



THE GREAT AMERICAN MEATOUT

World's Largest Annual Grassroots Diet Education Campaign... Since 1985

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MEATOUT CALLS FOR RECALL OF ALL ANIMAL PRODUCTS

In the wake of USDA's largest ever recall of ground beef because it came from abused cows, the Great American Meatout is calling for recall of all meat products, as they all come from abused animals.

Last Sunday, the U.S. Department of Agriculture withdrew its inspectors from the Westland/Hallmark meat plant in Chino, CA, precipitating the recall of 143 million pounds of ground beef. This largest ever recall amounts to nearly 300,000 cows or 2 burgers for every American man, woman, and child.

The recall was actually precipitated by an animal rights organization's undercover video showing California slaughterhouse workers using kicks, electric shock, high-pressure water hoses, and a forklift to force sick or injured animals onto the kill floor. USDA regulations prohibit sick and injured animals from entering the food supply, because of the high risk of contamination by E. coli, Salmonella, or "Mad Cow" disease.

"Using the same criterion, USDA should condemn all meat products, because they all come from sick or injured animals," argues National Meatout Director Jen Riley. "From birth, animals raised for food are caged, crowded, deprived, drugged, mutilated, and manhandled, so that few arrive at the slaughterhouse free from illness or injury," she adds.

This March marks the 24th annual observance of the *Great American Meatout*, the world's largest annual grassroots diet education campaign. Animal and consumer protection advocates in a thousand communities in all 50 states and two dozen other countries welcome Spring with educational events asking their friends and neighbors to "kick the meat habit and to explore a healthy, nonviolent plant-based diet." The events range from information tables, exhibits, videos, food samplings, and cooking demonstrations, to receptions, public dinners, workplace lunches, walks, and festivals.

A **billboard and bus card advertising campaign**, combined with extensive media coverage, carry the Meatout message to millions. Two dozen governors and mayors issue Meatout proclamations promoting consumption of vegetables and fruits. **Celebrity headliners** include *Joaquin Phoenix, Alicia Silverstone, Bill Maher, James Cromwell, Casey Kasem, Mary Tyler-Moore, and Ed Asner.*

Meatout draws massive support from consumer, environmental and animal protection advocates, as well as from public officials, health care providers, meat-free food manufacturers and retailers, educators, and the mass media. They believe that consumers are entitled to a respite from and a response to the relentless barrage of meat industry propaganda in schools, in the media, and in the streets.

The global Meatout observances are coordinated by **FARM**, a U.S. nonprofit public-interest organization. Individual events are conducted by local consumer and animal protection groups.

To remove your number from these mailings, please call the number below or fax 301-530-5683.

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