

The Advocate

Fall 2007, Issue 1



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MISSION STATEMENT

East Bay Animal Advocates is a 501(c)(3) non-profit organization based in the San Francisco Bay Area. California is home to one of the most industrious and concentrated animal agriculture areas in the world. East Bay Animal Advocates holds an uncompromised commitment to end animal cruelty in California's animal agricultural industry through consumer education, corporate outreach, direct aid and legal action.

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GRAPHIC DESIGN

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Cover photograph: Volunteers with EBAA rescued turkey poults, Stanley and Joaquin from a California factory farm.



Give the Gift of Compassion



www.SupportEBAA.org

Visit EBAA's new blog:

ebaa.blogspot.com

VOLUNTEERING

Get Active for Animals!

Service Days at Harvest Home Animal Sanctuary

Help EBAA the second Saturday of every month (10 AM to 2 PM) at Harvest Home Animal Sanctuary in Stockton. Harvest Home is a new facility that provides formerly neglected and abused domestic and farmed animals life-long care. Online at www.harvesthomeanimal.org. To participate, email volunteer@eastbayanimaladvocates.org.



EBAA Funding Evening at Pizza Plaza

Enjoy delicious vegan pizza and support local animal protection efforts the first Tuesday of every month at Pizza Plaza, the Bay Area's only meat-free pizzeria. From 5 PM to 11 PM, Pizza Plaza will donate ten-percent of your bill to EBAA.

- For dine-in or take-out orders, visit Pizza Plaza at 6211 Shattuck Avenue in Oakland.
- For delivery orders, call (510) 420-1433.
- From 7 PM to 8 PM, join EBAA for animal protection letter-writing at the Plaza.

Email volunteer@eastbayanimaladvocates.org to participate.

Adopt a Lunardi's Store

Help us ban the sale of battery-cage eggs at Lunardi's grocery stores in the San Francisco Bay Area by leafleting at a store once each month. It's simple! Join our consumer campaign by adopting a store near you.

- Select a store location at www.lunardis.com.
- Email volunteer@eastbayanimaladvocates.org with your selected store and provide your mailing address.
- EBAA will send you free leaflets and help you promote your outreach at Lunardi's. ■



ADI
Animal Defenders International
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www.ad-international.org



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EBAA puts California Animal Ag Abusers on Blast

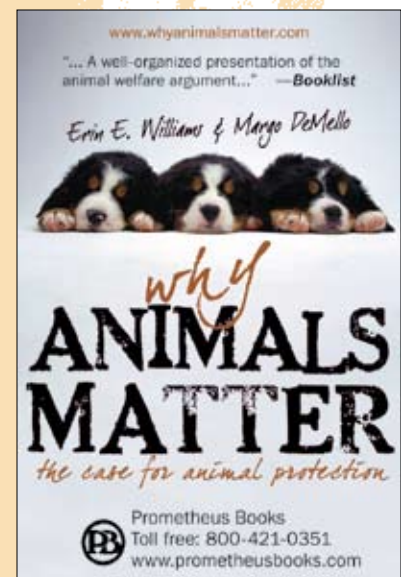
Learn how our recent work has succeeded in combating animal cruelty in California agriculture:

- **October 2007:** EBAA is committed to saving the lives of neglected farm animals. To date, EBAA has directly saved the lives of over 100 turkeys, chickens and rabbits through open rescue efforts at factory farms and slaughterhouses.
- **May 2007:** EBAA worked with Rainbow Grocery Cooperative to announce its exclusive cage-free egg policy. Rainbow Grocery is the first San Francisco-based food retailer to oppose the intensive confinement of laying hens.
- **January 2007:** EBAA takes its responsibility to educate the public about animal cruelty in agriculture very seriously. EBAA has launched six sister websites, which expose a wide variety of cruelty issues in the Golden State. Log on to our online consumer hub at **CaliforniaAnimalAgriculture.com**.
- **November 2006:** Fox News-2 aired an exclusive investigative report about the presence of arsenic in chicken meat, featuring undercover footage gathered by EBAA at Foster Farms locations in California. Learn more at **GotArsenic.com**.
- **October 2006:** Thanks to our tireless corporate campaigning, Andronico's Market, an eight-store grocery chain based in the San Francisco Bay Area, banned the sale of eggs from chickens raised in tiny, wire cages. Andronico's Market sells approximately 4.8 million eggs per year. Bill Andronico, president of the company, told EBAA: "We take all issues around this matter very seriously, from the welfare of our employees to the welfare of the hens."
- **September 2006:** U.S. District Judge Marilyn Hall Patel ruled that members of EBAA and the Humane Society of the United States "can sue the federal government to seek humane slaughtering methods for chickens and turkeys." (*San Francisco Chronicle*).
- **August 2006:** Berkeley Bowl Marketplace, the largest supermarket in Berkeley, California, granted EBAA permission to express our position regarding Foster Farms' mistreatment of chickens via a point of sale notice. The notice has been posted in Berkeley's Bowl's chicken section for more than one year.
- **June 2006:** The National Advertising Division of the Council of Better Business Bureaus referred EBAA's false advertising allegations against Foster Farms' to the Federal Trade Commission for possible law enforcement action. Since the FTC referral, Foster Farms has removed one of the four disputed claims from its online marketing information: "Foster Farms is absolutely committed to the humane treatment of all animals."
- **April 2006:** Most people would be surprised to learn that rabbits are classified as poultry in the State of California. EBAA has committed to shedding light on this issue. In fact, EBAA became the first animal welfare organization in the United States to investigate the rabbit meat industry. Findings from our ongoing work are online at **RabbitProduction.com**.
- **February 2006:** EBAA documented conditions at Mendes Calf Ranch in Tipton, California. Calf ranches, which isolate and confine thousands of newborn calves in tiny crates, are a growing feature of dairy production. Using our documentation, the Animal Legal Defense Fund filed a lawsuit against Mendes.■

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ACTION ALERT

EBAA Exposes the Rabbit Meat Industry

It is largely unknown that each year more than eight million rabbits are raised and slaughtered for meat across the country. In an effort to protect rabbits and educate the public, EBAA recently documented

group-raised in wire cages for their 56 – 70 day lives. In contrast, the natural lifespan of a rabbit averages ten years.

Removed from the public eye and known primarily as a backyard

inspection program of meat rabbit processing facilities:

Secretary Mike Johanns
U.S. Department of Agriculture
1400 Independence Ave., S.W.
Room 200-A
Washington, DC 20250
Phone: (202) 720-3631
Fax: (202) 720-2166
Email: agsec@usda.gov

“The rabbits on the higher levels of the truck cages were defecating and urinating on the rabbits caged below... High stocking densities of dirty holding cages were observed along with a pungent ammonia odor.”

– Investigator's Report on Cloverdale Rabbit Company

conditions of meat rabbits at the Modesto Livestock Commission—a live auction market—and Cloverdale Rabbit Company, the second largest commercial rabbit meat slaughterhouse in California.

The living conditions of meat rabbits are akin to the living conditions of chickens in battery-cage egg production. Rabbits are

industry, American rabbit meat production is largely unregulated by federal authorities, as merely 20 to 25 percent of rabbit slaughterhouses are inspected by the USDA.

Take Action

Federal agencies deny meat rabbits legal protection from even the worst slaughter abuses. Urge the USDA to create a mandatory



**Help Us Fight Cruelty
Make a contribution:**

East Bay Animal Advocates
Attention: The Violet Rabbit Fund
P.O. Box 1406
Martinez, CA 94553

**Learn more at
www.RabbitProduction.com.**

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MEDIA MUCKRAKING:

‘Foster Imposters’ Deceive Consumers With Alleged Humane Practices

To build public awareness about the largest animal abuser on the West Coast, Foster Poultry Farms, EBAA launched our first-ever TV ad campaign criticizing the company's animal care practices. The commercial ran on *The Food Network*, *Animal Planet*, *TLC* and *O* channels in 2007.

EBAA's six month-long TV campaign reached tens of thousands of households around the San Francisco Bay Area, delivering the inhumane truth about Foster Farms to a larger audience and exposing thousands of people to the benefits of humane eating.

Foster Farms, the poultry giant of the Western United States, wastes over \$11 million on company advertising each year, while animal care is unwaveringly compromised. Dreadfully, Foster Farms kills five million chickens per week and continually deceives consumers about its so-called humane practices.

Despite repeated threats of litigation by the notorious poultry producer, EBAA has increased awareness of the mistreatment of chickens at Foster Farms over the last two years. To learn about EBAA's Foster Compassion

Campaign, visit www.FosterFacts.net. View our eye-opening commercial at www.myspace.com/fosterfacts, which was created by EBAA's Njeri Sims.

Donate to EBAA's upcoming ad campaigns
www.SupportEBAA.org. ■

What are the TV viewers saying?

“As a long-time vegan and animal advocate, I just wanted to write and say THANK YOU for airing this during prime time on television. I believe you will reach the most people through television ads like this one.”

– S. Hendryx

“At the moment I am just avoiding chicken as much as possible.”

– V. Shepherd

LUNARDI'S SUPERMARKET EXPOSED:

Upscale Bay Area Grocery Chain Supports Animal Abuse and Dupes the Public



Lunardi's Supermarket, a high-end grocery chain in the San Francisco Bay Area, proclaims its purported commitment to excellence: "Lunardi's considers the proper treatment of animals to be of critical concern... we share the same concern and compassion for proper animal treatment as most Americans."

Unlike its main competitors, Andronico's Market and Whole Foods Market, Lunardi's thinks cramming chickens in cages for their entire lives is "proper animal treatment." Sadly, Lunardi's is out of step with reality and the concerns of its own shoppers.

East Bay Animal Advocates documented shocking conditions at Olivera Foods, one of Lunardi's egg suppliers. The undercover footage shows intensive confinement of chickens. Citing concerns over animal care, EBAA revealed its findings to President Paul Lunardi

in September 2006. Despite continual public outcry over animal welfare and product quality, Lunardi's refuses to enact an exclusive cage-free egg policy.

Bay Area consumers agree that Lunardi's must ban the sale of battery-cage eggs. Ask President Paul Lunardi to advance the company's commitment to animals and to stop selling eggs from caged hens. Write or call Mr. Lunardi at:

Lunardi's Supermarket, Inc.
432 N. Canal St., Unit 22
South San Francisco, CA 94080-4666
Email: customerservice@lunardis.com
Phone: (650) 588-7507

Get involved
www.LunardisAbuse.com



Did you know?

Each year over 19 million egg-laying hens in California are raised in concentrated confinement to produce eggs for consumers. According to the California Poultry Workgroup, the vast majority of egg-layers in California are confined to tiny cages. Each bird is limited to less than 67 square inches of space for her entire life.

STOP THE EXPANSION OF LUNARDI'S NOTORIOUS EGG SUPPLIER

Olivera Foods, a San Jose-based industrial egg producer, plans to expand its operations to Stockton, California. With a solid record of animal neglect, environmental nuisance, and public health complaints, Olivera seeks approval for a 900,000 hen-population factory egg farm. Olivera's proposed egg facility will undoubtedly threaten neighboring homes, depress environmental quality and intensely confine animals. The San Joaquin County Planning Department wants to grant this notorious company development approval without a single environmental impact report.

Now, EBAA and other animal protectionists are spearheading a new campaign to stop Olivera Foods in its tracks.

Olivera Foods currently operates a 700,000 caged hen egg laying operation in French Camp, California. Olivera's egg laying hens are confined

to small wire enclosures, known as 'battery cages', in ten warehouse-style sheds on its property.

Battery cages prohibit hens from engaging in natural behaviors such as spreading their wings, lying down comfortably, and dust bathing. This confinement practice violates Section 597t of the California State Penal Code, which requires that confined animals have adequate exercise space. The stocking density of Olivera's cages range from six to ten hens per enclosure (less than 67 square inches of space per bird).

To prevent the birds from injuring each other in the crowded quarters, a portion of their beaks are severed without the aid of anesthesia. Studies show that partial beak amputation of chickens results in long-term pain.

Further, egg farm owner, Edward Olivera reports: "The normal daily

mortality of 250-300 chickens [are] incinerated in two incinerators." Other recent complaints cite problems relating to Olivera's "manure management, weeds, substandard chicken houses, and abandoned vehicles." In fact, 160,000 chickens died at Olivera's farm last year due to outmoded ventilation systems.

Olivera Foods mismanaged an egg facility in Gilroy, which shut down in September 2005. Over a three-year period, public nuisance inspections at Olivera's Gilroy property cost Santa Clara County over \$28,000.

Undoubtedly, this industrial facility would have a negative impact on local residents, real estate prices, and animal welfare in Stockton.

**Join the campaign to
fight Olivera's
expansion proposal**
www.NoMoreOlivera.com

jen blüm
415.902.5763
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The SF Bay Area and Santa Cruz Independent Media Centers' website is a radical news site where every reader can also be a reporter. It's a place for you to learn about what's going on in diverse activist communities all over Northern California and beyond.

indybay.org

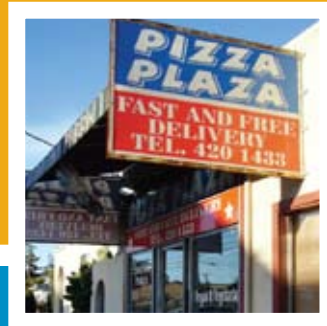
Good Eats: EBAA Food Picks

Are you rolling through the 5-1-0?

Indulge in EBAA's favorite food joints: Herbivore Restaurant and Pizza Plaza. Herbivore, located at 2451 Shattuck Avenue in Berkeley, serves an untouchable array of vegan breakfast, lunch and dinner selections for hungry East Bay-ers!

Rolling deep in Oakland, Pizza Plaza is the only meat-free pizzeria in the Bay Area. Check out the Plaza at 6211 Shattuck Avenue in Oakland.

Online at HerbivoreRestaurant.com & VeganPlaza.com.



We Want You to Design EBAA's New T-shirt!

The winning design receives a dinner for two at Herbivore. Send your submissions via email by January 1, 2008 to info@eastbayanimaladvocates.org.



Thanksgiving is Right Around the Corner...

Are you ready to give up meat, cold-turkey? Learn more at Turkey-Production.com.

Grant an EBAA Wish

East Bay Animal Advocates' wishlist includes:

- Stamps
- Blank CD-R disks
- Pre-paid gas cards
- Blank DVD-R disks
- Blank Mini-DV tapes
- Plastic CD/DVD cases
- Office supply gift cards

Please send to:
East Bay Animal Advocates
P.O. Box 1406
Martinez, California 94553



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Mail a tax-deductible contribution to East Bay Animal Advocates, P.O. Box 1406, Martinez, CA 94553 or donate online at www.eastbayanimaladvocates.org.

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