

# FRESH

*eat like you mean it*

MY LIFE

AS A SPY

UNDERCOVER ON A  
FACTORY FARM

LOOK GREAT

FEEL GREAT

WITH THESE  
FAB FOODS

+DELICIOUS

MEAT-FREE  
MEALS

MERCY FOR



ANIMALS



# MY YEAR IN HELL

AN UNDERCOVER INVESTIGATOR DISCOVERS  
THE CRUELTY OF MODERN FARMS



**CODY  
CARLSON**

“

LIKE MOST PEOPLE, I GREW UP NEVER THINKING ABOUT WHERE MY MEAT CAME FROM. THEN, A COUPLE YEARS AGO, I WENT UNDERCOVER TO INVESTIGATE THE TREATMENT OF FARMED ANIMALS.

”

I worked as an employee at farms across the country, secretly recording cruelty that would capture the headlines of NBC, CNN, and *Rolling Stone*. What I saw will haunt me forever.

# I MET JULIA IN PENNSYLVANIA...

Pigs like Julia are friendly and incredibly smart. They dream when they sleep, and they rub noses with their close friends. Like my dog, Julia would light up with excitement when she saw me. She oinked happily when I stroked her face.

Sadly, Julia spent her entire life in a cage so small she could not turn around. This is how almost all mother pigs are treated, and it causes severe mental problems. Julia would repeatedly bite her cage bars in frustration, cracking her teeth on the steel. Other pigs became so depressed they'd lie on the ground without moving.

## **ONE OF JULIA'S PIGLETS DID NOT GROW QUICKLY ENOUGH. TO SAVE MONEY, WORKERS KILLED HIM BY SLAMMING HIM HEADFIRST INTO THE CONCRETE FLOOR.**

Her other piglets had their testicles and tails sliced off with no anesthesia. They were then packed into filthy concrete pens — they never once saw the sun. At six months old they were electrocuted or shot through the brain with a metal rod. The lucky ones died right away. The others would be drowned in scalding water.

I was shocked to find that nearly all farms treat animals this way. The idea of eating Julia and her babies had become unimaginable. (continued on next page) ►







**MEET RYAN**



(continued from previous page)

As bad as life was for Julia, things were even worse on the chicken and egg farms we investigated. Chickens are genetically manipulated to grow so fat that by the time they are one month old it hurts to walk. The chickens we saw were in constant pain, and spent most of their time lying in the feces that coated the shed floor. Hens who were sick or injured were left to suffer and slowly die. Sometimes workers clubbed them on the head with a metal bar.

Because they don't lay eggs, male chicks like Ryan are of no use to egg farmers.

### **SO RYAN WAS TOSSED ALIVE INTO A GIANT GRINDING MACHINE.**

Female chicks had their beaks seared off. They spent their whole lives packed in filthy wire cages so small they could barely turn around. Each hen lived her entire life with less floor space than the size of a sheet of paper. After seeing how these girls were treated, my days of eating chicken and eggs were over. ■





# THE NEW YOU

## HEALTH GURU AND AUTHOR **JULIEANNA HEVER** ON WHY PEOPLE ARE DITCHING MEAT



In their pursuit of a happier life, it's no surprise people are changing what they eat. Replacing meat with plant-based foods is one of the best things you can do for yourself. You get more energy, look better, and can prevent the leading causes of disease.

Medical research shows that chicken, fish, and eggs are linked to many health problems. Chicken, dairy, and eggs are packed with saturated fat. Some studies have found they may increase cancer mortality rates. Eggs have also been shown to increase the risk of diabetes and heart attacks. And chicken and fish have high levels of cancer-causing chemicals like dioxin, arsenic, and mercury.

### According to the Academy of Nutrition and Dietetics, people who ditch meat have:



lower body weight



less cancer



less heart disease



less diabetes



lower blood pressure



lower cholesterol



lower overall mortality from disease

# STAY STRONG

## IRON IS IMPORTANT

When cutting out meat, iron is important. Beans, lentils, dark leafy greens, and whole grains like oatmeal are filled with iron. Supplements are also available for people who need them.

## PROTEIN-PACKED PLANTS

Beans, lentils, nuts, plant-based meats, tofu, whole grains, and dairy-free protein shakes are all great sources of protein. You can stay strong and satisfied by eating plant-based protein each day.



# EATING OUT

**RESTAURANT CHAINS ARE CARRYING MORE MEAT-FREE ITEMS THAN EVER BEFORE.**

Chipotle, Olive Garden, Taco Bell, Subway, Quiznos, Johnny Rockets, Denny's, Red Robin, and Ruby Tuesday are just some of the chains that have added delicious meat-free options to their menus.

Ethnic restaurants like Chinese, Indian, Italian, Mexican, and Middle Eastern always offer tasty meatless dishes. You can also visit [HappyCow.net](http://HappyCow.net) for a list of the most vegetarian-friendly restaurants near you.







# MEAT-FREE MEALS

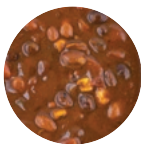
## STEP 1

You already eat lots of meat-free food. So keep filling your plate with the stuff you know and love!

Here are some of our favorites:



**VEGETABLES AND HUMMUS**



**BEAN CHILI**



**PASTA**



**STIR-FRY**



**SAVORY BEAN BURRITO**



**PIZZA**

## STEP 2

Replace animal meat with savory plant-based meats. Visit the produce section and freezer section of your local grocery store. You'll find animal-free deli meats, ground beef, hot dogs, chicken strips, sausage, burgers, and more. All are mouthwatering and very convenient—just warm and serve in minutes!



# THE LAST WORD

CELEBS SPEAK OUT ABOUT WHY THEY MOVED BEYOND MEAT



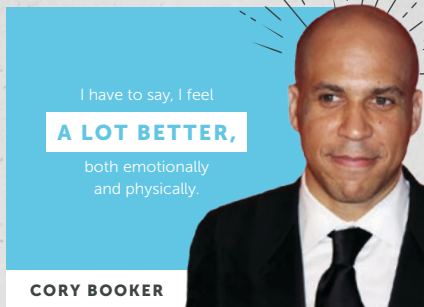
It's definitely something to **CELEBRATE.**

My heart feels

**VERY HAPPY**

with this decision.

**ARIANA GRANDE**



I have to say, I feel

**A LOT BETTER,**

both emotionally  
and physically.

**CORY BOOKER**

”

It's all about **FUELING**

**YOUR BODY**

correctly and for energy.



**VENUS WILLIAMS**



I suddenly realized that what  
was on my plate were

**LIVING THINGS  
WITH FEELINGS.**

**ELLEN DEGENERES**



At the end of the day, I'll be  
on the side of the animals.

**CRUELTY  
IS CRUELTY**  
plain and simple.

**PINK**



FOR DELICIOUS RECIPES, MEAL SUGGESTIONS,  
AND A FREE VEGETARIAN STARTER GUIDE,  
VISIT [THEGREENPLATE.COM](http://THEGREENPLATE.COM)

MERCY FOR  
 ANIMALS

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TEXT YOUR QUESTIONS TO (315) 834-4435 FOR PLANT-BASED EATING TIPS AND GUIDANCE FROM OUR VEGETARIAN SUPPORT SPECIALISTS.