Tyson Exposed – Again • Not So Fast, USDA! • Biggest VegWeek Ever
Going Beyond the Lies • Making Vegan Eating Business as Usual
And so much more...
Dear Friends,

During my tenure at COK, which spans more than a decade, we’ve proudly held steadfast in our commitment to exposing the hidden horrors forced upon farm animals, and empowering others to stand up for animals every time they sit down to eat, in part by working to put vegan options on menus nationwide.

Over the years, we’ve also experienced a great deal of change — at COK, in our movement, and in society. With these changes come opportunities for self-reflection to evaluate our effectiveness and evolve our strategies, to ensure we’re creating meaningful and lasting impacts towards our mission to build a kinder world for all.

Just as our undercover investigations reveal how animal agribusiness inflicts a brutal cycle of exploitation and abuse on animals, we recognize that these systemic injustices are passed on to low-paid workers often enduring hazardous conditions, and consumers denied the gut-wrenching truth about meat, milk, and egg production.

Many forms of discrimination are present in our broader society, too. We need to also take an honest look at our movement, to recognize the inequities within and work to resolve them.

The moral integrity of our movement relies on how we treat animals, and how we value and treat each other. That’s why at COK, we stand united behind our core values of truth, justice, innovation, and compassion, which inform our approach to advocacy as well as guide our interactions with the public, supporters, volunteers, and fellow social justice activists.

As a female-led organization, we have fought — and continue to fight — relentlessly against adversity from many sides in order to elevate our voices and vision for a more inclusive movement that embraces diversity. Fostering fairness within our movement serves to build a stronger, more united front focused on disrupting the status quo of animal agribusiness.

Together, we can harness the power of compassion by exposing the truth and demanding justice for those exploited in a powerful industry determined to silence us.

Sincerely,

Erica Meier, Executive Director
Compassion Over Killing brought a media spotlight and the voices of over a quarter million people to the doorstep of the US Dept. of Agriculture in the nation’s capital, holding a rally against the expansion of the federal agency’s dangerous and cruel high-speed pig slaughter program.

In a press conference held outside USDA offices at Patriot Plaza III in DC, COK’s Executive Director Erica Meier, Director of Corporate Outreach Laura Cascada, and former undercover investigator Scott David, spoke powerful words about the dangers of the USDA’s widely opposed “Modernization of Swine Slaughter Inspection.”

This program would allow slaughterhouses to further increase their already fast kill speeds while simultaneously reducing the number of government trained food safety inspectors on the line.

Before his hidden-camera footage played for the crowd, Scott recounted the horrors he witnessed while working inside Quality Pork Processors (QPP) – one the country’s fastest slaughter plants, killing about 1,300 pigs each hour under the USDA pilot program, known as “HIMP” – including pigs pushed, jabbed, hit, and dragged.

COK’s video also reveals slaughtered pigs “covered in feces or abscesses filled with pus being processed for human consumption, with a USDA inspection seal of approval.”

Thousands of public comments were sent to the USDA on its “Modernization of Swine Slaughter Inspection” proposal ahead of the May 2nd deadline. Outside the USDA, Erica Meier referred to the rule that “rolls back progress, jeopardizing millions of animals, workers and consumers” as “anything but modern.”

TAKE ACTION!
Help us put the brakes on high-speed slaughter! Sign and share our petition at bit.ly/stopHIMP.
BIGGEST VEGWEEK EVER!

MORE THAN 9,000 PEOPLE TAKE THE VEGPLEDGE

FROM APRIL 16-22, AN INCREDIBLE 9,306 PEOPLE TOOK THE 7-DAY VEGPLEDGE, EXPLORING THE JOYS OF PLANT-BASED EATING.

VegWeek 2018 was a sweet and savory success! In its tenth year, Compassion Over Killing’s campaign inspired a record-breaking 9,306 people to explore the flavorful and fun world of vegan eating for at least one week through our VegPledge.

Thanks to nearly 600 recruiters who empowered friends and family to take the 7-Day VegPledge, compassionate celebrity endorsers, our incredible sponsors and partners, and a bright media spotlight, this year Vegweek helped more people than ever before try plant-based meals!

VEGPLEDGETERS SHARE THEIR FEEDBACK:

“I definitely plan on having a vegan lifestyle from here on out! Thank you for your support!”

“The recipes showed us how many options are available that we were unaware of before.”

“I am continuing to eat a plant-based diet afterwards and I don’t see myself going back to eating animal products. It was the perfect jumpstart to something I have been wanting to do for a long time.”
Many Meatless Meals
From April 16-22, our VegPledgers enjoyed a total of more than 28,000 meat-free meals every single day throughout VegWeek. Now that’s impressive!

Compassionate Cuisine
COK’s Vegan Food & Lifestyle Coach, Jessica Carter sent daily emails packed with information and inspiration for our VegPledgers, including simple vegan recipes, fun cooking videos, and other tools to keep up their meatless momentum.

Celebrities Care
Stars like Mya, Grey, Lauren Toyota, Richie Kul, Alexandra Paul, and others inspired fans to join them on the VegWeek “green carpet.” Alicia Silverstone even penned a VegPledge call to action for Earth Week on her blog The Kind Life!

Plant-Powered Athletes
From surfer Tia Blanco, to World Cup volleyball champ Dustin Watten, and Olympic cyclist and activist Dotsie Bausch, pro-sports stars joined VegWeek to tout the health benefit of eating vegan-strong.

Pledges for the Planet
We make Earth Week a VegWeek each year to highlight a plant-based diet’s positive impact in on our planet. Animal agriculture is a leading cause of environmental destruction, and we can all take a bite out of climate change at every vegan meal we choose.

In the Spotlight
VegWeek 2018 generated media buzz and coverage from Look to the Stars, One Green Planet, Lady Freethinker, and more. COK’s Jessica Carter kicked off the week by dishing out meal inspiration on Good Morning Washington.

Creating Compassionate Change
We hear from many happy VegPledgers who are feeling so good after VegWeek that they choose to keep reducing or eliminating animal products from their diets.

Whether you take the 7-Day VegPledge during VegWeek, enjoy Meatless Mondays, or pick plant-based foods daily, you are making a difference for the planet, your health, and for animals. Together, we’re changing the world one week at a time! Visit TryVeg.com to find recipes, tips, and more all year-round.
Compassion Over Killing is rolling out our new Beyond The Lies program, bringing the eye-opening truth about the way farmed animals are raised and killed for food to tens of thousands of people across the country. Our goal is to expose the truth and inspire everyone to stand up for animals every time they sit down to eat.

COK’s teams are hitting the road all summer long, sharing the stories of farmed cows, pigs, chickens, turkeys, and marine life to the public through compelling pay-per-view video outreach.

Our Beyond The Lies crew will reach massive crowds at concerts in 36 cities on the final cross-country Vans Warped Tour and at festivals and college campuses across California.

Not only does COK’s new Beyond The Lies video reveal the hidden horrors routinely forced on farmed animals, but through touching sanctuary footage, viewers also get a glimpse of how these rescued animals’ incredible personalities shine through when they’re simply allowed the freedom to live and be themselves.

This exciting program is an evolution of the 10 Billion Lives Tour that Farm Animal Rights Movement (FARM) passed on to COK earlier this year.

“Traveling around the country and talking to people from all walks of life about the cruelty of animal agriculture is truly amazing. Our touring crews are saving animals one conversation at a time!”

– Jillian Lowry, Beyond The Lies Program Coordinator

“To the meat, dairy, and egg industries, animals are seen as mere objects. But most of us know that animals deserve kindness, and we want to change things. Beyond The Lies helps thousands see through the misleading marketing that’s aimed at keeping cruelty on their plates.”

– Radish XVX, Beyond The Lies Program Manager
Heart-wrenching undercover footage by Compassion Over Killing, which broke in an eye-opening exclusive story by The Washington Post, has exposed shocking abuse of birds at a Virginia factory farm supplying Tyson Foods, the nation’s largest poultry producer – again.

Working inside Atlantic Farm, a facility with 225,000 birds crammed inside filthy sheds, COK’s investigator witnessed egregious violence and painful hidden horrors endured by chickens genetically manipulated to grow unnaturally large, extremely fast.

The video reveals:
• Workers violently kicking, slamming, or throwing live birds
• A worker impaling live chicks with a metal nail at the end of a pipe
• Birds run over and crushed to death by forklifts
• Workers killing sick or injured birds by stepping on them
• Sick or injured birds piled into buckets, often with dead birds, and left to suffer and die

• Birds unable to walk because of painful leg injuries or deformities related to rapid growth

**Tyson’s Tradition of Torture Continues**
Though Tyson publicly touts its “Commitment to Animal Well-Being,” including the “internationally-recognized Five Freedoms” for chickens, this powerful video was the second time in little more than a year that COK exposed cruelty in the poultry giant’s supply chain.

**Investigation Impact**
COK’s investigation has exposed millions of consumers to these painful realities, empowering many to protect birds by leaving them off their plates! Plus, just a day after COK launched our petition calling on Tyson to shift toward plant protein, the poultry giant did just that – increasing its investment in 100% plant-based company Beyond Meat.

"You need to kill him? Hit him on the head, then kill him."
- Tyson employee

**TAKE ACTION:**
Visit TysonTruth.com.
Thousands of you, our amazing supporters, are joining us in contacting companies to ask for kinder, healthier plant-based foods – and the response is incredible!

The more meat-, egg-, and dairy-free foods made available by major restaurants and retailers, the more accessible plant-based eating becomes for millions of consumers – vegans and pre-vegans alike!

By making sure these companies understand the soaring market for plant-based options, we’re showing them that the future of the food industry is in plants. In fact, between 2014-2017, the number of people in the U.S. identifying as vegan soared by 600%.

Here’s how we know it’s working: Companies from Starbucks to Kraft Heinz are recognizing what consumers want, by changing their menus or backing plant-based foods!
Laura Cascada is COK’s Director of Corporate Outreach, working to make vegan options available to millions of consumers nationwide and bring about positive changes for animals in the meat, dairy, and egg industries.

**Taking a Slice out of Cruelty**
Through our innovative campaign actions, from a virtual vegan pizza party to an artist painting the ice with a call for vegan cheese at Little Caesars Arena, people nationwide are asking Little Caesars to dish out dairy-free pizza.

**Brewing Up Vegan Food at Starbucks**
Since Starbucks’ annual shareholder meeting in March, where COK prompted its buzzworthy announcement of a new vegan foods line, the chain’s already started rolling out the new options: debuting its first vegan cookie nationwide! Plus, singing sensation LP added her voice to our campaign with Jane Velez-Mitchell this year.

**Building a Better BOCA**
As our petition reaches nearly 50,000 signatures asking Kraft Heinz to kraft a vegan BOCA brand, the corporation’s begun backing plant-based startups. Actor Mayim Bialik (*The Big Bang Theory*) tweeted support for our campaign, and moms joined our Mother’s Day video call-to-action, asking for a BOCA kind to mother cows.

**Donuts to Dunk in Your Dairy-Free Coffee**
Requests from consumers through our WeLoveDunkin.com helped prompt Dunkin’ Donuts to pour out plant-based milk options for coffee. Now, we’re encouraging the chain to roll out an egg- and dairy-free donut, because, well, that would be a slam dunk.

**TYSON ROLLING OUT PLANT-BASED BOWLS**
Tyson Foods has announced a new line of plant-based bowls, since we’ve started pressuring the company to distance itself from the atrocities documented in our recent investigation. Our petition urges Tyson to keep shifting toward plant protein and end cruel rapid growth in birds.
Coming together for a day of creating positive change, people around the world pledged to eat vegan meals, and many even hosted grassroots events in their communities, acting locally to show the globally-reaching benefits of a vegan diet for our health, the planet, and animals.

More than 60 events – most focused on serving free vegan food samples – were held across the US, as well as in Bolivia, the UK, Serbia, Mexico, Croatia and other countries. Nationwide here in the US, MeatOut was officially put on the map, with several governments officially proclaiming March 20, 2018 as “MeatOut Day,” including:
- Syracuse, NY
- King County, WA
- Montgomery County, MD
- Ithaca, NY
- and our nation’s capital, Washington, DC!

First launched in 1985 by FARM, MeatOut became a COK program in 2018, and we’re thrilled to continue this successful campaign, helping it sprout to new heights by teaming up with grassroots activists and local governments worldwide.

“MeatOut is about the power each one of us has to make an impact on the world around us from wherever we may be. From asking your elected officials for a proclamation, to handing out vegan food, to simply pledging to enjoy plant-based meals for a day, you are making a difference,” said Eric Lindstrom, COK’s Director of Marketing. “By putting kindness on our plates and empowering others, we are helping phase the cruelty of meat out.”
MEATOUT DAY
MARCH 20, 2018

WHEREAS, Meatout was launched in 1985, and over 35 million Americans have explored a plant-based diet and reduced their consumption of meat, eggs, and dairy products; and

WHEREAS, this annual campaign encourages the adoption of healthy eating by exploring vegan eating for a day; and

WHEREAS, a plant-based diet can help reduce the risk of various ailments such as heart disease, high blood pressure, stroke, various cancers, diabetes and other chronic diseases; and

WHEREAS, such a diet helps protect the environment, preserve our forests, grasslands, wildlife habitats, pollution of waterways, and substantially reduces methane and nitrous oxide, two powerful greenhouse gases; and

WHEREAS, plant-based diets also help preserve cultivable land, topsoil, water, energy and other essential food production resources;

NOW, THEREFORE, I, THE MAYOR OF WASHINGTON, DC, do hereby proclaim March 20, 2018 as "MEATOUT DAY".

MURIEL BOWSER, MAYOR

King County

PROCLAMATION

WHEREAS, since 1985, thousands of Americans have celebrated Meatout on March 20, the first day of Spring, by sharing their love of plant-based foods and encouraging others to turn over a new leaf by exploring the many benefits of plant-based eating; and

WHEREAS, plant-based diets are shown to be better for our health and the environment, and prevent unnecessary animal deaths and suffering; and

WHEREAS, last year, Meatout was celebrated by 96 countries; and

WHEREAS, a whole food, plant-based diet can greatly reduce individual risk of various ailments, including heart disease, high blood pressure, stroke, various cancers, and diabetes; and

WHEREAS, a plant-based diet helps protect the environment by reducing our carbon footprint, preserving forests, grasslands and wildlife habitats, and reduces pollution of waterways; and

NOW, THEREFORE, I, Dow Constantine, Executive of King County, do hereby declare Meatout Day, March 20, 2018 as Meatout Day in King County.

IN WASHINGTON, KING COUNTY, I encourage residents to consider the benefits of plant-based foods to their health, to animals, and to the planet.

Dow Constantine
Executive
King County

Meatout Day

Meatout was launched in 1985, and over 35 million Americans have explored a plant-based diet and reduced their consumption of meat, eggs, and dairy products; and

WHEREAS, Meatout was launched in 1985, and over 35 million Americans have explored a plant-based diet and reduced their consumption of meat, eggs, and dairy products; and

WHEREAS, plant-based diets also help preserve cultivable land, topsoil, water, energy and other essential food production resources; and

NOW, THEREFORE, I, THE MAYOR OF WASHINGTON, DC, do hereby proclaim March 20, 2018 as "MEATOUT DAY".

MURIEL BOWSER, MAYOR

King County

PROCLAMATION

WHEREAS, since 1985, thousands of Americans have celebrated Meatout on March 20, the first day of Spring, by sharing their love of plant-based foods and encouraging others to turn over a new leaf by exploring the many benefits of plant-based eating; and

WHEREAS, plant-based diets are shown to be better for our health and the environment, and prevent unnecessary animal deaths and suffering; and

WHEREAS, last year, Meatout was celebrated by 96 countries; and

WHEREAS, a whole food, plant-based diet can greatly reduce individual risk of various ailments, including heart disease, high blood pressure, stroke, various cancers, and diabetes; and

WHEREAS, a plant-based diet helps protect the environment by reducing our carbon footprint, preserving forests, grasslands and wildlife habitats, and reduces pollution of waterways; and

NOW, THEREFORE, I, Dow Constantine, Executive of King County, do hereby declare Meatout Day, March 20, 2018 as Meatout Day in King County.

IN WASHINGTON, KING COUNTY, I encourage residents to consider the benefits of plant-based foods to their health, to animals, and to the planet.

Dow Constantine
Executive
King County

Meatout Day

Meatout was launched in 1985, and over 35 million Americans have explored a plant-based diet and reduced their consumption of meat, eggs, and dairy products; and

WHEREAS, Meatout was launched in 1985, and over 35 million Americans have explored a plant-based diet and reduced their consumption of meat, eggs, and dairy products; and

WHEREAS, plant-based diets also help preserve cultivable land, topsoil, water, energy and other essential food production resources; and

NOW, THEREFORE, I, THE MAYOR OF WASHINGTON, DC, do hereby proclaim March 20, 2018 as "MEATOUT DAY".
What inspired you to become vegan? Initially, I was inspired to transition to plant-based eating to improve my health, after learning about some of the disturbing practices in the food industry. I realized that many of the chronic diseases, like diabetes and heart disease, that members of my family suffered from, were the result of poor eating choices and sedentary lifestyle. My journey to veganism ended up taking five years. After watching Cowspiracy in early 2016, all the information I had been learning – about the food system, animal agriculture, and the toll that they take in the planet – finally clicked. I went vegan that February and haven’t looked back!

In an article for Plant Powered Sistas, you called your plant-based journey “transformative.” How has that transition changed your life? Adopting this lifestyle has been a major step forward in living my values. Many people have strong core beliefs that they wish to reflect in their choices. When I initially learned about plant-based eating I, like many people, thought that it was too restrictive to be sustainable. Now, I have come to see that there is freedom in simplicity, and it's empowering to make choices everyday that I believe are having a positive impact for the future.

What or who motivates you to empower others through healthy and simple vegan cooking? Food is such an important aspect of our lives: It’s at the core of our celebrations; it’s how we nourish ourselves and our loved ones. I believe there is so much opportunity to do exponential good through food. I enjoy teaching people how to create delicious vegan meals because it equips them with the tools to feed themselves, their family, and friends.

We as individuals have the power to make a positive impact on the world, and when we share what we know with others, that positive impact is multiplied over and over again.

You share recipes for all tastes on TryVeg.com. What’s your personal favorite go-to vegan meal? My favorite go-to meal is super simple: beans or lentils cooked with lots of garlic, roasted sweet potatoes, and sauteed broccoli or leafy greens with fresh cilantro and a squeeze of lime juice. Yum!
Sweet & Sticky Granola Trail Mix

This quick, crunchy snack will satisfy your sweet tooth and your salty craving at the same time. Roasted peanuts and crisp pretzels provide a perfect flavor and texture balance for the chewy raisins, creamy peanut butter, and gooey marshmallows in this dish.

It's perfect for an on-the-go snack, sprinkled on yogurt, or try it as an ice cream topping!

Serves: 15 | Prep time: 20 minutes

Ingredients:

- 2 cups rolled oats
- ¼ cup peanut butter (or any nut or seed butter)
- ¼ cup agave nectar (or any vegan sweetener)
- ½ cup roasted peanuts
- ½ cup vegan mini marshmallows
- ½ cup raisins
- ½ cup pretzel sticks broken
- 2 Tbsp melted vegan butter

Preparation:

1. Preheat oven to 375° F
2. Add peanut butter, agave nectar, and melted butter to a large mixing bowl, and stir until well combined.
3. Add remaining ingredients to peanut butter mixture and fold until well coated.
4. Spread the mixture in an even layer on a pan lined with parchment paper. Bake for about 15 minutes until the surface is golden brown and the dish is fragrant.
5. Allow to cool for about 15 minutes before serving. The mix is best when slightly warm. Once completely cooled, store in an airtight container at room temperature for up to a week.

Find more of Jessica’s delicious dishes at TryVeg.com/recipes!

Jessica Carter is the Vegan Food and Lifestyle Coach at Compassion Over Killing. Committed to making plant-based eating more accessible for all, she organizes and hosts cooking demos, develops online trainings and multimedia content for TryVeg.com, and coordinates collaborations with vegan influencers. Her recipes have been featured on FOX45 Baltimore, Let’s Talk Live, and Good Morning Washington.
VEG OUTREACH

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

NEW: Vegan Starter Guide
Our new and improved guide explains the benefits of vegan eating, and it’s packed with recipes and inspiration. Free PDF at TryVeg.com.

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

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

NEW: TryVegan Brochure
Empower others by giving out our informative trifold! Keep a stack around and hand them out whenever you can. Free PDF at TryVeg.com.

TryVeg.com Bumper Sticker or Magnet
One of the simplest ways to spread a message of compassion. Stickers free. Magnet $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.

I Support COK Sticker or Magnet
Show how much you support compassion with these stickers! Stickers free. Magnet $2 each

NEW: “Beyond The Lies” Sticker
Stick to the truth for animals! 4-inch Beyond The Lies logo sticker. $2.

PRODUCTS

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.

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.

Compassion Goes A-Round Stickers
It’s easier, and cuter, than ever to stick to compassion with this adorable COK and TryVeg.com sticker pack. Set of 20 (10 designs, each order includes two of each for a total of 20 stickers) for $5

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.
### APPAREL

**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.

**NEW: “Beyond The Lies” Tee**
Made in the USA from 100% cotton, in sizes S-2XL. (Flip back to pg. 6 for info on COK’s Beyond The Lies program) $15.

---

### 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 to learn more.

---

<table>
<thead>
<tr>
<th>item description</th>
<th>size/color</th>
<th>qty</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

---

**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.

---

Please make checks and money orders payable to:

COK OVER KILLING
PO Box 9773 • Washington, DC 20016
TURN OVER A NEW LEAF WITH OUR VEGAN STARTER GUIDE!

Download or request your FREE copy today at TryVeg.com.