

# ...the vegetarian-issues magazine



New organic guidelines: Are humane stipulations to be trusted? ♦ page 6

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Sound solution: Ultra bombardment of hog urine and feces ♦ page 11

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Marketing meat: Even meat producers can't agree on this game ♦ page 13

*The VivaVine* is a publication of the VivaVeggie Society, New York City's premier vegetarian-outreach organization.

## HUNTING THE GENE POOL DOWN

## Inside Factory Farming

BY MIYUN PARK

### Chronically killing to eradicate wasting disease in deer and elk page 10

I could barely breathe. The air was heavy with ammonia and dust seeping through my surgical mask. The overpowering smell of sickness and filth made my eyes water.

I was inside an egg farm with other Compassion Over Killing (COK) investigators. The fumes assaulted me with unbearable intensity. Imagine being one of the 800,000 hens housed there, without reprieve. Never having space to stretch. Never seeing sunlight. Never eating or taking a step without pain. Never knowing a moment of freedom.

Like the dogs and cats we pamper, the animals we call food are conscious individuals who experience fear and joy, pain and sadness. Yet they are treated so abusively that similar treatment of companion animals could be prosecuted in every state.

### Factory farming: profit first

According to the U.S. Department of Agriculture, more than 10 billion land animals are slaughtered for food annually. While animal agribusiness wants us to envision frolicking animals in bucolic pastures, more than 99 percent of farmed animals are confined to cages and stalls in huge factory farms, where the goal is to raise the maximum number of animals with minimal time, space,

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Illustration by Christine Russo

# DEC. 10

## Candle Cafe benefit for the VivaVeggie Society

See the back page for details.

## Time out: What *TIME* didn't tell us last July about eating meat

BY GLEN BOISSEAU BECKER

Five reasons to eat meat: 1) It tastes good, 2) It makes you feel good, 3) It's a great American tradition, 4) It supports the nation's farmers, and 5) Your parents did it. Oh, sorry ... those are five reasons to smoke cigarettes.

This was the promising beginning of the nine-page *TIME* cover story for July 15, 2002, "Should We All Be Vegetarians?" It was one of many recent media articles discussing vegetarianism's increasing visibility. And being written primarily by an editor who had just given the lifestyle a try, it aimed to present a balanced view, with a rather cautious emphasis on health issues. Indeed, readers from both vegetable and meat camps may have found the presentation a bit too sympathetic toward the opposition for comfort.

But how is meat produced? By treating his subject primarily as a question of nutrition and secondly as a social and philosophical fad, Richard Corliss almost entirely overlooked the underlying story that gives urgency to all the other aspects. Few Americans can begin to imagine the horrid realities underlying the production of nearly all meat, eggs, and milk in America today.

In factory farms—as described elsewhere in this issue—vast numbers of animals spend their lives crammed into tightly packed yards or sunless crates and stalls. (Picture stepping into the most crowded subway train you could conjure up in a nightmare—and then being trapped there for the rest of your life.)

Pigs and chickens invariably are raised in cages, stacked so the animals are bombarded by the droppings of others above them. (Now imagine being surrounded by filth, insects, and prematurely dying members of your own species.)

Cows and other animals—vegetarian by nature—are fed a highly unnatural diet of cheaply available ingredients, typically including genetically engineered grain (considered unsafe for

human consumption but not always properly isolated) mixed with the ground-up remains of farm animals, unwanted pets, and roadkill, plus "bakery waste," drugs, hormones, steroids, and a large percentage of manure. Thanks to the mad-cow scare, it is no longer legal to feed cow remains to other cows, but rendered chickens' corpses are still fed to cows and vice versa.

Dairy cows, chemically stimulated to produce great quantities of milk, wind up with monstrously large and heavy udders, which often become infected. Rather than living for 20 or 25 years, they are sold for slaughter when their milk production begins to taper, usually at the age of 4.

Even "organic" dairy cows are ultimately sold for their meat.

Chickens on egg farms are brutally debeaked. Egg production is stimulated by *forced molting*, which means depriving them of all food and light for up to two



The author almost entirely overlooked the underlying story that gives urgency to all other aspects: the horrid realities of meat and dairy production.

weeks at a time. Unwanted male chicks are often killed by crushing.

Other atrocities range from the forcible overfeeding of geese (for foie gras) to the lifelong restraining of calves raised on an anemic liquid diet (for veal).

After being prodded, kicked, or dragged, the larger farm animals are ultimately transported long distances in packed trucks—without heat, cooling, or water—until they reach a slaughterhouse. There, amid flies, blood, and manure, the terrified animals are butchered in an "assembly line" moving so quickly that many of them are hoisted and cut apart while still conscious. Severe injuries to the slaughterhouse workers are also common.

And oh, yes: One inescapable byproduct of the meat industry, with its emphasis on breeding as many animals as possible, is an inconceivable amount of sewage. In many places, this results in enormous "lagoons" of putrid nitrogenous waste, which become a dire hazard to the soil, the air, and the water supply.

Rather than mentioning any of these catastrophic issues—or fully exploring the severity of meat's long-term danger to human health—the *TIME* article pursued tangents like the argument that even using a tractor to plow a grain field is likely to kill rodents and birds. The author hardly

seems to realize that in present-day conditions, that amount of (inadvertent) killing is vastly compounded by our inefficient system of feeding the grain to larger

animals before killing them in turn. To propose letting cattle simply graze is all very well, but what is the reality? Grazing land is all too often created by mowing down tropical rainforests and other irreplaceable ecosystems.

*TIME*'s comments on veganism were especially provoking—including a short, rather snide chapter in the magazine's online edition. To vegans, we read, honey represents the

oppression of bees, and a silk tie exploits the worker worms. The lack of comprehension is obvious. In fact, honeybees (whose subtle communication systems still baffle scientists) will fight to the death to defend their hives. And the only way to produce genuine silk is to kill large quantities of silkworms before they can hatch from their cocoons. Consuming such products is just not necessary.

Predictably, the article played up the potential deficiencies of a vegan diet and downplayed the health risks associated with eggs and dairy products. Worldwide, it should be noted, most adult humans cannot even digest cows' milk.

One of the article's central problems was its failure to interview some of the

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cost, and effort for the greatest profit. Disease is commonplace, and the vast majority of animals are denied their most basic desires, including fresh air and room to move.

While many countries have banned battery cages for their cruelty, U.S. egg producers still cram up to ten hens into



Photograph by Pamela Rice

The USDA defines “free-range” loosely (a huge henhouse may have one small door leading to a tiny cement yard), and it has no inspection system.

a space the size of a file drawer. According to *Poultry Digest*, an industry publication, a hen needs 290 square inches merely to flap her wings, yet the industry norm is 50 square inches. Optional new guidelines call for 67 to 75.

I’ve seen how these animals suffer. Every step causes disruption within a packed cage. Countless hens become immobilized in the wires. Those unable to free themselves die of dehydration, inches away from water.

Factory farming has turned pigs, chickens, and turkeys into genetic mutants whose rapid, massive weight gain challenges their bodies to function. Walking and even standing can be difficult, and bones sometimes break.

The stress of severe overcrowding and the frustration of life in factory farms often lead to fighting. Animal agribusiness responds by mutilating the animals without painkillers: searing off birds’ beaks, amputating turkeys’ toes, and cutting off piglets’ vulnerable tails and teeth, punching holes in ears, and castrating. Cattle are likewise castrated and dehorned as well as branded.

To maximize milk yields, dairy farmers pump cows full of drugs and artificially inseminate them so frequently that they are in near-constant cycles of pregnancy. Female calves join the dairy line; males are sold to become veal or beef. COK investigators have documented calves at auction, too young to walk, their umbilical cords still attached as they were dragged off.

### The myth of free ranges

While many picture “free-range” farms as places where pigs relax in mud baths, chickens nest on their eggs, and cows graze as their calves play nearby, the reality is very different.

The USDA defines “free-range” and “free-roaming” loosely (a huge henhouse, for instance, may have one small door leading to a tiny cement yard), and it has no inspection system.

As Charles Olentine, editor of *Egg Industry*, wrote in the October 2002 issue: “Just because it says free-range does not mean that it is welfare-friendly.”

Even factory-farmed fish are jam-packed in shallow concrete troughs, with barely enough oxygen to survive.

### The choice

For our supply of flesh, milk, and eggs, animals are denied nearly everything natural to them. Their treatment would horrify us if we were witnesses. Yet be-

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Anne Sullivan, Activist  
New York, NY

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cause they’re considered food, billions of animals are legally abused from birth to death.

With every bite we take, we can say no to animal cruelty. By choosing vegan options, we choose compassion over killing.

*Miyun Park is president of the nonprofit animal advocacy organization Compassion Over Killing in Washington, D.C. You can obtain COK’s free Vegetarian Starter Guide, for yourself or a friend, by visiting [www.TryVeg.com](http://www.TryVeg.com) or calling 1-866-MEAT-FREE. For information on COK, visit [www.cok.net](http://www.cok.net).*

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Note about memberships:

No definite date has been fixed for the next issue of *The VivaVine*. We can't even promise that the publication will continue. If you would like to receive a refund or to be repaid in kind for issues you are due, please contact the VivaVeggie Society at the phone number above. **VivaVeggie Society is an all-volunteer-run, 501(c)3, nonprofit organization.**

GRAPEVINE • Q & A

## No meat all week!

### Instant results

Thank you again, Pamela, for speaking to our group. My friend Sara's father went home after you spoke and read the entire "101 Reasons." He instantly became a vegetarian! He hasn't eaten meat all week. He feels thinner, healthier, and much more vibrant. In my eyes, this was the most successful meeting yet.

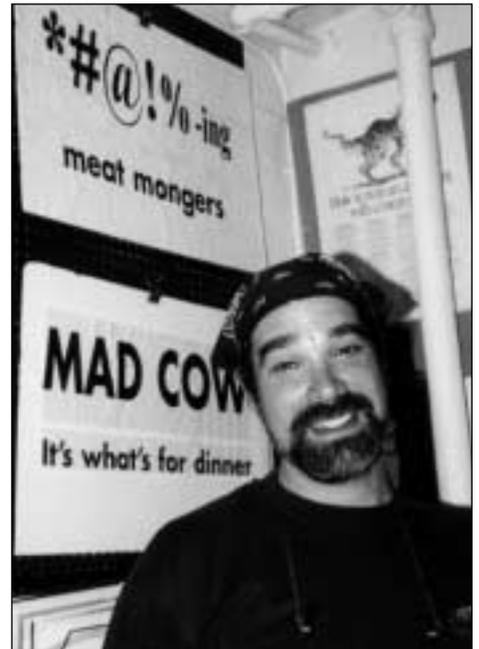
Jim Whitten

Northern Connecticut Vegetarian Society

### Visiting the big vegan-friendly Apple

Thank you for your kindness in meeting with us at the Vegetarian Center. You are so lucky to live in New York! I was amazed at the variety of vegetarian food everywhere (even in nonveg restaurants). I found a vegan bakery in the East Village that had been there since 1978. In Detroit we have two veg restaurants that have been around for 20 years, but I don't think a veg bakery would make it. But things are getting better for vegetarians as time passes, so maybe someday...

I am glad I became a vegan last June. I



*Our pro bono attorney, Ken Ehrenberg.*

feel *so* much better! I would never have been able to move around NYC a year ago, 50+ pounds heavier. I have a long way to go with losing the weight, but I know that I will reach my goal and stay a vegan for the rest of my life. Thank you for promoting the cause that has helped so many, myself included.

Karen

Detroit, Michigan

## Ask VivaVeggie: Go ahead, raise 'em veg

### Influencing the next generation

I am saddened by people who won't listen or even give the vegetarian lifestyle a chance. I love animals and this planet, and by eating meat people are destroying both. When I become pregnant, I plan on raising my child to be a vegetarian, though my husband is only reluctantly going along with it. I could use a good book for reference.

Thanks again for your beautifully written articles. I just hope they can make others think about how horrible their cheeseburger is!

Amber Bean  
Champaign, Illinois

*I recommend* Vegetarian Children: A Guide to Good Health and Family Harmony, by *Joanne Stepaniak and Vesanto Melina. Find more at* [www.vegetarianbaby.com](http://www.vegetarianbaby.com).

### Just how exploited are bees?

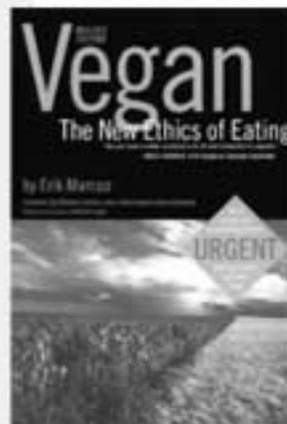
Perhaps you can tell me why honey is such a no-no. I recognize that bees are living creatures and that they're a vital link in the web of life, but just how exploited are they?

Of course, I don't go around guzzling jars of honey, but while browsing the vegetarian frozen entrees and such at the supermarket, I inevitably end up rejecting most of these products because they have either cheese, milk, or egg ingredients. However, sometimes one will have none of these but still have honey. So I'm wondering just how concerned about it I should be!

KC Carmichael  
Waterford, Michigan

*To some extent you've answered your own question: Bees are living creatures. Why cause suffering when it's unnecessary? For the inside story, go to* [www.vegetus.org/honey/honey.htm](http://www.vegetus.org/honey/honey.htm).

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# Coming and Going: Vegetarians lose with gov't subsidies

## Fishing the ancient reefs to death

The world's ancient coral reefs are famous for their beauty and intricacy—and increasingly for their fragility. In August the UCLA Institute of the Environment's Reef Check program published the results of a five-year global study, to which over 5,000 international scientists and volunteers contributed. A key finding: Overfishing has damaged 95 percent of the 1,107 reefs monitored.

Coral reefs have experienced more damage in the past 20 years than in the previous 1,000, according to the program's founder, Gregor

Hodgson. He points especially to the proliferation of such techniques as dynamiting and poisoning fish.

Even with less harmful methods, the widespread killing of reef fish and sea urchins invites algae blooms to take over, smothering the live coral and sometimes destroying entire reefs. Pollution, including human and animal waste, is another serious hazard.

The report was summarized by the Associated Press: "Reefs where fishing has been banned or restricted show signs of recovery. But virtually all of the world's reefs show signs of declining health."

## Relief for beef or beef for relief?

As plant eaters all over the country celebrated World Vegetarian Day on October 1, ranchers of cattle, buffalo, goats, and sheep began applying to the U.S. Department of Agriculture for amounts in the neighborhood of \$18 a head for drought relief. The disbursements were in keeping with provisions of a \$752 million giveaway that tipped the scales in the election of John Thune, the South Dakota Republican who announced the program in September alongside the USDA.

Hunger advocacy groups—including Bread for the World, which analyzed the ramifications of the Thune maneuver—concluded just before the November election that the program would end up diverting \$66 million to feed livestock from \$5.9 billion in appropriated American hunger relief, according to *The New York Times*. The groups declared that the drought relief would impede food banks and schools in their attempts to obtain government purchases of surplus commodities—such as fruits and vegetables, as well as beef and salmon. Thune's eventual victory at the polls was a critical component in a fever-pitched midterm election battle for control of the U.S. Senate.

Bread for the World, as well as a few disgruntled Democratic senators, suggested that a better program for the ranchers to draw upon would have been the billion-dollar disaster-relief measure that is still in bill form. In early September, the U.S. Senate overwhelmingly approved \$6 billion in emergency disaster

assistance for ranchers and farmers, an amount that is 6,000 times as much as the government allots to organic agriculture.

The Senate passage comes on the heels of the notoriously bloated \$180 billion farm bill that passed into law in May—which can only be described as a continuation of windfall subsidies to feed-grain and other program-crop producers.

As far as Thune and his victory were concerned, a million-dollar provision in hand is better than billions in a bill.

## New organic rules stipulate humane provisions, or do they?

On October 20, federal guidelines for the classification of organic food went into effect, marking a milestone for those committed to a system of agriculture without synthetic pesticides, antibiotics, and hormones. The provisions were mostly anticipated. However, rules concerning animal welfare came as a surprise to some. In order to be certified organic, flesh foods will have to be derived from animals raised under conditions that allow them to spend time outside in a manner suitable to their species.

This brings to mind the dubious notion of "free-range," a concept that has been loosely defined and is essentially unregulated. When the federal rules are closely inspected, the conditions of "organic" animals may be equally open-ended.

Today's small organic farmers fear the usurpation of their niche by giant conglomerates. Already the U.S.

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- 3 tablespoons safflower or sunflower oil (divided)
- 5 or more vegetable-based bouillon cubes, to taste
- 1 cup thinly sliced mushrooms for garnish (optional)

### Method:

Sauté onion, shallot, and garlic in two tablespoons oil in a six-quart pot until translucent. Add chopped mushrooms, stir, and continue cooking until the onions begin to caramelize (brown). Immediately add soymilk. Add bouillon cubes to taste. Gently boil for fifteen minutes. Sauté one cup of sliced mushrooms in one tablespoon of oil and sprinkle atop each portion prior to serving. Serve with a crusty bread and salad.



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## A First in Florida: The public says no to gestation crates

*Continued from page 6*

Department of Agriculture is using the word "flexible" to assuage the concerns of large producers, who worry that allowing animals to roam free presents numerous sanitation problems—everything from the animals' exposure to salmonella enteritidis, avian influenza, and disease from rodents to the menace of animal waste contaminating nearby soil and water, according to an October story in *The Washington Post*.

At the end of April 1998, when an extended 90-day public-comment period was closed, the USDA had received 280,000 overwhelmingly negative comments about what the government was about to define as organic. The record-breaking response was a lesson to those who think that citizen action is lost on our public officials. The cynic, however, may say that such an outcry will only make the government more crafty in its presentation the next time.

It remains to be seen how the federal rules eventually play out in bringing the organic movement to a more general market and away from the boutique world of elite consumerism.

### McD to pay and pay

Earlier this year, McDonald's was obliged in a class-action lawsuit to pay \$10 million to vegetarian and religious groups for concealing the use of genuine beef flavoring in its French fries. According to an early report revealed by Jeff Nelson of VegSource.com, \$1.4 million is to go to the Vegetarian Resource Group,

and \$1 million is to go to the North American Vegetarian Society, among others.

### Mercury's rising

Is fish a safe and healthful alternative to meat? Not according to a *USA Today* cover story on November 5, which warns that fish consumption is linked to dangerous levels of toxic mercury (methylmercury).

In a yearlong study, Dr. Jane Hightower found that many of her San Francisco patients suffer from low-level mercury poisoning, with

### Florida voters approved an amendment to their constitution banning the cruel "gestation crates" in which pregnant sows spend most of their lives.

symptoms including fatigue and depression, hair loss, headaches, and inability to concentrate. These problems improved when patients stopped eating fish.

The danger is especially serious for the children of women who eat mercury-laden fish prior to or during their pregnancies. These children have been found to be prone to learning disorders. An FDA committee warns that a pregnant woman eating more than two cans of tuna per week is at risk.

Dr. Hightower acknowledges that individuals' sensitivity may vary widely. A mercury dosage considered safe by the Environmental Protection Agency is only about one-fifth the amount allowed by the Food and Drug Administration. But the EPA has no authority to regulate fish sold for food.

### Striking a blow for the pigs

In Florida this Election Day, not only politicians but pigs emerged as winners. By a 55/45 margin, voters approved an amendment to the state constitution banning the use of the notorious "gestation crates" in which pregnant sows spend most of their lives on factory farms. These two-by-seven metal cages leave the pigs almost totally immobilized, often resulting in leg ailments and bone fractures as well as intense distress.

The bill, sponsored by Floridians For Humane Farms, was truly a citizens' initiative. Vegetarians from all over the country came to Florida earlier this year and collected nearly 700,000 signatures to ensure that the measure would appear on the ballot.

The victory is a modest one, inasmuch as Florida's pig population numbers only about 800, and the bill will not take effect for six years. It is nonetheless a landmark—a successful outcome to the first American public referendum for improved treatment of farmed animals—and may serve as a useful precedent for other states.

### Are we smart enough to recognize their intelligence?

Pigs, sheep, and chickens are smarter than scientists previously realized, according to September articles circulated by Ananova and Reuters. A researcher at the University of Bristol has shown that "pigs can develop quite sophisticated social competitive behavior," outwitting each other much the way chimpanzees and even humans do.

Sheep demonstrate a remarkable memory for the faces of people and of other individual sheep. A biologist from the Babraham Institute in Cambridge, England, has announced that an isolated member of the flock can evidently find comfort in a photograph of a familiar and "friendly" sheep face. And studies of chickens have been showing that these birds cannot be written off as creatures of instinct; they depend significantly on teaching and learning within the family structure.

Slowly and surely, science seems to be recognizing that the similarities between the human animal and other species far outweigh the differences.

### Factory farming goes global, a presentation

Wed., Dec. 11, 2002, 6:30 P.M. • Hear Danielle Nierenberg, staff researcher at the Washington, DC-based Worldwatch Institute, discuss how the U.S. model of meat production and consumption is being exported around the world. Nierenberg will report on her recent travels in Asia and her ongoing work, including a project to educate the public on the environmental, public health, and animal welfare consequences of becoming a "fast food nation." Lantern Books, 1 Union Square West (at 14th Street), Suite 201, Manhattan. Free; refreshments will be served.

# Outreach: Promoting veganism to the public at every chance



VivaVegie presented a popular exhibit at the first Earthsave NYC Taste of Health Expo on June 22. Volunteers included Bernie Goetz and Tracye McQuirter. See [www.nyc.earthsave.org/](http://www.nyc.earthsave.org/).

VivaVegie staged its ninth annual observance of Veal Ban Day, Sunday, May 19, across from the Astor Place "cube." Activists beckoned passers-by to sign a petition that was sent to President Bush and U.S. Department of Agriculture secretary Ann Veneman. They also distributed a fact sheet on veal production to interested bystanders and sat in the crate themselves. The slogan this year: "Your dinner led a horrible life." This year's activists included Pamela Rice, Bobbie Flowers, and Irene Ginsberg.



On August 8, Pamela Rice joined vegetarian author Rynn Berry (right) on WBAI's "Walden's Pond," hosted by Shelton Walden (center). Shelton has produced the show for over thirteen years.



VivaVegie Society broke an outreach record on March 31, when it distributed 2,000 copies (four cartons) of its "mighty convincer," the 16-page "101 Reasons Why I'm a Vegetarian," in just 3 hours at the annual Easter Parade in New York City. Activists included Tom Thompson, Judea Johnson, Jesse Legue, Kate Garrison, Bobbie Flowers, John V. Ciprio, and Pamela Rice. Bernie Goetz was Penelo Pea Pod.

VivaVegie president Pamela Rice gets a bear hug from "mad cowboy" Howard Lyman at the North American Vegetarian Society Summerfest in August. Pamela gave three talks at the



annual vegetarian festival—two on the environmental impact of meat (including a special talk on global fishing) and one on government subsidies to the meat industry. Howard was the recipient of NAVS's "Vegetarian of the Year" award. This year Penelo Pea Pod also endured the trek to Johnstown, Pennsylvania, making a special effort to attend the conference. She strutted her green in front of the VivaVegie Society exhibit table, which presented a display about our Vegetarian Center.

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## Mad Deer and Elk: Disease with links to “mad cow”

### A massive slaughter targets healthy and unhealthy alike.

BY CHRISTINE RUSSO

**T**he hunters are the ones who are afraid this year—if not for their lives, then for their way of life. A desperate and unprecedented hunt is on in Colorado and Wisconsin, aiming to eradicate the fatal deer and elk condition known as *chronic wasting disease* (CWD) by killing tens of thousands of animals who may or may not be infected.

In Colorado, where CWD was first discovered, the number of slaughtered animals reached 10,000 by May, according to *The Wall Street Journal*. Local communities banded together to safeguard what they consider both a favorite sport and an economic necessity, accompanied by government-employed sharpshooters who gunned down the helpless animals from helicopters. In Wisconsin, where hunting is a billion-dollar industry, the current season began with plans for total elimination of the native deer population in a three-county “hot zone”—an estimated 25,000 deer.

Sport hunters often claim that they are somehow helping the balance of nature, or that they kill because they need to eat. In the current crisis, however, they are being warned not to eat the meat of any deer or elk without first having it tested. Since test results can take three weeks to arrive—and testing a vast number of carcasses is not feasible—most of the animal bodies are simply destroyed. Thus, entire herds are being annihilated so that if all goes according to plan, hunters can eventually resume killing for pleasure, and for meat, confident that the possibility of contamination has been theoretically eliminated.

In fact, relatively few animals have contracted the disease: In Colorado, for instance, it has reportedly affected 1 to 15 percent of the deer and only 1 percent of the elk. Yet it may not be easy to contain. It has been found in Wyoming, Kansas, Montana, Nebraska, Oklahoma, South Dakota, and Saskatchewan, evidently spread by elk traders who transport live animals across state lines.

#### Anatomy of a disease

Chronic wasting disease is a result of rogue proteins called *prions*, which form in the brains of infected animals. The disease can lie dormant for up to 30 months, ultimately manifesting in symp-

toms of slobbering, extreme weight loss, and death. The prions involved are related to those found in bovine spongiform encephalopathy (BSE), commonly known as mad cow disease.

**W**hile mad cow has been shown to infect humans with a devastating variant of Creutzfeldt-Jakob disease, no human link to CWD has been found. Those who fancy eating venison should take note, however: There is no proof that such a link does not exist. Six years elapsed between the time the U.S. stopped importing cattle from the Britain (with its mad cow epidemic) and the emergence of the variant Creutzfeldt-Jakob disease in humans.

CWD was discovered 35 years ago in a confined deer research facility in Colorado, but it received little attention until the mad cow outbreak. The disease was slow to spread under natural conditions but flourished in recent years as the deer- and elk-farming industries grew.

Deer and elk are raised both for meat and for “canned” hunts. Elk antlers are also sold as a nutritional supplement at a profitable \$17 an ounce.

#### Panic and suffering

How CWD is transmitted from animal to animal is still unknown, but scientists believe that contaminated blood, saliva, urine, and feces may all play a role. When it was found in wild free-range animals, officials began to fear they had an epidemic on their hands. They ordered the slaughter of thousands of animals, both healthy and unhealthy, under the premise that fewer animals meant fewer with disease.

Quite apart from the panic and suffering the hunted animals have been experiencing, many scientists argue that nature should be allowed to take its own course, lest the mass slaughter of a largely healthy population destroys a robust pool of disease-resistant genes. As for the hunters—a sector that often purports to care about wildlife conservation—they may not be merely escalating their habitual bloodshed; they may be shooting themselves in the foot.

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## VEGGIE NUGGETS

# Veggie Nuggets

they are. Eat them well cooked—or skip the meat!

Mad ash in your house

### What, me worry?

The world leaders came to rid the planet of hunger and environmental destruction. Yet how do you take these problems too seriously when your own personal surroundings are nothing short of lavish, and your belly is full to cholesterol-laden excess? So was the fare imbibed by presidents, prime ministers, and sheiks at the Johannesburg summit in September.

The gathering's comestibles, according to *The Sun* of London: "5,000 oysters, more than 1,000 pounds of lobster and other shellfish, buckets of caviar, and piles of paté de foie gras." Add in several thousand pounds of steak, chicken breasts, salmon, sausage, and bacon. Even when it wasn't derived from an endangered specie or downright eco-unfriendly, the menu dished up plenty of animal cruelty. Meanwhile, a perfect example of the kind of poverty and squalor that the leaders came to alleviate was but a short bike ride down the road.

### Pathogens: baked, broiled, or fried

To chicken eaters this is routine: Rinse raw flesh before cooking. But wait! Microscopic evidence says otherwise. The seemingly harmless practice is apparently risky, because it tends to spread more germs than you're likely to wash away, according to recent findings publicized on the Web site of the U.S. Department of Agriculture. So just leave all of those feces-begotten pathogens—such as salmonella and campylobacter—right where

It's been reduced to ash, but some people still fear it, because it came from dead farm animals banned from use in animal feed. In England you can no longer feed rendered animal carcasses to livestock because of the link to mad cow disease. But what's a rendering industry to do with all the excess?

Switzerland and France have an answer: Use ash from burned animal remains as material for building houses, bridges, and roads. Now England's renderers, with 400,000 tons of meat and bone meal yearly, want to follow suit, according to London's *Daily Telegraph*. Just the thought of it gets us burned up.

### A tech fix for a stench

That perennial problem: the searing, burning stench from the local hog factory farm. You could always shut such places down. Or you can pull one more technological fix from your hat. With all the brain power that must be working on this, it stands to reason that researchers would eventually hit on something. Their latest solution: Bombard cesspool-fulls of feces and urine with ultrasound waves, which can induce useful changes at the molecular level.

Researchers took the technology to the field, literally—one in Iowa. Titanium tubes vibrating 20,000 times per second have been rigged to sweeten the smell of a 1,300-head confinement barn, according to an Associated Press story in August. Human "smell testers" have been employed to monitor the results.

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## WHAT TIME DIDN'T TELL US, CONTINUED

*Continued from page 2*

vegetarian movement's most important spokespeople. The list includes such persuasive voices as EarthSave founder John Robbins (*Diet for a New America*) and former International Vegetarian Union president Howard Lyman (*Mad Cowboy*). Years ago, both of them turned their backs on large family enterprises—ice cream and beef cattle, respectively—and used their inside understanding of both health and humane issues to emerge as ardent champions for the vegetarian cause.

Lyman says there is "one indisputable scientific fact about flesh consumption: meat kills." He is referring to its effect on humans, not farm animals. His view is backed by prominent doctors and dietitians like Dean Ornish, Michael Klaper, John McDougall, Colin Campbell, George Eisman, and Michael Gregor. And many of America's meat inspectors, having seen what goes on behind the scenes, have stopped eating meat themselves. None of these people were quoted in *TIME*.

Pamela Rice, founder of our own VivaVeggie Society, did get an interview. Her story was reflected only in *TIME*'s online edition—fictionalized beyond recognition.

There are any number of good reasons for not eating meat. At the very least, we must remember that the days of humanely raised farm animals—if they ever existed—are over. In a 1993 letter to *The Wall Street Journal*, animal-rights pioneer Henry Spira chided the author of an earlier opinion piece. His words are still apt: "There would be no need for the 'tear-jerking ads' your writer derides if the media were providing readers with



*Penelo Pea Pod recently wowed throngs of spectators at the Greenwich Village Halloween Parade. Here she is joined by fellow VivaVeggie veg-evangelist Jake Halpern, a giant sun-ripened tomato, and a vivacious carrot who just happened by. Jake is a professional writer and was able to document his experience with our intrepid group in The New Yorker's Talk of the Town.*

the facts about current practices in animal agriculture. But most of the consuming public hasn't a clue as to what kind of hell their dinner went through on the way to the table."

*Glen Boisseau Becker, our longtime copy editor, is the new editor of The VivaVine.*



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# THE MEAT MARKET

BY CORTNEY RHOADS AND  
GLEN BOISSEAU BECKER

## Selling an unsavory product

Remember the meat industry slogan "Eat beef and live longer"? No? Neither do we. Meat producers don't make such definite statements. They would be leaving themselves wide open to lawsuits for false advertising. Instead, they bombard us with carefully chosen lines like "Real men eat beef." How can you argue with

that? Most adult males in our society do partake of the stuff.

Obviously, the pronouncement is not meant to be informative; it's just a characteristically manipulative slogan. Men, you want to be masculine, don't you? Eat beef! Women, you want your men to be masculine? Make sure they eat beef! Who wants some wimp who eats rabbit food?



This is, almost literally, an appeal to our most primitive side. Cannibal tribes once believed they could internalize a warlike enemy's courage by consuming his flesh. Modern science confirms that meat eating does promote aggression. Tough men are meat eaters.

Yet the industry's advertising does not show us butchers with blood-spattered aprons. Instead, we see visual images designed to tell our subconscious minds that meat will satisfy all our drives and hungers; it's desirable enough to make us salivate. Suggestive

cues? In *The Sexual Politics of Meat*, Carol Adams shows how regularly the advertising encourages males to view women and animal flesh interchangeably.

The meatmongers' message could almost be called brainwashing. But for many, it merely reinforces longheld attitudes.

## The marketing machine

The meat, egg, and dairy industries are among the few that encourage us to buy their products regardless of which brand. By pooling its resources, each sector can spend a whopping fortune on advertising (about \$50 million a year for pork alone, and \$180 million for dairy products)—and can effectively lobby for massive government support.

Who, then, pays for slogans like "Beef: it's what's for dinner"? The answer involves *checkoff* programs, which require beef farmers to pay the U.S. Department

*Continued on page 14*

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*Continued from page 13*

of Agriculture a dollar per cow. Pork farmers chip in 45 cents for every \$100 in sales, and dairy farmers pay 2 cents a gallon. These funds are used for generic advertising and promotion.

One unexpected result has been infighting and lawsuits against the government agency, as some meat and milk producers complain about the cost and content of the advertising, which arguably helps large-scale producers more than small ones. In two recent

cases, judges ruled to abolish the mandatory checkoff fees for beef and pork. Both decisions are under appeal.

Unfortunately, even vegetarians' taxes may indirectly help pay for what Secretary of Agriculture Ann Veneman calls an "effective tool for market enhancement."

The advertising does seem to be everywhere. A National Pork Board representative, interviewed by *The Washington Post*, described the latest efforts to give pork a more elegant image to compete with chicken and beef. Lines like "Pork: the other white meat" and "Just give pork a chance" aim to show pig flesh in an "unexpected" light (and, no doubt, to downplay its notorious fat content).

Ironically, the latter slogan may have been appropriated from the vegetarian saying "Give peas a chance"—a takeoff on the sixties phrase "Give peace a chance." Perhaps the world is becoming more cynical: We are starting to hear "Give war a chance" too.



And why do we keep seeing "Got milk?" According to *The New York Times*, this campaign (launched in 1995 for \$55 million a year) was designed to shift the focus from promoting health benefits, a tactic that failed to prevent a three-

decade decline in per-capita milk consumption. The current slogan amounts to a simple question: "Why aren't you drinking your milk?" Like the "milk moustache" idea, this is image manipulation; it relies on unspoken associations and a touch of mindless humor rather than selling any real product benefits.

### The ongoing struggle

Despite such ploys, an increasingly health-conscious public's demand for red meat, pork, and milk is declining. Sadly, poultry consumption is on the rise—and the kind of small farmers who object to the DoA taxation continue giving way to even less humane factory farms.

Consider what the vegetarian movement could do if it coupled compelling images with adequate funding. Just last year, pictures of a cuddly rescued calf in British media touched the populace and helped stop the indiscriminate killing of livestock (to contain foot-and-mouth disease). Alas, the relieved animals were still destined for eventual slaughter and human consumption. But let's remember the power of the image. Got soy milk, anyone?

Thanks aplenty to the following contributors to the VivaVeggie Society (since our previous *VivaVine*)



**FRIENDS (\$25–\$199):** Richard Meade, Dr. & Mrs. William & Gloria Bennett, Else & Samuel Matthews, Louis Fundora, Grace Friend, Jason Mallory, Arthur Goldberg, Gail R. Levine, Leslie Gaye Siegel, Sheila Shwartz, HanGawi Restaurant, Naomi Weinschenker, Leslie F. Ellman, Sarah E. Conroy, Tracye McQuirter, Denise Szczucki, Dan A. Balogh, Dr. Michael Klaper, Elena Romanova, Beth Sopko, Susan Kalev, Jay & Bonny Stelzer, Doris Lin & Daniel Kim, Paul Sheridan (by donating 100 copies of "101 Reasons" to an activist in Connecticut), Murray Schechter, Manny Goldman, Sendhil Revuluri, and two anonymous donors.

**SPONSORS (\$200–\$499):** Leigh & Helayne Gaither and Irene Ginsberg.

**MAJOR CONTRIBUTORS (\$500–\$1,999):** Glen Boisseau Becker, Jessica Legue, Bernie Goetz, Mia MacDonald, and one anonymous donor.

### Volunteers are like love; they make our world go round

There are many ways to make a difference if spreading knowledge about the virtues of vegetarianism is your calling. Special thanks to the following people who helped the VivaVeggie Society since the previous issue of *The VivaVine*: Elena Romanova, Tom Thompson, Adam Weinstein, Murray Schechter, Cortney Rhoads, Evelyn Gilbert, Jessie Legue, Arlen Baden, Rachel Summerose, Kate Garrison, Nada Polanco, Bobbie Flowers, Les Judd, Tracye McQuirter, Ray Ocasio, Ken Ehrenberg, Seth Asher, John V. Ciprio, Judea Johnson, Tony White, Roy Vanegas, Marion Mata, and KC Carmichael.

## V i v a V e g g i e r e c o m m e n d s

Use dominion wisely  
Surely this year's most powerful new book about animal welfare is *Dominion: The Power of Man, the Suffering of Animals, and the Call to Mercy* by Matthew Scully (invariably identified as a former speechwriter for George W. Bush). Whatever you think of the author's religious leanings, his willingness to compromise on certain issues, and his attacks on animal-rights

pioneer Peter Singer, the book's admiring reviewers concur that it is likely to be a potent tool in attracting supporters to the vegetarian cause. See [www.Dawn-Watch.com/animal\\_media\\_alerts.htm#dominion](http://www.Dawn-Watch.com/animal_media_alerts.htm#dominion) for an appraisal. Feed the children  
During a hearing on the USDA's child nutrition programs in April, Pamela Rice presented compelling arguments for vegan alternatives in

the public schools. Read her comments online at [www.vivavegie.org/vvs/wic/index.htm](http://www.vivavegie.org/vvs/wic/index.htm). Let's go, vegans!  
"Go Vegan with Bob Linden," an hourlong vegetarian radio show, can be heard anytime over the Web ([www.goveganradio.com](http://www.goveganradio.com)). Pamela Rice and many other lively guests have been on past episodes, some of which can be purchased on CD from the site.

<http://www.vivavegie.org>

## Vegetarian Center Activities: An issue-rich potpourri



Ron Nelson came to the Vegetarian Center to see what he could do to spread the vegetarian word in the old "hood"—the projects. He obtained a hundred copies of "101 Reasons Why I'm a Vegetarian" to slide under the doors of his former neighbors.



Where does any vegetarian with a bit of smarts go after blowing into town, ready to take on The Big Apple? The Vegetarian Center, of course! Lori Robertson sees New York City as the only place to live and embark on what she hopes to be a brilliant career in law. In the meantime, the Bloomington, Indiana, vegetarian reaches for some literature at the Vegetarian Center.



Pamela Rice was scheduled to give three talks at the NAVS Summerfest in August. She figured she might as well give the talks for the locals, too. This group heard her talk on the environmental impact of society's meat-centered diet. In the days that followed, she spoke about subsidies to the meat industry and the environmental impact of global fishing. Call 212-871-9304 to schedule Ms. Rice to speak to your group.



Iris&Ibo, New York City's vegetarian caterers of choice, gave complimentary meals to sixteen VivaVegie Rap 'n' Wrap attendees, July 8, at VivaVegie's Vegetarian Center. Here, Ibo gives his famous vegan health quiz after serving up expertly crafted fare. Contact Iris&Ibo (Ibrahimgencay@aol.com) to cater your next event. They've lent generous support to VivaVegie, and oh, yes, their food is absolutely scrumptious!



Richard Schwartz, Ph.D., author of *Judaism and Vegetarianism* and more recently *Judaism and Global Survival*, spoke to a rapt audience at the Vegetarian Center on April 14. His talk illustrated why the planet is threatened as never before and explored the notion that a switch toward vegetarianism is a societal as well as a religious imperative. A lively discussion followed. Dr. Schwartz is a consulting editor of *The VivaVine*.



The Vegetarian Center occasionally allows groups that are not necessarily vegetarian in focus to meet at the Vegetarian Center—in this case a mostly vegetarian-friendly meeting of the Greenspeakers Toastmaster Group. This group follows the rigorous Toastmasters format to hone the speaking skills of its environmentally conscious members. For more, go to <http://groups.yahoo.com/group/greenspeakers/>.



**VivaVeggie Society, Inc.**  
**P.O. Box 294**  
**Prince Street Station**  
**New York, NY 10012-0005**

[www.vivavegie.org](http://www.vivavegie.org)



## CALENDAR Compiled by Evelyn Gilbert

Mon., Dec. 9

Accent on Wellness raw-food support group meeting, 8:00 P.M., at Caravan of Dreams, 405 East 6th Street (between 1st Avenue and Avenue A).

Sun., Dec. 22

VegOut (a social group for lesbian, gay, bi, and transgender vegetarians and friends) celebrates its eighth anniversary at the LGBT Community Center, 208 West 13th Street. Bring a vegan dish and a contribution of \$5. 212-802-8655, [Vegout@yahoogroups.com](mailto:Vegout@yahoogroups.com).

Sat., Dec. 28

Mid-Hudson Vegetarian Society's holiday party. 845-876-2626, [Robbie@MHVS.org](mailto:Robbie@MHVS.org).

Thurs., Jan. 16

Earthsavve NYC holds a dinner/lecture in Manhattan on the third Thursday of every month from 6:30-10:00 P.M. A vegan buffet



is included. 212-696-7986, <http://nyc.earthsavve.org/>.

Sat., Feb. 1

Earthsavve Hudson Valley's monthly dinner and lecture series features Mike Hudak speaking about livestock on public land. 845-774-2811, [www.hudson.earthsavve.org](http://www.hudson.earthsavve.org).

Sat., Feb. 8

Iron Vegans' Raw Food Connection holds a potluck on the second Saturday of each



even-numbered month. 718-263-7160.

Ongoing

• NYC Vegetarians holds monthly dinners.

To be placed on the e-mail list, send a message to [Celiaveg@aol.com](mailto:Celiaveg@aol.com), or call Les at 718-805-4260, Sunday through Thursday before 10:00 P.M.

• There are two other great NYC events lists to be on: VivaVeggie's Yahoo! group, <http://groups.yahoo.com/group/vivavegie/> and NYC Vegetarians & Vegans' list, <http://www.topica.com/lists/VegNYC>.

• The Central Jersey Vegetarian Group holds occasional potlucks. P.O. Box 952, Manville, NJ 08835; 908-281-6388.

**Tues., Dec. 10**

Candle Café

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a benefit for the VivaVeggie Society

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—Bart Potenza

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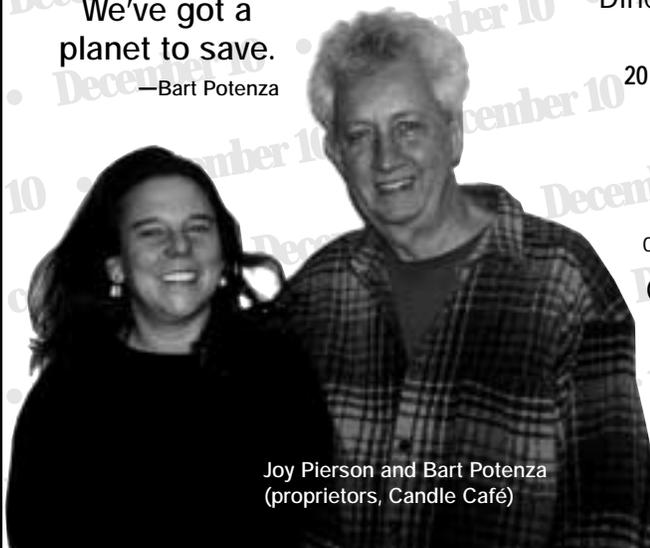
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Joy Pierson and Bart Potenza  
(proprietors, Candle Café)