



# WORLD FARM ANIMALS DAY 2001

*"Fighting World Hunger and Factory Farming"*

15 September 2001

Dear Producer:

I am writing to call your attention to a most alarming and timely topic.

The US meat industry and its allies are promoting new policies and trade agreements designed to double world production and consumption of meat and milk by year 2020. Most of this expansion would take place in developing countries, through massive factory farming operations that would breed, cage, deprive, mutilate, and slaughter 100 billion animals per year.

The resulting draw down of grain supplies is expected to create widespread famines. Impacts on soil and water quality and quantity would wreck the ecological infrastructure of developing countries. Public health impacts would impose an intolerable burden on their economies. The associated vertical integration would exploit indigenous farmers, creating a form of "agricultural colonialism."

**Exposure and prevention of this tragic expansion are the focus of the 19<sup>th</sup> annual observance of World Farm Animals Day on October 2.** The date honors the birthday of Mahatma Gandhi, world's foremost champion of humane, sustainable farming. (The annual observance is coordinated by FARM, a nonprofit public interest organization in the nation's capital.)

Thousands of animal activists in all 50 states and several other countries will express their opposition to this worldwide tragedy. They will distribute handouts, write letters to public officials, participate in agricultural policy debates, and conduct seminars. Scores of governors and mayors will issue special proclamations. In addition, **Global Hunger Action Coalition** is planning massive demonstrations promoting plant-based solutions to world hunger at the World Food Summit to be held in Rome in November.

**This year's observance provokes a number of stimulating questions:**

- ♣ What is 'factory farming?' 'vertical integration?' 'agricultural colonialism?'
- ♣ Why are animals caged, crowded, deprived, drugged, and mutilated in factory farms?
- ♣ Why are a number of agricultural states regulating factory farms?
- ♣ Why is the meat industry expanding factory farming to developing countries?
- ♣ How will this expansion affect the ecology of developing countries?
- ♣ How will it affect their economies?
- ♣ How will it affect their public health?
- ♣ How will it affect indigenous farmers?
- ♣ What will happen when we cannot grow enough food?
- ♣ How can Americans help solve the tragedy of world hunger?
- ♣ Why should American consumers care?
- ♣ What are the World Farm Animals Day events in my community?

We have a dozen informed, articulate, and entertaining speakers available for interviews. They include former ranchers, physicians, authors, entertainers, and activists. A quick call to me at 1-808-575-7694 will get you a guest, a date, and background information. Both you and your listeners will be glad you did.

Sincerely,

**Laurelee Blanchard, Director of Communications**

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