Meet Scott: Former COK Investigator Tells All • VegWeek 2017: Plant Power!
Sheer Horrors: Lamb Slaughter Exposed • Making 2017 the Year of the Broiler Chicken
Carton of Cruelty: Sad Truth Behind Big Dairy • And More…
Dear Friend,

Compassion Over Killing is on a mission to change the world – and we’re emboldened to have you at our side sharing in the celebration of our victories, strategizing our next steps to keep moving forward, and engaging in our effective campaigns to amplify our voices.

As an unwavering force for animals, we are stronger than ever as we continue to build upon our foundation of core values – truth, justice, compassion, and innovation – while also constantly evaluating and evolving to reflect changing times and new challenges.

The meat, egg, and dairy industries may desperately try to keep their cruelties hidden behind closed doors and silence us by making it a crime to expose the truth, but our brave investigators are determined to shine a bright light on the suffering forced upon billions of animals.

And our hidden-camera footage is not only grabbing headlines, from The New York Times to NPR and beyond, our investigations are challenging the status quo, our legal team is fighting for justice, and our efforts are stopping cruel practices and changing history.

We’re teaming up with compassionate celebrities to expand our reach even further and spread our message far and wide, empowering others to choose compassion and protect animals simply by leaving them off our plates.

And with your help, we’re making vegan eating easier than ever! Major chains and retailers nationwide are listening to your requests and responding with more plant-based options on their menus and in their product lines. Vegan food is becoming the new business as usual!

Change is all around us – and while we can’t predict the future, we can work collectively to shape it. Now is the time to stand united and stand strong for our shared values.

Together, we are demonstrating the world-changing power of compassion.

Erica Meier, Executive Director
C ompassion Over Killing’s thought-provoking video, “Whose Side Are You On?,” has been viewed hundreds of thousands of times, and its story is winning over hearts and minds – it also won an award!

“Whose Side Are You On?” is a short, family-friendly video featuring young Maya and her parents, including dedicated vegan-activist mom, Lesley Parker Rollins. Maya meets rescued pigs at Poplar Spring Animal Sanctuary and decides to look into where meat comes from.

Deciding to leave animals off her plate, she inspires her family to join her by enjoying a vegan meal together – and the film concludes with an empowering message: each one of us has the power to choose compassion and create a kinder world.

At this year’s Animal Film Festival in Grass Valley, California, COK’s Jonathan Rosenberry accepted a Tarshis Award, courtesy of the Amber and Adam Tarshis Foundation, for this beautiful video. The Foundation seeks to fund individuals and organizations who effectively advocate the health, environmental, and humane merits of plant-based, vegetarian, and vegan lifestyles.

ACT NOW:
It’s easier than ever to join Maya in choosing vegan foods. Give it a try today at TryVeg.com, where you can watch our video and get a recipe for the delicious lasagna Maya and family enjoyed!
In early 2016, Compassion Over Killing released a gut-wrenching undercover video filmed inside Superior Farms, the largest lamb producer in the US and a supplier of the top two food retailers in the nation: Walmart and Kroger.

Our footage offered the first hidden-camera look inside a lamb slaughterhouse in the US, and the powerful story first broke in an exclusive by The New York Times.

COK's undercover video documents:
- Multiple violations of the federal Humane Methods of Slaughter Act
- Ineffective stunning, leading to some animals being shocked more than once
- Even after having their throats cut, many lambs are kicking or thrashing their heads – signs they can still feel pain – as their tails are cut off

“You can see them tense up as the stunner hits them...Then their head droops a bit, and then they often begin to struggle again when the workers try to lay them on the slaughter line.”

—COK Investigator, Scott David in The New York Times

The New York Times
Animal Rights Group Says Video Shows Abuse of Sheep
BY STEPHANIE STROM | FEB 2, 2017
“After reviewing this video several times, In My Professional Opinion there were several violations of The Humane Methods of Slaughter Act...”

—Dr. Lester Castro Friedlander, former USDA Chief Veterinary Meat Inspector

The shocking footage also shows lambs being repeatedly jabbed with an electric prod, a herding dog biting these frightened animals to force them to move, workers grabbing and pulling lambs by their wool, and a very small young lamb confined in a garbage can.

In addition to these egregious acts of animal cruelty, Superior Farms was documented violating its own metal detection policy by not sending all packaged meats through the detector – and on more than a dozen occasions, workers were documented changing “best by” dates on refrigerated meat labels.

Visit COK.net to watch our video and take action.

MEET OUR BRAVE INVESTIGATOR: TURN THE PAGE TO READ SCOTT’S STORY! »

ACT NOW:
Visit COK.net/lovelambs for ways you can help these gentle animals, including:

• Join Nicholas Petricca of the band Walk the Moon: Sign and share our petition asking Walmart and Kroger to cut ties with lamb supplier, Superior Farms.
• UGG...animal cruelty: Superior Farms also supplies lambskin and wool to companies that turn them into car seat covers and boots like UGGs. But we won’t let them pull the wool over your eyes: We have tips on lamb-free alternatives!

a US Lamb Slaughterhouse
In 2010, I began removing animal products from my diet and it was one of the best decisions I ever made. Yet, I soon felt a need to do more – to get even more active for animals.

After getting my Master’s degree in Applied Ecology, I taught students about animals and the environment in an after-school education program.

Then, I applied to be an investigator for Compassion Over Killing, and my world changed.

For two years, I worked undercover, witnessing and painstakingly documenting the horrific conditions and unimaginable suffering animals are forced to endure behind the closed doors of factory farms. This work is extremely difficult, and at times traumatic, but I felt compelled to do this because I believe investigations are our most important tool in exposing the truth behind the meat-, egg-, and dairy industries and empowering consumers to stand up for animals every time they sit down to eat.

What the Chicken Industry Doesn’t Want You to See
As a dangerous “ag-gag” bill aimed at suppressing agribusiness whistleblowing went through North Carolina’s legislature in 2015 (enacted in 2016), my undercover footage filmed inside a Mountaire Farms slaughterhouse revealed chickens violently thrown and punched, and sick or injured chickens thrown into piles of dead or dying birds. COK.net/mountaire

High-Speed Horrors at Hormel
In 2015, I worked inside Quality Pork Processors (QPP), a Minn. pig slaughterhouse exclusively supplying Hormel. Under USDA’s high-speed slaughter and reduced inspection pilot program known as “HIMP,” QPP is one of the fastest slaughter facilities in the nation – killing about 1,300 pigs every hour. Pigs endured horrific abuse, as workers are forced to cut corners, resulting in these frightened animals being prodded, kicked, and dragged simply to keep lines moving as quickly as possible. I witnessed firsthand how animal welfare and food safety oversight suffer as a result. COK.net/Hormel

Lamb Slaughter Exposed
In 2016, I filmed the first hidden-camera look inside a US lamb slaughterhouse, working at Superior Farms. I had witnessed animal cruelty before, but I was not prepared for the level of violence toward gentle young lambs that I documented here. Lambs often endured having their throats slit and tails cut off while conscious and able to experience pain. Read more on pgs. 4-5, and visit COK.net/superiorfarms
Chickens raised for their meat, known as “broilers” in the industry, sadly account for nearly 90% of all the animals killed for food each year nationwide. Their suffering is immense: Genetically manipulated to grow unnaturally and rapidly obese, broiler chickens often develop painful leg deformities so severe, they cannot walk.

These birds are also forced to live, eat, and sleep in their own waste, which often results in ammonia burns on their skin, respiratory illness, and eye irritations.

Shockingly, from the moment they hatch until the moment they’re killed, there are NO federal regulations whatsoever protecting chickens. This allows factory farmers to mistreat and harm these animals in ways that would result in criminal prosecution if the same abuses were inflicted upon the dogs and cats with whom many of us share our homes.

For far too long, the chicken industry has operated in secrecy, behind locked and closed doors, with limited public scrutiny. But as consumers learn the truth about the miseries forced upon these animals, they are demanding change.

You can track progress and more on our new site, because ChickenIndustry.com:
• celebrates these remarkably intelligent animals
• goes behind the doors of the industry to expose the hidden horrors
• highlights some notable corporate shifts and small steps in the right direction
• and most importantly, provides easy ways for you to take action

With your help, the world is changing for chickens! The best way to protect them — and all animals — is to leave them off our plates. Visit ChickenIndustry.com today.

**Smart & Social Birds**

Did you know that chickens communicate with 24 different vocalizations? Or that, at hatching, chicks can already differentiate between quantities?
Carton of Cruelty: BEHIND BIG DAIRY’S CLOSED DOORS
Just as Mother’s Day 2017 was approaching, COK released heart-breaking investigative footage revealing violent abuse of gentle mother cows at Mason Dixon Farms, one of the largest dairy factories on the East Coast. Mason Dixon supplies corporate giants, including Land O’Lakes and Dairy Farmers of America (DFA).

The first facility in the US to implement milking of cows by machines, known as “robo-milking”, Mason Dixon touts itself as an innovative leader in the industry. COK’s undercover footage reveals the dark truth behind this factory farm’s closed doors:

- egregious violence & cruelty to animals: including cows being kicked in the face, punched in their sensitive udders, excessively shocked, jabbed with elbows, and having their tails twisted or bent by workers
- cows living in hazardous conditions, routinely getting stuck on water troughs
- worker safety concerns: workers handling formaldehyde without protective gear

**Thirst for Profit Creates a Cruel Cycle**
Dairy cows are genetically manipulated to produce huge quantities of milk, and bovine growth hormones unnaturally boost milk production even more, adding to their pain and discomfort.

To keep producing milk, dairy cows are continually artificially inseminated in an invasive manual procedure. Their newborn calves are taken away almost immediately so their milk can be sold.

Hooked up to milking machines several times a day, these cows often suffer painful inflammation of the udders, known as mastitis.

Cows at Mason Dixon produce up to 25 gallons of milk a day — that’s more than twice the amount of milk on other dairy factory farms!

**TAKE ACTION:**

Though Mason Dixon is not in the Papa John’s or Little Caesars supply chains, sadly investigations have shown this abuse documented at Mason Dixon is not an isolated case in the dairy industry.

Sign our investigator’s Change.org petition: Visit COK.net/dairy to ask the top two pizza chains in the nation, Papa John’s and Little Caesars, to take a slice out of cruelty by offering vegan cheese.

"Like human mothers, cows form incredibly strong bonds with their babies, but in the dairy industry, these bonds are shattered. As a mom, I shudder when I think of the calves systematically torn from their mothers time and again so the milk intended for these baby animals can be sold for human consumption."

- Cheryl Leahy, General Counsel
  Compassion Over Killing

**INVESTIGATION IMPACT:**

In response to COK’s investigative footage, one worker was fired and also charged with animal cruelty. He pled guilty to all three counts.
VegWeek 2017 marked the ninth consecutive year COK celebrated this increasingly international campaign that aims to empower pre-vegans to explore meatless eating as part of the 7-Day VegPledge.

COMPASSIONATE CELEBS
Stars, athletes, politicians, and other public figures and world-changers signed on as VegWeek Endorsers, including: Congressman Jamie Raskin, singer Mya, pro-bodybuilder Torre Washington, actor and author Alicia Silverstone, musician Moby, and actor Emily Deschanel (Bones).
IN THE SPOTLIGHT

**ANIMAL SUPERHEROES**
The beloved Esther the Wonder pig joined us again, and her fun videos recruited many to take the VegPledge. Also starring on our VegWeek Endorsers list were Albert the Super Cow (Asha Sanctuary) and Wee Wee the Pig (Poplar Spring Animal Sanctuary).

**PARTNERS IN PLANT-BASED**
Dozens of companies, including The Herbivorous Butcher, Follow Your Heart, Beyond Meat, nicobella organics, and more, offered motivation to our pledgers through discounts, deals, and meal tips.

**FOOD AND FUN**
Our VegWeek recipe videos showed pledgers how easy it can be to whip up simple and tasty vegan foods any day of the week. Each video featured a meal prepared by COK's own Jessica Carter! (meet Jessica on page 13).

**POLITICIANS ELECT TO TRY VEG**
San Diego and California elected officials joined us as VegWeek Endorsers thanks to help from Bryan Pease of Animal Protection and Rescue League, and US Rep. Scott Peters issued a VegWeek proclamation in San Diego’s 52nd District.

**SOCIAL MEDIA SUPERSTARS**
Hundreds participated in our Thunderclap, helping #VegWeek2017 reach nearly one million people! VegPledgers also shared photos of their delicious meals on social media throughout the week.

COK sends thanks to all of our dedicated Recruiters who inspired friends and family to take the VegPledge...VegWeek is all about empowering ourselves and others!

**DYK**
VegWeek first launched in 2009 with inspiration from then-Maryland Senator Jamie Raskin, who said we can all help protect the planet by choosing veg foods for at least one week a year. US Representative Raskin joined us again, saying:

“VegWeek rocks! Thanks to the great people at Compassion Over Killing for changing America with their creative organizing and uplifting events.”

**FEEDBACK FROM VEGPLEDGERS:**
"I loved it!! I am a changed person. Loving my new whole-food, plant-based diet!"

"It was very rewarding that I was doing the right thing for the animals, the Earth, and my health. Thank you."

"I feel wonderful, light and peaceful. I couldn't imagine going back to eating animal products."

Starting on April 17, 2017, thousands of people pledged to leave animals off their plates for at least one week. What brought them all together to enjoy more than 107,000 plant-based meals? COK’s VegWeek!
Meet Simone de Lima
Compassion Over Killing’s Special Projects Coordinator

A long-time COK volunteer, Simone rejoined our team after moving back to the US from her native Brazil. She inspires our staff and entire community with her tireless dedication, incredible warmth and generosity, and extensive knowledge of issues facing animals.

A powerful advocate of a kinder world for all, Simone teaches Developmental Psychology and founded animal protection organization, ProAnima. She helped to ban horse-drawn carts in Brasilia and sheds light on animal agriculture’s environmental impact.

Q. What inspired you to go vegan?
I went vegetarian after watching landmark Brazilian meat exposé “Flesh is Weak.” Still attached to dairy and eggs, I tried not to think about what cows and chickens endure for those products. After moving to DC, I met COK’s team and asked if could leaflet with them though I wasn’t vegan; luckily, they said yes!

After just a couple times leafleting COK’s Vegetarian Guide to DC, I went out for vegan pizza with COK staff and volunteers, and decided then and there to go vegan. I’m now celebrating 10 years vegan and I’m so happy to have come full circle: back in DC with COK friends.

Q. You launched the animal protection organization ProAnima in Brazil. Can you share the story of how you got started?
I'd always loved animals -- family lore has it that I barked before I spoke -- and adopted a dog at the Boston MSPCA when I first came to the US, for graduate school. Back in Brasilia, I wanted to volunteer with an animal organization but there was nowhere to volunteer and an endless cycle of animals in the streets with no spay and neuter initiatives.

So I found like-minded people and we started ProAnima in 2003. Being in the Brazilian capital, our work soon expanded from domestic animal protection to legislative and policy work covering a myriad of issues: rodeos, cock-fighting, cart horses, animal circuses, animal testing, and more.

Q. What drew you to volunteering with COK?
I was immediately impressed by how much COK’s relatively small team gets done. Over the years, I've watched COK expand and innovate, yet two vital things have remained constant: COK’s deep commitment to animals, and that their volunteers feel deeply valued and appreciated.

As someone from abroad, I've grown aware of how the plight of animals is interconnected with other social justice issues, and feel COK offers an environment where these ideas are embraced.

Q. How is animal activism in Brazil different or similar to engaging on these issues in the US?
Awareness of farm animal suffering is growing in Brazil, the world’s leading beef exporter, despite the fact that Big Ag runs the country. In 2016 polls, nearly 20 million Brazilians described themselves as vegetarian!

In 2011, my husband and I joined our friend, chef Marina Corbucci (a former COK volunteer!), in opening Brasilia’s first vegan restaurant, Café Corbucci. Vegans and omnivores alike loved our food! We closed some years later, but feel that we helped pave the way. Brasilia now has five all-vegan establishments, and mainstream restaurants are increasingly vegan-friendly.

My work in Brazil has made me aware of animal agriculture’s global impact and devastating toll on the world’s most fragile, biodiverse habitats, like the Amazon and Cerrado. I’ve seen the power of a few to mobilize change, and believe international animal advocacy should question colonialism and not impose values.

Q. What tips can you offer to empower others to get active for farm animals?
Given the enormous scale of farm animal suffering it’s easy to succumb to an “if I can’t change everything, it’s not worth trying anything” mentality. Choose something you can do with joy, whether it’s sharing knowledge, volunteering, or cooking someone vegan food. Many people say just hanging out with me or reading my posts prompted them to change their diets. It helps to be a happy, positive vegan!!
Deli Melt Sandwich
from COK’s VegWeek.com recipe video series

Meet Jessica Carter: She’s not only an amazing member of COK’s team as our DC Office Manager, she’s also a vegan chef extraordinaire! Below is just one of the fun and fast dishes she whipped up for our video series of recipe inspiration for VegWeek! (get the full scoop on VegWeek on pages 10-11)

This Deli Melt Sandwich will melt your heart and have you saying meat-free is the best thing since sliced bread!

Ingredients:
• sandwich bread
• Miyoko’s Cultured Vegan Butter, room temperature
• Miyoko’s Smoked Farmhouse Cheese
• Miyoko’s Mozzarella Cheese
• 1 sliced bell pepper
• 1 medium sliced onion
• cooking spray
• 1 package of vegan deli slices
• garlic powder
• Italian seasoning

Preparation:
1. Heat a heavy skillet to medium-high heat. Butter one side of each slice of bread. Dry-toast the unbut- tered side, flip until the other side is golden brown. Remove from heat.
2. Cut vegan deli slices and cheeses into strips but keep separate.
3. Spray pan with cooking oil. Sauté peppers and onions until tender. Add deli slices and spices, and continue to sauté.
4. Add the strips of cheese to the mixture and top the pan with a lid to use the steam to melt the cheese.
5. After about five minutes, remove the lid and continue to stir the mixture until the cheese is evenly distributed for another two minutes.
6. Top the toasted bread with the sautéed mixture and serve! Add with mustard, pickles, tomatoes, and lettuce to taste.

Get more inspiration from Jessica
Instagram: @JessGetBetter
YouTube: Jess Get Better

WANT MORE FREE RECIPES?
Visit TryVeg.com or flip to page 14 to request a free printed copy of our Easy Vegan Recipes booklet.
**COF marketplace**

**VEG OUTREACH**
First copy is free, $1 for each additional copy unless otherwise noted. Please contact us at info@cok.net for bulk orders.

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**COK Logo Tee**  
Made in the US from 50% organic cotton and 50% recycled polyester. Dark heather gray, in men’s and women’s sizes S-XL. $15.

**“Ask Me Why” Tee**  
Made in the US from 100% recycled materials. Light green, in men’s and women’s sizes S-XL. $15.

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**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, most importantly, to the animals.

Visit [COK.net](http://COK.net) to learn more. Thank you!

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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!

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