Leilani Münter: “Not So Fast, Hormel!” • Tyson Exposed: Creating Change for Chickens
• DC VegFest: 20,000 Smiles! • COK’s Highlights of 2016 • And more...
Dear Friend,

Thank you for your commitment and unwavering support in our shared mission to build a kinder world for all. We’re proud to say that this year has been filled with groundbreaking victories and progress for farm animals!

Yet we still have a long way to go, and our movement will face many challenges and uncertainties in the coming years. With you at our side, Compassion Over Killing is more determined than ever to have the greatest positive impact for the greatest number of animals.

We know if we want to see change happen, we have to make it happen - by waging and winning strategic campaigns with tangible goals. We need to embrace any fears in front of us, and let it empower us to do the right thing.

We must ask ourselves not simply what it means to be an animal advocate, but what it means to be an effective animal advocate bringing about meaningful advancements.

Despite any challenges that lay ahead or roadblocks in our way, we must focus on what unifies us: We are part of an historic social justice movement fighting for equality of all animals.

To truly be a movement, we have to move – and we have to keep moving forward and never slow down. Billions of lives are at stake.

So please help us keep up this momentum. Let’s keep moving and ensure that in the battle between compassion and cruelty, it is the value of compassion that prevails.

Join us and stand united for animals! Together, we have the courage and strength to change the world.

Sincerely,

Erica Meier, Executive Director

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Voices of Compassion at cok.net/blog

Visits us online:
- COK.net
- TryVeg.com
- VegDC.com
- DCVegFest.com
- VegWeek.com

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SylviaElzafon.com

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Erica Meier at Woodstock Farm Animal Sanctuary
Leilani Münter is a professional race car driver and environmental activist who drives a 100% solar-powered Tesla. *Sports Illustrated* named her one of the top ten female race car drivers in the world.

And now she’s revving her engine to become a driving force in Compassion Over Killing’s campaign to put an end to the dangerous and inhumane high-speed slaughter of pigs under the controversial US Dept. of Agriculture (USDA) pilot program known as “HIMP” (Hazard Analysis and Critical Control Point Based Inspection Models Project).

Late last year, COK released heart-breaking investigative video from inside Quality Pork Processors (QPP), an exclusive Hormel supplier that’s also one of five pig slaughterhouses in the US currently operating under HIMP. And it was temporarily shut down by the USDA earlier this year for “humane handling violations.”

In a nutshell, HIMP allows slaughterhouses to operate with fewer government inspectors on site while also allowing them to run slaughter lines at a faster pace – jeopardizing the welfare of animals, workers, and consumers.

HIMP has been criticized by USDA whistleblowers, members of Congress, labor unions, and food safety experts.

Münter has joined COK’s campaign at a crucial time, as the USDA, after 20 years of running this pilot program, is expected to soon make a long-awaited decision on whether to end or, more likely, expand HIMP nationwide to hundreds of pig slaughterhouses.

Want to see more from Leilani? Check out the award-winning documentary *Racing Extinction*, and look for Leilani’s clothing line VegNation and browse her website at leilani.green.

“High-speed belongs on the race track, not in slaughterhouses where it’s putting profit before animal welfare, simply to line the pockets of animal agribusiness. As a vegan, I believe all animals deserve to be treated with compassion, and ultimately, I want to see a world where no animal is sent to slaughter.” - Leilani Münter

“Compassion Over Killing is proud Leilani Münter is on the animal’s side in this vital campaign to end HIMP. She’s a driving force to help put the brakes on these high-speed horrors.” - Erica Meier, Executive Director of Compassion Over Killing

LEILANI MÜNTER TELLS HORMEL & THE USDA:

**PUT THE BRAKES ON HIGH-SPEED SLAUGHTER OF PIGS**

NOTSOFASTHORMEL.COM

You can take action

Join Alicia Silverstone, Paul Wesley, Liam Hemsworth and nearly 200K others by signing and sharing our Change.org petition – go to NotSoFastHormel.com.
In August 2016, the Washington Post published an exclusive feature story, breaking the news about Compassion Over Killing’s gut-wrenching undercover video exposing egregious acts of violence and abuse by Tyson Foods, the nation’s largest chicken producer. Within days, the video went viral and made headlines around the world.

Filmed by a COK investigator who was employed by Tyson and worked inside several contract facilities in Virginia, the footage offers a never-before-seen look behind the closed doors of chicken breeding factories, known as “broiler breeder” farms.

Our undercover video documents:
• Tyson workers punching, kicking and inhumanely killing birds
• Birds crushed to death by transport crates and run over by forklifts
• Chickens swung around by their wings and thrown across sheds
• And other egregious abuse

Captured for the first time on hidden camera, COK’s investigator documented the cruel practice known as “boning,” in which young male breeder birds are grabbed by their heads and a dull plastic “bone” is stabbed through their sensitive nostrils.

Less than 24 hours after learning that COK had documented this barbaric practice and other acts of cruelty, Tyson announced an immediate company-wide end to “boning” and it also fired 10 employees caught on camera abusing birds.

Visit COK.net to watch our video and take action.
COK’s investigation is sparking change that is impacting the lives of millions of birds

"This is gross cruelty causing unnecessary pain and suffering and a contravention of animal cruelty laws in all civilized countries."

- Ian Duncan, poultry welfare expert

**TAKE ACTION:**
Join Shailene Woodley, Moby, Jane Velez-Mitchell, and 120,000 others; sign and share our Change.org petition. Visit COK.net/Tyson for more ways to help.

**IMPACT:**
Cruel practice is going, going...almost gone? As a result of COK’s exposé, Tyson announced it immediately ended the cruel practice of “boning.” After COK reached out to other top poultry companies, Perdue & Wayne Farms have confirmed they too, are ending this unnecessary practice.

COK's investigation is sparking change that is impacting the lives of millions of birds.
Time and again, Compassion Over Killing has exposed the dairy industry’s blatant disregard for animal welfare – from newborn calves, still with their umbilical cords attached, taken away from their mothers to “spent” cows shipped off to slaughterhouses, sometimes even dragged and prodded to their deaths.

That’s hardly where Big Dairy’s unethical behavior ends. According to a class action lawsuit filed in 2011, the industry was milking its own consumers by illegally jacking up prices. Five years later, the case has come to a whopping $52 million settlement to be paid out to consumers who file a claim.

COK conducted the initial case theory research and development, and then brought it to class action firm Hagens Berman Sobol Shapiro LLP, who filed the lawsuit on behalf of millions of harmed dairy consumers in the US.

How did the price-fixing scheme work? A trade group representing 70% of the dairy industry, including the National Milk Producers Federation, Dairy Farmers of America, and Land O’Lakes, created what it euphemistically called a “dairy herd retirement program.” This program involved buying out individual, often small, dairy farmers and instructing them to send their entire herds of milk-producing cows to early slaughter, in a concerted effort to reduce the nation’s milk supply, thus artificially – and illegally – inflating the price of dairy products.

In all, this dairy industry program was responsible for killing 500,000 young cows and cheating millions of consumers – all to line the pockets of agribusiness giants.

If you’re one of the millions of consumers whose money has been milked by the dairy industry, you can file a claim by January 31, 2017. Details can be found at BoughtMilk.com.

The best way to protect cows – and ourselves – is by ditching dairy altogether! With so many delicious plant-based options available, it’s easier than ever. Start today: visit TryVeg.com.
Compassion Over Killing’s courageous investigators go undercover to expose the cruelty and suffering kept hidden behind the closed doors of animal agribusiness. These exposés are vital to shine a bright light on the very dark world of factory farming and our investigators need your support now more than ever.

Thank you for standing strong with us — and for being a voice for animals.

Investigation impact: See page 5 to learn how COK is ending this cruel chicken industry practice of using nose bones in male birds.
The Power of Compassion: Highlights from 2016

Groundbreaking Exposé Inside Tyson Chicken Breeding Factories
COK’s heartbreaking video provides a never-before-seen investigative look inside broiler breeder factory farms. It prompted Tyson to fire several employees and announce the immediate end of the barbaric practice in which a plastic “bone” is stabbed through the nostrils of male birds. Turn to pgs. 4-5 for more on this investigation.

COK Prompts Major Policy Changes at More Top Poultry Companies
In the wake of Tyson’s decision to end the painful and unnecessary practice of “boning,” COK urged other poultry producers to follow suit. Industry giants Perdue and Wayne Farms confirmed to COK that they too are now ending this practice for all of their breeder flocks, in all impacting millions of birds.

Big Dairy Settles: Case Sparked by COK’s Legal Team
Conducting the initial research, COK helped form a class action lawsuit brought against major players in the dairy industry for cheating consumers and killing cows. Big Dairy will now pay consumers $52M! Read more on pg. 6

Leilani Münter Speaks Out Against High-Speed Slaughter of Pigs
Race car driver and activist Leilani Munter joined COK’s campaign to oppose the high-speed slaughter of pigs under the USDA’s controversial pilot program, “HIMP.” Race over to pg. 3 for more.
Thanks to you, our steadfast supporters and dedicated volunteers, we’re changing the world for farm animals through our hard-hitting investigations, strategic legal advocacy, corporate outreach, celebrity support, effective pro-veg campaigns and so much more!

Together, we’re having an impact for animals - and we’re looking forward to creating even more meaningful change in 2017.

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**The New York Times Magazine Spotlights COK’s Work to Expose Meat Industry Horrors**

In one of a series of articles on transparency in the food industry, author Ted Genoways highlighted COK’s gut-wrenching investigative video exposing cruelty to pigs at a Hormel supplier. More on our investigation on pg. 3.

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**Campaign Victories: Dunkin’ Donuts and Starbucks Expand Vegan Options**

Thanks to COK campaigns and requests from compassionate consumers like you, these mega-coffee chains keep expanding their dairy-free menu options.

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**DC VegFest Draws a Record Crowd = 20,000+ Smiles!**

More than 20,000 festival-goers celebrated at our 2016 DC VegFest featuring delicious vegan food, celeb speakers, live music and so much more. Get the dish on DC VegFest on pgs. 10-11.

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**The Stars Align and Thousands Take Our VegWeek VegPledge**

More than 5,400 people, including celebrities and noted public figures, pledged to choose veg eating during our VegWeek in April. Visit VegWeek.com.
The crowd was all smiles as vegans, vegetarians and all kinds of eaters joined in the free fun and food! They heard from dynamic celeb speakers, enjoyed live music, browsed booths by more than 115 vendors, and so much more.

At our star-studded Main Stage, enthusiastic attendees were inspired by DC VegFest Emcee Jane Velez-Mitchell and keynote speakers Leilani Münter (pro race car driver); Marco Antonio Regil (TV personality), Torre Washington (vegan bodybuilder); Elizabeth Kucinich (Plant-Based Foods Association), and others. Our activity-filled Kids’ Zone kept our youngest festival-goers busy with a live theatrical performance, storytelling, yoga, cooking demos, a moonbounce, and more while parents were engaged in our popular “Ask-A-Vegan Parent” panel.

As a family-friendly event, this extends to the four-legged variety as well who had their very own Barking Lot loaded with games, toys, and of course lots of treats!

As always, the food was a smash hit, from free samples dished out by Daiya, Tofurky and others, to meals served up by vendors including HipCityVeg and 3 Twisted Vegans. Many a sweet tooth was satisfied by bakers like Vegan Treats and Sticky Fingers Sweets & Eats.

Live tunes were played by Steve Gellman, Norm Hogeland and Buntopia, and attendees toasted to compassionate cuisine at the Beer Garden sponsored by Busboys and Poets.

There are so many reasons to explore plant-based foods. At every meal, we can protect animals, the planet and our health! DC VegFest continues to grow with your support, and each year we share the joys of vegan eating with thousands of people.

Each year, DC VegFest furthers interest in vegan eating in the nation’s capital and sparks social and traditional media buzz. Here are highlights of this year’s news coverage:

**Wow!** On Saturday, September 24, Compassion Over Killing was joined by 20,000 people in the nation’s capital for DC VegFest 2016! Thank YOU for all the rave reviews and we’re so grateful to everyone who helped make this year’s festival our biggest and most well-attended fest to date.
"My daughter is vegan and asked me to go with her. I had no idea vegan food was so flavorful, and that DC has so many options. Our family will definitely be enjoying more vegan meals from now on!"

"As a new vegan, this event reinforced all the reasons I stopped eating animals in the first place. And I met so many new friends. Thank you!"

"I've been eating less meat, and my wife (who's already vegetarian) and I have decided to give veganism a try for one full month, starting the day after the VegFest!"

"I'm not 100% vegan yet, but after discovering new restaurants and products at the DC VegFest, I'm so much closer now!"

Visit DCVegFest.com for more photos and stay tuned for DC VegFest 2017 news.
As Compassion Over Killing’s investigators have revealed time and again, the images of idyllic farms and happy animals that the agribusiness industries want us to believe are a far cry from reality.

There’s a reason we take our children to visit orchards and not slaughterhouses.

That’s why we created a moving new video: “Your Food Has a Story” – and thousands of viewers are being inspired by its simple but powerful and true message.

Featuring beautiful footage of families visiting a peaceful apple orchard, juxtaposed with the sad truth about abuses endured by pigs inside a slaughterhouse captured by a COK investigator (see page 3 for more details).

The story has an empowering ending: Every time we sit down to eat, we can stand up for animals, the environment, and our own health. And with so many plant-based options sprouting up everywhere, it’s easier than ever to leave animals off our plates.

Visit COK.net today to watch our video, and read the sidebar to see what other viewers had to say!

VIEWER FEEDBACK:

“This is a great, shareable video. Not too graphic, but gets the point across. Well done!”

“A wake up call”

“Amazing video!! I hope people choose compassion!”

“Well done video to demonstrate the huge difference between animals as a food source and fruit as a food source.”

“What a powerful message and amazing visuals!”
Tofu French Toast
from COK’s Easy Vegan Recipes on TryVeg.com

Here’s a compassionate twist on a classic breakfast meal – perfect for an indulgent weekend brunch with family and friends!

Makes 6-8 pieces

- 8 ounces silken tofu
- ½ cup dairy-free milk
- 1 teaspoon agave or maple syrup
- ½ teaspoon cinnamon
- 1 ripe banana
- vegan butter or mild-flavored oil for cooking
- 6-8 slices of bread

Preparation:

1. Heat a non-stick pan over medium heat.

2. Blend the tofu, dairy-free milk, syrup, cinnamon, and banana on high until smooth. If too thick, add a few tablespoons of extra dairy-free milk or water. Pour the coating mixture into a shallow dish and dip the bread into the mixture, thoroughly coating both sides.

3. Melt a teaspoon of oil or vegan butter on the hot skillet, then add your soaked bread.

4. Cook for 2-3 minutes and flip to cook the other side once the edges begin to turn golden brown. Repeat with remaining bread.

5. Serve with fresh fruit, powdered sugar, or maple syrup.

WANT MORE FREE RECIPES?
Visit TryVeg.com or flip to page 14 to request a free printed copy of our Easy Vegan Recipes booklet.
**Vegetarian Starter Guide**
This guide explains the benefits of choosing vegetarian foods. Includes recipes and meal ideas. Free PDF download available on TryVeg.com.

**Easy Vegan Recipes**
A collection of our favorite easy recipes for breakfast, lunch, dinner, dessert and snacks. Free PDF download available on TryVeg.com.

**I Support COK Sticker or Magnet**
Show everyone just how much you support compassion with our new stickers! Stickers are free. Available as a magnet for $2 each.

**TryVeg.com Bumper Sticker or Magnet**
One of the simplest ways to spread a message of compassion. Stickers are free. Available as a magnet for $2 each.

**Restaurant Manager Cards**
Use these pocket-sized cards to kindly encourage restaurants to add more vegan options. Set of 10 for $2 or 50 for $5.

**Veg Guide to DC**
This handy Guide lists dozens of the best veg-friendly restaurants in and around the nation’s capital. Free PDF download at VegDC.com.

**Eating Sustainably**
This brochure explains how animal agriculture is a leading cause of pollution and resource depletion, and that we can fight global warming—and animal abuse—with our forks. $4 per pack of 25 flyers.

**Comida con Amigos**
This colorful 16-page guide celebrates the flavors of traditional Hispanic foods with a compassionate twist. You’ll find vegan versions of 20 delicious cultural recipes. Free copy can be requested online at COK.net.

**TryVeg.com Canvas Bag**
This canvas bag is a handy way to carry your groceries (or other items) while encouraging others to choose vegetarian. $12 each.

**Products**

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**APPAREL**

**COK Logo Tee**
Made in the US from 100% recycled materials.  
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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*Available in men’s & women’s sizes!

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

Please make checks and money orders payable to: COK

Want to order online? Visit our Marketplace at 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!

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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Visit [COK.net](http://COK.net) to learn more. Thank you!
"Dear COK: Thank you! You are the reason I went vegan. My eyes were opened and I will never again go back."  
-COK supporter