

NEWS BEEF BEEF

By Mat Thomas

The New Meat

■ In April, scientists from around the world met in Norway at the first international In Vitro Meat Symposium to discuss the potential for mass-producing lab-grown meat. According to a new economic analysis unveiled at the event, researchers project that, within a few years, meat could be grown in giant bioreactors for about \$5,500 a ton if technological developments continue. At about \$3.50 per pound, that's less than what most consumers now pay for hamburger. To speed up the process, PETA is offering a \$1 million prize to whoever successfully manufactures and markets the first in-vitro chicken-meat product. Likewise, *LA Times* vegetarian columnist Patt Morrison cheers "Franken-Meat" creators on for ethical and environmental reasons. "Fewer (animals killed) — fewer greenhouse gases, more available water, more forest, more open space, more available land. I like that recipe," she says. "And McDonald's can change all those signs to read 'Billions SAVED.'" *Los Angeles Times*



Oprah's Eating Evolution

■ For 21 days in May and June, media maven and talk-show host Oprah Winfrey adopted a vegan diet as part of a holistic cleansing program. Inspired by conversations with author/philosopher Eckhart Tolle, she followed the "conscious eating" program detailed in Kathy Freston's bestselling book *Quantum Wellness: A Practical and Spiritual Guide to Health and Happiness*. Along with animal products, Winfrey and three "Veganista Cleanse Teammates" abstained from alcohol, sugar, caffeine, and gluten for the duration. Winfrey shared the experience with fans both on television and through a blog in which she displayed moments of true animal awareness. "These Morningstar veggie sausages are a keeper—nice flavor and no pig had to sacrifice its life," she wrote. While Winfrey ended her vegan diet as soon as the 21 days were up, she may be heading back in that direction as she pursues her commitment to "be a more cautious and conscious eater." *oprah.com*

Oprah photo © A.M.P.A.S.

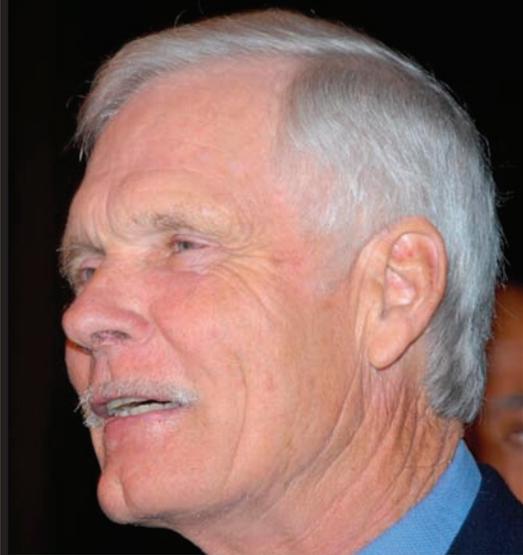
Factory Farm Report

■ The Pew Commission on Industrial Farm Animal Protection recently released a landmark study based on two-and-a-half years of independent research that proposes drastic changes in the way animals are raised for food. Their recommendations include phasing out battery cages for egg-laying hens, gestation and farrowing crates for pregnant pigs, as well as other intensive animal confinement systems within 10 years; banning the force-feeding of ducks and geese to make foie gras; and prohibiting the non-therapeutic use of antibiotics. In addition to taking a stance on animal welfare, the Pew Commission also addresses the devastating impact that factory farming has on human health, the environment, and rural economies and culture. The report recommends the formation of a substantive disease-monitoring program to facilitate recalls, stricter pollution regulations for concentrated animal feeding operations, and fundamental market reforms that would enable independent farms to compete with agribusiness conglomerates. *ncifap.org*



ShearCruelty

■ For years, animal advocates have been pressuring the Australian wool industry to ban “mulesing,” a common husbandry practice that involves slicing skin off the backsides of sheep to avoid accumulation of feces and urine, and thus prevent a potentially fatal flesh-eating maggot infestation known as “flystrike.” In 2004, responding to public concerns and retail boycotts, wool producers set a 2010 target date for developing more humane and cost-effective alternatives to mulesing. Yet, with the deadline only two years away, about two-thirds of sheep raised Down Under are still subjected to the painful process. Chemical and genetic solutions to flystrike are currently being researched, but experts say the best approach would be to stop selectively breeding Merino sheep with wrinkled skin (which produces more wool per square inch). However, most vegetarians know that the best way to protect sheep from unnecessary suffering is to buy clothes made from non-animal fabrics and let the sheep keep their wool. sciencealert.com



Toothsome Ted

■ While you can't buy Soylent Green at the supermarket just yet, billionaire media mogul Ted Turner predicts that, come 2050, humans will be eating one another as a result of massive food shortages caused by global warming. In a televised interview with PBS talk-show host Charlie Rose, Turner proclaimed that in 30 to 40 years, “Most of the people will have died and the rest of us will be cannibals. Civilization will have broken down The droughts will be so bad there'll be no more corn grown. Not [resorting to cannibalism] is suicide.” Turner, founder of CNN and Turner Broadcasting, believes human overpopulation is the main cause of rising planetary temperatures, and, in 1996, stated that we need to reduce our numbers by about 95 percent to create a truly sustainable world. Perhaps if Turner and the rest of humanity stops eating animals, we can reverse global warming and avoid becoming zombies. *Atlanta Journal-Constitution*

From the Slaughterhouse to the Big House

■ New research indicates that the victims of slaughterhouse violence include humans as well as animals. A recent paper authored by Jennifer Dillard contends that people who work in slaughterhouses are statistically more likely to commit violent crimes than workers in other industries. Based on an analysis of data from 58 rural counties, she found “unique effects of slaughterhouse employment-levels on certain types of crime,” even when other key variables are accounted for. Dillard concludes that the cumulative effect of killing animals day in and day out increases the incidence of post-traumatic stress disorder and other psychological maladies, and that workers should be compensated by the Occupational Safety and Health Administration for any problems they experience as a result of job-related stress. Researcher Amy Fitzgerald, writing for the American Sociological Association, also reports that communities where slaughterhouses are located suffer from consistently higher rates of violent crime. *The New York Times*



DAISY DOG STUDIO
Porcelain Tableware & Gifts

www.daisydogstudio.com

We donate 5% of all sales to PETA!

WHOLESALE & RETAIL





ZAGAT'S #1 VEGETARIAN RESTAURANT
IN NEW YORK CITY FOR 2007 & 2008

CANDLE 79

Winner of "Favorite Restaurant"
in the 2007 VegNews Veggie Awards

Join us at our elegant duplex seasonal
organic restaurant with an extraordinary
wine, beer & sake bar



SEASONAL ORGANIC
VEGAN CUISINE

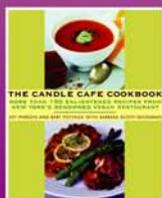


154 East 79th Street NYC, NY 10021
P 212.537.7179

OR VISIT US AT OUR
ORIGINAL LOCATION

CANDLE CAFE

1307 Third Avenue NYC, NY 10021
P 212.472.0970
F 212.472.7169



Enjoy Candle Cuisine at Home

CANDLECAFE.COM

On the Run



■ **This past April**, 18 members of Team Vegan ran the Santa Cruz 10K/Half-Marathon to raise awareness of plant-based diets and funds for Vegan Outreach. Team Vegan's 12 weeks of rigorous conditioning, led by its trusted trainer Matt Forsman, paid off at the finish line with both a sense of athletic accomplishment and more than \$86,000 in donations for Vegan Outreach's advocacy campaigns—more than four times the amount of their original fundraising goal. Leafleters wearing the Team Vegan jersey, team members running races in three other states (coached online by Forsman), donors who pledged money to sponsor runners, businesses that donated prizes for a cupcake-contest fundraiser, and many others helped members of Team Vegan maintain a winning stride. The Team will run another race in 2009, and will again provide physical training, advice, and group practice sessions in San Francisco for aspiring marathoners. veganoutreach.org

Research Marketplace

■ **A new data project** from the Humane Research Council (HRC) called Cultivate Research provides food manufacturers, distributors, retailers, and marketers with the tools they need to understand trends in the vegetarian and vegan foods industry. The group recently released four studies that provide essential insights into the attitudes and behaviors of American consumers toward meat reduction and their use of alternatives to meat and dairy products. Based on survey data gathered from more than 3,200 participants, HRC notes that nearly three-quarters of US adults have decreased their meat consumption (mainly due to health concerns), and that approximately one in eight now eat meat at only half of his or her meals. Che Green, president of Cultivate Research, says "the results are clear: meat reducers, semi-vegetarians, and vegetarians are the core of the vegetarian foods industry as well as the primary source of its near-term growth." cultivateresearch.org



And the Awards Go to ... YES!

■ **Ocean Robbins**, founder of the vegan youth-leadership organization YES! and son of pioneering author John Robbins, recently received two prestigious awards for his work. In March, the Freedom's Flame Awards honored Ocean and his wife Michele as the "Couple of the Movement" as part of the annual Bridge Crossing Jubilee. This event commemorates "Bloody Sunday," the historic march in Selma, Ala., that was instrumental in the passage of the Voting Rights Act of 1965. Then, in June, Ocean traveled to Washington, DC, to accept a Jefferson Award in the category of "Greatest Public Service by an Individual 35 Years or Younger." The Jefferson Awards were established in 1972 by Jacqueline Kennedy Onassis, Senator Robert Taft, Jr., and several other prominent philanthropists. yesworld.org



An Inconvenient Sequel?

■ **Former Vice President Al Gore** recently announced plans to start work on a follow-up to the Oscar-winning blockbuster documentary *An Inconvenient Truth*, which compellingly presents evidence that global warming is real and potentially catastrophic, and that human activity is causing temperatures to rise. Gore noted that “the [environmental] situation has not improved since I made the movie in 2006. Sure, awareness has grown and more people are concerned since scientists said we had just 10 years to take action to halt rising sea levels.” What doesn’t seem to have grown is Gore’s awareness that his meat-based diet is contributing to climate change, despite concerted efforts by a broad range of vegetarian activists to make him address this inconvenient truth. Let’s hope that, in the sequel, Gore comes clean by acknowledging that animal agriculture is at the core of the global-warming crisis.

The Sun **VN**

Mat Thomas is a staff writer/editor for *In Defense of Animals and Farm Sanctuary* and lives in San Francisco. Read more of his writing at his website, animalrighter.org.

Al Gore photo by Eric Lee

\$1⁰⁰ Off the Best Melting Vegan in the Galaxy



Soy Free

Introducing Rice Vegan Slices.

Smooth melt. Great taste. Soy and casein free.

Found in natural foods stores.

\$1⁰⁰ off coupon, visit
galaxyfoods.com/vegnews

