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12-31-1992

Letter from Henry Spira to Shelton Sternberg

Henry Spira
Animal Rights International

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Recommended Citation

Spira, Henry, "Letter from Henry Spira to Shelton Sternberg" (1992). *Farm Animal Campaign*. 22.
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December 31, 1992

Shelton Sternberg
President
Sinai Kosher Sausage Corp.
1000 West Pershing Road
Chicago, IL 60609

Dear Mr. Sternberg:

We would like to draw your attention to what we understand are the practices of one of your suppliers -- Long Prairie Packing Company of Long Prairie, Minnesota. We have been told that they, unlike other major processing plants, continue to shackle and hoist conscious cattle upside-down when such painful and outdated methods can and should be replaced with the ASPCA pen or upright restrainer systems.

These upright systems, developed in 1972 and in 1980, are operational and commercially available. In addition, Dr. Temple Grandin, the recognized authority in the field, has publicly volunteered to provide guidance for such change-overs (please see enclosure).

Clearly, Sinai Kosher Sausage Corp. can set standards which your suppliers must meet if they want to continue doing business with you.

The shift from shackling and hoisting to upright restrainer systems is rapidly proliferating. We believe it is in Sinai Kosher Sausage Corp's self interest to require every supplier to immediately avail itself of today's less painful slaughter technologies. The fact remains that by continuing to buy meat from facilities that continue to shackle and hoist conscious animals, Sinai Kosher Sausage is, in effect, endorsing and encouraging unnecessarily cruel practices that would certainly outrage your customers.

Unlike processing plants, which are relatively insulated from public opinion, Sinai Kosher Sausage has an extremely visible and vulnerable market presence. The existence of a restless public desirous of improving the quality of life of factory farm animals insures that your activities in this direction will be repaid manyfold in positive public relations.

In short, you are in a position to make a productive contribution that will benefit farm animals and be responsive to consumer concerns.

A variety of surveys have indicated that better than 90% of the USA public does not want to see animals harmed. DD&B concluded that "Manufacturers will want to keep in mind that the rights of animals is becoming a mainstream concept." One of DD&B's suggestions is "Promote the positive... advertisers may want to seek out additional ways in which they can contribute to animal care and protection."

Our coalitions, over the past decades, have been engaged in a variety of activities, functioning as catalysts to promote reduction of the suffering of animals in a variety of contexts. We have included enclosures to illustrate some of our activities and that also may serve to illustrate further the nature of the opportunity that we are suggesting to you.

It's been our experience in working with a variety of corporate sectors that constructive dialog is preferable and more productive than public confrontations. Responsiveness and involvement which is non-begrudging often leads to the most rapid and enduring progress.

We hope to engage in productive dialog.

Sincerely,

Henry Spira
(212) 873-3674
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