

# BEYOND BEEF



THE INTERNATIONAL CAMPAIGN TO CUT BEEF CONSUMPTION BY 50 PERCENT  
*"Change Your Diet; Change the World. Go Beyond Beef."*

\$1.00 Donation

**T**wenty thousand Beyond Beef activists throughout the United States and Canada made history in mid-April as they demonstrated outside McDonald's restaurants to call public attention to the personal, environmental, and political consequences of eating fast-food hamburgers and other beef.

## McDonald's Demonstrations Ignite Food Politics

"Round one" in Beyond Beef's continuing "Adopt-A-McDonald's" Campaign was a spectacular success, introducing the politics of food production and consumption to the North American public for the first time.

During the weekend of April 17, more than 8,600 activists in the United States, and more than 10,500 Canadian activists, handed out more than 2.2 million "eco-social receipts" and other anti-beef informational leaflets to customers at more than three thousand McDonald's restaurants in big cities and small towns throughout North America. Demonstrations also took place in Mexico, Costa Rica, and Scotland.

Beyond Beef activists approached and spoke with more than a million McDonald's customers. More than one hundred thousand McDonald's patrons — and four hundred McDonald's employees — signed Beyond Beef petitions demanding that the fast-food hamburger giant become more socially responsible by placing a non-meat entree, a veggie-burger, on its menu. More than one dozen McDonald's franchise owners and managers signed Beyond Beef's "good neighbor agreement" pledging to lobby national McDonald's headquarters for a veggie-burger.

Beyond Beef staged national press conferences in Washington, D.C., Chicago, and Ottawa, Canada, while local press conferences were held across the continent by regional and local activists. Millions of North Americans and Europeans learned about the campaign through the hundreds of national and local press, television, and radio reports that resulted.

The "Adopt-A-McDonald's" action was the largest demonstration of concern to date in the United States and Canada on the issue of food politics. In Canada, where 415 of the country's 677 McDonald's outlets were covered, the "Adopt-A-McDonald's" Campaign demonstrations were some of the largest that Canadians have seen in half a decade.

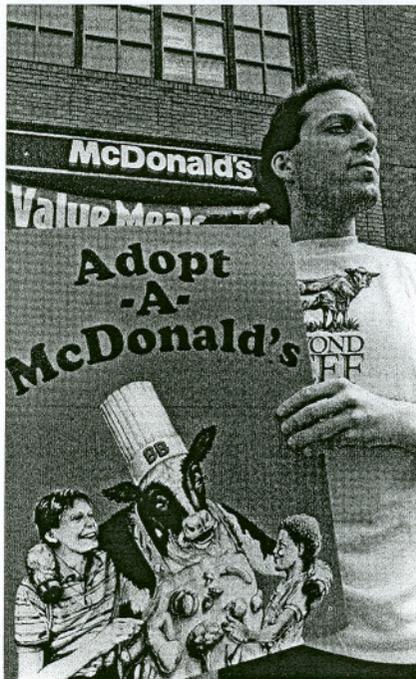
"Congratulations to everyone who is participating in this historic campaign," said Beyond Beef President Jeremy Rifkin. "For the first time, environmentalists, animal rights activists, health and consumer advocates, anti-hunger activists, students, parents, and teachers are working together for a more healthy, humane, ecologically sane, and socially just approach to farming, food, and diet. Food is fast becoming a major battleground for Green politics the world over. You have introduced the politics of food to millions of people."

"It is no exaggeration to state that together we have launched the largest and most aggressive North American grass roots campaign ever mounted around health, environment, animal rights, food, biotechnology, and Green justice issues," said U.S. Campaign Director Ronnie Cummins. "As the news media has noted, Beyond Beef is now... the most high-profile and powerful anti-beef lobby in the agricultural policy community."

"In Canada," said Keith Ashdown, Campaign Director for Canada, "Beyond Beef has become the catalyst of the food politics issue in virtually six months."

This first phase of the "Adopt-A-McDonald's" campaign was the result of thousands of hours of tireless work put in by a North American network of dedicated volunteer activists and thousands of high school and college students. Activists formed teams and "adopted"

McDonald's restaurants in their neighborhoods for the purpose of educating McDonald's patrons. Campaigners passed out literature detailing the high cost of eating "cheap"



Beyond Beefer Andrew Tidman demonstrates against the high cost of "cheap" fast-food burgers outside the Rideau Centre McDonald's in Ottawa, Canada.

(More "Adopt-A-McDonald's" photos on pages 4-5!)

fast-food burgers — including the terrible cost to human health, animal welfare, and the environment.

McDonald's customers were asked to reduce their consumption of beef by 50 percent and replace that meat with

McDonald's Demonstrations continued on page 3

## Beyond Beef Wins Meat-Labeling Suit

**I**n an unprecedented move, the U.S. Department of Agriculture (USDA) will soon require all packages of raw meat and poultry sold in the United States to bear labels warning of the dangers of microbial illness if the meat is improperly handled or cooked, according to the settlement of a lawsuit brought against the USDA by Beyond Beef.

This is the first time in the history of federal food safety regulation that a health warning and proper handling and cooking procedures will be required to be listed on the label of a food product.

Beyond Beef had filed suit against the USDA and U.S. Agriculture Secretary Mike Espy on Feb. 9 to compel the agency to immediately place warning labels on all retail packages of meat and poultry informing consumers and restaurants of the potential health threat of bacterial contamination. Under the terms of the court order, which was issued on May 5 in U.S. District Court in Washington, D.C., the USDA must publish its proposed label for public comment by Aug. 15.

"This is a huge victory for Beyond Beef and for consumers," said Beyond Beef President Jeremy Rifkin. "The government has required warning labels on cigarette packs for some time. Finally we will now have labels warning consumers of the dangers of eating meat. I predict that these warning labels will do more to promote the goals of Beyond Beef: a reduction in meat consumption, farm animal protection, and sustainable agriculture, than any other reform we could have won up to this point."

Beyond Beef filed suit after the latest outbreak of the "hamburger disease" in January. At that time, nearly five hundred people became ill, and one child died, after eating bacteria-tainted hamburgers sold by Jack in the Box restaurants in the Northwest. The meat, which was contaminated with cow feces at the slaughterhouse, had not been cooked to a temperature high enough to kill the bacteria (*E. coli* 0157:H7). Two other children died, and at least fifty others became ill, after contracting the easily transmissible bacteria from others who had eaten the tainted burgers. Joining as plaintiffs in the suit were the parents of several children who had become critically ill during previous outbreaks.

In its complaint, Beyond Beef argued that the USDA violated meat inspection laws by failing to warn consumers of potentially dangerous bacteria that may be in the meat. Noting that federal law states that the "USDA Inspected/Passed" stamp on meat means that the product "is not adulterated, misbranded, or unwholesome," affixing such labels to meat and poultry products — without also requiring warnings that the products might contain harmful bacteria — is a violation of the Federal Meat Inspection Act.

The next hurdle Beyond Beef faces is to ensure that the warning labels are indeed warning labels and not just cooking instructions.

"People need to know *why* they're being told to cook their meat to 160 degrees," said Beyond Beef General Counsel Andrew Kimbrell. "If they don't know *why* they should do it,

Meat-Labeling continued on page 6

**I**n a move that will dramatically expand the ranks of those committed to creating a safe, sustainable, humane, and equitable food supply, Beyond Beef has elected to join forces with

## Beyond Beef Joins Pure Food Campaign to Promote "BioDemocracy"

its sister organization, The Pure Food Campaign, to steward the growing movement for "BioDemocracy" in food production.

A bio-democratic food production system is one that rejects the unsafe, unsustainable, inhumane, and inequitable food production monolith imposed on the world by the "agribusiness-biotechnological-industrial-complex." Instead, it favors a more democratic system that promotes human and environmental health, animal protection, and economic justice for farmers around the world.

The Pure Food Campaign was formed last year by The Foundation on Economic Trends in Washington, D.C., to defeat the first genetically engineered animal and plant foods now being readied for market by scores of bio-tech and chemical corporations. Many of these "Frankenfoods," which include bovine growth hormone (BGH) and the "Flavr Savr"

tomato, raise major health concerns, have devastating environmental implications, frequently cause animal suffering, and will destroy the economic viability of the small farmer in

developed nations as well as in the developing world.

"Genetically engineered foods are the antithesis of all that we have worked for at Beyond Beef — to promote humane, sustainable agriculture," said Jeremy Rifkin, president of The Foundation on Economic Trends, The Pure Food Campaign, and Beyond Beef. "The goals of Pure Food and Beyond Beef are so compatible, so intertwined, that a consolidation of the two campaigns can only boost the effectiveness of both organizations. The joining together of these two groups will broaden our appeal to more and different kinds of people — and we need to expand our activist base dramatically to accomplish our goals."

"Those of you who participated in the landmark 'Adopt-A-McDonald's' Campaign demonstrations already know what we're talking about here," Rifkin continued. "Along with anti-

beef materials, you distributed leaflets warning consumers about the dangers of genetically engineered bovine growth hormone which is bad for people, bad for cows, bad for the environment, and bad for small farmers. We need you to continue working on all these intimately related issues."

Beyond Beef Director Ronnie Cummins stressed the urgency of these concerns. "If we allow the biotechnocrats to cram their new 'Frankenfoods' down the throats of unsuspecting consumers, we may just as well close the farmyard gates and supermarket doors forever on sustainable agriculture, consumer choice, sustainable and equitable economic development, humane farming practices, biodiversity, and a habitable Earth for future generations," Cummins said. "We are now facing nothing less than a food, health, environmental, and family farm crisis."

Beyond Beef brings some twenty thousand activists in the United States and

Pure Food continued on page 7

**ACTION ALERT**  
 (Page 7)

## Dear Friends -

While the Clinton administration focuses on the development of a national health-care plan, the time is ripe to bring the concerns of Beyond Beef to the forum. An astounding 14 percent of the average annual American family income now goes to pay for doctor visits, hospital stays, laboratory tests, and medicines. But much of the physical suffering and economic burden that drains our lives is unnecessary and preventable. Way back in 1987, the U.S. Surgeon General told us that nearly 70 percent, or 1.5 million of the approximately 2.1 million deaths in the U.S. each year, were from diseases associated with diet — particularly diets high in saturated fats and cholesterol.

Here at Beyond Beef we believe the time is prime to lobby for a health-care system based on wellness rather than sickness — on relatively cost-free prevention rather than spending absurd sums for traumatic cures after people become ill. I once read that the traditional Chinese pay their doctors to keep them well. When they fall sick, however, the doctors treat them free of charge because they have broken their "contract" to keep their clients disease-free. Will someone please mention this to Bill and Hillary?

With Beyond Beef's latest and spectacularly successful efforts, we've moved a few increments closer to instilling a bit of wellness thinking in the minds of many. During the first round of the "Adopt-A-McDonald's" campaign, more than twenty thousand people came out to share with their neighbors their dreams for a healthy and sustainable world. These activists pointed out to more than a million McDonald's customers that the relationship between McDonald's and the health-care crisis is critical. McDonald's hooks our kids on hamburgers and other fatty foods starting at age two; thirty or forty years later they wake up with breast and colon cancer, heart attacks and strokes. If we want to keep our health care costs down, something's got to change.

An unprecedented legal victory for Beyond Beef may help reduce the consumption of beef and other meat dramatically. As the result of a lawsuit filed by Beyond Beef against the USDA, all packages of meat and poultry will soon carry labels warning of the danger of disease and/or death from microbial contamination if the meat is not handled properly and cooked well-done. If worded properly, this label will not only help prevent additional cases of the "hamburger disease" but could create more vegetable eaters and fewer meat-eaters — and thus prevent more heart disease and cancer — than any

victory we could have won up to this point. (Now that's what I call prevention!)

We also believe the time is right to expand and broaden the ranks of those who are committed to creating a safe, sustainable, humane, and equitable food supply. Beyond Beef is joining up with its sister organization, The Pure Food Campaign, to stymie the imminent introduction of genetically engineered foods into the marketplace. By consolidating the campaigns, we will be able to reach more people with our healthy/humane/sustainable/equitable message and work to create a BioDemocratic food production system.

People are instinctively wary of genetic engineering, and we should capitalize on this to defeat the eminently useless and even dangerous biotech food products now on the horizon: the "Flavr Savr" tomato and bovine growth hormone (BGH).

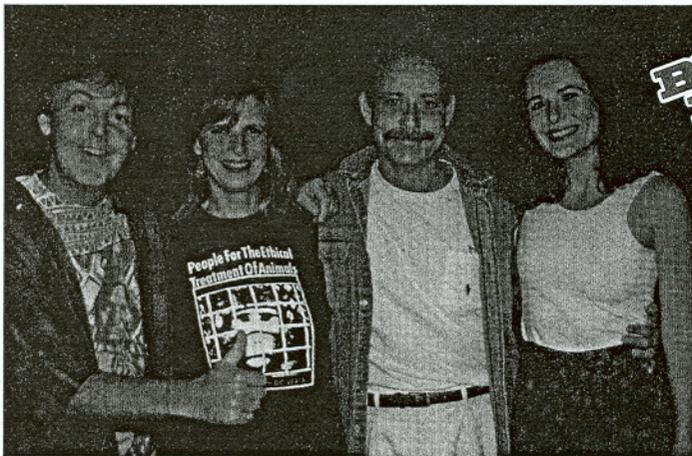
This growing public distrust is certainly not unfounded. After World War II, the public was told that DDT was safe. The same thing with nuclear power, and then we had Three Mile Island and Chernobyl. Add to this the long list of suspected carcinogens — from pesticides to additives — that taint our food supply, as well as widespread outbreaks of food-borne microbial disease; one can certainly understand why the public is less enthusiastic and more skeptical about the introduction of so-called 'New and Improved!' food products.

Like the earlier, much-heralded technologies of nuclear power and pesticides, genetic engineering will likely prove to be a Pandora's Box of problems and dangers. Genetic engineering is about as far away as one can get from "healthy, humane, sustainable, and equitable." A purely reductionist science, genetic engineering views people, animals, plants, and the rest of the natural world not as a sacred and interdependent whole, but as bits and pieces of information (genes) that can be manipulated and recombined at whim.

Everyone who cares deeply about preserving the natural world and natural ways has a profound responsibility to act now to stop the genetic engineering of animals and plants. We hope you will join us.

Sincerely,

Carol Grunewald, Editor, *Beyond Beef*



## BEYOND BEEF FANS

Paul and Linda McCartney give a thumbs up to Beyond Beef's "Adopt-A-McDonald's" Campaign during a visit with Jeremy Rifkin and Carol Grunewald.

Longtime vegetarians and animal rights and environmental activists, the legendary rock 'n' rollers joined Beyond Beef during a stop on their recent two-month 19-city North American tour.

## Beyond Beef

is a coalition of non-profit, public-interest organizations working in countries throughout the world to reverse the widespread damage inflicted on the earth and its inhabitants by the worldwide cattle industry. Overproduction and overconsumption of beef are now major causes of environmental devastation, animal suffering, world hunger and poverty, and human disease and death.

### Our Goals are to:

- ✳ *Reduce* individual beef consumption by at least 50% percent.
- ✳ *Replace* beef in the diet with organically raised grains, legumes, vegetables, and fruits.
- ✳ *Reform* current cattle industry practices and promote humanely and organically raised beef as an alternative for those who continue to include some beef in their diet.

**CHANGE YOUR DIET; CHANGE THE WORLD. GO BEYOND BEEF.**

## The Beyond Beef Coalition

### USA

Animal Welfare Institute  
The Ark Trust  
Association of Veterinarians for Animal Rights  
Earth Island Action Group  
EarthKind  
EarthSave  
Food First/The Institute for Food and Development Policy  
Farm Sanctuary  
Free Our Public Lands  
The Fund for Animals  
The Greenhouse Crisis Foundation  
Greenpeace  
The International Rivers Network  
The National Coalition Against the Misuse of Pesticides  
Peoples Medical Society  
Physicians for Responsible Medicine  
Psychologists for the Ethical Treatment of Animals  
Public Citizen  
Public Lands Action Network  
Public Media Center  
Rainforest Action Network  
Rest the West  
United Poultry Concerns

### International

Africa Rainforest Network/Kenya  
Alternatieve Konsumenten Bond/Netherlands  
Animal Alliance/Canada  
Beyond Beef/Australia  
Beyond Beef/Canada  
Compassion in World Farming/England  
De Kleine Aarde/Netherlands  
Die Verbraucher/Germany  
Earthlinks/Czechoslovakia  
EarthSave/Canada  
Earthwatch/Ireland  
Erklärung Von Bern/Switzerland  
Green Power/Hong Kong  
Indian National Trust for Art and Cultural Heritage/India  
Jungle Source/Mexico  
KAG/Switzerland  
Legia Per L'Ambiente/Italy  
Network for Safe and Secure Food and Environment/Japan  
NOAH/Denmark  
Parents for Safe Food/England  
Platform Biologische Landbouw & Voeding/Netherlands  
Rainforest Information Centre/Australia  
Research Foundation for Science, Technology, and Natural Resource Policy/India  
Sahabat Alam Malaysia/Malaysia  
Solidaridad/Netherlands  
Swaziland Consumers' Association/Swaziland  
Tanzania Environmental Society/Tanzania  
Uniao Protetora do Ambiente/Brazil  
The Vegetarian Society/England  
Vereniging Milieudefensie/Netherlands  
Vereniging Voor Ekologische/Belgium  
Vier Pfoten/Austria  
Walhi/Indonesia

### BEYOND BEEF

Jeremy Rifkin - *President*  
Howard Lyman - *Executive Director*  
Ronnie Cummins - *Campaign Director, U.S.A.*  
Keith Ashdown - *Campaign Director, Canada*  
Jennifer Lyman - *Campaign Staff*  
Jamie Harris - *Intern*

### THE PURE FOOD CAMPAIGN

Jeremy Rifkin - *President*  
Dan Barry - *Campaign Director*  
John Stauber - *Campaign Director*

Andrew Kimbrell - *General Counsel*  
Joseph Mendelson - *Assistant Counsel*

Carol Grunewald - *Editor, Beyond Beef*

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grains, legumes, vegetables, and fruits. They were also asked to join the campaign by signing petitions demanding that McDonald's add a non-meat entree — a veggie-burger — to its menu, and spend at least 25 percent of its advertising budget promoting it.

**“Congratulations. You have introduced the politics of food to millions of people.”**

— Jeremy Rifkin

McDonald's headquarters in Oak Brook, Illinois, and local McDonald's across the continent have been deluged with thousands of phone calls demanding a veggie burger. Beyond Beefers also staged a demonstration at the company's May 28 stockholder's meeting.

Reports from more than three hundred regional organizers across the United States and Canada indicate that public response to the campaign has been overwhelmingly positive. Although the “Green” flag of surrender is not yet flying over the Golden Arches, that positive response indicates that we are marching together down the right road toward eventual McVictory.

**Hey Mac, Where's My Veggie-Burger?**

While “Adopt-A-McDonald's” campaigners have acted in good faith, McDonald's has, so far, not responded in kind. On April 17th, the day of the “Adopt-A-McDonald's” Campaign kick-off — a day that McDonald's should have announced the introduction of a veggie-burger throughout North America — the

company, instead, announced the introduction of the Mega Mac, a fat-laden half-pound hamburger, the largest burger ever to be introduced by any fast-food chain.

“This cynical move was a slap in the face of every child and adult who, with every Mega Mac they eat, will be ingesting more than twice the maximum daily limit of red meat recommended by the American Heart Association, the American Cancer Association, and the rest of the

**If McDonald's really cared about children and other people, it wouldn't be serving them food that's going to make them sick.**

medical establishment,” said Beyond Beef Executive Director Howard Lyman. “McDonald's is always advertising its good works — donating funds to a children's cancer hospital for example. But if McDonald's really cared about children and other people, it wouldn't be serving them food that's going to make them sick.”

Lyman noted the hypocrisy of McDonald's introducing a high-fat hamburger after the company has, with considerable media fanfare, touted its so-called “nutritional awareness” by introducing low-fat shakes, the McLean hamburger, and switching from animal fat to vegetable oil for frying its french fries. “It seems to me they're talking out of both sides of their mouths — or maybe with their mouths full,” Lyman said.

Although McDonald's headquarters will not confirm it directly, several McDonald's owners and a public relations firm employed by McDonald's have informed some Beyond Beefers that McDonald's will be test-marketing a veggie-burger in the United States — or, at least, is considering it. A letter on McDonald's letterhead from “Bobbie Starr, Marketing Director for McDonald's,” and dated May 24, stated: “The idea of including a non-animal menu selection at our restaurants is currently under review by our product development staff.” Lauren Ornelas, a Beyond Beef organizer in Austin, Texas, and one of those alerted to the upcoming test-marketing, warns, however, that: “this may just be a tactic to try to get us to slow down our campaign.”

Needless to say, Beyond Beefers have been getting a lot of mixed McMessages. In any case,

McDonald's failure, thus far, to perceive its responsibility — as the world's largest purveyor of restaurant meals — to provide healthy food, to help preserve the environment, to prevent animal suffering, to help preserve the family farm, and to help alleviate world hunger, has simply increased the resolve



Actor/author Geoffrey Giuliano holds up a picture of himself in his former incarnation as one of McDonald's original Ronald McDonald clowns at Beyond Beef's “Adopt-A-McDonald's” Campaign press conference in Chicago. “I publicly apologize for the fact that, for several years, I was the personification of meat-eating for the Western world,” Giuliano, now a vegetarian, announced to the news media. “I spouted the company line that McDonald's is a happy place. I didn't tell kids that hamburgers were bad for their health or the environment. I didn't tell them that hamburger is ground up dead animals — putrified rotting flesh on a bun. Instead, I told them that hamburgers grow in a happy hamburger patch. For this I am sorry.”

of Beyond Beef activists.

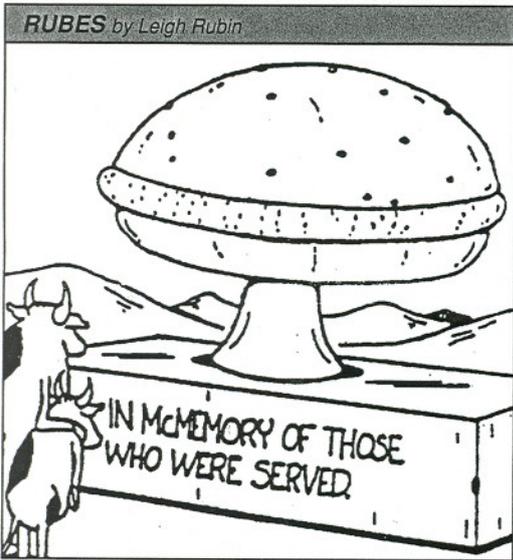
Beyond Beef is now in the process of expanding its ranks by joining its sister organization, The Pure Food Campaign, to continue lobbying for a McDonald's veggie-burger and a food production system that is safe, sustainable, humane, and equitable. (See “Beyond Beef Joins Pure Food Campaign,” page 1.) By joining Pure Food, Beyond Beef

**Beyond Beef won't stop until North America gets the McVeggie Burger.**

hopes to double or triple the number of activists who are working on these issues.

While Beyond Beef regroup for its next campaign, Beyond Beefers are urged to continue calling and writing national McDonald headquarters, and visiting their local McDonald's, demanding a veggie-burger.

Beyond Beef won't stop until North America gets the McVeggie Burger. 🐄



BY PERMISSION OF LEIGH RUBIN AND CREATORS SYNDICATE

**“Adopt-A-McDonald's” - Reports from the Front**

More than twenty thousand activists throughout North America participated in the first round of the “Adopt-A-McDonald's” Campaign. In the United States, activists leafletted at more than twenty-five hundred McDonald's restaurants in six hundred cities and towns. Canadian activists covered 415 of Canada's 677 McDonald's restaurants in eighty-five cities.

Reports from more than three hundred regional organizers indicate that the public response to the campaign was overwhelmingly positive. In addition, virtually everyone said they had a great time!

While we'd have to devote several newsletters to a complete rundown city by city, here's a random sampling of various activist groups' experiences out in the field:

**Minneapolis/St. Paul, MN** - Tom Taylor reports, “Forty teams covered just about all fifty-seven McDonald's in the area. Leafletters were very enthusiastic. Good TV and print coverage.” Colleen Meyer reports that 80 percent of McDonald's customers were “supportive and willing to listen.” The “Food Facts” Coalition, a group put together by the beef and cattle industry, were in attendance but “were confused and not that aggressive in handling out their material.”

**Sonoma County, CA** - Activists here covered all eleven McDonald's in the area and marched in several parades, the Rose Parade in Santa Rosa, the Eggs and Butter Parade in Petaluma, and the Apple Blossom Parade in Sebastopol. Campaign organizer Jack Tobin got all dressed up as a clown named Reggie McVeggie. “We got a great response from

McDonald's customers,” Tobin reports, “especially from kids. Reggie McVeggie couldn't hand out ‘Adopt-A-McDonald's’ coloring books fast enough; in fact, we printed up thousands of extras and still ran out.”

**Fort Collins, CO** - “The response from customers in Fort Collins was very positive,” reports Jim Gagnepain. “About 50 percent of the customers who went through the lines signed our petition with comments like: ‘It's about time,’ ‘Absolutely,’ or, ‘I only come here because of the kids.’” But McDonald's managers weren't so sanguine. “We're here to serve,” said one mean-spirited manager. “If someone asks for a Big Mac without the meat, we'll make it for them.” Gagnepain says “a number of cars screeched tires and used other forms of violent automobile expression. Once, the ‘Adopt-A-McDonald's’ brochure was torn up and thrown in the face of my partner, but we just laughed about it.” The campaign got good media coverage here.

**Sedona, AZ** - Activists had such a good response here, reports Joyce Pollack, that “the McDonald's manager said he was trying to get the go-ahead on a veggie-burger.”

**Vancouver, Canada** - “Customers here were overwhelmingly positive toward the campaign,” reports Francis Janes. Vancouver activists believe that because of their work on the “Adopt-A-McDonald's” Campaign and the positive response they received from customers, a fast-food chain called Earl's, with thirty-four restaurants in western Canada, has just intro-

duced a veggie-burger and is actively promoting it.

**Albany, NY** - Rick Devoe says: “We had terrible weather but still got twenty-eight teams out covering about fifty McDonald's. Got great print coverage in all three major newspapers in the area as well as TV and three radio shows.” Activists here got supportive businesses and local restaurants to issue discount coupon booklets to raise money for the campaign.

**White Plains, NY** - Diane Anderson says that thirteen teams leafletted over two weekends and got good press, TV, and radio coverage. “McDonald's was uniformly mean and nasty in Westchester County, but that didn't deter us,” she reports.

**Gainesville, FL** - Greg Harper reports: “We had more than enough leafletters to cover Gainesville, so we covered out of town McDonald's too. Restaurant employees implied that McDonald's has some kind of plan to introduce a veggie burger, but they didn't want to (or weren't allowed to) talk.”

**St. Peter, MN** - Sven Knutson reports: “We were at a drive-in McDonald's and to our surprise, nearly every car stopped to talk to us, sometimes forming lines.” The McDonald's manager bothered the leafletters but “he was incompetent, unformed, and only a minor inconvenience.”

**Nashville, TN** - Activists here covered McDonald's in several teams and “got a better-than-expected response from customers.” “We're convinced that McDonald's leaned on the media and blocked news coverage of our events,” said Howard Switzer.

Reports from the Front *continued on page 6*



CHICAGO, ILLINOIS



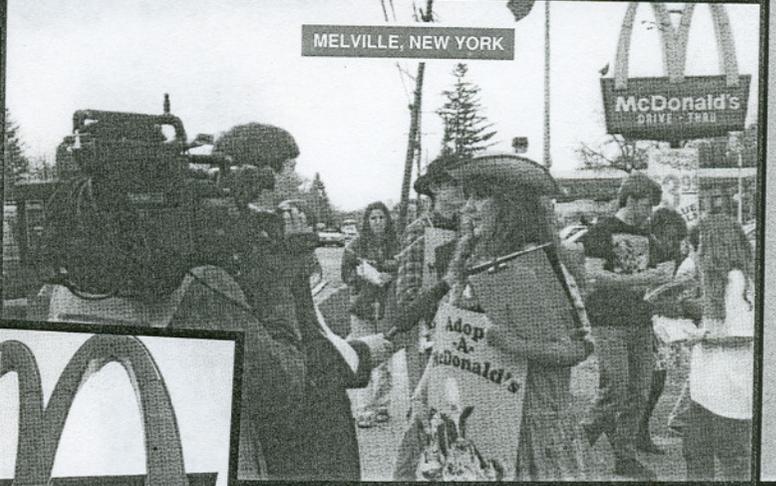
SAN FRANCISCO, CALIFORNIA



CHICAGO, ILLINOIS



MELVILLE, NEW YORK



TUCSON, ARIZONA



MIAMI, FLORIDA



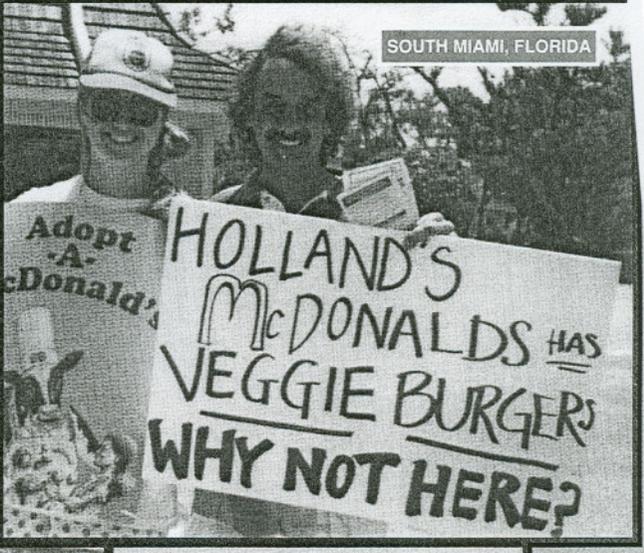
WE WANT TO CHOOSE VEGETARIAN BURGERS

MUNCIE, INDIANA



John Crozier / Muncie Star

SOUTH MIAMI, FLORIDA



SALT LAKE CITY, UTAH



Don Grayston / Deseret News



The Foundation on Economic Trends (FET) and others have filed a legal petition with the U.S. Food and Drug Administration (FDA) to stop "cow cannibalism," the relatively new husbandry practice of feeding rendered cattle parts to cows.

## Petition Filed to Stop "Cow Cannibalism"

The petition seeks to prevent a mass epidemic of "mad cow disease," transmissible spongiform encephalopathy, a fatal dementia spread by feeding the remains of infected sheep and cows to cows and other ruminant (grass-eating) animals. Some experts fear the disease could spread to humans who eat contaminated meat or dairy products from animals suffering from the disease, causing Creutzfeldt Jacob disease, a 100 percent fatal human dementia.

"Feeding cows to cows is an unnatural and dangerous practice," Rifkin said. "At our house we always say, 'What's bad for animals is bad for people.' It looks like the chickens may be coming home to roost."

The petition was filed on June 17 by FET, FET and Beyond Beef President Jeremy Rifkin, several farmers, and a leading medical specialist. If the petition is not granted, FET will sue the FDA.

The practice of feeding cows high energy protein made from the meat and bone meal of rendered cows began in the 1980's, and is increasing in the United States. Currently some 14 percent of all cattle, by weight, are fed back to other cattle to maximize milk and beef production. The percentage of cows fed to other cows is much higher in dairy regions.

"Cow cannibalism" was banned in Great Britain in 1988, after it was identified as the cause of a massive, continuing epidemic of "mad cow disease," bovine spongiform encephalopathy (BSE). After a long latency period, the disease causes cattle to go mad and then die.

**"Feeding cows to cows is an unnatural and dangerous practice. At our house we always say, 'What's bad for animals is bad for people.'"**

— Jeremy Rifkin

Despite the British ban, approximately nine hundred BSE-infected cattle continue to be exterminated each week in Britain because of the long (six to eight-year) latency period of the disease. More than one hundred thousand BSE-infected cattle have been destroyed there since 1985.

U.S. authorities have assumed that BSE did not exist in the United States. However, in 1985, seven thousand minks at a mink farm in Stetsonville, Wisconsin, died from spongiform encephalopathy after eating feed made from rendered American cows.

In addition, experiments conducted by Dr. Richard F. Marsh at the University of Wisconsin at Madison, and other American researchers, have shown that American cows can be readily infected with versions of the disease that are found in sheep and minks in the United States.

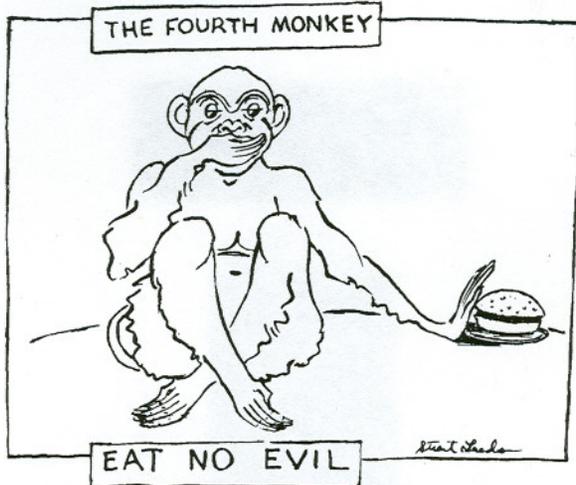
Cows experimentally infected with the transmissible spongiform encephalopathies found in American sheep and minks do not exhibit the symptoms of "madness" that their British counterparts do, but rather, develop "downer cow syndrome," sick and unable to stand, they soon die. Such a disease in American cattle could be masked as "downer cow syndrome." Each year in the United States, more than one hundred thousand downer cows become food for humans and/or animals.

There is no known detection test or treatment for BSE, or for other forms of the disease that kill sheep, minks, other animals, and humans. Healthy-appearing animals can be infectious.

The FET petition also asks the FDA to monitor and deter-

mine the incidence of Creutzfeldt Jacob disease (CJD), which appears to be increasing in the U.S. population. Studies show that as many as 25 percent of the four million Americans diagnosed with Alzheimers disease actually have other dementias, including CJD.

Some scientists believe that it is possible for "mad cow disease" to spread to humans who eat BSE-infected meat or



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dairy products, causing the fatal Creutzfeldt Jacob disease. At least one British farmer who consumed milk from his BSE-infected herd has died of CJD. Because CJD has a latency period of between ten and thirty years, scientists won't know for sure whether or not BSE has spread to consumers of beef and dairy products until the year 2000. Ominously, a British government study released in July reports a 50 percent increase in CJD in Britain during the past two years, and a correlation between CJD and the consumption of blood sausage.

Transmissible spongiform encephalopathies in animals and humans are usually identified after death by examining the brain which becomes spongy and filled with holes. These diseases are caused by unusual cell proteins called "prions." The prion is neither a virus nor a bacterium; however, it is extremely durable. Prions are resistant to irradiation, boiling, disinfecting and autoclaving, and can withstand extremely high temperatures thus surviving any rendering process.

Scientists first discovered spongiform encephalopathy in sheep in the mid 1700's, calling it "scrapie." Investigations revealed that, in Britain, scrapie-infected sheep carcasses had been ground up into the cows' food supply and may have been the source of BSE.

In the United States, sheep have been infected with scrapie for forty years, and, despite a voluntary ban on the practice, 25 percent of rendering plants are still rendering sheep for use by cattle feed producers, according to a recent government survey.

said yes, while only one out of four males responded 'yes.' If the person responded 'yes,' we got their name and phone number on our petition. We got several hundred signatures."

**Camden, NJ** - "Leafletting was very effective and generated outstanding, positive media coverage," says Dale Azaren. "We had a strong follow-up telephone lobby campaign and leaflets were handed out listing the phone numbers of all McDonald's restaurants in Burlington, Camden, and Gloucester counties. McDonald's received quite a few phone calls."

**Austin, TX** - Lauren Ornelas reports that campaigning in the middle of cattle country was tough; McDonald's owners were very belligerent, and one team was threatened. "But we stuck it out and had a good experience and very good customer response." Rick Perry, the Texas agriculture commissioner (a notorious ultra-conservative) showed up at the Austin activists' press conference with members of the "Food Facts" Coalition. "Rick Perry and a man from the soil conservation service come out to harass us," Ornelas says. "They had two pieces of bread with hay in the middle of the bread and that was their idea of a veggie burger!"

**New York, NY** - Pamela Teisler: "We had a campaign kick-off rally at Columbus Park in Manhattan. A band played and organic veggie food was served, and then we broke up into

**Meat-Labeling** continued from page 1  
they won't do it."

Beyond Beef favors a label that lists the possible health implications of eating meat contaminated with E. coli

For the first time, a health warning and proper handling and cooking procedures must be listed on the label of a food product.

0157:H7: bloody diarrhea, gangrene of the bowel, red blood cell destruction, kidney failure, strokes, and seizures sometimes resulting in coma and death.

"We will be back in court if an explicit warning is not included with cooking and handling instructions," Kimbrell said.

### USDA's Futile Efforts

Meanwhile, Agriculture Secretary Espy continues in his attempts to "clean up" the meat supply in the wake of the most recent hamburger disease outbreak.

In late May, in its newfound zeal to enforce existing health regulations, the USDA conducted surprise inspections at ninety slaughterhouses and meat packing companies and shut down thirty of them for periods of up to two weeks after finding flaws that could have resulted in contaminated meat being sold to consumers.

Among the "flaws" were carcasses contaminated with feces, undigested food, and milk; rodent infestation; and workers washing off meat in sinks used to wash hands. Some of the plants with contamination problems included those owned and operated by such slaughter industry giants as ConAgra's Monfort and IBP.

Espy said he would conduct an investigation to find out why these plants had failed

to comply with meat inspection procedures and why USDA employees had not noticed the health violations or done anything about them earlier. The USDA has announced plans to conduct additional "surprise" inspections at the remaining 1,200 beef slaughter plants and additional 5,200 pork and chicken plants in the U.S.

Espy has also hired an additional 160 meat inspectors and favors irradiating meat or dousing meat with bacteria-killing

At the root of the contamination problem is our intensive factory-farming method of animal agriculture.

chemicals. However, it is unlikely that Espy's Band-Aids will stop the growing incidence of food contamination in the United States. At the root of the contamination problem is our intensive factory-farming method of animal agriculture. This, along with the failure to farm without chemicals and minimize our consumption of animal products has been the ruination of animal and human health. 🐾

### Reports from the Front continued from page 3

**Columbus, OH** - "We had a good experience and some press," reports Becca Collins who adds they're anxious to continue campaigning. "McDonald's owners and managers were uniformly rude." The day after the leafletting, Becca's teenage daughter went to McDonald's and politely asked for a veggie burger. "The manager came out, slapped down a bun on the counter, poured mustard and mayonnaise on it, closed the bun, poured ketchup over the top of it, shoved it over and said, 'There's your veggie burger. It's free.'"

**Ottawa, Canada** - Keith Ashdown reports: "At one demonstration here, after a McDonald's manager called the police on the leafletters, the police turned on the manager and threatened to arrest him for verbally harassing the leafletters!" People from many different backgrounds participated in the campaign, including many professionals: doctors, lawyers, professors, religious leaders, nutritionists, and nurses. But 70 percent of the campaigners here, and throughout Canada, were students age twenty-five and younger, he said.

**San Diego, CA** - Patrish Butler and Mark McLaughlin: "Our teams employed the survey technique at our drive-in locations. As people drove out, we told them we were taking a survey. We asked, 'If McDonald's had a veggie burger do you think you would try it?' Interestingly, nine out of ten women

teams and went out." Teisler adds, "The police were all over our backs," but they handed out a tremendous amount of leaflets in high pedestrian traffic. "We had about twenty-five teams hit about fifty McDonald's in Manhattan."

**Dayton, OH** - Illene Rachford: "On April 17 it was cold and gray, but that didn't daunt our people. McDonald's was ready for us. They had hired extra security, as well as three Dayton policemen; two McDonald's representatives were there and someone representing the Beef Council. We were very pleased to see how seriously they were taking us!"

**Roseburg, OR** - Because of their location in the center of cattle and dairy country, "It was essential for our own safety to modify the Beyond Beef publicity slightly from your stance, but we believe our main goal for the action was met," reports Everett Peterson.

**Huntington, NY** - Ann Marie Lynch: "We had a very good response from the owner of a chain of twelve McDonald's on Long Island who allowed us to go onto McDonald's property and leaflet the cars that were waiting in the drive-in line. The owner, Jonah Kaufman, said he would lobby for a veggie burger and he was under impression that McDonald's was thinking of introducing one." The activists covered all thirty-three McDonald's in the area, and "we enjoyed ourselves." 🐾

# ACTION ALERT

**B**yond Beef and the Pure Food Campaign are poised to unleash the largest international consumer boycott ever mounted pending the anticipated arrival of the world's first genetically engineered foods in supermarkets early this fall.

Both the genetically engineered "Flavr Savr" tomato, the "slow-rotting" fruit that can be kept in stores longer without showing signs of spoilage, and genetically engineered bovine growth hormone (BGH), which increases milk production in cows, are currently awaiting U.S. Food and Drug Administration (FDA) approval. That approval could come any day.

"These products will be dead on arrival," predicted Beyond Beef and Pure Food Campaign President Jeremy Rifkin. "We

## World's Largest Consumer Boycott Awaits Biotech Foods

have a network of thousands of determined activists, consumers, food industry professionals, and farmers across the country waiting to stage a massive boycott and publicity campaign at a moment's notice."

While to the uninformed, the invention of a slow-rotting tomato and an increase in milk production may, at first glance, appear beneficial, there are a host of reasons why they are actually harmful. At stake in the race to stop biotech "Frankenfoods" is the health and welfare of consumers and farm animals, as well as hope for the development of a sustainable and equitable agricultural system.

"Poll after poll indicates that people don't want 'pharm' foods, they want farm foods," said Pure Food Campaign Director Dan Barry. "This boycott is alerting consumers to the fact that foods they don't want are coming to their stores

very soon. What's more, these foods will not be labeled, so consumers won't be able to avoid them. People are very angry about this. Ninety-eight percent of consumers indicate that they favor special labeling for milk that has come from BGH-treated cows — so that they can avoid buying it."

Caving in to pressure from giant chemical companies and biotech firms, the FDA's stated policy on genetically engineered foods is that they are safe until proven otherwise; therefore, no special labels that identify them as genetically engineered products will be required.

### The Trouble with BGH

Chemical and pharmaceutical giants — led by Monsanto, Eli Lilly, American Cyanamid, and Upjohn — have invested hundreds of millions of dollars in the development of BGH, a product no one wants or needs, and that is actually harmful.

These companies are pushing BGH (also known as bovine somatotropin or BST) on the dairy industry as a way to squeeze more milk from each cow, boosting production by as much as 25 percent. Studies have shown that BGH-injected cows suffer from up to 50 percent more udder

infections, and greater stress and disease. Thus, cows on BGH are also likely to be shot up with larger doses of antibiotics, which may then find their way into milk, ice cream, and other milk products. Because worn-out dairy cows are usually slaughtered for their meat, residues may also show up in beef.

Both the U.S. Government Accounting Office (GAO), the investigative arm of Congress, and the five million-member Consumers Union, publisher of *Consumer Reports*, have issued scathing reports warning that BGH poses a potential health risk. Consumers Union reports that BGH-treated cows produce poor-quality milk containing pus. The GAO concluded that commercial sales of milk and beef products from BGH-treated cows should not be permitted until extensive long-term safety tests have been conducted.



Although little has been done to determine the health effects of genetically engineered BGH on humans, many studies on cows show that animals subjected to BGH injections suffer terribly. In addition to painful mastitis, industry tests show that BGH may cause enlargement of internal organs, painful stress on the legs, reproduction problems, intolerance of heat, metabolic and vascular problems, and a dramatically shortened life span.

Consider the stress these animals would be subjected to: In 1930, the average cow produced twelve pounds of milk a day. By 1988, the average rose to thirty-nine pounds. If BGH increases production by 20 percent, that volume would increase to 49 pounds a day per cow — an amount that is grotesquely unnatural and unhealthy.

Farmers oppose BGH because the United States already overproduces milk and many of them would be driven out of business by a larger glut. A study conducted by Cornell University found that as many as 30 percent of American dairy farmers would lose their jobs to BGH. The problem of overproduction is so great that, in 1985, the government paid 14,000 dairy farmers to kill their 1.62 million cows and get out of the dairy business. In addition, it costs taxpayers billions to buy up all the surplus milk that cannot be sold. Many dairy farmers are opposed to working their animals harder; but, if economic survival forces them to use BGH, many will.

Despite these disturbing scenarios, the FDA is expected to approve the use of BGH. Shockingly, the FDA has already permitted unsuspecting Americans to be used as experimental subjects. Milk, dairy, and meat products from animals injected with BGH have been secretly sold to the public in various parts of the country for the past seven years.

The Pure Food Campaign boycott of BGH has had stunning results so far. Scores of dairies and food

World's Largest Boycott continued on page 8

Pure Food continued from page 1

Canada to this broad agenda. The Pure Food Campaign brings with it an impressive list of supporters and organizers within the food industry itself.

More than twenty-five hundred of the best-known and most respected American chefs have joined The Pure Food Campaign boycott of genetically engineered foods, pledging that they will not serve these foods in their restaurants. These chefs include Spago's Wolfgang Puck, Alice Waters of Chez Panisse, Paul Ingénito of New York City's Russian Tea Room, and Jimmy Schmidt, chef and owner of Detroit's Rattlesnake Club.

More than one thousand produce growers, both organic and conventional, have joined Pure Food and have agreed to not grow produce that has been genetically engineered. Dozens of major food processors, food distributors, and supermarkets have come on board, agreeing not to use, buy, or sell genetically engineered foods. And more than six hundred health food stores and food co-ops have also joined the campaign.

But we haven't yet counted the millions of consumers who have told pollsters over and over again that they do not want genetically engineered foods, or foods contaminated with pharmaceuticals, bacteria, pesticides, and other poisons on their dinner plates.

As an indication of the interest that is out there, more than five hundred new consumer-activists join Pure Food every week in response to Pure Food informational displays that have been placed in health food stores and food co-ops.

"By taking on the fight to boycott BGH — as we've already begun to do in Beyond Beef's Adopt-A-McDonald's Campaign — as well as other genetically engineered food products, we should be able to attract more and more of the public," said Beyond Beef Executive Director Howard Lyman. "All recent surveys show that the vast majority of consumers, as well as most dairy farmers and small farmers in general, do not want genetically altered foods to be sold in grocery stores or served in restaurants. As we reach out to millions of potentially sympathetic consumers, we'll be able to simultaneously raise all the relevant health, animal rights, environmental, and economic justice issues."

### What's Wrong with Biotech Foods?

Genetic engineering is a radical new technology, one that breaks down the fundamental genetic barriers, not only between species, but between humans, animals, and plants. This technology permanently alters the genetic code of living organisms by combining the genes of dissimilar and unrelated species into novel organisms that will pass their genetic changes on to their offspring through heredity. The possibilities of creating thousands of novel organisms over the next few years are enormous and frightening.

Scores of companies are now using the new gene-splicing

technology to produce never-before-seen combinations of vegetables, fruits, fish, poultry, and other livestock. Cantaloupe and squash containing genes for bacteria and viruses, potatoes with chicken and waxmoth genes, tomatoes with flounder and tobacco genes, corn with firefly genes, and fish and pigs with human genes, are just a few of the food products currently being developed and field tested.

The reasons for making these genetic changes have little to do with improving nutrition or taste. Rather, virtually all have been instituted to extend shelf life, allow for easier shipping, make processing more profitable, and allow crops to better withstand poisonous weed-killing herbicides.

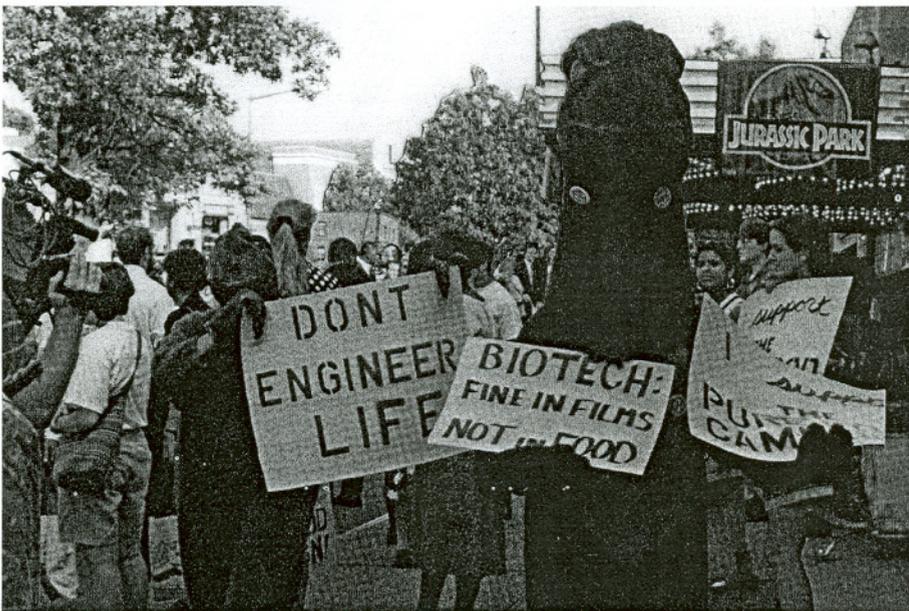
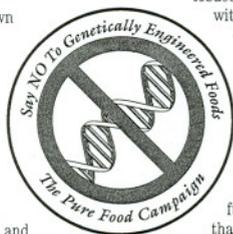
A public opinion survey, conducted in 1992 and funded by the U.S. Department of Agriculture, found that 53 percent of the public feels that it is "morally wrong" to genetically engineer animals; 70 percent of the public believes that using biotechnology to introduce animal genes into plants is "unacceptable"; and nearly 90 percent

found it "unacceptable" to place human genes into animals. Fully 85 percent said it would be "very important" to label foods that have been genetically engineered — presumably so they could avoid purchasing them.

Despite overwhelming public opposition to genetically engineered foods, the U.S. Food and Drug Administration (FDA) has given corporations the green light to bring these "Frankenfoods" to market beginning this fall. What's more, the FDA has rejected any pre-market safety testing or labeling requirements whatsoever. Even the government will not know which foods have been genetically engineered because no registration records will be maintained.

Consumers will have no way of knowing which whole, processed, or restaurant foods have been genetically engineered. Vegetarians and followers of religions with dietary restrictions face the prospect of unwittingly eating vegetables and fruits that contain genetic material from insects, fish, fowl, and mammals — including humans.

Pure Food continued on page 8



"JURASSIC PARK"? FINE. JURASSIC SUPERMARKET? NO WAY! Pure Food campaigners made headlines when they donned dinosaur costumes at the Washington, D.C., movie premier of "Jurassic Park" to protest the genetic engineering of animals and plants. While no one can resurrect dinosaurs from DNA fragments, scientists are now creating thousands of genetically engineered animals and plants for our dinner plates. Unfortunately, "Frankenfoods" are not science fiction!

Genetic engineering poses substantial challenges to human health and safety, animal welfare, the environment, sustainable agriculture, and the small farmer.

The first of hundreds of genetically engineered foods now being readied for market, the Flavr Savr tomato, developed by the Calgene biotech firm and the Campbell Soup Co., is scheduled to be on supermarket shelves early this fall. One of the processes involved in creating the tomato involves the introduction of an antibiotic-resistant gene into its genetic code; this gene is expressed in every cell of the plant and its fruit. Some scientists are concerned about the potential health hazard of consuming genetic material that is resistant to common antibiotics. These same kinds of genes are being introduced into dozens of varieties of produce, including squash, melons, and berries. Other potential health problems stem from genetically engineered produce that have increased levels of toxicants and allergens.

Corporate scientists are also busy inventing animals that nature never could have made, creating much suffering in the process. Human genes have been inserted into the genomes of pigs in the hope of creating bigger, leaner "super-pigs" for the pork market. The pigs that materialized, however, were pain-racked arthritics, stunted, crippled, cross-eyed, and sterile. Researchers have also removed the genetic trait for brooding in hens, eliminating the "mother instinct" so the hens will produce 20 percent more eggs. Genetic engineers have cloned cattle, bypassing natural reproduction in favor of "Xerox copies."

Environmentally, the risk of "biological pollution" greatly increases when genetically engineered plants and animals are released outside the laboratory. Foreign genes from genetically engineered plants, for example, can be carried by pollen and flow into other crops, as well as wild and weedy relatives. Disaster would follow if genetically engineered crop traits, such as insect and virus resistance, found their way into weeds. Engineering plants to be herbicide resistant will lead farmers to increase their use of toxic herbicides to kill weeds. And what will happen to wild species when scientists release into the environment carp, salmon, and trout that are 50 percent larger, and eat 50 percent more food, than their wild counterparts?

Another major consideration is the impact this technology will have on the family farm. Social scientists have predicted that in the coming decade, genetically engineered food production will begin to eliminate farming as it has been practiced for thousands of years. Agriculture will move off the soil and into biosynthetic industrial plants controlled by biotech companies. What's more, by patenting the genes they discover and the living organisms they create, a small corporate elite will soon own and control the genetic heritage of the planet. ⊗

processors have pledged that they will not use, buy, or sell BGH-treated animal products. These companies include: Alta-Dena, Ben & Jerry's, Bristol-Myers Squibb Co., Colombo Inc., Gerber Products, H.P. Hood Inc., and Stonyfield Farm. Ninety-five percent of American infant-formula producers have also joined Pure Food's BGH boycott.

Another blow to BGH was delivered in Europe this summer. On July 13th, the Commission of the European Community voted to ban the marketing and use of BGH in the European Community for seven years. The ban now goes to the European Parliament for its opinion before being voted on in the Council of Agricultural Ministers next fall, but it is expected to sail through both without controversy.

### Mutant Tomatoes

The so-called "Flavr Savr" tomato contains a bacterial gene that delays rotting — ostensibly so it can be left on the vine longer before marketing. In fact, the genetic manipulation will simply allow the tomato to be left on the grocery shelf longer — a cost-saving measure for producers and grocers, but not much of a boon for consumers.

The tomato contains a "marker" gene from a bacterium that is resistant to the antibiotic kanamycin. A number of public health, consumer, and environmental groups have warned that the consumption of food products containing an antibiotic resistant gene could represent a health hazard, particularly to children.

Recently, faced with mounting opposition from consumers and food industry professionals, the Campbell Soup Co., co-developer of the tomato along with Calgene, Inc., has publicly announced that it is backing away from plans to use the biotech tomato in its soups and other food products. A major blow to the biotech food industry, the announcement followed a threat by The Pure Food Campaign to include the company in its boycott of biotech food products and the companies that own and market them.

Campbell had paid for the development of the tomato, and retains the licensing rights to use the tomato in processed foods worldwide, and to sell the fresh tomato outside the United States.

In a press statement, issued to explain why Campbell Soup would not use a genetically engineered tomato it helped develop, Campbell noted that it is the company's "long-standing policy to use only ingredients that are safe and

wholesome." A Campbell executive also wrote to *The New York Times*: "Campbell does not market any bioengineered products and has no plans to do so. Further, we do not use any bioengineered ingredients in any of our products and have no plans to do so. Before any such use would even be contemplated, we would have to be assured that such use has full governmental approval and strong consumer acceptance."

With Campbell out of the picture, Pure Food is now focusing on Calgene, Inc., and distributors and retailers of the tomato. Calgene plans to market the tomato as the "McGregor Flavr Savr" as early as this fall. According to the produce industry publication, *The Packer*, Calgene "latched onto that name after a brainstorming session in which a company employee mentioned Mr. McGregor's garden from the story of Peter Rabbit." According to *The Wall Street Journal*, "Calgene plans to go to great lengths to disassociate its Flavr Savr line from a high-tech image. It will test-market the gene-spliced fruit in Midwest supermarkets... using a nostalgic marketing campaign featuring the brand name 'McGregor's,' complete with a miniature 1930's style wooden farm stand and a green canvas awning."

Now focused on the Flavr Savr tomato and BGH, The Pure Food Campaign boycott will extend to any other genetically engineered food product that tries to come to market. Many companies — including Dole, Hunt-Wesson, Heinz, Upjohn/Asgrow, Frito-Lay, DNA Plant Technology, ICI, and Du Pont — also have biotech food products in development. Pure Food is monitoring their development and marketing plans closely. ⊗

## NEWS FLASH

**This just in at press time:** On August 3, Congress approved a three-month moratorium on the sale of BGH to take effect if and when the FDA approves the product for commercial use. The moratorium legislation, authored by Sen. Russ Feingold (D-WI), was included in the final report of the House-Senate conference committee working on President Clinton's budget bill. Beyond Beef had pushed hard for the development and passage of the moratorium. Although Feingold and Beyond Beef had supported a one-year moratorium, Feingold agreed to the three-month compromise after bringing Clinton's budget bill to a complete standstill by threatening to vote against it. The moratorium will allow time for a study on how BGH will affect dairy farmers and the economy, particularly in Feingold's Wisconsin, the "dairy state." "[We should have] a go-slow approach to this technology," Feingold said. "People talk a lot about progress but we need to redefine the meaning of that term. Just because we can do something doesn't mean we should. The time has come to take into account the full range of implications of new technology..."

## Stop Genetically Engineered Foods - What You Can Do -

Genetically engineered foods are now being designed, patented, grown, and field tested and will soon be sold in supermarkets and restaurants — *unlabeled and without prior safety testing!* The first products of this technology — milk, dairy products, and meat from cows treated with genetically engineered bovine growth hormone (BGH), and the Flavr Savr tomato, engineered and owned by Calgene and Campbell Soup — *are expected to be in supermarkets by this fall!* Hundreds of other high-tech food products could soon follow depending on initial consumer reaction to the first two products, BGH and Flavr Savr.

*The next few months will be critical for building the boycott of genetically engineered foods. Here are a few things you can do right away to consolidate local resistance to biotech "Frankenfoods."*

- 1. Become a member of The Pure Food Campaign and educate yourself and others about genetically engineered foods.** As a member of The Pure Food Campaign, you will receive periodic reports and action alerts that will keep you up-to-date on the latest developments in this fast-paced technology.
- 2. Contact the President, your members of Congress, and the Food and Drug Administration (FDA).** Tell them you oppose untested and unlabeled genetically engineered foods.

Ask for their official positions on the subject in writing and send copies of their responses to The Pure Food Campaign.

**The White House - 202-456-1414**  
**Congressional Switchboard - 202-224-3121**  
**Food and Drug Administration - 301-443-4177**

Also, write to the FDA at: FDA Documents Management Branch (HFA-305), Room 1-23, 12420 Parklawn Drive, Rockville, MD 20857

(Note that you are writing regarding Docket No. 92N-0139.)

- 3. Make a personal commitment to boycott genetically engineered foods.**
- 4. Enlist the support of your grocer and favorite restaurants.** The consumer dollar is a very powerful tool, so make your opposition to genetically engineered foods known to the owners and managers of the stores and restaurants you frequent. Educate them and let them know that you will only shop and eat at establishments that pledge to remain free of genetically engineered foods. Get their pledge and then ask them to speak with their dairy and produce distributors asking them to agree not to carry genetically engineered foods.
- 5. Ask your local legislators to introduce legislation requiring labels on all genetically engineered foods.** New

York City passed a resolution, calling on the FDA to require labeling of genetically engineered food, that can be applied to any town or city. Have your local legislator call the New York City Department of Consumer Affairs at 212-487-4403 to get more information about the biotech foods labeling bill.

- 6. Involve your local media.** Provide your local media with information about genetic engineering. Contact the food editor of your newspaper. Write letters to the editor. Call in to radio-talk shows. Hold a press conference in your community with chefs, grocers, and other concerned citizens who are boycotting genetically engineered foods.
- 7. Students: Organize your school.** Ask your teachers or professors to devote time to a classroom discussion of genetically engineered food. Make copies of educational materials provided by The Pure Food Campaign and share them with fellow students. Begin a campus-wide student petition drive urging the cafeteria food service to not use BGH-tainted milk or other genetically engineered foods. Organize a school cafeteria boycott of BGH-tainted products.
- 8. Contact The Pure Food Campaign for help.** The Pure Food Campaign can supply you with educational materials, updates, and advice. Don't hesitate to call.

## Beyond Beef/ The Pure Food Campaign

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