirelessly to bring the animals' voices to the public's attention as well as provide people with the tools they need to begin transitioning to an animal-friendly diet.** Thanks to the generosity of our supporters, each year we're able to extend our reach on behalf of animals even further—on television, in newspapers and magazines, on the streets of D.C. and in cities from coast to coast, in high school classrooms, in courtrooms, and online. Our hard-hitting campaigns are having a positive impact for animals, and we couldn't do it without you.

Thank you for standing with us—and with the animals—in our efforts to spread a much-needed message of compassion.■

Sincerely,



Erica Meier
Executive Director

Our hard-hitting campaigns are having a positive impact for animals, and we couldn't do it without you.

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VICTORY!

MORNINGSTAR FARMS RESPONDS TO YOUR DEMANDS FOR EGG-FREE FOODS!

Company commits to using one million fewer eggs in 2008 as well as offering more vegan products

In February 2007, Compassion Over Killing and Vegan Outreach teamed up with caring people everywhere in urging Morningstar Farms, a Kellogg subsidiary that has been making vegetarian foods for over 25 years, to offer more vegan items by removing eggs from its products.

After months of discussions, and after receiving thousands of calls, letters, and emails from caring consumers, we're excited to announce that Morningstar Farms is taking a very meaningful step in that direction!

According to company spokeswoman Kathleen Eckler, in 2008 "Kellogg is reducing the amount of eggs we use in our Morningstar products by a minimum of one million eggs. We're committed to announcing even more new vegan products for our customers."

By reducing Kellogg's egg usage by more than a million eggs per year, nearly 4,000 fewer laying hens will suffer in factory farms each year.

More than 95% of eggs produced in the U.S. come from hens confined inside barren wire battery cages so restrictive, the birds can barely even move, let alone engage in many of their most natural behaviors including spreading their wings, perching, or walking. Battery-caged hens are typically provided



with a meager 67 square inches of space in which to live—that's less floor space than the size of one sheet of notebook paper. For more information about the horrors of egg factory farms and for egg-free recipes, please visit **EggIndustry.com**.

Thank you to all of you who joined in our campaign and helped bring about this victory for animals! In addition to the thousands of individuals who supported this campaign, there were also dozens of organizations that rallied behind this effort—and both COK and Vegan Outreach are truly grateful. For a full listing of supporting organizations, visit **COK.net**.■



Please call Kellogg today to thank the company for its compassionate decision and to let it know that you're looking forward to seeing more vegan products from Morningstar Farms in the near future: 1-800-962-1413 (press 9).



COK TAKES EGG INDUSTRY TO COURT

for Consumer Fraud and Exposes Cruel Conditions Inside New Jersey Egg Factory Farm



“ANIMAL CARE CERTIFIED” – A CASE OF ANIMAL CRUELTY & CONSUMER FRAUD

In 2003, COK launched a powerful and strategic campaign to expose the misleading nature of the United Egg Producer’s (UEP’s) “Animal Care Certified” logo. Starting in 2002, producers voluntarily agreeing to adhere to the industry trade group’s “Animal Care Certified” guidelines were permitted to stamp this logo on their cartons. The UEP’s guidelines also permit these producers to confine hens inside barren wire battery cages so restrictive, the birds can barely move, let alone nest, dust bathe, or perch.

COK filed multiple complaints with federal agencies, including the Better Business Bureau, alleging false advertising. We conducted consumer polls, went inside certified farms to document the misery endured by these hens, and our work led to dozens of media exposés on this issue.

In 2003, the Better Business Bureau deemed the logo “misleading”—but that

didn’t stop the industry from using it. Then in 2005, the Federal Trade Commission announced that per an agreement with the UEP, the “Animal Care Certified” logo would be removed from stores shelves by April 1, 2006. But, this hasn’t stopped the industry altogether from continuing to use the logo either. (See Timeline below for more details about this case.)

As recently as February 2008—almost two years after the agreed-upon deadline—COK has documented egg cartons bearing the “Animal Care Certified” logo being sold on stores shelves in New Jersey.

Further evidence reveals more widespread violations: the “Animal Care Certified” logo has also been marketed on egg cartons in New York, Pennsylvania, Connecticut, and Delaware. The packaging on these cartons identifies the eggs’ origin: ISE America in New Jersey, an egg factory farm and packing plant with more than one million hens confined inside barren wire battery cages. See next page to learn about

COK’s investigation of ISE America.

COK TAKES ACTION TO STOP CONTINUED USE OF MISLEADING LOGO

On February 20, 2008, Compassion Over Killing and an egg consumer filed a lawsuit in the Middlesex County Superior Court of New Jersey against the UEP and ISE America alleging violations of a consumer protection law based on the continued use of the misleading “Animal Care Certified” logo on egg cartons. COK has filed additional complaints with both the New Jersey and New York Attorneys General as well as the Federal Trade Commission alerting them to the continued use of the claim and urging them to take action on behalf of consumers in their states.

As of this printing, the case is still pending. COK is represented by Egert & Trakinski, a law firm specializing in animal protection issues. ■

“LOOKING AT ITS NOTORIOUS RECORD ON BOTH ANIMAL CRUELTY AND CONSUMER FRAUD, IT’S CLEAR THAT THE EGG INDUSTRY HAS AGAIN PROVEN THAT IT’S SIMPLY INCAPABLE OF REGULATING ITSELF.”

—Cheryl Leahy,
COK’s General Counsel

COK EXPOSES CRUEL CONDITIONS INSIDE EGG FACTORY FARM: ISE-AMERICA

In 2007, a COK investigator worked inside ISE America’s facility in New Jersey painstakingly documenting the day-to-day miseries forced upon these caged birds. As the undercover video reveals, the horrific conditions in this egg factory farm are a far cry from what most consumers would consider “Animal Care Certified.” The footage shows birds overcrowded in cages, severely decomposed birds left in cages with live birds, ill birds denied individual veterinary care, and hens stuck in between the wires of their cages, unable to access food or water.



Workers kill hens by twisting their necks in view of other birds.



More than one million hens are intensively confined in battery cages at this facility.



This hen is stuck in between the wires of her cage, unable to access food or water.

Turn the page to find out what you can do. |||||➔



BACKGROUND & “ANIMAL CARE CERTIFIED” TIMELINE

For a complete campaign timeline, including links to media reports and previous undercover investigations inside egg factory farms, please visit COK.net.

June 2003:

COK filed a complaint with the Better Business Bureau (BBB) asserting that the UEP was engaging in false advertising by allowing its member producers to use the “Animal Care Certified” logo on cartons.

May 2004:

The NARB upheld the ruling, stating that the ACC logo should be discontinued or modified.

February 2005:

COK and four egg consumers filed a lawsuit in D.C. against two retailers and an egg producer alleging that the “Animal Care Certified” (ACC) logo stamped on egg cartons deceives shoppers by conveying a false message of humane animal care. This case was settled out of court in 2006.

March 31, 2006:

This marks the last day the “Animal Care Certified” logo could be used.

February 2008:

COK and an egg consumer filed a lawsuit against the UEP and ISE America, an egg factory farm in New Jersey, for the continued use of the misleading “Animal Care Certified” logo.

November 2003:

The BBB’s National Advertising Division (NAD) ruled in COK’s favor, stating that the ACC logo is misleading and should be discontinued. The UEP appealed to the BBB’s National Advertising Review Board (NARB).

August 2004:

The BBB referred the case to the Federal Trade Commission after determining that the UEP was not in compliance with its recommendations.

September 2005:

The FTC announced that the UEP will discontinue its use of the “Animal Care Certified” logo by April 1, 2006.

September 2006:

The UEP paid \$100,000 to attorneys general in 16 states and D.C. to settle false advertising claims relating to the “Animal Care Certified” logo. The UEP also signed an agreement reiterating that it would no longer use the misleading logo.

CRACKING THE CRUELTY: YOU CAN MAKE A DIFFERENCE FOR EGG-LAYING HENS

Welfare concerns have already prompted several European countries, including Sweden, Austria, and Germany, to ban the confinement of hens in battery cages, and the entire European Union has voted to phase out barren battery cages by 2012.

Yet in the U.S., nearly 280 million egg-laying hens are languishing in battery cage factory farms in the U.S. and these birds remain the most intensively confined of all farmed animals.



YOU CAN TAKE ACTION. START TODAY!



1. Crack the Habit: Choose egg-free foods.

The best way each of us can help laying hens is simply to leave their eggs out of our shopping carts. Get free eggless recipes on page 11 or order a free copy of our *Easy Vegan Recipes* booklet (use the order form on page 15).



2. Spread the Word: Distribute our Egg Carton Flyer.

Help inform others about the cruel conditions forced upon egg-laying hens, the egg industry's deceptive advertising, and what they can do to make a difference by distributing our Egg Carton flyer. Request your free flyers today (use the order form on page 15).



3. Look for the logo: "Animal Care Certified."

COK has recently documented the egg industry's misleading "ACC" logo on egg cartons in five states: NJ, NY, PA, CT, and DE (see page 4 for more details). If you see this logo in a store near you, please let us know! Call us at 301-891-2458 or email us at info@cok.net.



4. Demand truth in labeling on egg cartons:

Write to the FDA. In September 2006, COK co-filed a federal rule-making petition with the Food and Drug Administration seeking to mandate the full disclosure of egg production methods on all cartons sold in the U.S. This would include the clear identification of "eggs from caged hens." Similar regulations already exist throughout the European Union and in Australia. Our petition, which can be read in full at COK.net, is still pending, and the FDA is still accepting comments from the public. Please send your letter of support to:

Dockets Management Branch (HFA-305)
Food and Drug Administration
5630 Fishers Lane
Room 1061
Rockville, MD 20852

Be sure to include the petition's docket number on all correspondence with the FDA: Docket # 2006P - 0394.



5. Learn more: Visit EggIndustry.com. On this site, you'll find up-to-date news articles, expert opinions, and links to egg-free recipes as well as a video room and photo gallery offering you a virtual tour inside the industry's egg factories. ■

COK'S 2007 HOLIDAY
PARTY SPECIAL GUEST:

Dan Piraro!



On December 15, 2007, more than 200 COK supporters gathered at the MamaSita Cultural Center in Washington, D.C. in celebration of another year of compassionate action for animals. We were honored to also be joined by special

guest, Dan Piraro, creator of the award-winning and nationally syndicated cartoon *Bizarro*, who kept everyone entertained with his humorous tales of international animal activism and more.

The event was a huge success thanks to all the D.C.-area restaurants, including Java Green and The Vegetable Garden, that generously filled the room with delicious vegan food as well as the dozens of companies that donated items for our silent auction and gift bags, the many volunteers who helped organize the event, and everyone who joined us for this special evening. ■



COK IN THE NEWS:

Thanksgiving Menu Goes Green

On November 20, 2007, NBC-4 in Washington, D.C. aired a wonderful story about celebrating Thanksgiving with a delicious vegetarian feast. The report, which opens by letting viewers know that Thanksgiving “doesn’t have to be about a bird,” encourages viewers to try the popular holiday dish, Tofurky, and also includes an interview with COK’s Erica Meier.

You can view this story online at NBC4.com/GoingGreen. ■

ANIMAL ADVOCATE SPOTLIGHT:

Carolyn and Jeremy Kilborn



Carolyn and Jeremy Kilborn are active Compassion Over Killing supporters who spend much of their free time advocating on behalf of animals. In addition to running the newly-formed Annapolis for Animals, a grassroots group dedicated to educating others about important animal protection legislation in Maryland, they’re also writing a book about animal rights.

Carolyn and Jeremy are also advocating for animals every time they drive! After attending COK’s 2007 holiday party, Jeremy was inspired to speak out for animals even more—so he came up with a plan and took action. A few weeks later, much to Carolyn’s surprise and delight, Jeremy unveiled their latest form of advocacy: a license plate bearing a creative and compassionate message: Try Veg – to which they’ve added “.com” on the bumper, encouraging others to visit COK’s website TryVeg.com! ■

VegBaltimore.com

COK's fourth—and newest—veg-friendly dining guide!

As a growing number of people discover the benefits of choosing vegetarian foods, the marketplace is responding by offering a variety of meat-free options in restaurants and grocery stores everywhere. And to help make it even easier to transition to a healthier and more compassionate diet, COK recently launched our fourth veg-friendly dining guide: VegBaltimore.com!

COK's online resources for vegetarian dining continue to grow and gain in popularity. Each month, our sites VegDC.com, VegPortland.com, VegAustin.com, and VegBaltimore.com are viewed tens of thousands of times, and we routinely receive emails from individuals as well as local organizations and businesses thanking us for helping make vegetarian eating easier than ever!■



“Keep Singing!” for Animals— A Compilation CD Benefitting Compassion Over Killing

Exotic Fever Records recently released “Keep Singing,” a Compassion Over Killing benefit compilation CD featuring exclusive tracks from the all-vegan bands Ampere, des_ark, and Off Minor, plus many more tracks from other animal-friendly artists including Strike Anywhere and Life at These Speeds.

The CD also comes with a fabulous booklet filled with more than a dozen vegan recipes submitted by each of the bands.

Visit Exotic Fever Records online at ExoticFever.com to order a copy (or two) of “Keep Singing!” today – all proceeds will be donated to COK!■

COK IN 2007: PUTTING COMPASSION INTO ACTION



With your help, our efforts throughout 2007 to expose the miseries endured by farmed animals and promote the concept of not eating them reached new heights—from our first ever “Best Vegetarian Restaurant” contest on VegDC.com that generated a phenomenal news story on Washington, D.C.’s NBC-4 to our Morningstar Farms campaign victory in which the Kellogg subsidiary announced it will reduce its use of eggs by at least one million in 2008 as well as create new vegan products!

We’re excited to share these 2007 highlights with you. Please accept our heartfelt gratitude for your support, and we look forward to sharing updates with you throughout 2008!

- After COK and Vegan Outreach teamed up to launch MorningstarEggFacts.com, a campaign website asking consumers to urge Morningstar Farms to stop using eggs, the Kellogg subsidiary announced that in 2008, it will use one million fewer eggs while also creating more vegan options!
- COK hosts its first annual “Best Vegetarian Restaurant” contest on VegDC.com, and announced Java Green as the overall winner.
- NBC-4 in Washington, D.C. runs a phenomenally positive story about the many benefits of a vegetarian diet, featuring Java Green and COK’s work to protect animals. After covering this story, the reporter, Wendy Rieger, announced that she is now a vegetarian.
- COK’s newest 30-second pro-vegetarian ad, “Exploring Your Food” aired nationally on MTV, reaching countless youthful viewers with a message of compassion.
- COK designed a new Hard-Boiled Truth ad, asking readers “What’s Inside Your Egg Carton?” The full-page ad ran in two issues of Ms. magazine—once on the outside back cover and once in the inside front cover—exposing the cruelties inside egg factory farms.
- WGAL-8 in Lancaster, Pa., featured a final story in the case of criminal animal cruelty against the owner and manager of Esbenshade Farms, one of the state’s largest egg factory farms. While the judge did not rule in the hen’s favor, the news report features an interview with COK and reveals the cruel conditions forced upon these birds. The story ends by letting viewers know that COK will continue to ask consumers to choose compassion by simply leaving eggs out of their shopping carts.
- COK releases “Easter Bunny Eggsposed,” a spoof television news report revealing the miseries of egg production—it’s been viewed online tens of thousands of times.
- COK’s new egg carton flyer aims to expose the horrors of egg production as well as how the industry scrambles the truth.
- COK celebrated our second annual National Veggie Hot Dog Day in July with more than 30 feed-in and leafleting events hosted from coast to coast.
- COK launches two new online dining guides: VegAustin.com & VegBaltimore.com.
- Washington, D.C.’s NBC-4 featured COK in a Going Green news report about vegetarian Thanksgiving feasts.
- COK hosts more than 70 vegetarian outreach activities in the Washington, D.C.-area including feed-ins, tabling events, leafleting outings, and workshops at local schools.
- Throughout 2007, COK distributed more than 275,000 pieces of pro-vegetarian literature, including our *Vegetarian Starter Guide*, *Vegetarian Guide to D.C. and Surrounding Areas*, and *Easy Vegan Recipes* booklet. ■

Compassionate Cuisine

Vegan snack attack!



Crispy Home Fries

Serves 2 to 4

- 4 medium baking potatoes, thinly sliced
- 1 tablespoon each of garlic powder, paprika, onion salt & oregano
- 1 teaspoon black pepper (or more to taste)
- 1 small onion, chopped (or more to taste)
- 2 small bell peppers, red or green, chopped (optional)
- 1 cup thinly sliced mushrooms (optional)
- 2 tablespoons olive oil (or more if adding the optional vegetables)

1. Put the sliced potatoes and spices in a container with a tight-fitting lid. Shake for 30 seconds, until the potatoes are well coated.
2. In a large frying pan, sauté the onion, bell peppers, and mushrooms (if using) in olive oil about 7 to 10 min.
3. Mix in the spiced potato slices in the frying pan. Toss well. Let sit for 10 to 15 min., browning over medium-low heat. Do not stir. Flip over and let sit for another 10 min., or until both sides are crispy brown. Then serve immediately.

“Cheezy” Garbanzo Spread

Makes about 2 cups

- 1 15-ounce can garbanzo beans (chickpeas)
- ½ cup roasted red peppers
- 3 tablespoons tahini (sesame seed butter)
- 3 tablespoons lemon juice

1. Drain the garbanzo beans, reserving the liquid, and place them in a food processor or blender with the remaining ingredients. Process until very smooth.
2. If using a blender, occasionally stop to push down the bean mixtures with a rubber spatula. The mixture should be quite thick, but if blending is difficult, add a tablespoon or two of the reserved bean liquid.
3. Serve on crackers or bread, in casseroles, or as a delicious filling for quesadillas.

Five-layer bean dip

Serves 4 to 6

- 1 16-ounce can, vegetarian refried beans
- 1 cup salsa, (use mild, medium, or hot)
- 1 cup canned or frozen (thawed) corn
- 1½ cups guacamole (or one to two ripe avocados, smashed)
- 1 cup vegan sour cream, try Tofutti
- ¼ cup chopped cilantro or scallions, if desired

1. In a small- to medium-sized serving bowl, spread the refried beans on the bottom and halfway up the sides of the bowl.
2. The next four layers can be added in any order: salsa, corn, guacamole (or smashed avocados) and vegan sour cream.
3. Sprinkle the top layer with chopped cilantro or scallions if desired.
4. Serve with tortilla chips.

For more delicious recipes, visit COK's VegRecipes.org.

COK talks with Mark Hawthorne



Mark Hawthorne is a long-time, committed animal advocate whose experiences throughout the years lend personal insight and practical knowledge to his new book, *Striking at the Roots: A Practical Guide to Animal Activism*. Written to reach out to both newcomers to the animal movement as well as seasoned activists, Mark's book examines a variety of advocacy strategies, offers the tools and resources needed to increase effectiveness, and motivates readers to start making a difference for animals today. When he's not writing articles or opinion pieces for publication in various newspapers or magazines, Mark spends time with his five rescued rabbits at home and volunteering for Animal Place, a farmed animal sanctuary in Vacaville, California.

Q: What motivated you to become involved in animal activism?

A: It was a long journey that began while traveling the world nearly 20 years ago. I was in Pamplona with thousands of other knuckleheads for the running of the bulls. After I had completed the run and made it to the bullring, I felt ashamed. A couple months later I was in India, living with a Buddhist family in the Himalayas. Almost everything I ate was from their vegetable garden, and I felt better than I had in my life, both physically and spiritually. One day a cow came into the garden. It was the first time I had really considered a cow. I was just captivated by her, and she held my gaze for some time. It changed me somehow.

I had pretty much stopped eating meat when I got back to the US. I began educating myself about factory farming and other animal abuse, read *Diet for a New America* and discovered an animal sanctuary near me called Animal Place.

One visit to Animal Place was all I needed to go vegan and decide I wanted to be an activist.

Q: What was your inspiration for writing *Striking at the Roots*?

A: I couldn't find anything like it when I got into the movement—a book that explains each model of activism and how to get involved. I thought we needed a resource like this. A 2006 survey asked young people which non-profit they are most interested in volunteering for. Nearly 30% of those who responded said PETA. This was by a wide margin the most popular answer, so obviously there is a strong interest among this demographic in being active for animals. But what really caught my eye was that when this same group was asked why they are not already active, the number-two open-ended answer was “I don't know how to get started.” Clearly, many people want to take action for animals

but either don't have the necessary knowledge or don't know where to look for it. I'm hoping *Striking at the Roots* will give people a place to go for answers.

Q: Your book discusses a variety of tools for animal advocacy from leafletting to corporate campaigning and more. What forms of activism do you wish our movement would focus more on?

A: I think all the forms are important, and they all have an impact, since you never know what is going to move someone to change their habits. What I would like is for the animal rights movement to reach out more to other progressive movements, like human rights, environmentalism, the peace movement, feminism and the labor movement. The exploitation of animals affects all these other issues. If we can come together with these other movements, I believe we can influence even more hearts and minds.

Q: What do you believe are some of the biggest obstacles the movement faces?

A: Well, obviously we're battling the sense of entitlement most people have about animals, whether it's corporate hegemony or consumer behavior. And that's all backed by multi-billion-dollar marketing campaigns.

But another big obstacle, I'm afraid, is the animal rights movement itself. We're supposedly all working to advance the interests of animals, yet there are many in our movement—and they know who they are—who spend more time criticizing other activists or groups than doing any kind of meaningful outreach or activism. The animal exploiters must surely be laughing at us. It certainly does the animals no good. I'd like to see solidarity and a unified front.

Q: How have your views on animal activism changed since you first got involved in the movement?

A: More than anything, I've learned the critical role young people play in this movement—both reaching out to them to lead cruelty-free lives and inspiring them to engage in activism. Incidentally, that's one reason I have so much respect for the work Compassion Over Killing is doing.

I feel much more empowered than ever before. We're making real progress, and it's energized me to do even more.

Q: What advice can you offer those who are new to the movement and not sure where to get started?

A: Well, there's this great new book.... (Laughs)

Begin with yourself: go vegan. For those wanting to get active, I advise

“More than anything, I've learned the critical role young people play in this movement—both reaching out to them to lead cruelty-free lives and inspiring them to engage in activism”

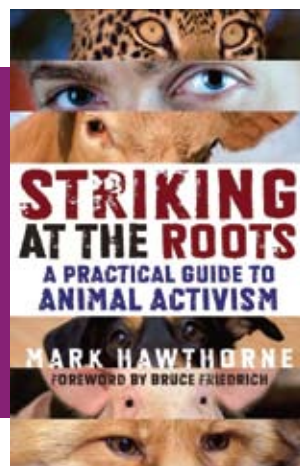
them to find ways to apply their own personality to activism. What do you like to do? Are you comfortable addressing a large group, for example, or are you better talking one on one? I do think we should strive to push some of our own boundaries as activists, though – get out of our comfort zones when possible.

Leafletting is probably the perfect combination of ease and effectiveness. Contact Vegan Outreach and get some leaflets you can hand out at a local college. If you don't think that's for you, see if there's an animal rights organization in your city or on your school campus. Doing a bit of volunteer work with them is a great way to get your feet

wet and meet other activists. If there's nothing in your area, contact groups like Compassion Over Killing, Mercy For Animals or PETA—groups with campaigns activists can get involved with. There is no shortage of things to do.

Also, join the online forum for your nearest vegan or vegetarian society. This will connect you with other activists and be a place to go for support and advice.

Finally, I highly recommend that activists do some kind of direct work with animals, whether it's helping out at a shelter, fostering a rescued rabbit, volunteering at an animal sanctuary or whatever. This will give you firsthand experience with animals and nurture your dedication to the movement. ■



Striking at the Roots: A Practical Guide to Animal Activism

By Mark Hawthorne

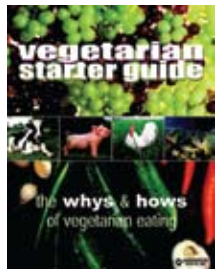
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StrikingattheRoots.com

VEG OUTREACH

Bulk discounted rates are available. Contact us for details.

Vegetarian Starter Guide



Our 24-page guide to the whys and hows of vegetarian eating. Covers in detail factory farming, its environmental toll, and vegetarian health benefits. Resources, grocery lists, recipes, frequently asked questions, transition information, and more. **First copy free. \$1 shipping and handling for each additional copy.**

Easy Vegan Recipes

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



Egg Carton Flyer



Our Egg Carton flyer exposes the routine abuses endured by nearly 300 million egg-laying hens in the U.S. who are forced to spend their lives crammed inside wire battery cages. It further reveals how the egg industry is deceiving consumers about this cruelty. **Flyers are free and are sent out in packs of 25.**

Restaurant Manager Cards

Every time you dine out, take along one of COK's restaurant manager cards to leave with your bill. These pocket-sized cards thank the restaurant for serving vegan meals and encourage them to offer even more cruelty-free options. **First 10 cards free. \$1 shipping and handling for every additional 20 cards.**



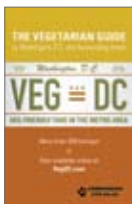
TryVeg.com Bumper Sticker



Spread a message of compassion with COK's TryVeg.com bumper sticker! Message reads "help end animal cruelty – one meal at a time." **First sticker is free. \$1 shipping and handling for each additional sticker.**

Vegetarian Guide to Washington, D.C. and Surrounding Areas (11th Edition)

This latest edition lists more than 400 D.C.-metropolitan area veg-friendly restaurants, groceries, bakeries, and caterers. **First copy free. \$1 shipping and handling for each additional copy.**

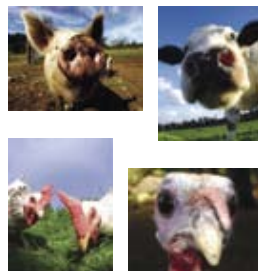


See Her as More Than a Meal

Encourage people to choose compassion at every meal, by displaying this poster on a bulletin board in your community, at your college, or in your high school. **Posters are available for free.**



Farmed Animal Note Cards



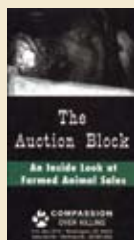
Blank on the inside. Back reads: "Every time we sit down to eat, we can stand up for animals by choosing vegetarian foods. Help end animal cruelty—one meal at a time." A set of four includes one of each card pictured here. Envelopes included. **\$5 each set of four.**

VIDEOS



45 Days: The Life and Death of a Broiler Chicken

A gripping 12-minute documentary film on COK's week-by-week investigation into the U.S. broiler chicken industry, from hatching and factory-farm life to slaughter and packaging. Available on DVD only. **\$5.**



The Auction Block: An Inside Look at Farmed Animal Sales

With hidden cameras, COK investigators gathered shocking footage from three Maryland livestock auctions. This 19-minute video shows a relatively hidden side of animal agribusiness. Available in VHS format only. **\$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.

- Make a secure online donation
- Sign up to become a monthly donor
- Give a gift membership
- Grant a COK wish
- Sponsor a COK employee
- Donate your old car
- Donate to COK through CFC



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



Dog on a Plate T-Shirt*

Our popular “dog on a plate” design. Text reads: “Why Not? You eat other animals don’t you? Go Vegetarian.” COK logo on the back. USA-made 100% organic cotton t-shirt. Available in men’s S, M, and X-L and women’s S and M. **\$15.**

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



Logo T-Shirt*

COK logo on front. USA-made 100% organic cotton t-shirt. Available in cement gray in men’s S, M, L, and X-L and women’s S and M. **\$15.**



SALE: Logo Tee

COK logo on front. USA-made all-cotton t-shirt. Available in heather gray in men’s S and M only. **\$10.**

ORDERING INFORMATION

Please make checks and money orders payable to: Compassion Over Killing.

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

OR PLACE AN ORDER ONLINE BY VISITING OUR MARKETPLACE ON COK.NET.

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

item description	size	men's/ women's	qty.	price
			total	

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address _____

phone or email (to contact with order questions) _____



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