



Brian Graziano of New Jersey's Valley Hospital gives a cooking demonstration featuring baked ziti, a three-bean chili and apple walnut salad (below).

## WITH A DASH OF INSPIRATION

HSUS PROGRAM LENDS RECIPE FOR MEATLESS MONDAY SUCCESS // BY MICHAEL SHARP

**THESE ARE THE MOMENTS** that inspire Alli Clute and her HSUS colleagues to continue crisscrossing the country.

Sitting in a culinary center in New Jersey, following a panel discussion about the growing demand for plant-based foods—sometimes before the cooking demonstration on Italian tofu and vegetable baked ziti—Clute watched as two women excitedly embraced the idea of starting a Meatless Monday program at their own school.

“I loved that. I have so many good ideas,” she remembers one of them saying as the discussion ended.

“She turns to her colleague, flips the piece of paper over and says, ‘What do you think about this?’ And they just immediately started bouncing ideas off of each other. They were just so inspired—so motivated.”

That was in October, at the 11th Food Forward event hosted by the HSUS Farm Animal Protection Campaign since the summer of 2013.

As momentum continues to build behind the Meatless Monday movement, the goal of these events is to reach institutional decision makers—food service directors, dietitians and marketing managers—and teach them more about how and why to incorporate plant-

based dishes at their K-12 schools, universities, hospitals and health organizations.

More than 40 guests attended the New Jersey event, which began with a meet-and-greet over sun-dried tomato and spinach tofu quiche, blueberry cornbread muffins, fresh fruit and freshly foamed soy lattes and cappuccinos.

Presentations from HSUS staffers Kristie Middleton and Krystil Smith offered insights on plant-based eating and programs like Meatless Monday. And panel discussions featured leaders who'd helped initiate such programs at their own institutions. Among the topics: meeting the growing demand for vegetarian dishes and finding effective ways to promote them.

“The point is to get people excited about Meatless Monday and provide education so they understand why it's important—why it's important for their health ... and for animals,” Clute says.

With billions of animals in the U.S. suffering on factory farms, The HSUS advocates for a “Three Rs” approach to compassionate eating: “reducing” or “replacing” the consumption of animal products and “refining” diets by choosing products from sources that



adhere to higher animal welfare standards.

As Clute points out also: “As a nation, we suffer from a lot of chronic diseases, such as obesity, cardiovascular disease, diabetes—most of which can be prevented. And Meatless Monday, and eating more plant-based foods in general, is a way to help prevent these chronic diseases from occurring in the first place.”

But there may be another “green” reason for institutions to incorporate plant-based menu items. As an example, longtime chef Randall Smith points to a plate of pasta and meatballs.

In many cases, he notes, the meatballs are simply a garnish for the pasta dish. Cafeterias will often sell a vegetarian plate of pasta primavera for the same price. So by simply skipping the meatballs, “you’ve pulled out the most expensive ingredient, and you’ve delivered the same value—perceived value—and so you’re able to make a profit on it.”

Smith works as the system-wide executive chef for Adventist HealthCare in the Washington, D.C., area, where he oversees patient food service and retail cafes in four hospitals and on two campuses. He presented at a Food Forward event in Northern Virginia in September 2013, addressing both the promotion and the economics of incorporating plant-based items.

His go-to dishes for building a new plant-based corner of the menu: falafel, hummus, salsas and hearty stir-fry dishes.

The key, Smith says, is paying attention to quality: making sure that the dishes “look good and they’re sexy and they’re good items, regardless of whether there’s meat in them or not. Don’t market them as a meat-free option; just market them as good food.”



## PROTECTING THE PUPS

NEW BEACH RESTRICTIONS HELP KEEP MOM, BABY SEALS SAFE

// BY EMILY SMITH

**MOTHER HARBOR SEALS** can now nurse their babies in peace along a beach in San Diego’s La Jolla neighborhood. In August, the California Coastal Commission ruled that the small, secluded beach will be off-limits to the public during pupping season, Dec. 15-May 15, protecting the animals from people who had been harassing and even abusing them.

The restriction—which local conservancy groups and The HSUS had been urging for at least a decade—protects the seals when they are most vulnerable. Curious onlookers can still watch the animals year-round from a nearby sea wall, a rare and intimate glimpse of wildlife in an urban setting, says seal advocate and educator Ellen Stanton.

“People have really expressed an extraordinary fascination with them,” says Stanton, citing the 80,000 residents and tourists who visit the beach each year. “They have an opportunity to see animals birthing, to see mothers nursing their young. ... It’s incredibly special!”

The sea wall shields the beach from pounding waves, making it a popular spot for people and seals. Harbor seals are usually skittish, says Sharon Young, HSUS marine issues director, but the La Jolla seals are so accustomed to humans that they are more tolerant of the visitors. “That emboldened the public to do things that were really foolish and risk-prone,” Young says, such as playing Frisbee over the animals’ heads and hugging them for pictures. Video cameras installed near the beach later captured images of people hitting, kicking and sitting on the mother seals at night, even yanking on their flippers.

The city tried roping off the area, imposing curfews and undertaking other measures—all failed. “It’s another side effect of the SeaWorld phenomenon,” Young says; people rarely perceive the potential risks when marine mammals interact with humans. The videos of abuse quickly drew national attention and helped bring about the new restriction. Now, the consequences are clear: Set foot on the sand during pupping season and face arrest.

The HSUS helped pave the way by encouraging the state in 2009 to expand the use of the land, which had been donated as a children’s beach. “There are lots of ways one might imagine delighting children on the coast,” former HSUS California state director Jennifer Fearing says, and thankfully lawmakers agreed that such a unique wildlife viewing opportunity is one of them.

The new protection has a five-year pilot period. Young hopes it will remain longer term.

“It’s unfortunate that some folks resent sharing the beach with seals,” she says, “but this closure for just a few months is the best way of protecting these moms and newborns while still affording the public a rare and amazing wildlife viewing opportunity.”

## INNER LIVES

WHAT'S YOUR DOG THINKING?

// BY JONATHAN BALCOMBE

**BECAUSE THEY ARE SOCIAL**, expressive and responsive to us, domestic dogs have lately become the darlings of research on animal thinking and emotion. During a recent visit to the Clever Dog Lab at the University of Veterinary Medicine in Vienna, Austria, I watched dogs interacting with computer screens or pulling levers with their mouths to deliver food treats. These are not purpose-bred “lab dogs,” but happy pets recruited for the studies.

The Viennese researchers have shown that dogs have a sense of fairness: two dogs, sitting side-by-side, will alternately offer a paw about 20 times to shake hands with a human experimenter. But if one dog gets a treat each time, the jilted dog refuses to offer a paw after about a dozen rounds. In July, Tasmanian researchers documented a related emotion in pet dogs: jealousy. Dogs snapped, pushed and interfered more when the owner displayed affection toward what appeared to be another dog (actually a stuffed dog) but not toward a non-social object (jack-o'-lantern or book).

Clearly, dogs have moods, and it turns out their tail wags contain subtle clues. Italian researchers found that dogs stay relaxed when viewing films of dogs whose tails are wagging predominantly to the right, but they become anxious if the wag is more to the left.

It also behooves a dog to closely monitor our moods and intentions. A 2009 British study found that dogs glance first to the left side of an angry human face but to the right side of a smiling one, which matches how our bilateral brains express negative and positive emotions on our faces.

At Emory University in Atlanta, researchers have monitored brain activity as dogs react to various stimuli. When presented with five scents (self, familiar dog, strange dog, familiar human, strange human), dogs' brains register the strongest delight in response to the familiar human. It goes to show that the notion of the dog as “man's best friend” cuts both ways.

*Jonathan Balcombe is director of animal sentience for the Humane Society Institute for Science and Policy.*

## A WIN FOR WOLVES

MICHIGAN VOTERS SHOOT DOWN TROPHY HUNT

// BY KAREN E. LANGE

**THEY STARTED IN EARLY 2013** with a formidable task: Collect 161,305 signatures across Michigan in just 67 days.

That's what was required to put a referendum on the 2014 ballot, challenging a new state law that allowed the state's 687 wolves, just removed from the endangered species list, to be hunted. Thousands of volunteers for The HSUS and Keep Michigan Wolves Protected collected signatures at events across the state in the dead of winter—ink froze in their pens. And they succeeded, turning in more than 256,000 signatures.

But the legislature soon passed another law, this one allowing the unelected Natural Resources Commission—rather than the legislature—to decide which animals could be hunted and trapped in the state. Once more, volunteers got the required signatures in the required amount of days to challenge that measure, too.

Though they could not stop a hunt in the fall of 2013, volunteers campaigned hard for both measures this fall. And in November, all that work paid off: Michigan voters rejected both Proposal 1—the original law for a wolf hunt—and, by an even greater margin, Proposal 2—the law that took the matter out of voters' hands.

“I knew that we would defeat them, but I was not prepared for the wide margin of ‘no’ votes,” says Jill Fritz, Michigan senior state director for The HSUS. “It was astounding to see how much the citizens opposed that power grab. A lot of them were motivated by anger that legislators had circumvented their hard work on the first referendum, and disbelief that they could have such contempt for their own constituents.”

The struggle to protect Michigan's wolves isn't over, though. In August, the legislature passed yet another law allowing the Natural Resources Commission to permit the hunting and trapping of wolves. And because that measure includes an unrelated \$1 million spending appropriation, undoing it requires a lawsuit rather than a referendum.

But for a little while, at least, volunteers can take a rest. Judy Brock, for one, says her husband was finally able to have knee surgery after months of collecting signatures, testifying before legislators, attending rallies, handing out literature and writing letters to the editor.

“It was a long, long battle,” she says. “The majority of us, it just made us stronger.”



Above, Jill Fritz collects signatures last February for a second referendum to protect Michigan wolves.



## A LONG TIME COMING

NIH MOVE IS MOMENTOUS IN CAMPAIGN AGAINST CLASS B DEALERS  
// BY MICHAEL SHARP

**IN FEBRUARY 1966**, in the weeks after *Batman* made its television debut and Beatles guitarist George Harrison broke hearts by getting married, millions of Americans met Lucky.

*Life* magazine ran a two-page photo of the emaciated English pointer, kicking off a powerful photo essay that introduced the country to the fast-growing issue of people selling dogs—sometimes pet dogs—to laboratories. “YOUR DOG IS IN CRUEL DANGER,” warned a headline on the cover.

The influential *Life* package featured photos from the legendary Stan Wayman and the work of longtime HSUS chief investigator Frank McMahon, giving readers an inside look at the raid of one bleak Maryland property. One hound had frozen to death. A collie lay on his side, too weak to crawl toward food. “Laboratories now need almost two million dogs a year,” read the introduction. “To cash in on this need, the dealers rove the country paying a buck or two to anyone who comes forward with a dog, and no questions asked.”

Almost 50 years later, on Oct. 1, the National Institutes of Health signaled one of the most significant milestones since Lucky first cowered his way into the country’s consciousness: The agency will no longer fund research that includes live dogs from Class B dealers—dealers who acquire animals from random sources, such as shelters, “free to good home” ads and potentially even pet theft. NIH instituted a similar policy for cats in 2012.

“It was a long-standing effort,” says Kathleen Conlee, HSUS vice president of animal research issues. “To cut off that federal funding is crucial to bringing Class B dealers to an end.”

Three Class B dealers remain in the United States, down from about 200 in the 1970s and ’80s. Pressure has mounted over the past decade, with the U.S. Government Accountability

Office weighing in, and a report from the National Academy of Sciences warning that, despite increased regulations, there’s still no way to fully guarantee the dealers aren’t selling pets.

Also critical: The Pet Safety and Protection Act pending in Congress has helped keep the issue on the radar for lawmakers, and an undercover documentary from Last Chance for Animals added tough-to-see, behind-the-scenes images to the argument. The HSUS has rallied support for the legislation, provided information for the GAO report, prompted lawmakers to call for the NAS study, and exposed dental experiments on dogs from Class B dealers with a 2013 investigation at Georgia Regents University.

All of this work continues a campaign that McMahon helped ignite in the ’60s—his years of investigation and the subsequent *Life* spread not only spotlighting the issue of dog dealers but sparking support for final passage of the Laboratory Animal Welfare Act. When President Lyndon B. Johnson signed that into law in August 1966, McMahon received a ceremonial pen. Four years later, the law was expanded and rechristened the Animal Welfare Act.

“Frank McMahon was one of the most valuable assets The HSUS had for fighting cruelty,” former HSUS president John A. Hoyt said in 1975, after McMahon’s death—following a series of strokes—at the age of 48. In an obituary that summer, an HSUS newsletter reported that, over his remarkable career, McMahon had been shot at and threatened, and had even had his Washington, D.C., home bugged.

Labeling him “courageous beyond the point of caution,” Hoyt added: “There is no doubt that he helped make this nation more humane.”

