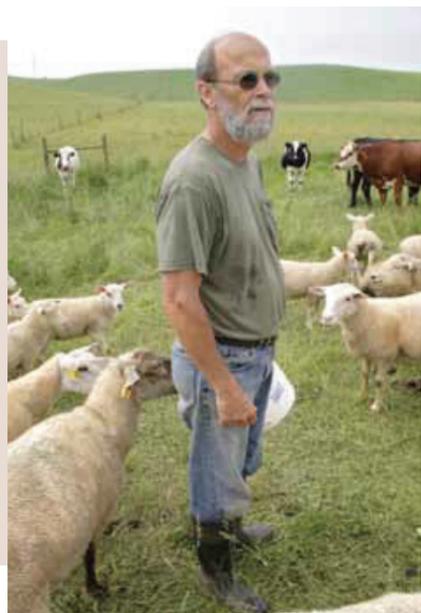


## [ Protecting Farm Animals ]

- ▶ **5 undercover investigations** reveal endemic cruelties and food safety concerns at U.S. factory farms
- ▶ **California is first state** to ban sales of whole battery cage eggs, while major companies such as Kraft Foods commit to dramatically increase their cage-free purchases
- ▶ **Ohio agriculture leaders agree** to phase out or limit the worst confinement systems
- ▶ **A federal court rules against** foie gras producer for Clean Water Act violations
- ▶ **The USDA announces** stronger oversight of the federal humane slaughter law
- ▶ **Cruelty charges stemming from an HSUS 2009 investigation** result in conviction of a former slaughterhouse co-owner and employee



Industrial farms are not a step forward. Somewhere along the line, animals became machines, and cogs in machines. They're replaceable parts; when a chicken dies in a cage, you pluck it out and stick another one in. Same thing with a hog. We don't operate that way. We still practice traditional forms of husbandry. We know about animal behavior, and we have a long-standing relationship with these animals.

—Bruce Rickard, an Ohio farmer who has joined  
The HSUS's fight against extreme confinement practices





## Justice for Abused Calves

The calves being tormented at the Vermont slaughterhouse couldn't walk or even stand. With the undercover camera rolling, the newborns—many with their umbilical cords still attached—were kicked, slapped, and repeatedly shocked with electric prods. Some were still conscious while they were skinned alive or had their throats slit or heads sawed off.

In the months following its fall 2009 investigation, The HSUS filed a legal petition with the USDA to improve slaughterhouse calf-handling and oversight. In December 2010, the agency announced it would tighten rules requiring immediate humane euthanasia of downed cattle, plus appoint an ombudsman to hear inspectors' concerns. In addition, the USDA is seeking public comments on an HSUS petition it tentatively granted to prohibit slaughter of downed calves.

The HSUS also persuaded the Vermont attorney general's office to prosecute the case. In his quest for justice, HSUS director of animal cruelty investigations Adam Parascandola counted every kick and shock in the undercover video. A co-owner and one worker were convicted, the latter of felony cruelty—sending a message, Parascandola says, that “people care what happens to farm animals, and these cases can be successfully prosecuted and taken seriously.”

## Marketplace Reform

Fresh from an HSUS internship and heading into her junior year at Grand Valley State University, Lena Spadacene decided to persuade the Michigan college to go cage-free. In September, she began working with a dining services advisory group. Months passed and nothing happened. So in February 2010, Spadacene collected more than 1,000 student signatures and appealed directly to the head of campus dining. Within two weeks, the first cage-free egg was cracked on campus.

“Students have way more power than they've been led to believe,” says Spadacene, who received The HSUS's Student Leadership Award for her efforts. “Do something about it, because it's possible.”

With The HSUS's encouragement, more than 100 schools began using cage-free eggs in 2010, along with more than 100 restaurants, including major chains like Subway, and well-known brands such as Kraft Foods, Hellmann's, and Sara Lee. Along with prior commitments from thousands of additional establishments, the changes help drive reduction in the number of products purchased from extreme confinement facilities.

Humane Society International also continued its cage-free campaign abroad, winning the first pledge from a restaurant in Brazil. This year, HSI hopes to get the São Paulo city school system to go cage-free.

## Appealing for Action

“Humane” and “happy” are increasingly popular marketing terms—the next big thing after “organic” and “fair trade,” according to one consumer behavior analyst. Trouble is, they often don't reflect what's actually happening to farm animals. So in 2010, The HSUS took action against two of the most egregious perpetrators of consumer misinformation. In June, we filed a complaint with the Federal Trade Commission to stop Rose Acre Farms, the country's second-largest egg producer, from making false and misleading animal welfare claims to consumers. And in November, The HSUS's Animal Protection Litigation team helped represent an HSUS member in a class action lawsuit against Perdue, alleging that the company is unlawfully marketing its chicken products as “Humanely Raised.”

The truth behind the foie gras served in fine restaurants isn't pretty either, and last year The HSUS won a major victory in a lawsuit against Hudson Valley Foie Gras. A judge ruled that the company, which obtains its product by force-feeding ducks, had violated the federal Clean Water Act by polluting the Middle Mongaup River. Hudson Valley was ordered to fund a \$50,000 environmental cleanup project, plus pay \$25,000 to \$30,000 for each additional day it continues to break the law.

## Building Momentum

It was an achievement “that few people would have thought possible for Ohio even just a couple years ago,” says Paul Shapiro, senior director of farm animal protection for The HSUS: commitments by the state's agribusiness industry in June 2010 to phase out tiny crates for veal calves and pigs and to place a moratorium on new battery cage facilities for egg-laying hens.

In one of the nation's top agricultural states, where millions of animals suffer in factory farms, The HSUS had laid the groundwork for the agreement with successful legislative and ballot campaigns in seven other states since 2006. And as 2010 came to a close, Shapiro and his staff continued to build on these victories, gearing up for possible ballot initiatives in Washington in 2011 and Oregon in 2012.

Overjoyed by the Ohio reforms was unemployed-salesman-turned-advocate extraordinaire David Meadows. While gathering signatures for an HSUS-led ballot initiative preempted by the negotiations, Meadows had encountered many voters angry about farm animal suffering, and he says that Ohio's animal lovers will be holding the industry to its promises. “This is definitely something that we'll keep up the pressure, and keep pushing for what is already happening in other states,” says Meadows, who was inspired by his volunteer experience to join the HSUS staff.