

Compassionate Action

The Magazine of Compassion Over Killing

Winter 2010 • Issue 23

LUCKY DUCK!
...one of many who
were rescued due
to a COK exposé

**COK Celebrates 15 Years
of Animal Advocacy!**

**Rescued: Birds
Impounded after
COK Investigation**

**Campaign Victory:
BOCA Goes Egg-Free**

**Pro-Vegetarian Ads Air
Nationwide on TV**

**Interview with
Paul Shapiro**

And much more...



Winter 2010 • Issue 23

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

Graphic Design, Lara Dalinsky
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Cover photo credit: Farm Sanctuary/
Connie Pugh

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cok.net • info@cok.net • 301-891-2458

Dear friend,



Erica and friend
at Poplar Spring
Animal Sanctuary

Since 1995, **Compassion Over Killing** has served as an unwavering force bringing about positive changes for animals. We've made it our mission to give a voice to the billions of individuals who suffer silently each year behind the closed doors of animal agribusiness and to empower others to stand up for animals every time they sit down to eat.

That's why, as we **celebrate 15 years of advocacy—from 1995 to 2010—we're so proud to look back at all you've helped us accomplish on behalf of farmed animals.** It's the generosity of our ever-growing number of supporters that has enabled us to come such a long way in our short history: Starting out as an all-volunteer high school club and evolving into a national force for animals.

This issue of *Compassionate Action* offers a reflection of our widespread strategic action for animals—from our **undercover investigation inside a hatchery that led to the rescue of dozens of birds** (including the adorable duckling featured on the cover) to **our pro-vegetarian commercials airing on three stations nationwide** to our **VegWeek celebrations garnering the support of federal, state, and local representatives** on both the East and West Coast.

Every day, **Compassion Over Killing** stands up for animals—and we're honored to have you standing with us.

Every day, **Compassion Over Killing** stands up for animals—and we're honored to have you standing with us. With your continued support, we'll keep building a better world for animals in the years to come.

Thank you for joining us in celebrating our 15th year anniversary, and I look forward to working together with you throughout our next 15 years of effective animal advocacy.

With gratitude,

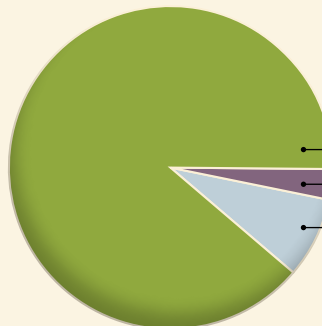
Erica Meier
Executive Director

VISIT US ONLINE!



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

Your support today is helping us build a kinder tomorrow



COK's 2009 Expenses:

- Programs: 89%
- Fundraising: 3%
- Management: 8%

Campaign Victory:

BOCA STOPS USING EGGS!



Compassion Over Killing teamed up with Mercy For Animals and the Animal Protection & Rescue League as well as thousands of compassionate consumers in 2009 to urge BOCA Foods to stop using eggs in its products. BOCA has long been a leader in supplying meatless foods to a growing market, though many of its products were made with eggs.

Within weeks of launching our campaign website, BOCAEggFacts.com, the company contacted Compassion Over Killing to announce its plan to remove all eggs from its products in 2010. The company stated:

"I am pleased to let you know the BOCA brand will be eliminating eggs in all of its products by the end of this year. We anticipate all BOCA products will be egg free in 2010."

Thank you to BOCA, and to everyone who joined in our campaign to help bring about this victory for animals!■



WE LOVE SUBWAY.COM

New COK Campaign:

ASK SUBWAY TO ADD VEGAN OPTIONS!



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 after successfully working with major corporations like Morningstar Farms, Lightlife Foods, and BOCA to add vegan options, COK is now reaching out to the world's largest sandwich chain encouraging the company to expand its menu by adding a vegan meat option.

Visit COK's website WeLoveSubway.com today to learn more about this campaign and post your comment letting Subway know how much you'd like to see veggie meats on its menu!

Thank you for being a voice for animals.■



COK INVESTIGATION:
**Hatchery Cruelty Exposed,
Baby Birds Rescued**

In June 2010, COK released a heartbreaking undercover video revealing the horrors forced upon newly-hatched chicks and ducklings bound for the meat industry. This shocking video of animal abuse was filmed by one of COK's investigators while working inside Cal-Cruz Hatcheries in Santa Cruz, California. The story garnered widespread media attention, making headlines on television news stations and newspapers including ABC, CBS, and Fox affiliates in San Francisco and KTLA in Los Angeles, exposing hundreds of thousands of viewers to the cruelties kept hidden behind the closed doors of animal agribusiness.



CAL-CRUZ HATCHERIES

The Investigation: Documenting and Exposing Abuse

While employed as a maintenance worker at California-based Cal-Cruz Hatcheries Inc. for nearly a month, COK's investigator used a hidden camera to painstakingly document the miserable conditions endured by chicks and ducklings on their first day of life including:

- A chick drowning in a bucket of liquid waste
- Birds entangled in machinery, their dead bodies mangled, decapitated, or missing limbs
- Sick or severely injured birds left to suffer for hours
- Unwanted hatchlings dumped down the egg shell disposal chute, then sprayed with a high-pressure hose
- Birds thrown five to six feet across the room into buckets where they often languished for hours

The video evidence was immediately turned over to the Santa Cruz County Animal Services Authority and the District Attorney's Office. In response, **a follow-up investigation conducted**

officially declining to prosecute the hatchery for violations of state animal protection laws. Visit **COK.net** today to watch our undercover video—and you be the judge.

“Every day that chicks are hatched, I see buckets and buckets of sick and injured birds piling up. Some are dead, having been severely mangled or disemboweled but most are alive—barely alive, and suffering from obvious injuries. Their pain is unimaginable; ... it's so heartbreaking...”

— COK's Investigator

by humane law enforcement not only corroborated our evidence of abuse and neglect but also resulted in the impoundment of 88 ducklings.

Despite this additional documentation by authorities, the District Attorney's office held the case for several months before

Sadly, this documented case of animal abuse is not an isolated incident. Rather, animal cruelty is standard in the meat-, egg-, and dairy industries, and the most effective step each of us can take to help stop it is to simply leave animals off our plates. Start choosing compassion today: visit **TryVeg.com**. ■

RESCUED: Impounded Birds Get Second Chance at Life

After reviewing COK's video evidence, local humane law enforcement conducted its own follow-up investigation and impounded 88 ducklings in urgent need of care. While several of these newly-hatched birds were too sick or injured to survive, more than two dozen were given a new chance at life at Farm Sanctuary and are now leading happy, healthy lives.



Farm Sanctuary photo by Connie Pugh



COK CAMPAIGN:

URGE DUNKIN' DONUTS TO OFFER VEGAN OPTIONS!



“In summary, this video shows laying hens being kept under very bad conditions in which they are suffering enormously.”

– Excerpt from an expert statement by Ian Duncan, PhD, Chair of Animal Welfare in the Dept. of Animal and Poultry Science at the Univ. of Guelph

Dunkin' Donuts is the world's largest coffee and baked goods chain offering more than 52 varieties of donuts—each one made with egg and dairy products.

After successfully working with Morningstar Farms, Lightlife Foods, and BOCA to begin removing eggs from their products and add vegan options, COK reached out to Dunkin' Donuts about this important issue. The company has not yet demonstrated that it's taking this matter seriously—that's why we need you to take action today: visit DunkinCruelty.com to get started.

COK Investigation: Dunkin' Eggs-posed

Michael Foods is one of the nation's largest egg producers supplying eggs to several national restaurant chains—including Dunkin' Donuts. A COK investigator got a job inside a Michael Foods' egg factory farm in Minnesota in order to capture on film the day-to-day miseries of life endured by egg-laying hens crammed inside tiny wire cages. COK's undercover video shows:

- Hens immobilized in the wires of their cages, unable to access food or water
- Decomposing and “mummified” corpses left in cages with live birds
- A Michael Foods' employee decapitating a hen
- Birds suffering from overcrowding, severe feather loss, and untreated injuries

Take Action: Visit DunkinCruelty.com

Please share your concerns today. Urge Dunkin' Donuts to stop using eggs and dairy in its donuts and offer vegan options to meet the growing demand for more compassionate foods.■



Want to get more involved? Hand out COK's Dunkin' Exposed flyers to your friends and family. Request free copies today: visit DunkinCruelty.com or go to our marketplace on page 14.

FALL 2010:

COK'S PRO-VEG CAMPAIGN EXPANDS!

Our 30-Second Ads Blanketed the Airwaves Nationwide
on MTV, Animal Planet and Comedy Central

In the fall of 2010, two of our eye-opening ads—"Exploring Your Food" and "A Side of Truth"—were viewed millions of times from coast to coast shining a bright light on the routine abuses kept hidden behind the closed doors of factory farms while further encouraging viewers to visit COK's website, TryVeg.com, for more information.

These commercials aired nationwide on MTV, Animal Planet, and Comedy Central for four straight weeks, and the response from viewers was tremendous, including this note (see the back cover of this magazine for more viewer feedback):

"I just saw your commercial on Animal Planet and had no idea that animals on farms were treated so terribly... I can't stomach the idea of eating animals anymore. Starting today, I'm a vegetarian! I just wish I knew about this sooner. Thank you for putting that ad on TV."

COK's award-winning* Pro-Vegetarian Commercial Campaign has proven to be one of the most successful and cost-effective ways to reach out to today's youth with an empowering message of compassion. This strategic outreach effort averages a cost of just one penny per view—that's right, just one single penny to inspire someone to help animals every time they sit down to eat.

This powerful campaign is only possible because of the generosity of our supporters. Please consider making a donation today to help us continue airing these ads on televisions:

- Your \$500 donation will help us reach 50,000 TV viewers
- Your \$250 donation will help us print and mail 350 *Vegetarian Starter Guides* to visitors of TryVeg.com who request more information
- Your \$100 donation will help us reach 10,000 TV viewers
- Your \$50 donation will help us print and mail 110 *Vegetarian Starter Guides* to visitors of TryVeg.com

Visit COK.net to watch our commercials and make a donation using our secure online form.■

** COK is thrilled and honored that our Pro-Vegetarian Commercial Campaign received the "Most Effective Vegan Campaign" award at the 2009 National Animal Rights Conference in Los Angeles, and our 30-second ad "A Side of Truth" won a 2009 DoGooderTV Video Award!*



CHANGING MENUS CHANGING MINDS

Compassion Over Killing's *Restaurant Outreach Campaign* has worked closely with dozens of restaurants to create or expand their meat-free menus. Our goal is to help make vegan eating as easy as possible by ensuring that animal-friendly options are widely available. Here are a few of our successes in 2010:



Toscana Grill in Arlington, VA: This popular Italian restaurant hosted Vegan Weekend celebrations during the

entire month of April in honor of Earth Day and COK. Every Saturday and Sunday throughout the month, Toscana Grill's menu was 100% vegan—options, such as “chicken” marsala, vegan cheese pizza, and even vegan waffles for brunch were so popular that these items have been permanently added to the regular menu!



Bread & Brew in Washington, DC: For the 2nd year in a row this Green Certified Restaurant

celebrated Earth Day with a 100% Vegan Day menu on April 22! In 2010, Bread & Brew decided to take it one step further by taking meat off its menu every Monday.



My Little Bistro in Washington, DC: This family-owned restaurant specializing in Peruvian-

style chicken now offers a vegan version of nearly every sandwich on its menu such as the Vegan Tuscan Chicken, My Little Bistro Vegan Club and Vegan Grilled Chicken with Roasted Red Peppers.



Bakeshop in Arlington, VA: After adding a few vegan options on weekends, this bakery saw how popular

these items were and decided to host a Vegan Day celebration to highlight its expanding menu. Vegan Day proved to be

such a success that vegan options, including root beer float cupcakes and chocolate peanut butter rice crispy treats—are now available daily.



Pizzazz Tuscan Grille in Baltimore, MD: This Italian

restaurant added vegan versions of some of its most popular dishes such as “Chick'n” Parmesan, and vegan Bolognese, as well as pizza. To celebrate this new menu, Pizzazz hosted a COK benefit in April with COK's Campaigns Director Christina Tacoronti as the evening's special guest bartender!



Van Gough Café in Baltimore, MD: A

quaint, family-owned coffee shop, Van Gough Café expanded its menu

by dishing out delicious vegan quesadillas, grilled cheese sandwiches and nachos.



Tonic in Washington, DC: This popular bar and

restaurant created an entirely new vegan menu

featuring a roasted and stuffed poblano pepper, creamy broccoli risotto, ratatouille, watermelon steak salad and more!



Mayorga in

Washington, DC: When this coffee shop chain

opened a new store just a few blocks from COK's office, it quickly became the first Mayorga in town offering a wide variety of vegan baked goods such as muffins, banana bread, and brownies, plus vegan grab-and-go sandwiches!



Capital City Cheesecake in Takoma Park, MD:

Before even opening its doors, Capital City Cheesecake worked with COK to develop vegan versions of its popular cheesecakes! Other items such as vegan sandwiches and muffins are also now available.



Eatonville in Washington, DC: Specializing in tradi-

tional Louisiana Creole cuisine, this restaurant now serves some unique options such as vegan pan-fried chicken with Hoppin' John, braised collard greens, and spicy Creole sauce.



Founding Farmers in Washington, DC: This

award-winning Certified Green Restaurant introduced a new VegDC.com co-branded vegan menu featuring popular items like a “beef” patty melt, Southern fried “chicken” salad, and Chocolate Stout Farmhouse Waffles.



Savour Restaurant in Washington, DC:

This Asian-inspired bar and lounge offers mouth-watering vegan options including Jerkiyaki tofu bites, soy “chicken” cutlet, and chickpea fritters with red pepper coulis.



Chef Tony's in Bethesda, MD: This tapas restaurant

jumped at the opportunity to add a number of new vegan dishes, which are all made fresh and change daily based seasonally available foods from local farmers market!■



2010: COK Celebrates VegWeek in Maryland and Los Angeles!

Compassion Over Killing first launched Takoma VegWeek in 2009 in our hometown of Takoma Park, Maryland. This week-long celebration was officially declared by our city through a Mayoral Proclamation that encouraged residents to choose vegetarian foods as a way to help protect their health, the planet, and animals. Maryland's **Sen. Jamie Raskin**, who inspired COK to organize VegWeek, signed a pledge to go veg for one week—a pledge that he's kept to this day!

Energized by his new vegetarian diet, Sen. Raskin helped COK to expand our VegWeek campaign in 2010 to include

the entire state of Maryland. Seven elected officials, including **Congresswoman Donna Edwards, State Delegates Tom Hucker and Jim Gilchrist, and Montgomery County Council Vice-President Valerie Ervin, participated in Maryland VegWeek** and publicly pledged to go vegetarian for the week. This effort was supported by the state capital city of Annapolis, the Montgomery County Council, and the city of Takoma Park, which all signed proclamations officially declaring Maryland VegWeek and encouraging residents to choose vegetarian foods.

Maryland's campaign was such a

resounding success, we brought this celebration to the West Coast and hosted our **first-ever Los Angeles VegWeek!** **Congressman Brad Sherman and Ca. Assemblymembers Pedro Nava and Ted Lieu** led the way, each pledging to choose vegetarian foods for the week. Asm. Lieu awarded COK with a California Assembly Certificate of Recognition for our promotion of vegetarian eating, and Los Angeles Supervisor Don Knabe presented COK with a Los Angeles VegWeek Scroll in support of our week-long celebration that encouraged residents to choose healthier and more humane foods.■



"Going vegetarian has helped me feel a lot better physically as well as politically—I finally lined up my menu with my morals."

– Maryland Senator Jamie Raskin

"I believe that we have to model the behavior that we want to promote, especially when we are dealing with issues related to healthy lifestyles, animal welfare, and environmental stewardship. VegWeek helps to put the focus on respect and justice for animals and helps promote good nutrition."

– Montgomery County Council Vice President Valerie Ervin

"During my tenure in the Legislature, I have worked very hard to raise the standards for the humane treatment of animals. [Los Angeles VegWeek] will help to raise awareness and encourage a more compassionate diet and lifestyle."

– California Assemblymember Pedro Nava

For more information and photos, please visit MarylandVegWeek.com and LAVegWeek.com.

Photos (top to bottom): COK's Erica Meier, Congresswoman Donna Edwards, and COK's Christina Tacoronti at MD VegWeek; COK's Jaya Bhumitra and Asm. Lieu at LA VegWeek.



Compassion Over Killing TURNS 15!



In 1995, Compassion Over Killing was founded as an extra-curricular high school club with a handful of volunteers and no funding. Despite those limited resources, from day one, COK was determined to stand up for animals and help make the world a kinder place. While much has changed since our humble beginnings, fifteen years later that determination to stop animal suffering remains steadfast.

As a powerful voice for farmed animals, COK is continually evolving and improving upon our strategies in order to maximize our abilities to expose the cruel underbelly of animal agribusiness and empower others to make compassionate choices. As you'll see in the highlights below, from 1995 to 2010, we took on the egg industry's misleading advertising scheme and won, we've changed the way scores of corporations do business, we've

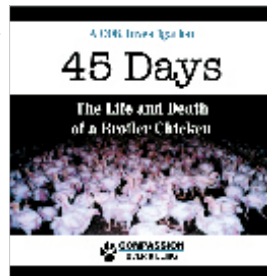
reached out to millions of TV viewers with our pro-veg commercials, and so much more.

Our greatest strength, however, is you: our dedicated members. These advancements for animals are only possible because of the generosity of our supporters.

Thank you for allowing us to celebrate this anniversary—and we look forward to working together with you during our next 15 years of advocacy. ■



1. COK's yearbook photo, 1995;
2. Faunavision, 2001; 3. End of egg industry's "Animal Care Certified" logo, 2005; 4. Egg recall demo, 2010;
5. MTV campaign launched, 2004;
6. Turkey hatchery abuse exposed, 2006; 7. COK urges FDA to require egg production labeling on cartons.



8. BOCA stops using eggs, 2010; 9. *The New York Times* full-page story on COK's third open rescue, 2002; 10. Undercover video leads to cruelty charges, 2006; 11. Investigation and documentary exposing cruelties at auctions, 2001; 12. Chicken and duck hatchery abuse, 2010; 13. Exposé leads to rescue of birds, 2010; 14. Investigative documentary exposing chicken industry, 2004; 15. Morningstar agrees to reducing eggs usage by 1 million, 2007; 16. COK's first open rescue, 2001; 17. Investigation helps persuade USDA to change transport rules, 2005; 18. *Washington Post* feature story on COK, 2003; 19. Pro-Veg ads air nationwide on MTV, Animal Planet & Com. Central, 2010.

COK Talks with Paul Shapiro



Paul Shapiro founded Compassion Over Killing in 1995 and worked for the organization until January 2005, when he accepted a position as the senior director of the Humane Society of the United States' factory farming campaign, where he still serves.

While at COK, Paul acted both as the group's campaigns director and as an undercover investigator at factory farms, livestock auctions, and slaughter plants. His work has played an integral role in ending misleading advertising on egg cartons, passing laws in several states to criminalize various factory farming practices, and helping countless individuals make better eating choices.

Q: How was Compassion Over Killing founded?

A: Seeing that there was little animal advocacy in my high school in Washington, DC, I originally intended for COK just to be a school club. (Amusingly, I'd actually founded other high school clubs with similarly noble goals such as the Chips and Salsa Club and the Bread Club...) Pretty soon though, COK started hosting events, and very quickly there were far more adults than high school kids involved. From there it just really took off, especially once we started doing undercover exposés at factory farms.

Q: What prompted COK to shift its focus primarily on animals raised for food?

A: The organization from the start had a strong focus on farm animal issues, but we also spent significant time combating cruelty in other industries. It wasn't until about a decade ago that I started reading essays from friends of mine like Matt Ball and Jack Norris about the need for a greater movement emphasis on farm animals that we shifted to a nearly exclusive focus on them.

I of course think the animal movement should seek protection for all animals, but considering the overwhelming number of farm animals who are abused and the relative lack of movement resources that go toward aiding them, I thought it was an important role for COK to fill. I'm heartened that more national groups are now adding some emphasis on farm animals, but there's still much work to be done.

Q: How has vegan eating changed since you became vegan?

A: I've been a vegan since 1993 and it's amazing how much has changed since then. I remember that no regular grocery stores carried soymilk at the time, whereas now even Wal-Mart has an extensive selection that's so good even my 91-year-old grandfather buys it. The proliferation of vegan eating into the mainstream has been really impressive. In 1993, few people knew what the word meant. Now we've got cultural icons like Bill Clinton, Ellen, and Oprah talking glowingly about vegan eating, while other influential figures are arguing

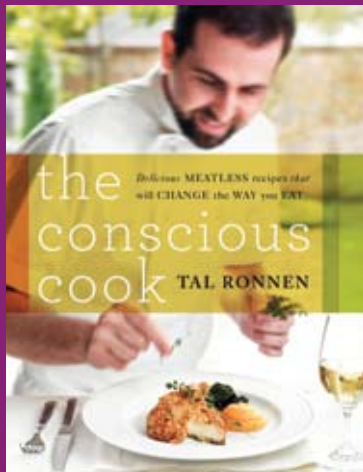
in favor of significant reductions in our consumption of animals. It seems like society is moving in the right direction, although certainly not fast enough.

Q: How do you think our society's relationship with farmed animals will change in the next 15 years?

A: For years, the animal movement has been right about the factory farming issue. But now, we find ourselves not only on the right side, we find ourselves on the winning side. More and more states are banning standard factory farming practices; an increasing number of influencers are encouraging a reduction in our animal consumption; the movement is becoming more mainstream, professional, and most importantly, effective.

That said, this tremendous progress is hardly self-executing. It's happening because a lot of people are working hard to make it so. I can't predict where the movement will be 15 years from now, but if we do make further progress, it will only be because of the tireless, united, and organized efforts of the thousands of wonderful people who make up this great social movement. ■

Compassionate Cuisine from Chef Tal Ronnen



Chef Tal Ronnen is one of the most celebrated vegan chefs working today. He first entered the national spotlight in 2008 preparing meals for Oprah during her 21-day vegan cleanse. A graduate of the Natural Gourmet Institute, Tal has worked with several of the top vegan restaurants nationwide and prepared gourmet vegan meals for countless celebrities. He also hosted a cooking demo at the 2010 DC VegFest, an event co-organized by COK.

His first cookbook, *The Conscious Cook: Delicious Meatless Recipes That Will Change the Way You Eat*, was released in late 2009 and quickly catapulted to the *New York Times*' best-sellers list.

Thanks to Tal, gourmet vegan cooking has never been more spectacular or more easily replicated at home. *The Conscious Cook* aims to please the palates of vegans and meat-eaters alike—and it succeeds! Tempt your taste buds with mouth-watering dishes such as Cajun Portobello Fillets, Old Bay Tofu Cakes, or Pine Nut and Basil Seared Chicken (recipe below).

Visit COK's marketplace today (go to page 14 or COK.net) to order a copy—signed by Chef Tal—for yourself or a friend.

Pine Nut and Basil Seared Gardein* "Chicken"

From *The Conscious Cook* • Makes 4 servings • Prep time: 30 minutes

- 1 cup pine nuts, toasted
- 1 cup unbleached all-purpose flour
- 5 large basil leaves, cut into chiffonade
- 4 Gardein breasts, thawed
- Sea salt and freshly ground black pepper
- 4 tablespoons canola oil

1. Preheat the oven to 200°F. In a food processor, pulse the pine nuts, flour, and basil. Transfer to a shallow bowl or plate.
2. Flatten the "chicken" breasts with your hand to ½ inch thick. Season each side with salt and pepper to taste, then press each side into the blended pine nut mixture.

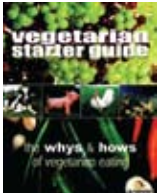
3. In a large sauté pan over medium heat, sprinkle the bottom with a pinch of salt and heat for 1 minute. Add the oil and heat for 30 seconds, being careful not to let it smoke (this will create a nonstick effect.)
4. Place the breasts in the pan and cook until golden brown, about 2 minutes on each side.
5. Serve hot with recommended side dishes from *The Conscious Cook*: braised kale and fingerling potatoes.

* This dish uses Gardein "chicken," a delicious high-protein plant-based product with a meaty texture. You can find Gardein in the refrigerated and frozen sections of your local grocery store.



VEG OUTREACH

Bulk discounted rates are available. Contact us for details.



Vegetarian Starter Guide

Our 24-page guide to vegetarian eating includes factory farming and its environmental toll, health benefits, grocery lists, meal ideas, recipes and more. **First copy is 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.**



Eating Sustainably

This full-color trifold brochure lets readers know that animal agriculture is one of the leading causes of pollution and resource depletion today. We can fight global warming—and animal abuse—with our forks. Updated April 2010. **\$2 shipping and handling per pack of 25 flyers.**



Egg Carton Flyer

This flyer exposes the routine abuses endured by nearly 300 million egg-laying hens in the U.S. who live crammed inside wire battery cages. **Flyers are free and are sent out in packs of 25.**



TryVeg.com Bumper Sticker

Spread a message of compassion with COK's TryVeg.com bumper sticker! **First sticker is free. \$1 shipping and handling for each additional sticker.**



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. **\$1 each.**



Dunkin' Cruelty Exposed

This colorful flyer reveals the horrors inside a Dunkin' Donuts' egg supplier and encourages readers to join our effort urging the company to offer vegan options. **These flyers are free and come in packs of 25. Visit DunkinCruelty.com.**



City-Wide Vegetarian Guides

Finding animal-friendly fare from coast to coast has never been easier—especially with COK's guides to vegetarian dining now available in four cities: Washington, DC; Baltimore, MD; San Diego, CA; and Austin, TX. **Your first copy of each guide is free, and can be requested online at VegDC.com, VegBaltimore, VegSanDiego.com or VegAustin.com.**

BOOKS



The Animal Activist's Handbook by Matt Ball and Bruce Friedrich

A concise collection of practical tips and suggestions for anyone who wants to advocate for animals more effectively! **\$10.**



The Conscious Cook by Chef Tal Ronnen

This *New York Times* best-selling cookbook is filled with delicious, gourmet recipes for “chicken” scaloppini, Old Bay tofu cakes, and more. **\$25 – signed!**



By Any Greens Necessary by Tracye McQuirter, M.P.H.

Sharing her own inspiring journey from omnivore to vegan, Tracye empowers readers to make life-saving dietary changes with recipes, sample menus, and advice. **\$12 – signed!**

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!

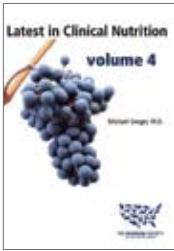
VIDEOS



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. **\$5.**

"Latest in Clinical Nutrition" DVD, Volume 4 (2010)



Using the most recent and groundbreaking nutrition research published in medical journals, the renowned Dr. Michael Greger explains that the healthiest diet is also a humane diet. **\$12.**

APPAREL



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



Dog on a Plate T-Shirt*

Our popular "dog on a plate" design. Text reads: "Why Not? You eat other animals don't you? TryVeg.com." USA-made 100% organic cotton t-shirt. Available in men's S, M, L, X-L and women's S, M, L. **\$20.**

COK Logo T-Shirt*

USA-made 100% organic cotton. Available in light blue & navy in men's and women's sizes S, M, L, X-L and cement gray (pictured) in women's S, M, XL. (Note: women's tees run small.) **\$20.**

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

name _____

address _____

phone or email (to contact with order questions) _____

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

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SUBURBAN, MD.

PERMIT NO. 2800

COK's Pro-Veg Ads Airing Nationwide
on MTV, Comedy Central and
Animal Planet Directing Viewers to

TryVeg.com

WHAT VIEWERS ARE SAYING:

"My friends and I saw your ad on TV and were in complete shock. Three of us went vegetarian that night."

"I'm a veterinary student and preach to my family and friends how important it is to treat animals kindly. But I eat meat. Well, I did until I watched your ad on TV."



Help us serve "A Side of Truth" by making a donation today to our Pro-Veg Commercial Campaign Fund!

Your support enables us to continue reaching out to television viewers from coast to coast, encouraging them to stand up for animals every time they sit down to eat. Visit COK.net to make a secure online gift or use the reply envelope found in this magazine. Thank you!