

The Advocate

Summer 2008, Issue 2



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The Advocate

Welcome to EBAA's Second Issue

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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Joelle Katcher (page 8)*



MESSAGE FROM THE EBAA BOARD



The East Bay Animal Advocates' summer dispatch would not be complete without a piece of quirky trivia. California has some bizarre laws on the books. We would like to take this opportunity to quiz you on your knowledge of irrelevant legal information:

Question: In the Golden State, it is legal to throw which two items from a moving vehicle?

While you ponder your answer to the question, we would like to extend our sincere appreciation for your support for animal protection. Thanks to your care and concern, EBAA efforts have steadily grown over the past five years to advocate on behalf of millions of animals abused in California meat, dairy and egg production. EBAA is delighted to remember some of our recent triumphs. Our scrapbook includes:

- Prominent media spotlights from news services like *CNN Money*, *Associated Press* and *East Bay Business Times*
- Formal recognition from the Internal Revenue Service of our organization's tax-exempt status
- The creation of our organization's strategic plan with the guidance from acclaimed consultants at Compass Point Nonprofit Services
- Corporate partnerships with local retailers like Andronico's Market, Rainbow Grocery and Farmer Joe's Marketplace
- The launch of our turkey factory farming advertising campaign with *The San Francisco Chronicle*

We are gearing up for the release of new reports on animal food production and kind-hearted campaign antics to persuade Lunardi's Supermarket to end the sale of battery-cage eggs. We are also supporting Californians for Humane Farms (online at HumaneCalifornia.org).

Thank you from the bottom of our hearts for your commitment to protecting those in need. We invite you to explore SupportEBAA.org for a variety of ways to contribute to EBAA's advocacy work.

We have a retort to the question asked earlier:

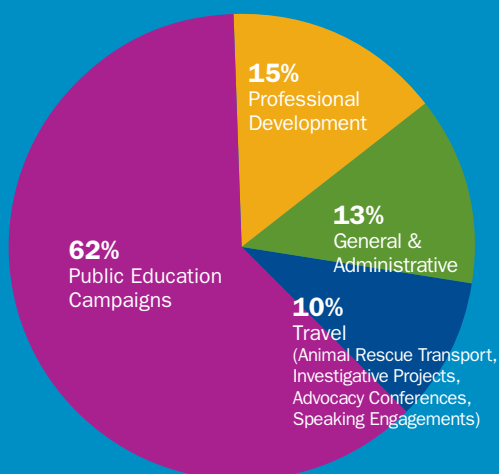
Answer: Clear water and feathers from live birds are the only contents that may be legally ejected from vehicles in California.

East Bay Animal Advocates promises to uphold our commitment to protect animals abused in California food production. Our pledge is a simple task:

Follow the feathers.■

EBAA Donations in Motion

We strive to keep our overhead as low as possible to be able to spend more on our advocacy and public education efforts for farm animals in California. Below, you will see a pie chart that shows how your contributions were spent in 2007:



Total 2007 Donations: \$19,916.33

Total 2007 Expenses: \$21,555.15

Donate online at SupportEBAA.org



Battle for the Ban: Farm Animals Take Center Stage in November Election



For nearly 20 million animals cruelly confined on factory farms in California, victory is nigh. This November, Californians will have the chance to vote to phase out the most inhumane confinement systems on factory farms: cages so small that the animals within them cannot even turn around or extend their limbs. This initiative, known as the Prevention of Farm Animal Cruelty Act, would prevent California factory farms from keeping animals confined in restrictive crates or cages—specifically battery cages for egg-laying hens,

veal crates for calves, and gestation crates for breeding sows.

Egg laying hens are confined in barren wire cages so small that they can hardly move, let alone walk, nest, or engage in any natural behaviors. Pregnant pigs are kept in metal crates, a mere two feet wide, that prevent them from walking or even turning around. Veal calves are tethered by their necks in crates, and are kept not only from moving around but also from lying down comfortably.

Between October 2007, and February 2008, local grassroots organizations and concerned individuals worked with the Humane Society of the United States and Farm Sanctuary to gather signatures in support of the Prevention of Farm Animal Cruelty Act. Thanks to more than 4,000 volunteers across the state, 790,486 signatures were gathered from California residents who support this initiative. This number far exceeds

the 433,971 signatures needed to qualify this initiative for the ballot—illustrating just how supportive Californians are of this anti-cruelty measure. On April 9th, it became official that more than enough valid signatures had been gathered, and the measure would be on the November Ballot.

This fall, California will have the opportunity to join the ranks of Florida, Arizona, Oregon, Colorado, and the European Union, where similar legislation banning the cruel confinement of farm animals has already been passed. With the help of compassionate Californians, we can take a stand against factory farms and improve the lives of millions of animals.

For more information or to get involved in this campaign, visit HumaneCalifornia.org ■

Karin Olsson, Member, EBAA Board of Directors

The Writing is on the Wall

Corcpork Inc., one of California's largest pig farms, has announced it will no longer be keeping pregnant pigs in gestation crates. Corcpork has agreed to cease its breeding operations after East Bay Animal Advocates and the Animal Legal Defense filed a lawsuit against the company for keeping over 9,000 pregnant pigs confined in gestation crates. These crates are so small that they prevent the sows from turning around or stretching their limbs.

The lawsuit was dropped once Corcpork announced it will no longer be keeping and breeding sows. As awareness grows about the inhumane conditions on factory farms, the public is speaking out against this

intolerable cruelty. Smithfield Foods in the U.S. and Maple Leaf Foods in Canada are two huge pork producers who are now phasing out gestation crates due to consumer pressure.

Florida, Oregon, Colorado, and Arizona have all banned the use of gestation crates, and California may be the next on this list. This fall, Californians will vote to phase out the intensive confinement of animals on factory farms. But even before the ballots are cast, it seems that Corcpork and other animal abusers already realize the writing on the wall and are changing their cruel ways. ■

Karin Olsson, Member, EBAA Board of Directors

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Foodin' Around with **Michael Pollan**



Bestselling author Michael Pollan is no stranger to controversy. His 2006 non-fiction, *The Omnivore's Dilemma: A Natural History of Four Meals* ignited an international deliberation on the importance of our often complicated food choices.

Earlier this year, Pollan gave birth to the probable offspring of his jack-knife narrative: *In Defense of Food: An Eater's Manifesto*.

From his office at UC Berkeley's North Gate Hall, Pollan recently shared his thoughts with EBAA on his new book's message, thoughtful decision-making and, of course, life as a farmer

What inspired you to write *In Defense of Food*?

I was inspired by the questions I was hearing from audiences, after I published *The Omnivore's Dilemma*. The question that most engaged people was the health question. Is organic worth it? Should I eat meat or not? Should I care about where the food comes from? As people in this world have always known, you can motivate people around health more easily than you can around environmental concerns or even concerns for animals.

Where I came out on those questions is that in fact the best choice for you as an eater, turns out to be the best choice for the land, and, if you going to eat meat, for the animals. Food grown carefully on good soil with animals well-treated is going to be more nutritious food as well. It's one of the few areas in life where the best choice for you is the best choice for the environment with the one important exception of fish. We've really not figured out how to grow fish sustainably.

What has been your eater-readers' reaction to your new book?

People have found it be a liberating

message. I am telling them that they don't have to worry about nutrients so much, knowing what an antioxidant is, or whether cholesterol is in the food or not, if you really do eat real food—the kinds of foods your great-grandmother would have recognized—you are going to be okay...in moderation, of course. It's not as complicated as you have been told.

It's a message people really are embracing because I know the whole subject has been over complicated by the journalism they've read and the nutritional science that they have heard about. And the fact is every week there's another study with a contradictory message about what you should be eating.

What's your spin on the recent beef recall?

People are very concerned about everything they are learning about the way our meat is produced. Every time we have one of these episodes, it peels back the curtain on the way our food is prepared. People don't like what they see. They start looking for alternatives. People are open to reconsidering their meat decisions and people come out at different places.

The only indefensible position is not thinking it through. And most Americans have not thought it through. But they are starting to.

If you have the ethical and moral debate with yourself, I think that's great. I have enormous respect for vegans and vegetarians because they have gone through that process. They came out somewhere I didn't. But, they went through that process and that's their way of advocating.

Speaking of hot food topics, what do you think about the anti-farm animal confinement ballot campaign underway in California?

It will probably pass, unless the industry decides to put a lot of resources into stopping it. These things come down to money.

Switching gears to a lighter matter, what's your favorite place to eat in the East Bay?

Chez Panisse.

If you ever retire from writing, would you ponder becoming a farmer?

That's a good question! I think I am going to stop at gardener.

Learn more about the Berkeley-based author online at MichaelPollan.com. ■

Why Won't Lunardi's Give an Inch?

A behind-the-scenes look at the making of our new public service announcement



Lunardi's Supermarket operates seven high-end grocery stores, peppered around the Bay Area. Each store continues to promote animal cruelty through the sale of battery-cage eggs. East Bay Animal Advocates launched their campaign against the store in October of 2006 and they have yet to change their policy. In response to our campaign, Lunardi's general manager, Tony Lucia, released a misguided letter about its humane egg guidelines. Their "humane guidelines" are the standard guidelines used by companies throughout the United States.

In Spring 2008, EBAA released our first egg-focused public service announcement, *Why Won't Lunardi's Give An Inch?* To educate consumers and encourage change on a corporate level, this announcement delivers a punch of reality to the store's so-called responsible egg policy. In the PSA, Lunardi's letter is used to highlight and juxtapose the facts of egg production from that which the store would like consumers to believe.

The PSA is laced with the inspirational song *Walk Away*, which is written and preformed by Goldfinger's John Feldmann. The song is meant to spotlight the plight of animal suffering and the importance of human beings taking a stand against cruelty.

As a movement, we cannot walk away from the suffering of these defenseless birds. We hope our new PSA will encourage humane advocates and consumers to take action against Lunardi's. Moreover, we hope this message motivates the store's management team to enact the changes for which we advocate.■

*Njeri Sims, B.F.A. – East Bay Animal Advocates
Interactive Media Director*

Watch the PSA Online at LunardisAbuse.com.



Please open your eyes to battery-cage cruelty and contact Lunardi's today:

Lunardi's Supermarket, Inc.
432 N. Canal St., Unit 22
South San Francisco, CA 94080-4666
Call: (650) 588-7507
Fax: (650) 588-0811



BELOW THE SURFACE:

Aquatic Factory Farming

On a cool January morning, the tule fog lingers quietly over the aquatic embankments along East Sandy Mush Road in Merced, California. The occasional Chevy Silverado blazes down the side road, indifferent to the rural, saturated landscape. The only other sound within audible range is the squawking of snowy egrets who gracefully stalk the nearly 50 rectangular-shaped levee ponds, ten to twenty acres each.

In the murky pond waters, blue catfish, largemouth bass, white sturgeon, and common carp swim at the inland commercial aquaculture site, Dutchman Creek Fish Farm. Nearby, a large-scale dairy farm and 54-shed chicken farm are in operation. The three neighboring producers have the unifying task of feeding California with industrialized animal-based products.

While agriculture-zoned flatlands are common to the terrestrial farming methods of milk and chicken meat production, the presence of a controlled environment for food fish-rearing in “John Deere Country” is a betrayal to the term seafood.

The Dutchman Creek Fish Farm may seem like an odd site for seafood production, but, American pesce-consumers today are more likely to be eating catfish, trout, shrimp and salmon from an inland aquatic dynasty like Dutchman or coastal confinement farm, than their aquatic cousins in the wild.

Due to decreased wild fish stocks, increased consumer stipulation for seafood and substantial government promotion of farmed-raised fish, aquaculture has earned the key spot as the most rapidly expanding sector within the U.S. agriculture industry. Growth of the aquaculture industry is expanding by an impressive five to ten percent annually.

However, aquaculture is commonly operating to the simultaneous detriment of marine environments, human health and animal welfare.

With over 100 species of organisms produced in U.S. aquaculture, factory fish farmers raise aquatic animals in controlled systems, such as cages, netpens, ponds, raceways, and tanks.

The controlled environments used for farmed-raised fish production are similar to confinement practices in land animal food production. Critics of industrialized meat, egg and dairy production lament the systematic lack of public visibility in animal husbandry practices within these industries. In seafood production, a public view of aquatic animal care is even more opaque because the living subjects are below the surface—literally and figuratively.

According to the Southern Regional Aquaculture Center (SRAC), “operating a fish farm is

similar to operating a cattle feedlot. High density aquaculture has been described by the USDA as the most intensive form of agriculture practiced on a large scale in this country today.”

Daniel Pauly of the University of British Columbia in Vancouver told *The Los Angeles Times* that industrial fish farms are “like floating pig farms. They consume a tremendous amount of highly concentrated protein pellets and they make a terrific mess.”

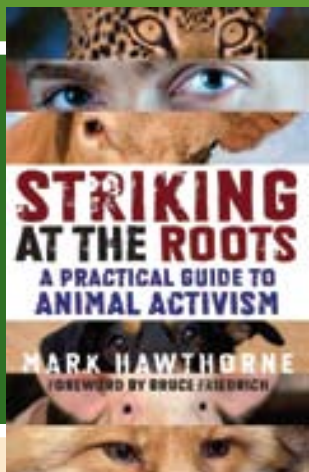
Coastly-farmed salmon are raised in single pens of 15,000 to 90,000. The living conditions of these carnivorous fish are “equivalent to keeping a strongly migratory, 2-foot-long salmon in a bathtub,” GRACE Factory Farms Project reports.

In his 2001 *Mother Jones* article, “Aquaculture’s Troubled Harvest,” Bruce Barcott observes, “A salmon farm of 200,000 fish releases an amount of fecal solids roughly equivalent to a town of 62,000 people.”

Consumer-driven concerns of factory fish farming circle around the use of antibiotics, which are used to control disease within crowded rearing set-ups. A factsheet by the Institute for Agriculture and Trade Policy reports, “There is no rigorous monitoring of on-site antibiotic drug use practices on feedlot fish farms. It has been documented that antibiotic-laced fish have been sold in the U.S. market.” ■

— C.A.M.

Interview with Mark Hawthorne



Mark Hawthorne is a fixture in the Bay Area animal rights community, and the author of the invaluable new book, *Striking at the Roots*. A book that is both inspiring and informative, it should be required reading for budding activists, seasoned advocates, and everyone in between. Guiding us through the myriad ways we can make a difference for animals, from leafleting and corporate outreach to protesting and direct action, *Striking at the Roots* provides an in-depth yet easy-to-read look into each type of activism. What's more, this book is chock full of personal anecdotes and advice from activists across the globe that are sure to resonate with anyone working on behalf of the animals.

What are your own personal favorite forms of activism?

I love one-on-one activism—getting into discussions with one or two people, like when you leaflet or table. Or when you bring cookies into work and everyone is amazed you baked them without eggs or butter and people remark that maybe being vegan isn't hard after all. A lot of my activism is in the written word: letters, magazine articles, op-eds, newsletters and, of course, my book.

In your research, did you find that a particular form of activism made more of an impact than another in attempting to eradicate animal suffering?

All forms are important, because you never know what is going to inspire someone, and it's usually not just one thing that does it. Having said that, I think it's hard to beat leafleting at a college. It's easy to do, the students are ripe for change and it helps disabuse people of the myth that activists are in some way different from the mainstream.

I think what is really important is how we frame our message to the public, whether we're leafleting to one person or speaking in front of 200. It is critical that people under-

stand *why* animals are suffering and how their choices *do* make a difference for beings who are no different than their dogs and cats – except that abused animals are being raised for food or fashion or vivisection or used in circuses or some other torture. All these animals feel pain, and they all deserve a life free of exploitation by humans. People have to make that connection. Activists have to connect the dots for them.

The title of your book refers to a quote from *Walden* by Henry David Thoreau: "There are a thousand hacking at the branches of evil to one who is striking at the root." What do you believe is the fundamental root cause of non-human animal abuse?

I believe the root cause is the public's nearly total lack of knowledge about what is happening to animals every moment of every day. This in turn is enabled by animal enterprises like agribusiness and medical researchers, which work to make people feel good about eating animals, using them as test subjects, exploiting them for our amusement and so on. That's why effective animal activism addresses both the public and the businesses abusing

animals. People need to understand animal cruelty is happening all the time, not just when an undercover video is shown on the news, and that our daily choices directly impact how animals are treated. Businesses and policymakers need to know people won't tolerate animal abuse.

In writing this book, you reached out to activists across the globe. Did you encounter any methods or forms of activism that were new to you, or that you felt American activists would benefit from employing?

I learned a lot about corporate outreach – that is, encouraging companies to adopt animal-friendly policies. In the book, I include restaurant outreach as part of that, since food is such a vital part of veganism and animal rights – food is our common touchstone.

Get Connected

Read EBAA's extended interview with Mark: Ruffled-Feathers.com

Book Website:
StrikingAtTheRoots.com

Interview conducted by Karin Olsson and Eileen M. Mello, Members, Board of Directors

Good Eats: EBAA Food Picks

If you find yourself craving some soul food, you're now in luck! Oakland's new **Souley Vegan** serves up vegan soul food so rich and delicious, you won't even notice the animal products are gone. From amazingly creamy potato salad and heavenly collard greens to tangy barbecued tofu and gooey mac and cheese, chef Tamearra Dyson cooks up the best vegan comfort food in town. Be sure to pay Souley Vegan a visit at 431 13th Street in downtown Oakland, conveniently located less than one block from the 13th Street BART.



It seems vegan friendly places are popping up everywhere! Across the bay in San Francisco's North Beach neighborhood, the new vegetarian restaurant **Usual Suspects Cafe** has just opened. Stop by to sample their pressed taquitos and vegan pizzas, all made with their delicious dairy-free cashew cheese. The pesto pasta with house-made seitan and the vegan moussaka are out of this world. But make sure you save room for dessert—from creamsicle cupcakes to peanut butter caramel filled chocolate cake, these amazing concoctions are hands down some of the best vegan sweets we've ever had! Usual Suspects Cafe is located at 450 Broadway Street in San Francisco.



Get Blogging with EBAA

Log on at Ruffled-Feathers.com

Support East Bay Animal Advocates

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

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$500 ☐ \$1,000

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Email



Shop Right: Micio Mambo

EBAA's Emily Ziebell chats with Ursula Calderon, the owner of Oakland's new vegan boutique:

What made you decide to open a vegan boutique?

I became a vegetarian in 1992 and made the transition to veganism almost four years ago. I had been looking to incorporate non-leather, cruelty-free products in my personal life, but was never very impressed with the way it was pulled together in a store and I was tired of buying online. My sister, Erika, and I were in New York about 3 years ago when I had an "ah-ha" moment. We were on the subway after a day of shopping for fashionable vegan accessories and I said to her, "I could do just as good of a job as the stores we visited today"! She looked at me and said "Why don't you?" I thought why not! I had been in retail for over 12 years and 10 years in design/advertising and knew that would give me a good foundation for success. Two years later, I quit my advertising job as an account executive and opened up Micio Mambo last November.

What kind of items do you carry?

I'm out to prove that you can be stylish and make good choices for the animals and the environment. I have everything from shoes, handbags and jewelry to skincare and cosmetics. I also just started carrying shoes, belts and wallets for guys. Everything is leather-free, cruelty-free and environmentally friendly.

What's behind the name, Micio Mambo?

Micio is pronounced "Mee-cho" and it means kitty in Italian. My sister Erika lived in Milan for awhile and we've been referring to our kitties as "micios" ever since then. When I was thinking about a name for the store I knew I wanted to use micio somehow. Mambo came about as a nod to my latin background (my father is from El Salvador). I thought Micio Mambo was unique and fun to say!

Location and contact information:

Micio Mambo
474 Santa Clara Avenue
Oakland, CA 94610
(510) 836-4246
miciomambo.com
Store hours Tuesday – Saturday 11-5; Sunday 12-5.