McDonald's Demonstrations Ignite Food Politics

"Round one" in Beyond Beef's continuing "Adopt-A-McDonalds" 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 8,000 activists in the United States, and more than 10,000 Canadians, handed out more than 2.2 million "eco-social receipts" and other anti-beef international 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, aged and young alike, 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 be more responsibly by placing a non-meat entrée, 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 press, television, and radio reports that resulted.

Congratulations to everyone who is participating in this historic campaign," said Beyond Beef President Keith Ashdown. "For the first time, environmentalists, animal rights activists, public health experts, anti-hunger activists, students, parents, and teachers are working together for a more healthy, humane, ecologically sound, and socially just food system. This is fast becoming a major battleground for green politics worldwide.

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 acted, Beyond Beef is now...the most high-profile and powerful anti-beef lobby in the agricultural policy community."

Beyond Beef Wins Meat-Labeling Suit

In 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 warning labels with 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 warning label and proper handling and cooking instructions 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. 13 compel the agency to immediately place warning labels on all retail packages of meat and poultry informing consumers and restaurateurs of the potential health threat of bacterial contamination.

Under the terms of the court order, which was issued on May 6 in U.S. District Court in Washington, D.C., the USDA must publish its proposed labeling regulations by Aug. 15.

"This is a huge victory for Beyond Beef and for consumers," said Beyond Beef President Keith Ellin.

The government has required warning labels on cigarette packs for some time. Finally we will now have labels just as with 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 well-being, 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-laden hamburgers sold by Jack in the Box in the Northwest. The meat, which was contaminated with cow feces active salmonella, had not been cooked to a temperature high enough to kill the harmful E.coli O157:H7.

Two other children died, and at least fifty others became ill after eating the artificially transmitter bacteria from others who had eaten the tainted hamburgers. Ingesting an antibiotic in the skin 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.

Nearing that federal law states that the "USDA Inspected/Placed" stamp on meat means that the product is "safe, wholesome, and unadulterated," affixing such labels to meat and poultry products would also require warnings that the products might contain harmful bacteria — a violation of the Federal Meat Inspection Act.

The next hurdle Beyond Beef hopes is to get the warning labels in actual 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 National Counsel Andrew Kimbrell. "If they don't know why they should do it, Meat-Labeling continued on page 8"
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 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 those 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 cares 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 belief in 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 death from microbial contamination if the meat is not handled properly and cooked well-done. If worded properly, this label will not only help us fight 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:

1. Reduce individual beef consumption by at least 50 percent.
2. Replace beef in the diet with organically raised grains, legumes, vegetables, and fruits.
3. 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.

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 stimulate 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 Liberal Democratic 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 DG 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 danger. Genetic engineering is about as far away as one can get from "healthy, humane, sustainable, and equitable". A purely reductionistic 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 recombinated as 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 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.

The Beyond Beef Coalition

USA
Animal Welfare Institute
The Ahn Trust
Earth Island Action Group
Earthkind
EarthSlave
Food First/The Institute for Food and Development Policy
Farm Sanctuary
Free Our Public Lands
The Fund for Animals
The International 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
Ration Action Network
Reest 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
Exxon Action Network/USA
EarthLink/Cuba
Earthwatch/Ireland
Erklaerung Von Bern/Switzerland
Green Power/Hong Kong
India National Trust for Art and Cultural Heritage/India
Jungle Source/Mexico
KAN/Switzerland
Logos Per L'Ambiente/Italy
Network of Safe and Secure Food and Environment/Japan
NOAA/Denmark
Parents For Safe Food/England
Platform Biologische Landbouw & Voeding/Netherlands
Rainforest Information Centre/Australia
Roseraie Foundation for Science, Technology, and Natural Resource Policy/India
Sahabat Alam Malaysia/Malaysia
Solidariteit/Netherlands
Swissland Consumers' Association/Switzerland
Tanzania Environmental Society/Tanzania
Union Froeckteren Doenlembre/Brazil
The Vegetarian Society/England
Vereniging Milieufede/Canada
Vereniging Voor Ekologische/Belgium
Vei Pfloten/Austria
Walhi/Indonesia

Beyond Beef

The Pure Food Campaign

Jerome Rifkin - President
Ronnie Cummins - Campaign Director
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Our Goals are to:

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2. Replace beef in the diet with organically raised grains, legumes, vegetables, and fruits.
3. 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.
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 leafleted 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 public response to the campaign has been overwhelmingly positive. Although the "Great" flag of surrender is yet flying over the Golden Arches, that positive response indicates that we are marching together down the right road toward eventual McVictory.

Hey Mac, What's Your Veggie-Burger?

While "Adopt-A-McDonald's" campaigners have acted in good faith, McDonald's has, so far, not responded. On April 17th, the day of the "Adopt-A-McDonald's" Campaign kick-off, the Beef and Cattle Industry, were in attendance but "were confused and not that supportive." Coalition, a group put together by the beef and cattle representatives, were "supportive and willing to listen." The "Food Industry Coalition," composed of companies that produce meat and dairy products, was driven by the Beef Industry Coalition, a group put together by the beef and cattle representatives. The "Food Industry Coalition," composed of companies that produce meat and dairy products, was driven by the Beef Industry Coalition, a group put together by the beef and cattle representatives.

Leafletters were very enthusiastic. Good TV and print coverage covered just about all fifty-seven McDonald's in the area. We had a great time.

McDonald's Demonstrations continued from page 1

grains, legumes, vegetables, and fruits. They were also asked to join the campaign by signing petitions demanding that McDonald's add a non-meat option — 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 Beef also staged a demonstration at the company's May 28 stockholders' 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 "Great" flag of surrender is yet flying over the Golden Arches, that positive response indicates that we are marching together down the right road toward eventual McVictory.

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 involvement in the meat industry after the company has, with considerable fanfare, toured its so-called "nutritional awareness" by distributing leaflets, the McLean ham-burger, 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 local public relations firms employed by McDonald's have informed some Beyond Beheaders that McDonald's will be testing a veggie-burger in the United States — or, at least, is considering it. A letter on McDonald's letterhead from "Shelby Starr, Marketing Director for McDonald's," and dated May 24, stated: "The idea of including non-meat items in restaurants is currently under review by our product development staff."

Agriculture Secretary, a Beyond Beef activist 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.

Needing to say, Beyond Beheaders have been getting a lot of mixed messages. In any case,

RUBES by Leigh Robin

In Memory of Those Who Were Served

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 leafleted 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 want to devote several newsletters to a complete rundown city by city, here's a random sampling of various activist group's experiences out in the field:

Minneapolis/St. Paul, MN — Tom Taylor reports: "Forty teams covered just about all fifty-seven McDonald's restaurants in the area.

Leafletters were very enthusiastic. Good TV and print coverage were impressive. College Mayor reports that 89 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 E Ges and Butler 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 extra 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 happy. 'Every time we save one mean-spirited manager,' if someone asks for a Big Mac without the meat, we make it for them.' Gagnepain says 'a number of our students were 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,"

Sedona, AZ — Activists here had a great response here, reports Joyce Pollack. "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 Laren. "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 that's, with thirty-four restaurants in western Canada, has just introduced a veggie-burger and is actively promoting it.

Dallas, TX — Dick Devore says: "We had terrible weather but still got twenty-eight teams out covering about fifty McDonald's. Our greatest problem was in getting a veggie-burger. Most people thought we were going to hand out meat jokes instead of leafletters.

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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.

Beyond Beef activists.

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

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Beyond Beef won't stop until North America gets the McVeggie Burger.
The "Adopt-A-McDonald's" Campaign — More than 20,000 activists in more than 650 cities and towns... Congratulations!

You have introduced the politics of food to millions of people. Thanks to you all, "round one" of the "Adopt-A-McDonald's" Campaign has been a resounding success!
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 ruminants (grazing animals). Some exports fear the disease could spread to humans who eat contaminated meat or dairy products from animals suffering from disease, carrying spongiform encephalopathy, in the United States.

Petition Filed to Stop "Cow Cannibalism"

The practice of feeding cows high energy protein made from the meat and bone meal of rendered cows began in the 1980s, and is increasing in the United States. Currently, some 20 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 the United States in 1985, after it was identified as the cause of a massive, continuing epidemic of "mad cow disease," bovine spongiform encephalopathy (BSE). In a 10-year 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 eviscerated each week in Britain because of a 20-month latent period of the disease. More than one thousand BSE-infected cattle have been destroyed there since 1985.

U.S. authorities have assumed for more than five years that BSE does not exist in the United States. However, in 1985, seven thousand milk at a mast farm in Stevensville, Wisconsin, died from spongiform encephalopathy, after eating food made from rendered American cows.

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

Cows experimentally infected with the transmissible spongiform encephalopathies found in American sheep and cattle do not exhibit the symptoms of "mad cow disease" that their British counterparts do, but rather, develop "downer cow syndrome," which can last for years. Minks do not exhibit the symptoms of "madness" that their British counterparts do, but rather, develop "downer cow syndrome," which can last for years.

"We had a strong follow-up telephone lobby campaign and leaflets were hand-delivered out the phone numbers of all McDonald's restaurants in the United States, more than one hundred thousand thousand cows become food for humans and/or animals.

The prion is neither killed by boiling, irradiation, boiling, nor any other known method of destruction. It is transmitted through the nervous system and causes Creutzfeldt Jacob disease (CJD), which is usually fatal within two years after onset of symptoms.

Transmissible spongiform encephalopathies in animals and humans are usually identified after death by examining the brain which becomes spongy and filled with holes. The brain is the most common location for the disease.

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

Meat-Labelling continues from page 9

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

1017/17: Bloody diarrhea, gangrene of the bowels, red cell destruction, spontaneous ulcers, and sometimes sometimes resulting in coma and death.

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

USDA's Fatigue Efforts

Meanwhile, Agriculture Secretary Evans continues in his attempts to "clean up" the meat supply in the wake of the most recent human 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.

"Some of the plants with contamination problems included those owned and operated by such slaughter industry giants as ConAgra, Tyson, and IBP," Evans said.

Evans said he would conduct an investigation to find out why those 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 eighty plants, including 1,200 beef slaughter plants and additional 5,300 pork and chicken plants in the United States.

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

Chemicals. However, it is unlikely that Eppy'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 serious nutritional and health implications of eating animal products has been the ruination of animal and human health.

Reports from the Front continued from page 3

Colts, OH - "We had a good experience and some press," reports Becky Collins who adds that they're anxious to continue campaigning. "McDonald's owners and managers were uniformly nice." The day after the leafletting, Beeco's teenage daughter went to McDonald's and politely asked for a veggie burger. "The manager came out, slapped down a box on the counter, poured ketchup on the top of it, shrugged it over and said, 'There's your veggie burger. It's free.'"

Ottawa, Canada - Keith Ashdown reports: "At one demonstration here, after a woman was arrested 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 communities, including Wilton, Washington, have supported the campaign, including many professionals: doctors, lawyers, professors, religious leaders, nutritionists, and nurses. The 20 percent of the campaigners here, and throughout Canada, were students age twenty-five and younger, and he said.

San Diego, CA - Patrick 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 said yes, while only one out of four males repeated "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 Ayres.

We had a strong follow-up telephone lobby campaign and leaflets were hand-delivered out the phone numbers of all McDonald's restaurants in the United States, including those in Gloucester counties. McDonald's received quite a few phone calls.

Austin, TX - Lauren Dunne reports that campaigning in the middle of the 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 animal rights activist), showed up at the Austin activists' press conference with members of the "Food Faisal Coalition." "Rick Perry and a man from the soil conservation office...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 kickoff at Columbus Park in Manhattan. A hand played and organic veggie food was served, and then we broke into 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 thirty McDonald's in Manhattan.

Dayton, OH - Bria Blandish: "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 it!"

Rooseburg, OR - Because of their location in the center of cattle and dairy country, "it was essential for our own safety to modify the Expedition Publicly 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 USP officials, and a very belligerent McDonald's owner. 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, threatened that he would lobby for a veggie burger and he was under impression that McDonald's was thinking of introducing one." The activists covered thirty-three McDonald's in the area, and "we enjoyed ourselves."
What's Wrong with Biotech Foods?

This technology permanently alters the genetic code of plants and animals to produce never-before-seen combinations of vegetables, fruits, fish, poultry, and other livestock. Genetically engineered crops to better withstand disease, cold and heat, metabolic and vascular problems, and a dramatically shortened life span. Although little has been done to determine the health effects of genetically engineered BHA on humans, many studies on cows show that animals subjected to BHA suffer severe health problems. In addition to painful muscles, internal organs, and other tissues, they are prone to cancer. Other studies show that BHA 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 1965, the average rose to thirty-nine pounds. If BHA increases production by 20 percent, that volume would increase to 48 pounds a day per cow—a amount that is grotesquely unnatural and unhealthy. Farmers oppose BHA because the United States already overproduces milk and many of them would be forced out of business by a larger glut. A study conducted by Cornell University found that as many as 90 percent of American dairy farmers would lose their jobs to BHA. The problem of overproduction is so great that, in 1965, the government paid 14,000 dairy farmers to kill their 1.62 million cows and cows 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 BHA, many will.

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

The Pure Food Campaign boycott of BHA has had stunning results so far. Scores of dairies and food stores have stopped producing foods that contain BHA.

World's Largest Consumer Boycott Awaits Biotech Foods
Genetically engineered foods are now being designed, patented, grown, and field tested and will soon be sold in supermarkets and fast-food outlets around the globe... 

The first products of this technology — milk, dairy products, and meat from cows treated with genetically engineered hormones — were scheduled to be on supermarket shelves early this fall. One of the processes involved in creating the tomato involves the introduction of a bacterial 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 hazards of eating a plant 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 plants that have increased levels of toxins and allergens.

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