

# SANCTUARY

Summer 2021



farmsanctuary



Honey stands  
outside her  
barn.



**We pursue  
bold solutions  
to end animal  
agriculture  
and foster  
just and  
compassionate  
vegan living.**

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**VOLUME 36, NO. 1**  
Issued August 2021  
SANCTUARY · Summer 2021  
Published by Farm Sanctuary, 3150 Aikens Road,  
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MEET OUR COVER STAR

# Honey

Rescued October 13, 2019

Honey is 23 years old. This is an anomaly for “dairy” cows: it’s nearly five times the age that most cows born into the animal agriculture industry live.

Let that sink in.

Cows form lifelong bonds, but few have the chance to grow up with their families. Honey, on the other hand, helped raise a granddaughter (Camina) and a younger steer (Lux) to adulthood. While the cows are Brown Swiss/Jersey crosses—breeds typically raised for dairy—these were raised for meat. But the farmer chose to spare their lives and keep them as companions—and then worried who would care for them when she no longer could.

When the time came, Farm Sanctuary stepped in for what turned into a 32-hour rescue. The cows were skittish when our team arrived and they darted into the woods. Hours were spent safely setting up a corral and temporary fencing in an open field—paths were created to gently coax each cow into the trailer, one at a time, and take them to Sanctuary.





Vegan chef and sommelier Sunny Gandara creates 5-star vegan wine and cheese pairings. Vegan cheese monger and creator of the alt-cheese mecca Vromage Youssef Fakhouri generously shares his vegan version of the TikTok fan favorite Baked “Feta” Pasta and then confesses that he became vegan simply because he was “a chef who wanted to impress a vegan girl with something delicious.”

# The Dairy Issue

Chrissy Tracey, Bon Appétit’s first vegan chef, offers her Orange Coconut French Toast along with a personal account of her vegan journey, explaining why it is an ethical choice, plus influences of her Jamaican background on her life and cooking.

And a Dairy issue wouldn’t be complete without an array of nut milk recipes for the do-it-yourselfers, a report on the state of vegan ice cream, and a look at the questions around protein, calcium, and health in general.

It also wouldn’t be complete without a look at the dairy industry and the staggering exploitation of the animals

**t**he plant-based milk category is reported to be worth \$2.5 billion—representing 35% of the entire plant-based food market. This means options. Living a compassionate vegan lifestyle no longer requires sacrificing a baked potato with butter and sour cream or a cheese plate with choices.

However, our passion for cheese presents a problem in our quest for a compassionate food system. The increase in plant-based milk sales hasn’t translated to a decline in dairy consumption overall. In fact, since the 1970s, Americans have steadily replaced their milk fix with cheese, butter, and other dairy products. This issue of Sanctuary is full of dairy-free discoveries: recipes, products, and inspiring people to help us change this narrative.

used to create non-plant-based dairy products. In this issue, we tell their story through a difficult and sometimes graphic account of the life of a dairy cow, laying bare the brutality of industrial animal agriculture.

Marketing and messaging are fundamental to the business of animal agriculture and America’s love affair with milk. In “Got Marketing?” we look at the notorious “Got Milk?” ad campaign, funded by the Milk Processor Education Program, and the history of misinformation around animal dairy products.

Dairy is a complicated issue with far-reaching implications. While we only scratch the surface in these pages, we hope to inspire, inform, and support you as we work together to live free of animal-based dairy products.



*Freddie calf  
meets  
Goldenrod  
rooster.*



*A young  
visitor greets  
Belinda cow.*



*Pietro calf  
explores a new  
pasture.*



*Gentle giant  
Safran shares a  
hug with a  
visitor.*



# Money Where Your Mouth Is:

VEGAN IS (FINALLY) BIG BUSINESS

**W**e've all been there: you seriously need to eat, but you're nowhere near home or your fave go-to vegan restaurant. All you see are strip malls, national chains, and coffee shops—and there's nothing you want to eat there, right?

*Gary steer  
enjoys a nice  
day on pasture.*



Well, here's some great news for your hungry tummy. Many conventional restaurants and fast-food joints are now offering innovative vegan options. And at the same time, vegan and plant-based products sold in retail stores are seeing exponential growth.

Suddenly, *vegan* seems to be everywhere. But why? Four words: public demand, commercial investment.

While things have been trending this way for years, it seems like a true inflection point has arrived. Perhaps due to COVID-19, people are committing themselves to better health and a more sustainable, kinder world. They're voting for that change with their wallets. And smart businesses, even ones firmly entrenched in the old meat- and dairy-based ways, are taking notice. This is especially evident in the restaurant industry. Here are just a few recent highlights that hint at the bigger trend.

## Eat, Drink, and Be Dairy-Free

These days, quick, easy, and convenient vegan options are on the menu—pretty much in every city, all the time, and in establishments you never thought possible.

Starbucks can whip up about ten fabulous vegan Frappuccinos to get your day off to a delicious start. Or order one of their other vegan options, like a coconut milk latte or a golden ginger drink. They're all creamy and delicious.

Staying committed to the vegan lifestyle used to be hard. But that's changing fast—as in fast food. Restaurants like Burger King, Carl's Jr., Hardee's, White Castle, Taco Bell, and McDonald's now offer vegan options. Whether it's an Impossible Whopper, an Impossible Slider, a Southwest

Veggie Power Breakfast Sandwich, or a Non-Dairy Dilly Bar, you don't have to go far to stop hangry in its tracks. Change the world from the comfort of a drive-thru? Count us in.

Thanks to products like JUST Egg, you can enjoy “eggs” at home—or, increasingly, at places like Peet's Coffee, Silver Diner, and more than 100 other restaurants—without contributing to cruel animal practices. JUST Egg sales have already replaced the equivalent of 50 million chicken eggs. The product is also available in 17,000 retail locations, including Whole Foods, Sprouts, Walmart, Kroger, and Safeway.

## Looking Forward: The Future Is Even Brighter

This buzzing vegan boom is no blip on the radar. **The Global Opportunity Analysis and Industry Forecast** predicts the vegan market will hit \$31.4 billion dollars by 2026, an increase of 10.5% from 2019.

A Reuters Events report offers some additional exciting statistics:

- Sales of alternative meat products are growing at an annual rate of 24.5%
- There were 3 million more vegans in the U.S. in 2018 than in 2012
- Young people are a driving force for change, with 87% of Generation Z expressing concern for the environment, and 35% wanting to eat meat-free


Even trend analysts are betting big on vegan. Case in point: According to a report by AT Kearney, a global consultancy that tracks market trends, most meat products will be meatless by 2040. Talk about opportunity!

## Food for Thought

And here's the best news: All this change is because of people like you. Because YOU care about eating healthy, living ethically, improving sustainability, and spreading kindness and compassion, you helped drive public demand all the way to a drive-thru near you. Thank you!







*Aggie, just  
loving life  
at Farm  
Sanctuary.*

# 10 Things You Might Not Know About Dairy

**I**s dairy really the best source of protein and calcium? Do we need it to build strong bones? Can we

trust the USDA's nutritional advice surrounding dairy? And what about the impact it has on our planet? Buckle up—there's a lot of dirt in dairy.



1 —

## The USDA's Nutritional Guidelines Around Dairy Are Spurious

Remember the food pyramid that plastered school hallways for decades? The credit goes to the United States Department of Agriculture (USDA), whose job it is to endorse American agriculture and promote scientifically based nutrition advice to the public. The USDA also works in conjunction with dairy producers, so there is an inherent conflict of interest in that food pyramid. When the USDA updated the graphic in 2011 (the new version is called MyPlate), guess what beverage made its way to the front and center? (Hint: It's not water.)

2 —

## The Link Between Dairy and Strong Bones Is Weak

We'll get right to the point: The connection between dairy and bone health is "almost nonexistent," says Amy Lanou, Ph.D., of the Physicians Committee for Responsible Medicine. Back in the 1980s, Harvard University conducted a twelve-year study of female nurses that analyzed bone fractures in a group of big milk drinkers (people who had at least two glasses a day) and moderate milk drinkers (those who had one glass or less every week). What they found? There was no clear data suggesting that women who drank more milk were better off.

3 —

## It's Not the Be-All, End-All Source of Calcium

Do we really need 1,000 milligrams of calcium a day? Harvard Health recommends you divide that number by half in order to avoid overdoing it in light of recent studies linking too much calcium to heart disease. They also found that you get more calcium from eating eight ounces of cooked collard greens than you would from drinking an eight-ounce cup of milk. Plus, dark leafy vegetables, like broccoli and kale, have a far higher calcium absorption rate than cheese and milk.

4 —

## No Whey: The Protein Debate

People often look to whey, the protein found in dairy, as the gold standard. Why? Because it has all nine essential amino acids that our bodies can't naturally produce. That much is true, but it comes with a big asterisk. Whey is hardly the

only—or the best—source. Certain plants and grains, like edamame, quinoa, and chia seeds are similarly considered complete proteins because they have all the same crucial protein building blocks. And gleaning protein from plant-based sources means you're also getting all the fiber and antioxidants that dairy doesn't provide. Found in: Berries (especially strawberries, blackberries, and raspberries), pecans, spinach, kale, beans, red cabbage, and artichokes.

5 —

## Cheese Cravings Might Be More Addictive than You Think

Here's a fun fact: Dairy cheese contains a protein called casein that, when broken down to casomorphin, stimulates the same pleasure-releasing parts of the brain (i.e., dopamine receptors) in the way a drug might. This is something that Neal D. Barnard, M.D., FACC, and New York Times bestselling author of "The Cheese Trap," explains can keep us coming back for more (and more). Historically, this is great for milk-drunk babies trying to latch; not so great for grown-ups.

6 —

## Growth Hormones, Antibiotics, and What You're Really Consuming

You've probably heard that cows are given antibiotics for inflammatory diseases, like mastitis. But did you also know that one in five cows is injected with a USDA-approved bovine growth hormone to increase their milk output? (Side note: these injections are banned in Europe). Studies have shown that this treated milk has increased levels of the growth hormone IGF-1, and the American Cancer Society has asked that more research be done to examine the long-term effects on people who consume it.

7 —

## An Unwelcome Side Effect: Adult Acne

Researchers are still scratching their heads over the dairy-skin relationship. Some point to injected hormones in cows as being the culprit behind inflammatory breakouts. Others see a correlation between whey and casein's effect on insulin levels. Many researchers have looked to lactose—or rather, people's inability to break down lactose—as cause for concern. Again,

further data is needed, but the American Academy of Dermatology cites growing evidence that suggests an existing correlation.

8 —

## It's a Top Contributor to Greenhouse Gases

In 2018, a University of Oxford study determined that a single glass of dairy milk produced—wait for it—three times more greenhouse gases compared to other plant-based stand-ins. Here's why: There are 278 million dairy cows in the world according to World Wildlife Fund estimates. On average, one dairy cow eats up to 100 pounds of feed a day. Grains are often treated with chemical fertilizers that can release nitrous oxide into the air, plus cows burp up methane—two well-known greenhouse gases. So, it follows that the Natural Resources Defense Council ranks dairy products, like butter and cheese, among the top 10 food contributors of harmful emissions.

9 —

## Studies Suggest a Link to Prostate Cancer

The American Cancer Society reports that one in eight men will get prostate cancer sometime in his lifetime. And in 2010, a study published by the National Institute of Health found that high intakes of dairy protein, along with calcium and IGF-1, showed an increased risk of prostate cancer across 10 European countries. Further, a 2013 cohort study published in The Journal of Nutrition found possible correlations with whole milk. And finally, an analysis of the existing research conducted by The Journal of the American Osteopathic Association discovered the inverse to be true: A plant-based diet was linked to decreased prostate cancer risk.

10 —

## It Can Cause Debilitating Constipation in Kids

"One of the most common health problems kids have is constipation," says Marisa Miller Wolfson, author of "The Vegucated Family Table." "It's especially common in kids who are sensitive to milk proteins, so one of the first things many pediatricians recommend is for kids to cut out dairy and to increase fiber." Plus, getting them on the dairy-free train from day one means establishing healthy preferences early on. As for weaning them off the stuff? Wolfson has a few ideas. Read on.



# How Can You Transition Your Family to Vegan?

IT'S ACTUALLY NOT THAT HARD.

**W**e asked Marisa Miller Wolfson, author of “The Vegucated Family Table” and founder of Vegucated, for her best advice, including tips for getting dairy out of the refrigerator—and out of your family’s diet—for good.

## **Know That You’re Doing the Right Thing**

“Kids love superheroes and love to imagine having special powers,” says Miller Wolfson, “and saving animals and the planet with every bite is a special power they can feel proud of. It can be hard emotionally for kids to learn about the threats of climate change or animal abuse, but seeing themselves as part of the solution is a real benefit. Plus, of course, by transitioning them to a dairy-free lifestyle you are helping to create a healthier, more humane world that they will inherit.”

## **Have Taste Tests—And Let the Kids Be the Judges**

“Giving your kids a focus of rating products or acting as the judge in a food taste test adds a bit of fun and empowers them to share their opinion. They can rate it thumbs up/down/in-between or one to five stars, whatever!” says Miller Wolfson. “Be sure to try several different brands of the same kind of milk because they can taste wildly different. For example, oat milk from Califia Farms tastes very different from Oatly, and you don’t want them to dismiss the whole kind of milk just because they don’t like one brand.”

## **Don’t Tell Them Ahead of Time That What They’re Eating Is Dairy-free**

“Countless parents have served partners and kids vegan food they never knew was vegan,”

she says. “Good ones to veganize without kids even knowing include baked goods, pancakes, and smoothies. This way, later if they express skepticism about this or that being vegan or dairy-free, you can say, ‘well, the pancakes you had on Sunday were vegan.’ And you can remind them that PB&Js, bean burritos, and countless other dishes and snacks they already like are totally vegan.”

## **Incorporate More Nuts and Seeds into Meals and Snacks**

“In our cookbook, we sneak cashews into various sprinkles, spreads, and sauces, including our kid-friendly Mac-o-Lantern and Cheeze with a pumpkin-based sauce that’s great not only on pasta, but baked potatoes as well. Kids love the mildness and creaminess of dairy, but a good combo of nuts or seeds and vitamin B12-fortified nutritional yeast can make for a nutrient-packed replacement.”

## **Don’t Get Discouraged!**

“You’ve probably heard that it can take kids 10 to 15 tries to develop a taste for something, so in our house we encourage kids to take one small bite. But even if they don’t do that, you are increasing their food literacy just by having the new food around, and they may be more likely to try it when they’re ready than if they had never seen it at all. The more exposure to a food, the more likely they will accept it.”

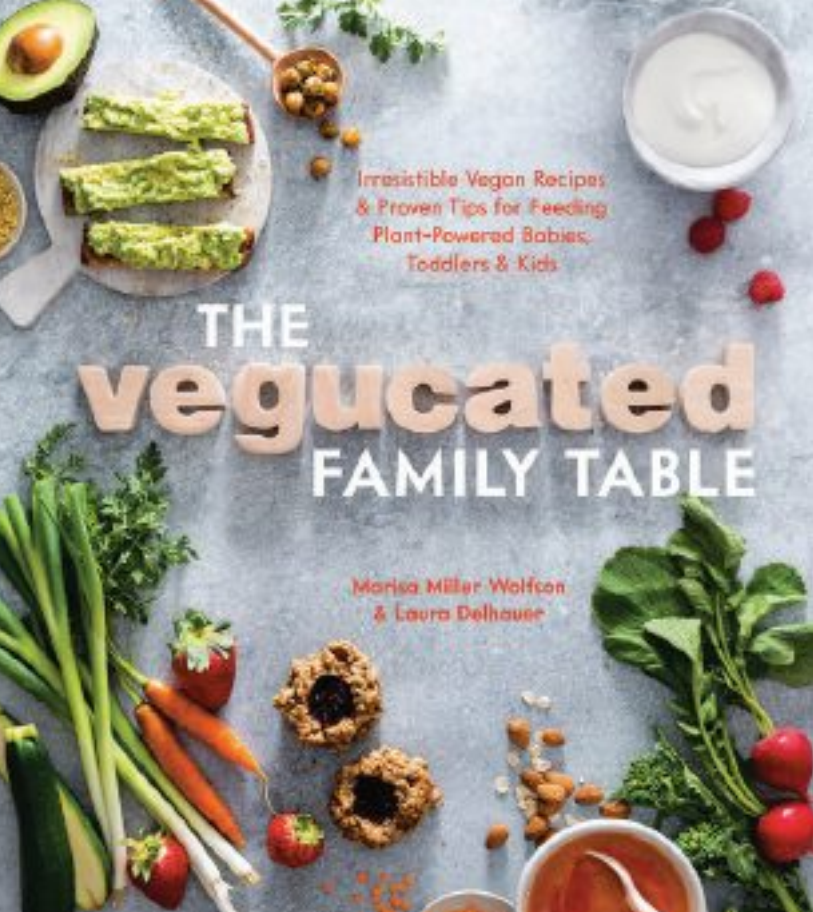
## **Lead by Example**

“The most powerful thing you can do is to lead by example. Kids hear what you say, but they really watch what you do. The greatest indicator of whether children eat plenty of fruits and









vegetables is if their parents eat plenty of fruits and vegetables. Model compassionate, healthy living, and they will learn from you how to be the animal-saving, planet-saving superhero they always wanted to be."

### Let the Kids Choose the Recipes to Try

"Get a cookbook with lots of pictures, like ours or Ruby Roth's 'The Help Yourself Cookbook for Kids,' and let them help decide what to make. Kids may gravitate towards choosing a dessert to try, and those are easily veganized with great dairy-free substitutes and without people knowing, as per above. By making a treat they love and telling them it's vegan, they might trust you more that vegan food is delicious."

### Educate Yourself on Vegan Nutrition for Kids

"Sometimes people assume that babies and kids have dietary needs that cannot be met with a vegan diet or that you have to be a rocket scientist to figure it all out. I remind them that kids are still our same species—they just have some higher dietary needs for their growing

bodies, but there is nothing that you want from an animal-based diet that you can't get in a well-planned plant-based diet. Given that some kids can be choosy about foods and won't always want to eat what you make them, research creative ways to integrate more sources of healthy fat, protein, iron, calcium, and DHA as well as supplements you might want to consider. Our book has lots of ideas as well as a chapter of nutritional requirements for kids written by Dr. Reed Mangels, a rock star of a dietitian who wrote 'The Everything Vegan Pregnancy Book.' 'Nourish' by Brenda Davis and Reshma Shah is another great resource."

### Get Books That Help Kids See Farm Animals as Sentient Beings

"Ruby Roth is the most well-known vegan children's book author," says Miller Wolfson. "Her beautifully illustrated books have become staples in parents' libraries. But now there are so many other great books such as: 'Dave Loves Pigs' and 'Dave Loves Chickens,' 'The Adventures of Esther the Wonder Pig,' 'Sprig the Rescue Pig,' 'Gwen the Rescue Hen,' the 'Vivi the Supervergan' series, and 'Farmer Sue Knew.'"

### Connect with Vegan Kids Virtually Around the Country

"COVID-19 has rendered in-person social gatherings to meet new vegan families pretty difficult for now, so families are going online. Sign up at [PlantBasedKidsClub.com](http://PlantBasedKidsClub.com) to find out about exciting virtual events where vegan kids can connect for fun events, such as The Biggest Vegan Egg Hunt Ever in April 2021, which involved a chance to meet rescued farm animals via livestream, win prizes, take a drawing class with Ruby Roth, find vegan treats at an in-home scavenger hunt, and meet other families in an online Topia world. More exciting events are in the works."

# Explore FarmSanctuary.org

DIVE DEEP INTO WHAT WE DO—AND WHY IT MATTERS



**f**armSanctuary.org brings farmed animals to the forefront, celebrating their lives, honoring their sentience, and raising awareness of their individuality. Our site is also a place where we share the hard truths. The animal agriculture industry is behind many of the most significant issues of our time—and not just animal cruelty on an unimaginable scale. Factory farms also profit at the expense of the environment, social justice, and public health.

## Visit FarmSanctuary.org and:

**Dig into the truths about animal agriculture** and the issues that fuel our mission every day.

**Explore each species' natural history and behavior**, including where they came from and

how they're meant to live.

**Learn about farmed animals' unnatural lives in our food system** and compare it to the lives they live at Sanctuary.

**Find inspiration in stories of the survivors who make it to Sanctuary**—and share them on social media to raise awareness and spread compassion!

As we reach our 35th milestone, we're more dedicated than ever to our mission. Visit our site to learn how we're fighting the disastrous effects of animal agriculture on animals, the environment, social justice, and public health through rescue, education, and advocacy.






# Truth or Dairy

AN INTEGRATIVE CARDIOLOGIST ON WHY IT'S TIME TO DITCH DAIRY

**S**tep into Dr. Joel Kahn's office and you're likely to get his standard first-timer prescription. A visionary in preventive and holistic cardiology, Dr. Kahn's integrative methodology uses a plant-based, anti-aging diet to address heart disease and avoid cardiovascular illness.

And his number one recommendation for everyone: No more dairy.

"Recent data from the Harvard School of Public Health, using over 200,000 participants, associates whole dairy products with a great risk of mortality—cancer mortality and cardiovascular mortality," says Dr. Kahn. "The predominant milk



protein, casein, has been identified in studies all over the world as a trigger for the proliferation of cancer cells.” In many cases, Kahn says, the human body rejects dairy beyond the first years of life. According to the National Institutes of Health, lactose intolerance appears to be genetic in specific populations including approximately 95% of Asians, 60 to 80% of African Americans and Ashkenazi Jews, 80 to 100% of American Indians, and 50 to 80% of Hispanics.

After he became vegan, Dr. Kahn pivoted his work towards integrative, holistic cardiovascular care rooted in a plant-based diet. He’s known as America’s healthy heart doctor for reversing cardiovascular illness, but Kahn warns that the disastrously far-reaching impact of eating animal products does not distinguish between the well and unwell. “Dairy milk is taking an enormous toll on the environment, with over 250 million dairy cows worldwide contributing to greenhouse gas production and soiling the land, water, and air.” Cardiovascular health aside, for Dr. Kahn, choosing a plant-based diet remains a matter of the heart. “The cruel nature of factory dairy farming, practicing confinement, separation from offspring, and constant forced pregnancies is abominable.”

As Dr. Kahn helps patients transition to a wholly plant-based diet, many find that breaking the dairy habit is an easy first step that makes a big impact. “There are so many plant-based options, patients aren’t stressed when I help them identify healthy and tasty alternatives. They come back from the grocery store brimming with confidence, knowing that the transition from decades of habits focused on animal foods does not have to be a sacrifice in taste or convenience.” Positive change happens fast: “Patients often report improved digestion and skin health, plus the clearing of nasal congestion they always attributed to seasonal allergies.”

For anyone concerned that ditching dairy will result in calcium deficiency, there are “abundant sources of plant calcium, and when combined with exercise and sunshine, healthy bones are

supported,” says Kahn. “Some of the highest plant sources are leafy greens like Brussels sprouts, collard greens, kale, broccoli, and Swiss chard.” He also recommends leaning into legumes. “Baked beans, chickpeas, soybeans, and black beans are also all rich in calcium, as well as magnesium, which may be an important benefit for bone health. Plus, the alkalizing nature of beans is quite distinct from animal-based food sources, as plant alkalinity favors stronger bones. For most people, the amount of protein in plant-based milk isn’t an issue. “The focus, if not obsession, on protein in the diet by the public is a disservice and a tough one to overcome,” says Kahn. “Much data exists that shows lower protein diets track with fewer chronic diseases, and even lower death rates, in the populations studied.” For anyone that does need an extra protein boost in their diet, Kahn suggests an organic, soy-based plant milk, or an almond or pea protein-fortified option. His advice for would-be baristas? “I personally enjoy oat milk. Its flavor is exceptional, and it foams up in a cappuccino better than dairy. If cost is an issue, it’s very simple to make plant milks from almonds, oats, and other sources at home—plus it’s a fun family activity.”

# Ready to take your favorite plants for a spin?



A glass pitcher is pouring a thick, white liquid through a fine-mesh metal strainer into a clear glass bottle. The liquid is captured mid-pour, creating a smooth, continuous stream. The background is a soft, out-of-focus light color, and the bottle sits on a dark, textured wooden surface.

# DIY

PLANT-BASED MILK: IT MAY BE EASY TO BUY,  
BUT IT'S ALSO A SNAP TO MAKE

**f**rom oat to almond and everything in between, you can make your own plant-based milk in the time it takes to pronounce the synthetic hormones added to conventional dairy milk. Even better: DIYing your plant-based milk gives you the opportunity to dial up the deliciousness. Like your oat milk latte on the sweet

side? Add a couple dates or a dash of cinnamon. Crave something warming before bed? Blend up a batch of earthy-meets-spicy turmeric nut milk to sip every evening. Below is a quick-start guide to making your own creamy, kind, plant-based milks, plus the essential tools (good news, there's only one!), nice-to-haves, and a few fun variations.

— Step 1 —

## Choose your base

Almond: 1 cup, soaked in water overnight

Rolled Oat: 1 cup, dry

Coconut: 2 cups, shredded unsweetened

Rice:  $\frac{3}{4}$  cup, soaked for 2 hours

— Step 1.5 (optional) —

## Choose your sweetener

Whole Dates: 2 for almond milk; 1 for oat, coconut, or rice milk

Maple Syrup: 2 Tbsp for almond milk, 1 Tbsp for oat, coconut, or rice milk

Pro tip: Play around with turmeric, cocoa, cacao, vanilla, cinnamon, even a shot of espresso! Start small, taste often, and build sweetness by adding more flavor during the blending step.

— Step 2 —

## Measure water into a high-speed blender

Almond: 5 cups

Rolled Oat: 4 cups

Coconut: 3.5 cups

Rice: 4 cups

Pro tip: More water makes a thinner milk, and less makes it thicker. Experiment by adding less water, then increase slowly until you find your perfect consistency.

— Step 3 —

## Add base, sweetener, and a pinch of sea salt



— Step 4 —

## Blend

Almond: 1–2 minutes

Rolled Oat: 30 seconds to 1 minute. Test after 30 seconds—oat milk is easy to overblend!

Coconut: 2 minutes

Rice: 1 minute

Pro tip: Stop the blender often for a consistency check, and to add sweetness to your liking.

— Step 5 —

## Strain through a nut milk bag, thin towel, or even a clean T-shirt into a bowl or pitcher

Pro tip: If using a towel or T-shirt, let the fabric hang over the side of the bowl, and pour in the center, squeezing the fabric around the milk mixture. Some milks, like oat, benefit from a double strain.

**Enjoy, refrigerate, and repeat!**





# What's the Scoop?

THERE'S NEVER BEEN A BETTER  
SUMMER TO BE AN  
ICE CREAM-LOVING VEGAN.

**V**egan ice cream used to come in two varieties: icy and flavorless or icy and sugary. In 2021, that's all changed. Plant-based ice cream beats dairy ice cream by every metric. "People are more conscious of ingredients and what goes into their food," says Michael Philippou, founder of Frozen Fruit, a plant-based ice cream company based in Los Angeles. (Frozen Fruit is not a typical ice cream shop—people will drive hours for if one of their favorite flavors is on the specials list.) "One of the things that annoyed us was the long list of ingredients on every frozen dessert pint and that inevitable awful feeling you would get—both mentally and physically—after eating it," he says. Philippou and his wife Victoria were constantly asking themselves, "why can't ice cream be made with simple plant-based ingredients, taste amazing, and let you eat a whole bucket load and still feel amazing? How hard could it be?"

HERE ARE SOME BRANDS THAT  
MAKE IT LOOK EASY.

## Van Leeuwen

The selection of vegan flavors at this Brooklyn-based company is ample and too long to list here. The showstopper of the crew is Vegan Dark Chocolate Peanut Butter Swirl, but, basic as it may be, you'll never have a better strawberry.

## Ben & Jerry's

Ben & Jerry's thinks of itself as an aspiring social justice company that also makes ice cream, so unsurprisingly, some of their most popular vegan flavors are also their most political, like Colin Kaepernick's Change the Whirled—a mix of caramel, fudge, cookie dough, and graham crackers—which supports Know Your Rights Camp. (Less altruistic but equally delicious: Netflix & Chill'd is also a crowd pleaser of peanut butter, pretzels, and brownies.)



## Frozen Fruit

The small, Los Angeles-based company has a devoted following for all its flavors, but there is a reason people travel from far and wide for its salted chocolate or vanilla cashew fudge. The company only uses natural fruit sweeteners and minimal ingredients—and there are only six flavors in rotation at any given time.

## Baskin-Robbins

Founded in 1945, the world's largest ice cream chain has spent the better part of a century only making ice cream with cow's milk. That changed in 2019 when they introduced two vegan flavors: Non-Dairy Chocolate Chip Cookie Dough and Non-Dairy Chocolate Extreme. As of 2021, the line continued to expand with Non-Dairy Coffee Caramel Chunk.

## Nada Moo

Founded in Austin, Nada Moo uses coconut milk in all their ice creams, which means they are across-the-board creamy. The company puts a big focus on sustainability and also offers sugar-free pints—two more reasons we love them. If you don't know where to begin: Cookies & Crème.

# Chill Tips

## NO MATTER THE RECIPE

The difference between good homemade ice cream and outrageously delicious, you'll-see-stars homemade ice cream is getting the right balance of water, sugar, and fats—and freezing it quickly. "The faster you freeze it," says Philippou, "the smaller and more numerous ice crystals you create. This creates a smooth and creamier texture. The slower and longer it takes to freeze the bigger the ice crystals and grainier the texture will be."

- If you are making it at home, we recommend getting all your ingredients as cold as possible before blending and freezing.

- An ice cream machine is preferable but not crucial. If you're blending by hand, "make sure to regularly stir your ice cream mixture with a fork."
- Avoid using water to bulk out your recipe. "Water is the enemy of ice cream," says Philippou. "Instead, try coconut cream, nut milks, or bananas, which all have a higher fat content. This will help you create a smooth consistency."
- Know your sugars. Grain and powdered sugars will make your ice cream sweeter, but they don't improve the texture or quality of your ice cream. "You want to use things like date syrup, which we are a big fan of, or maple syrup," says Philippou. "When you add these types of natural fruit sweeteners, they add bulk to your recipe and get in between water particles, helping to stop any crystals forming. Be careful how much you add. Too much and your ice cream will melt too quickly. Too little and it will freeze too hard."





# The Cruelty-Free Closet

HOW AWARENESS AND INNOVATION HAVE ELEVATED  
VEGAN FASHION

**I**t's easy to take the current explosion of vegan fashion for granted, but 20 years ago, cruelty-free fashion meant pining after Stella McCartney's Falabella bag while wearing plastic shoes that made your feet sweat. In 2021, vegan gear is as stylish and well-constructed as conventional clothing. Stella's still holding it down. Matt & Nat's vegan bags have added recycled nylons, cardboard, rubber, cork, and plastic bottles to their materials. Reebok has a training shoe made of cotton and wood spun yarn, and Adidas just announced their new pair of classic Stan Smiths made of mushroom leather. We spoke to Jennifer Utley, founder of shopVetted, an LA-based fashion company that sells animal-free clothing, about the best ways to shop vegan—and how we can all do our part.

## How has cruelty-free fashion evolved since that iconic Stella McCartney bag hit the fashion scene in 2001?

"Stella was the OG of the vegan fashion movement back when it wasn't on the radar for mainstream luxury brands. People were slow to follow at first, but there's been a lot of progress. In the last few years, the anti-fur movement has grown so much that several massive fashion houses—Versace, Gucci, Michael Kors—are no longer using fur. That's huge. It's not just fur either. Now there are many more animal-free alternatives. Vegan leather was mainly a PVC or polyurethane thing at first, which is associated with microplastic pollution, but now the conversation around cruelty-free leather is changing. People are creating new, exciting bio alternatives, like apple fibers, mushrooms, and pineapple leaves."

## Is that why you created shopVetted?

"Yes! I'm a longtime animal activist, and even I'm not excited by the term 'vegan fashion.' It just sounds like a giant granola bar. I love fashion. I come from

a fashion background. I love beautiful fabrics and colors and cuts, seeing all that creativity expressed in clothes. When I started shopVetted, I married my two passions—animal rights and fashion—to give stylish people the best cruelty-free options. The problem is the fashion industry, like the food industry, hides so much about what goes into their products. I took the initiative to be a curator and say, 'I'll do the research for you and tell you where the great stuff is.' And people, even the ones who aren't motivated by the cause, are like, 'Oh that's a great jacket, I'll buy it.' If a piece is cool-looking and feels great on, they don't mind dressing vegan. Why would they?"

## Where are some places that animal products are hidden?

"So many places. I find it frustrating to see a leather label on an amazing pair of jeans or inside a hand-woven bag. Why did they have to stick a leather tag on it? Nobody would care if it was cotton. Sunglasses are another place animal products sneak in. The frames themselves are acrylic or metal so they're inherently cruelty-free, but what about the leather carrying cases? Some designers will say a pair of sandals is faux leather, but then the insoles are made of suede or real leather. A lot of the glue used



Jennifer Utley,  
founder of  
shopVetted

in making shoes is animal glue. People don't realize this, or they'll say things like, 'Oh, it's just scrap leather. It's not a big deal.' But to me, it's all connected. That little leather tag is connected to factory farming, greenhouse gas, climate change, dead soil, tainted water, deforestation. It's connected to everything that is destructive on this planet."

### **What can we do to be better-informed consumers?**

"All the information in the world is immediately available to us, so it's on us to take one extra step to research and connect the dots. If you can get on TikTok and learn 90 dances in no time, you should know that Ugg boots are made of animal skins. Don't believe what's being advertised. Recently I saw a beautiful pair of Greek wrap sandals online labeled vegan leather. They were available in three colors—white, camel, and black. The camel ones were faux leather, but the black and white ones were both calfskin! If I hadn't clicked into each color and scrolled down to look at the materials listed in the product details, I would've had no idea. A huge problem in this industry is greenwashing: using popular, hot-button terms to make it seem like you're eco-conscious, or in this case, animal friendly, when it's just marketing. I've seen companies call natural vegetable-tanned leather 'vegan leather.' I believe that consumers are trying to do better, so this is a ridiculous attempt to mislead them. It's still a creature's skin! My advice is to ask one more question. Was an animal murdered for this leather? If so, it doesn't matter if it ate grass, lived in a pasture, or had its skin dyed with vegetables."

### **What excites you about the future of vegan fashion?**

"Scientists have come on board to create these incredibly innovative, beautiful leathers made from cactus, apple skin, and now mushroom mycelium, which is the vegetative, underground part of a mushroom. Adidas, Kering, Stella McCartney, and Lululemon are already partners in a new sustainable alternative to leather made from mycelium called Mylo Unleather that's soft, supple, and animal-free. If it's as pliable and durable as they say, it could be a complete industry disruptor. These new alternatives are expensive at first because they're produced with different methods that aren't as widespread. But the





more bigger brands use this kind of stuff, it's almost limitless how far the change can go. Adidas recently came out with a vegan line of their originals—Sambas and Superstars mostly—and they're so soft and comfortable, I don't know why they just don't eliminate leather from their entire brand. Once we can produce great new animal-free materials that are competitively priced, anyone would want them—even if animal rights aren't something they usually consider."

### What are some of your other favorite brands that do a great job with vegan fashion?

"**LBLC the label** has a completely cruelty-free ethos. The styles are lean and classic—think Jenni Kayne or how The Row used to be when they focused on neutral basics—modern pieces that you want in your everyday wardrobe. They have faux silk, faux leather, and beautiful woven knits that are 100% cotton.

**AERA New York** is a luxury shoe line cofounded by Tina Bhojwani (who previously worked at Donna Karan, Theory, and Dolce & Gabbana) and shoe designer Jean-Michel Cazabat. Not only are the shoes vegan, but they're beyond sustainable. They offset 110% of their plastic use and 110% of their environmental impact so they can actually help the planet heal.

**House of Fluff** was the first ethically produced faux-fur lifestyle brand in New York City. When founder Kym Canter couldn't find the right mix of sustainability and luxury, she worked with a textile developer to create her own plant-based faux fur. Her plush zip-ups, hoodies, and peacoats are made from trademarked BioFur and she has a line of great-feeling cactus leather jackets.

**Flamingos Life** is a cool sneaker brand out of Spain that uses biodegradable corn waste and bamboo, along with cotton, hemp, and linen to make their vegan trainers."

# Vegan Fashion:

## AFFORDABLE AND SUSTAINABLE

Vegan apparel is more available than ever—and more affordable. Large companies like H&M, Doc Martens, and The North Face all have PETA-approved vegan alternatives, although they might not necessarily label themselves as such.

Others, like Canadian shoe retailer ALDO—a mainstay in shopping malls—have entire vegan product lines.

After nearly three decades in business, ALDO's shoe brand Call It Spring decided to pivot to fully vegan in 2019. This has entailed not just eschewing all animal products—skin, feathers, wool, shells, and silk—but also animal-based manufacturing processes in a notoriously opaque industry. To avoid confusion, all products

are clearly packaged as vegan, with all shoes marked with a "V" in the insole. A good chunk of these sandals, sneakers, and slip-ons are priced at \$19.99, and the vast majority of offerings are under \$30.

However, vegan fashion, regardless of price point, doesn't always equate to environmentally friendly. For example, PVC—that glossy, shiny plastic characteristic of raincoats—is notoriously terrible for the environment. PU (polyurethane leather) is a preferred alternative.

This is why, Retail Insider reports, Call It Spring has taken steps towards sustainability by getting their packaging certified by the Forest Stewardship Council (FSC), and joining the Sustainable Apparel Coalition.

Products can be ordered online at [callitspring.com](https://callitspring.com).





*Safran; rescued  
August 27, 2013.*



*Diane; rescued  
March 30, 2013.*



*Josie-Mae; rescued  
June 3, 2016.*

## Adopt a Farm Animal

# Raise Awareness, Spread Compassion

Join our community of like-minded, compassionate supporters and sponsor a survivor of the dairy industry like Josie-Mae, Safran, or Diane. You'll receive a certificate (digital or printed), perfect for sharing on social media or gifting to a friend or family member. By working together to share their stories we can reach more people with a message of kindness.

**Learn more: [FarmSanctuary.org/adopt](https://FarmSanctuary.org/adopt)**



*Safran enjoys a  
sunny Acton day.*



*Diane relaxes in the  
cool grass.*



# Bon Appetit's First Vegan Chef Talks About Her Journey

CHRISSY TRACEY ON RECIPE DEVELOPMENT, FAMILY HISTORY, AND POSITIVITY



ver the past year, there has been a lot of conversation about what we eat and where it comes from—perhaps more than ever before.

This spring, “Seaspiracy” came out on Netflix, addressing the environmental and humanitarian price of seafood. In May, New York City’s Eleven Madison Park announced it would reopen 100% vegan: unprecedented for a Three Michelin Star restaurant. And in a village in France, another restaurant named ONA won its own Michelin Star—the country’s first-ever vegan restaurant to do so.

In April, Epicurious, one of America’s flagship food sites, announced it would cease featuring beef across the site, citing environmental reasons. And Bon Appétit, after a massive company overhaul, hired its first vegan chef, Chrissy Tracey.

In this interview, we sat down with Tracey to discuss how her Jamaican roots influence her cuisine, where she draws inspiration for recipe development, and—most importantly—how she continues to stay positive amid the sea changes of our world.

## How do you approach creating recipes for a predominantly meat-eating audience?

“I want people to understand that plant-based eating can be fun, inexpensive, and absolutely delicious. Most recipes I create use pantry staples or ingredients that can be easily located at chains like Stop & Shop or ShopRite. I think it’s imperative to keep them accessible. Do I like to think outside of the box and get fancy and creative at times? Yes, but that’s typically more for my enjoyment and to show that plant-based can be delicate, fancy, and luxurious.

My audience isn’t looking for vegan content per se. [I want to] encourage them to think outside of the box and have conversations. I am a DM away for people who are inquisitive, and always happy to help others on their journey.

Everything in life is about balance, positivity, and being able to be empathetic to people who may not always be like minded. I love to make recipes like my fried oyster mushrooms and collard greens because I know that people like fried

foods. No, it's not always the healthiest, but the point is to show people that vegan food can truly be delicious and mouthwatering. I am constantly tinkering in the kitchen, trying to veganize recipes that people traditionally know and love, and I have a lot of fun with it."

**You're many things—a chef, an artist, and an entrepreneur. What sparked this creative fire? And why did you focus on plant-based foods?**

"I have been a creative free spirit since I was a child. I always had lofty dreams, goals, and aspirations, all connected to creativity and my passions around art. My creative journey started with art—my dad is an artist, actually, so I kind of innately had that talent inside. It helped me to make sense of the world and continues to do so. I used to run a mud pie factory in my backyard growing up. I'd use earth elements such as wild onions to make stews, and I had so much fun with it. I have never looked back since then—I knew I wanted to be a chef. I was always begging to be in the kitchen with my mother and learned a lot of cooking techniques from my neighbor's mother, who would cook a lot of traditional Argentinian foods.

Plant-based was an easy focus for me because I was raised vegetarian. As I grew up, my purpose became different, and I started to think of plant-based as a more ethical and environmental way of life."

**What is the relationship between plant-based eating and an "ethical way of life"?**

"By ethical, I mean that you are improving the symbiotic relationship between mankind, animals, and our planet. Everybody wins. Life becomes less about you and more about a shared relationship and respect for others, which should always be the common goal.

It's easy if you put your desires aside and focus on the greater good for both humanity and the animals. But it's not easy when you put your own [wants first]. As with anything else, though,

*Chrissy partnered with @CharBroilGrills to create summer recipes like Grilled Oyster Mushroom "Scallops." (Follow her on Instagram: @eatwithchrissy)*



I believe that everything has its time and that if you don't understand your 'why' behind the decision to reduce or eliminate animal products, then you're probably going to have a hard time sticking to the plant-based lifestyle.

For me, my parents became vegan six years ago and tried to encourage me to do the same; however, I struggled because I wanted the cheese pizza when the craving hit, I wanted to have an ice cream cone on a hot summer day. But as I learned more while researching the dairy industry and the animal cruelty that got swept under the rug and was often ignored, I had to make a change. I won't ever be a hypocrite and say I don't miss the flavors of dairy, because I do. But I made an active choice that embodies a lot of who I am, and I haven't felt happier or healthier since. It's been 2.5 years now!"

**How did your parents come to be vegetarian?**

"When my parents emigrated from Jamaica, my mom got a first look into the factory farming





industry, which was vastly different than what they knew in Jamaica, where they really loved and cared for their animals and gave them a good life, so they viewed eating meat as healthy back then. While pregnant with one of my older sisters, she came home from work one day and said to my dad, 'I decided I don't want to eat meat anymore. I want to raise all of my children on a vegetarian diet.' And my dad agreed. They never looked back, and they too found their whys and their reason for being plant-based—which ended up very health centered for them. They eventually transitioned to veganism, about eight years ago at this point."

### **What is the cultural connection between your family's Jamaican heritage and plant-based eating?**

"The Rastafarians in Jamaica have been eating 'Ital,' which is a vegan rasta movement, for years now, and many people don't know about that. Rastas would live in the hills of Jamaica and eat what grew from the land. The diet and lifestyle focuses on consuming plant-based foods as well as avoiding processed foods, and typically meat altogether. They believe that this makes them stay healthy and more connected to earth. 'Ital is vital' is a common phrase you'll hear in Jamaica. They kind of treat food as medicine and are really conscious about what they eat and how they live. Many other Jamaicans who may not consider themselves Rasta will consume a vegetarian diet. For my parents, plant-based eating was no stranger to them and also enforced via religious influences. They are Seventh-day Adventist, which is a sect of Christianity. One of the pillars of the religion is to treat your body like a temple and to treat food as medicine, too. The religion often encourages a whole foods plant-based diet, so it was a simple transition—almost meant to be."

### **What were your childhood mealtime favorites?**

"Some of my favorite meals included root vegetables such as yam, dasheen, cocoa, and boiled banana alongside curried vegetables and rice and peas. I can just smell it thinking about it! [My mother] would also make the best lentil soup with little dumplings, which I have tried to recreate but can't get just right. She never measures, and I have taken after her in that way."

My favorite meal was Sunday morning breakfast though. Although we didn't grow up with much at the time, my mother always tried to have us taste vegetables and fruits from Jamaica and integrate them into our meals as much as possible. Sunday mornings meant fried dumplings, ripe fried plantains, callaloo, and ackee (Jamaica's national fruit) with peppers and onions. I definitely often crave my mom's cooking, even as a chef!"

## How did hope and positivity come to be common themes in your work?

"I struggle with a lot of mental health issues, including anxiety and chronic depression, so I like to create content that is fun but also real, raw, and relatable. Mental health, for so many people—especially in Black communities, is often stigmatized. I want to break down that barrier and show people it's okay not to be okay and that it's important to take your mental health seriously and find the right resources for you and lead a life of positivity.

It's easy to get lost in the struggles, but with hope, you can look forward to a better tomorrow, no matter what. Early on, I found that food was a real escape to me. I want to encourage people to find their 'why' and really hone in on understanding themselves and what makes them feel alive. Hope and positivity are everything for me, so yes, it's very intentional!"

## What is the connection between inspiration and validation?

"Honestly, I stay inspired by the amount of love, encouragement, and support I have from family, friends, and the hundreds of strangers who are encouraged by the work that I do. It's easy to feel as though you are simply not doing enough, so sometimes it's really encouraging to have that validation, you know? I received a DM on Instagram from an older woman from down South who was inspired to transition to vegetarianism as a result of the work that I do and the content I put out there. That definitely inspires me to keep going because I know I am making a difference in the lives of so many people. It makes me happy. I am also super inspired through immersing myself in so many different activities within the creative realm. I don't limit myself to just food—yes, it's one of the main things I love and greatly enjoy, but I also find inspiration in salsa dancing, singing, foraging and being out in nature, and painting. I'm a creative soul, and I need that spark to be fed through a plethora of things. I am just happy that I have found the things that bring me the most joy at 27 years old."



**Christian "Chrissy" Tracey** is a queer, first generation Jamaican American, originally from Cheshire, Connecticut. As a lifelong vegetarian, she transitioned to a vegan diet in 2018. She is passionate about sustainability and climate change matters, and believes that bringing plant-based foods to the masses will help decrease our environmental footprint at large. At 27 years old, she is a vegan chef for Bon Appétit Magazine and runs a catering company called Vegan Vibes Meal Prep in Connecticut. As a business owner, she contributes her excess resources to providing low-income families with plant-based meals in New Haven County. Tracey is a Connecticut "30 Under 30" recipient.



# Orange Coconut French Toast

BY CHEF CHRISSY TRACEY





One of my favorite foods when I consumed eggs and dairy was French toast! It was a staple in my young adult life and constantly in my breakfast rotation, so I wanted to create a non-dairy version that was equally as delicious.

This recipe relies on warming spices—cinnamon and a hint of nutmeg—which complement the coconut and orange very well. What's more, the coconut citrus component reminds me of the islands. I have a very large family, and I can't wait till we are back together again in person so that I can share this recipe with them over brunch.

Pro Tip: Don't overthink or over complicate it! Allow the French toast to really cook into the plant butter and brown properly before flipping. Enjoy it with a glass of oat milk (or maybe some mimosas!). You won't regret it!

**Yield: 4 servings**

#### Ingredients:

For the French toast:

- 1 cup oat, coconut, or almond milk
- 1/2 cup orange juice
- 1 tsp vanilla extract
- 2 tsp ground flax seed
- 1/4 cup light brown or granulated sugar
- 1/4 cup cornstarch (for a crispier outer layer)
- 1 tsp cinnamon
- 1/4 tsp nutmeg (optional)
- 6–8 slices ciabatta or French bread
- 3 tbsp butter, for frying
- Maple syrup for serving
- Orange slices & powdered sugar for garnish (optional)

For the coconut crunch topping:

- 1 cup sweetened coconut flakes
- 1/2 cup chopped walnuts, pecans, or slivered almonds

#### Directions:

1. Preheat your oven to 350 F.
2. On a baking sheet, evenly spread out coconut flakes and chopped nuts.
3. Bake for 8–10 minutes, tossing halfway through cooking time, until golden and toasted. Remove from the oven and set aside.
4. In a shallow bowl, add all French toast ingredients up to the bread, and whisk thoroughly to combine. Set aside.
5. Heat butter on a stovetop over medium heat.
6. While the butter is heating, whisk your mixture one more time, and dip your bread slices to coat evenly with the mixture.
7. Place slices in the fry pan and cook about 2–3 minutes per side, until golden and slightly crunchy. Repeat with remaining French toast slices.
8. Layer French toast with coconut crunch and maple syrup. Garnish as desired and enjoy!





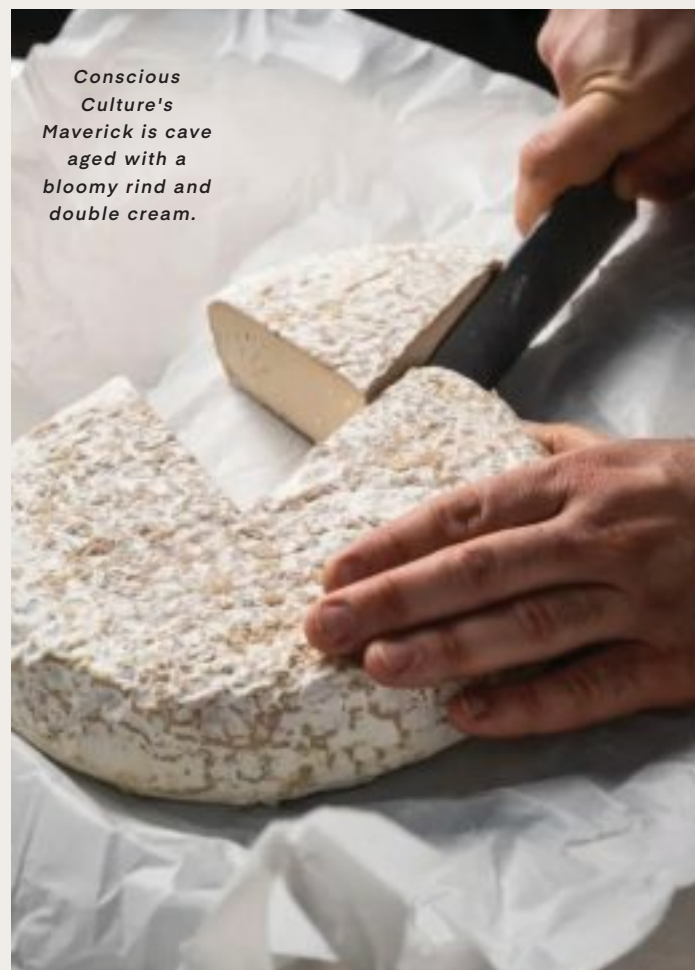
# GRATE EXPECTATIONS

WE'VE REACHED THE END OF THE "BUT I COULDN'T GIVE UP CHEESE!" ERA. TODAY, VEGAN CHEESES OFFER ALL THE FLAVORS, TEXTURES, AND AROMAS WE CRAVE—WITHOUT THE CRUELTY.

**b**reaking up with Big Dairy doesn't mean giving up the Goudas and Gruyères of the world. With growing demand and recent advancements in the vegan cheese space, plant-based cheese bears no resemblance to the tasteless, waxy bricks from years past. In fact, market researchers are projecting the \$2.5 billion plant-based dairy industry will nearly double by 2025.

"The plant-based cheese market has undergone a dramatic transformation in recent years, almost a revolution," says world-renowned chef Matthew Kenney of Plant Food + Wine, Double Zero, and Bar Verde. "It's evolved from a fringe option to one of the most forward-thinking parts of the culinary world; I'm constantly impressed with the innovation."

In other words, a bon vivant lifestyle is no longer inextricably linked to pain and suffering. If given the chance, what would Kenney tell the skeptics? "I wouldn't say a word," he says. "I'd bring them a bottle of red and a tasting of plant-based cheeses that would change their minds immediately."



*Conscious Culture's Maverick is cave aged with a bloomy rind and double cream.*

Photo Credit: Steve Lagato / Courtesy of Conscious Cultures



Photo Credit: Steve Lagato / Courtesy of Conscious Cultures

*Conscious  
Culture's Barn  
Cat is a tangy  
cashew cream  
with a vegetable  
ash streak.*



## Too Gouda To Be True

Pairing plant-based cheese with wine is as much about trusting in your tastebuds as it is about considering the complexities of the flavors. For vegan chef and sommelier Sunny Gandara, the key is ensuring that one doesn't overpower the other. "Flavor is not just about taste, it's about texture and aroma," she says. "Vegan cheeses are usually earthier, less fatty, and more subtle—even the stinkier ones." Gandara, who is also Querciabella's brand director, offers simple advice: "As long as you have quality cheese, traditional pairing techniques will work well. And remember: What grows together, goes together." Here are Gandara's favorites for a perfect cheese board.

## Cheese Board MVPs

### **Reine Rosemary Olive Aged Cashew Wheel**

"I am in love with the cheeses from Reine—their rosemary olive and cracked pepper dill are so, so good. It's one of my favorites for cocktail parties."

### **Conscious Cultures Creamery**

#### **Cave Aged Maverick**

"When eating a salty or soft creamy cheese, I would pair it with a sparkling wine. Conscious Cultures Creamery from Pennsylvania has this amazing cheese called Maverick that's wonderful with anything sparkling."

### **Rebel Cheese CheBrie**

"Rebel Cheeses from Austin, Texas, has some incredible vegan cheeses. I'm really into their CheBrie—it's a mix of Cheddar and Brie—as well as the British-style Shropshire."

## Riverdel Cheese

"The entire line of Riverdel cheeses—all made in-house at their shop in NYC—is fantastic. Try the Pepper Billy or Fig and Caramelized Onion if you want something savory and sweet."



Photo Credit: Jill Chen / stocksy.com

# Perfect Pairings

Vegan cheese and the wines that love them.

## **Cab Franc + Three Girls Vegan Creamery Chipotle Cheddar**

### **TASTING NOTES**

smoky spice that's out-of-this-world good

## **Sancerre + Miyoko's Double Cream Classic Chive**

### **TASTING NOTES**

herby, garlicky, can't-put-it-down epicness

## **Chardonnay + Jule's Classic Cashew Brie**

### **TASTING NOTES**

mild earthiness with a perfectly aged rind that rivals the real thing

## **Sauvignon Blanc + Treeline Aged Artisanal Nut Cheese, Cracked Pepper**

### **TASTING NOTES**

creamy, "goat" cheese-like texture with a subtle peppery finish

## **Cabernet Sauvignon + The Uncreamery Dill Havarti**

### **TASTING NOTES**

rich, herbaceous, and—yes—delicious

## **White Burgundy + Cheezehound White Truffle**

### **TASTING NOTES**

tasty, truffly, and totally indulgent

## **Port + Rind Cambleu**

### **TASTING NOTES**

sharp and stinky in the best way possible

## **Brut Champagne + Violife Parmesan**

### **TASTING NOTES**

tangy, salty, and addictively good

## **Pinot Grigio + Reine Royal Vegan Cuisine Smoked Gouda**

### **TASTING NOTES**

dense and savory with slightly smoky undertones

## **Chenin Blanc + Kite Hill Artisanal Cheese Ricotta**

### **TASTING NOTES**

creamy, crumbly texture with a tart, cultured aftertaste

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## Vegan Vintages

Visit [Barnivore.com](https://Barnivore.com) for a host of vegan-friendly wines.





# The Rise of the Vegan Cheesemonger

We are entering the Golden Age of plant-based cheese. Anyone who has ever claimed that they couldn't give up dairy cheese has never tried Youssef Fakhouri's truffle-laced Brie. "When I first started out, I would throw dinner parties for some of my French and Italian chef friends, none of them vegan," says Fakhouri. "They would taste my mozzarella and say, 'Wow, this is amazing!' I saw the potential."

Becoming vegan—and converting legions along the way—was never part of the plan. "I was a chef who wanted to impress a vegan girl with something delicious," says Fakhouri. That something would eventually become Vromage, the alt-cheese mecca in West Hollywood that attracts cheese lovers from all over the world.

It took Fakhouri years of tinkering with ingredients before opening Vromage. And it was hardly just the

vegan community lining up to taste his veganzola. It was the allergy prone. The health conscious. Environmentalist. And soon, seemingly everyone. "I would have chefs come in and ask: 'Can you make me something stinky and delicious?' And they would go crazy for it," says Fakhouri.

So how does he suggest converting the unconverted? "You cannot change people's minds simply by making vegan cheese. You have to get them to taste it," he explains. "I don't eat dairy anymore, and I come from a classic cooking background. So, if I can change, anybody can change."

## A Chat with the Cheesemonger

**Q:** What are the most common misconceptions people have about plant-based cheeses?

**A:** The reason people are afraid of vegan cheese is because they've had a bad experience in the past. Maybe they bought vegan cheese off of the shelf, and that's just not the same. If you call it 'cheese,' you're finished. Call it a spread and people will give it an A+. But when you call it cheese, you're automatically stuck with people's preconceptions.

**Q:** Speaking of preconceptions, what do you tell someone who's never tried vegan cheese?

**A:** People always come into my shop looking for something very specific. And I immediately try to remove all expectations from their head. I tell them: "Don't expect this to taste like anything you're used to. But if it tastes good, that's the cheese you want." And when they leave after trying my Camembert or Parmesan, they love it. That's how people start adapting.

**Q:** What do you look for when buying plant-based cheese at the market?

**A:** The main difference between mass-produced vegan cheese you buy in the store and artisanal cheese is the ingredients. Some companies will try to use the cheapest ingredients because they want to make production easier, they have to make money, and they want to mass distribute. But if you go for cheeses that use whole, organic

ingredients, you're going to end up with much better-tasting results. I'm a little different than the average guy making vegan cheese because when I make cheese, I make it for me. And when I'm satisfied, I offer it to other people. I'm an artisan and I love food. My goal is to make people happy.

**Q:** Which ingredients do you use most in your recipes?

**A:** Macadamias are one of my main ingredients. But I also use oats, seeds, cashews, and almonds. I have a lot of customers coming in with allergies to nuts and dairy. So, I also make a lot of custom cheeses for nutritionists, dieticians, and people referred to me by doctors.

**Q:** How do you achieve that complex flavor without using dairy?

**A:** It's about the fermentation and the right combination of ingredients, but it also depends on how you culture it. The cheese I create has flavor without injecting fillers: We don't use miso, coconut oil, or nutritional yeast. Dairy cheese develops its taste from fat. And my cheese works the same way, only each nut gives it flavor. It's only when you start blending certain nuts together that you get different flavors. It took a lot of trial and error and working like a mad scientist to perfect it.

**Q:** Any favorites on your menu?

**A:** Ricotta, spicy manchego, pepper jack, and Brie. Many of my Italian customers, who are not vegan, come for my mozzarella because they love cooking with it—it actually gets gooey. But they all sell. I'm always running out. I didn't close once during the pandemic. And it's shocking because a lot of my customers moved out of state this past year, but many asked me to ship.

**Q:** What's the easiest type of dairy-free cheese to make at home?

**A:** The most common is cashew cream. As long as you have a Vitamix, nutritional yeast, and cashews, you can make a very satisfying replacement for dairy cheese. You can use it as a sauce, you can put it on pasta, and it works for people. But it's not really making cheese. To

me, it's more of a hummus. It's easy to make something creamy with nuts, but making cheese is much more complex.

**Q:** What do you think it will take to change people's mindsets around vegan cheese?

**A:** People will keep eating meat and dairy until you give them something else that tastes good. And that's something I've seen in my own shop. I have people who tell me over and over again: "You made me vegan!" And these are people who love gourmet food, who grew up in Europe, even American foodies who don't want to settle for less. I believe that the future is plant-based, but it's going to take some time.

**Q:** Have you noticed a growing demand abroad?

**A:** Plant-based businesses and vegan cheese shops are opening everywhere—from the Middle East to Europe to Asia. My shop has become almost like a chamber of commerce. People come to LA to visit me because they're interested in opening a café in Finland or England and they want to see how I do it. They're ready to make a change. And they are convinced that eating vegan cheese is healthier, better for the climate, and better for the animals. It's a global movement, and the demand is there.

**Q:** What about in cheese-forward countries like France and Italy?

**A:** There's already been a huge shift. I have people flying in from France, Sweden, and Germany just to try my cheese. I ship to London. I ship to Korea. It's catching on, nationally and internationally. This pandemic has led many people to rethink how they eat, especially since many of these viruses are coming from animals. But they also want their food to taste good. When I went to Switzerland a few years ago, my cousin took me to one of the finest restaurants and told the chef that I was vegan. The chef asked me: "What's wrong with you?" I told her that it's by choice. And she went out of her way to make me something delicious. The point being, the market will progress if and when demand is there, when chefs are forced to get creative and make something exceptional.





# Talk Curdy to Me

MAKING YOUR OWN CHEESE IS A MILLION TIMES EASIER WHEN IT'S VEGAN. CHEF YOUSSEF FAKHOURI OF VROMAGE LENT US ONE OF HIS FAVORITE NEW RECIPES. YOU'LL WISH YOU MADE DOUBLE. DON'T SAY WE DIDN'T WARN YOU.

## Baked "Feta" Pasta

BY CHEF YOUSSEF FAKHOURI

Because anything you can do, we can do feta.

### Make The Feta

#### Ingredients

12 oz organic whole macadamia nuts  
8 oz organic blanched whole almonds  
¼ cup organic extra virgin olive oil  
3 cups hot water  
1 tbsp white wine vinegar  
1 tsp sea salt  
3 tsp fine ground agar  
¼ cup preserved lemon (brine juice is best, or use fresh lemon juice)  
1 tsp dried herbes de Provence  
¼ tsp white pepper

#### Directions

Soak macadamia nuts and almonds overnight in the fridge. Place nuts in a blender with olive oil, hot water, lemon brine, white vinegar, salt, and pepper. Blitz into a creamy purée. Mix ¼ cup water with ¼ cup of the nut purée. Bring to boil, add the agar, and cook until it dissolves. Add the cooked agar to the purée in a blender, and then blend on high speed. Pour into a bowl, and stick it in the fridge for three hours.

## Prep The Pasta

#### Ingredients

2 tablespoons olive oil  
½ cup chopped onion  
1 clove garlic, minced  
3 cups chopped tomatoes  
2 cups spinach leaves, packed  
Salt, pepper, and oregano to taste  
1 pinch of fresh thyme  
8 oz packaged penne

#### Directions

Preheat the oven to 400 F. In a large baking dish, combine the chopped tomatoes, onions, garlic, and olive oil. Season with salt and pepper. Place feta in the center of the tomatoes and bake for 35 minutes (or until tomatoes start bursting). Add the spinach, and finish in the oven for 10 more minutes.

Meanwhile, in a large pot of boiling water, cook the pasta, being careful to reserve ½ cup of the pasta water before draining. Add cooked pasta, reserved pasta water, and lemon to the tomato and feta dish. Give it a good stir. Garnish with thyme and voilà!



# The Big Melt

FAVORITE SNACK FOOD,  
MEET YOUR VEGAN CHEESE  
UPGRADE.

- **Nachos**

**Cheese MVP:** The Honest Stand Dairy-Free Mild Nacho

**Why we love it:** The versatility factor—great for heating, dipping, or saucing.

**Prep tip:** Heat in the oven for a perfect golden finish.

- **Cheese Quesadilla**

**Cheese MVP:** Follow Your Heart Vegan Gourmet Shreds, Fiesta Blend

**Why we love it:** It's a little picante to spice things up.

**Prep tip:** Cook the tortillas on a cast iron skillet over a lower heat than you'd normally use. Cook until crisp on both sides.

- **Cheeseburger**

**Cheese MVP:** Field Roast Creamy Original Chao Slices

**Why we love it:** The creamy coconut base—something our nut-free friends can get behind.

**Prep tip:** Pre-melt your Cheddar-topped buns in a toaster oven before building your burgers.

- **Cacio e Pepe**

**Cheese MVP:** Riverdel Pepper Billy Cashew Cheese

**Why we love it:** All the creaminess of alfredo sauce with none of the casein, cholesterol, or cruelty.

**Prep tip:** Add a splash of cashew or oat milk to liquify faster. And don't skimp on the cracked pepper.

- **Grilled Cheese**

**Cheese MVP:** The Herbivorous Butcher Cheddar

**Why we love it:** It oozes. It stretches. It satisfies.

**Prep tip:** Place a lid over the assembled sandwich on the stovetop for a faster, more even melt.

- **Truffle Mac & Cheese**

**Cheese MVP:** Miyoko's Creamery French Style Winter Truffle

**Why we love it:** That subtle truffle delivers a salty, umami punch.

**Prep tip:** Sprinkle in a little smoked paprika and stir until extra smooth.

- **Margherita Pizza**

**MVP:** NUMU Mozzarella Shreds

**Why we love it:** Handmade in Brooklyn by a purveyor of plant-based pizza.

**Prep tip:** Stick mozzarella in the freezer for a few minutes to firm up before grating.

- **Fondue**

**Cheese MVP:** Vromage Cheddar

**Why we love it:** It also works as a mouthwateringly rich raclette.

**Prep tip:** Bring a little olive oil and water with salt to a boil. Slowly add the cheddar and reduce heat until it thickens up.



Photo Credit: Courtesy of The Honest Stand

## In a Nutshell ...

**Cashews** = Brie, Camembert,  
Cheddar, Gorgonzola, Havarti

**Known for:** creaminess, high fat content,  
hyper-versatility

**Tofu** = Ricotta, blue cheese

**Known for:** crumbly texture, adaptability

**Brazil nuts** = Parmesan

**Known for:** high fat content,  
creamy consistency

**Macadamia** = Feta

**Known for:** mild, buttery finish

**Almonds** = Cream cheese, Gruyère, ricotta

**Known for:** nutty, complex flavor

**Pine nuts** = Parmesan, "goat" cheese

**Known for:** smooth consistency, depth of flavor

**Walnuts** = Cheddar, pepper jack

**Known for:** high fat, nutrient dense

**Oats** = Gruyère

**Known for:** creaminess, low fat, high fiber

**Nutritional yeast** = Parmesan

**Known for:** flaky, cheesy-enhancing  
savoriness

**Coconut oil** = Colby jack, mozzarella, provolone

**Known for:** firming and richness

**Tapioca starch** = Shredded cheeses

**Known for:** thickening, magical melting abilities





A low-angle, upward-looking photograph of a modern architectural structure. The image is dominated by a large, solid black rectangular wall that occupies the upper right portion of the frame. To the left of this wall, a white metal framework is visible, featuring a vertical ladder-like structure and a platform with a metal grate floor. The sky in the background is a vibrant blue with scattered white clouds. The word "got" is printed in a white, lowercase, sans-serif font on the black wall.

got

# marketing?

The '90s *Got Milk?* campaign may have been memorable, but it was not novel. Marketing and propaganda have propelled the Dairy industry's long con for nearly a century.



k

ate Moss is naked and she's looking directly at you. Her shoulder is angled artfully toward Annie Leibovitz's lens; her tousled, straw-blonde hair is brushed back and tucked behind an ear. She's wearing a milk mustache. It's 1996.

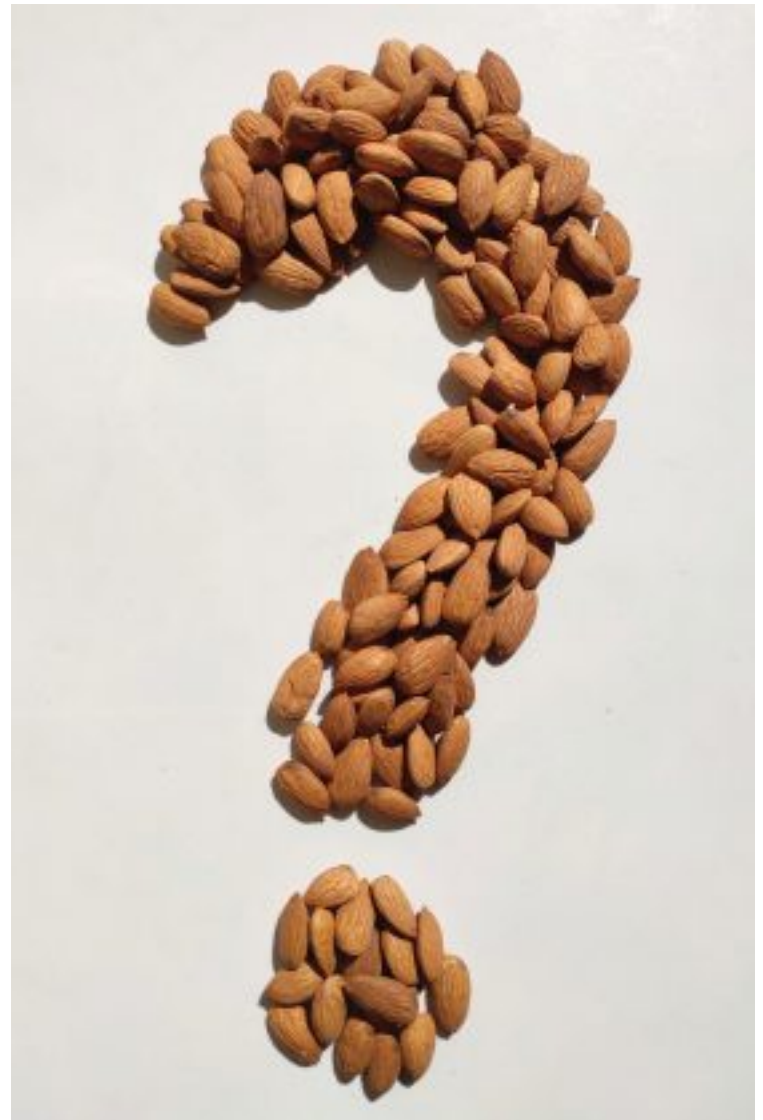
If you bring your gaze down to the small print at the bottom third of the poster, just above Moss's (covered) breast—and below a glass filled with cow's milk—you can read what she's thinking:

*Bones. Bones. Bones. Maybe so, but unlike 75% of women today, there's one way I'm taking good care of mine. By getting lots of calcium. How? From drinking lots of milk. 1% ice cold. And besides, haven't you heard that the waif look is out?*

Moss's advertisement was one of more than 180 ads Leibovitz photographed for the Milk Processor Education Program starting in 1995. Over the next two decades, around 350 milk mustache ads ran in print and on TV. Milk-mustachioed celebrities were everywhere: Britney Spears, bubblegum-pink telephone pressed to her ear, reclining on a couch next to a plate of milk and cookies. Beyoncé and Solange Knowles. Reggie Bush in 2010, fresh off of a historic Super Bowl win, holding his New Orleans Saints helmet triumphantly in the air with one hand and a glass of milk in the other. Not even Kermit the Frog was spared.

But these celebrities didn't know any better than the rest of us. The idea that cow's milk was good for our skin and bones was a fact of life as far as we all knew back then. Smoking is bad. Exercise is good. And milk makes you healthy. Or so the thinking went.

The "Got Milk?" slogan was born in 1993, when a San Francisco-based advertising firm—hired by the California Milk Processor Board—asked a focus group not to drink milk the week before they convened to chat. When they did meet, participants talked about what their week of abstinence felt like.



That conversation was enough to spark a pitch that centered around two words, a question mark, and an unorthodox approach: deprivation marketing. Instead of showing consumers how a product could improve their lives, they aimed to show how not having that product could worsen their lives.

"When this campaign first launched, milk was tremendously uncool," says Terry Stanley, a senior editor at Adweek. "Nobody wanted to think about it or talk about it; it was taken for granted and it had fallen out of favor."

And so the early entries in the Got Milk? canon were a departure from the nutrition-focused milk advertising that characterized most of the 20th century. "Consumers don't like to be talked at and preached to or told that they need to do something

**While late 19th century campaigns focused on trying to quell public fears about the safety of drinking cow's milk, 20th century campaigns shifted the focus to promoting milk as healthful, nutritious, and essential. It was the beginning of an era that created the foundation for government intervention in the private, for-profit dairy industry.**

for their health,” Stanley says. “Milk had gone that route before: ‘Drink your milk, it’s good for you.’”

The first Got Milk? commercial tells the story of an amateur history buff who loses a \$10,000 radio contest when he can’t enunciate the correct answer. The punchline? He’s got a mouth full of peanut butter sandwich and no milk to wash it down. A narrator reads the Got Milk? tagline following his crushing loss. The ad, directed by Michael Bay, wasn’t about nutrition, it was about what you lose out on without milk.

The early Got Milk? ads were all versions of the same story, with different details. Abundant chocolate chip cookies in the afterlife with a fridge full of empty milk cartons. (Deprivation is the implication.) A clairvoyant child refuses chocolate birthday cake, sensing no milk is present. You get the idea.

In 1995, the Milk Processor Education Program (MilkPEP), which is funded by American milk companies, hired an agency called Bozell to create their marketing strategies. Bozell thought of the milk mustache campaign. Soon after their first print ad (which featured Naomi Campbell), MilkPEP licensed the Got Milk? slogan to splash across future posters. Those are the ads most of us remember: They combined the original deprivation tactics with celebrity and athlete endorsements and served them up with claims about calcium, essential nutrients, strong bones, osteoporosis, weight loss, and building muscle.

The celebrity endorsements—and health claims—were not novel to the ‘90s campaign. They have been a hallmark of milk marketing for the greater part of the 20th century, explains Maria Veri, a kinesiology professor whose research focus is sports and culture. “The dairy industry, pretty early on, was savvy about using the burgeoning advertising profession to promote itself, and at the same time was heavily invested in lobbying the federal government for subsidy for support,” Veri says. “Those two things were happening in an intertwined way.” While late 19th century



campaigns focused on trying to quell public fears about the safety of drinking cow's milk, 20th century campaigns shifted the focus to promoting milk as healthful, nutritious, and essential. It was the beginning of an era that created the foundation for government intervention in the private, for-profit dairy industry.

"Happening in parallel was the growth of celebrity culture, which had so much to do with the growth of advertising," Veri says. "Male athletes, in particular baseball players, stars of the national pastime, boxers to an extent, were able to parlay their athletic stardom into endorsement deals." By casting popular athletes in milk campaigns, the dairy industry successfully linked health, strength, and athleticism to cow's milk in the public imagination without needing scientific research to back it up.

If the first consumer question that drove milk marketing was "Is milk safe?", followed later by "Should we drink milk?", the question that defined the 20th century was, "Is milk essential?" The dairy industry worked hard to make sure the answer appeared to be "Yes" in each case. "Milk and dairy advertising has always been fundamentally dishonest," says biochemist Thomas Sherman, a professor of endocrinology and metabolism at Georgetown University Medical School. "The same is true for the soda industry and all of the meat industry. They're all up against either bad nutrition data or the fact that their market is purely dependent upon advertising—because it is so optional."

Part of the work of convincing an entire country that a single drink is essential to everyone's health involved minimizing the prevalence of lactose intolerance. Many Northern Europeans and North Americans have what's called lactase persistence, the continued expression of the enzyme lactase, which allows people to drink milk beyond weaning. The majority of people throughout South America, Southeast Asia, parts of Southern Europe, and North Africa don't have lactase persistence. In fact, about

# **MilkPEP discontinued the use of the slogan, and the mustache campaign, in 2014. But the marketing group announced in 2020 it would resurrect Got Milk? advertising on TikTok.**

36% of the U.S. population is lactose intolerant and 68% of the global population is lactose intolerant. "There are big swaths of the world's population that don't drink milk after they finish breastfeeding. Of course, they're perfectly healthy," Sherman says.

Instead of the dairy industry seeing the lactose intolerant as simply not their target audience, they view it as an opportunity for marketing. "They've gone through extraordinary efforts trying to convince these people that lactose maldigestion is not an impediment to drinking milk," Sherman says. "It's kind of racist and kind of shocking to think that they're trying to convince African Americans or Asian Americans that this is something they should be eating."

The dairy industry marketed milk as essential to everyone long before it began to fund research aimed to prove it, says Marion Nestle, a professor emerita of nutrition, food studies, and public health at New York University. The first United States Department of Agriculture food guides in the early 1900s, she explains, included dairy as one of the essential food groups. Later, as the role of calcium in bone growth became better known, the industry marketed milk as essential for children's bones. "The industry started doing the kinds of research [to demonstrate that cow's milk is essential] when questions were raised about the value of dairy foods," Nestle says. "Current research is designed to demonstrate that dairy foods are healthy and that people who eat them are healthier."

The widely assumed connection between cow's milk and healthy calcium intake comes directly from the National Dairy Council. "They essentially created a calcium crisis that just doesn't exist. Americans consume more calcium than just about any country in the world. And we have one of the highest fracture risks of any country in the world," Sherman says. "So the idea that there is this connection between getting adequate calcium and maintaining strong bones is just something that's created by marketing people." And it's an easy sell: Most people don't have any idea how much calcium they get. According to Sherman, the average American gets about a gram of calcium per day. And we excrete about a gram of calcium a day. "It just isn't a necessarily difficult thing to find in our food, much like the protein crisis. Everybody gets enough protein," he says. "Protein is one of the easiest things to get in your diet. Yet we convince mothers and parents that they need to give their kids protein."

While Got Milk? is considered a great success within the advertising industry—as Stanley says, "people will be studying it in business school for a very long time"—the '90s kids who grew up with the mustache posters in their public school cafeterias drink less milk than the generation before. According to the USDA, animal milk sales

by quantity have continued to decline through 2019—and the majority of Americans born in the 1990s consume milk less often than those born in the 1970s, who consume it less often than those born in the 1950s.

"While it's hard to know how Got Milk? ads impacted direct sales, these ads were very successful in raising awareness of their campaign," says Sabina Vyas, a senior director at the Plant Based Foods Association.

MilkPEP discontinued the use of the slogan, and the mustache campaign, in 2014. But the marketing group announced in 2020 it would resurrect Got Milk? advertising on TikTok. The latest iteration of the campaign solicits and promotes user-generated videos of everyday people using milk on the social media platform. While the campaign targets a new generation, old tricks persist: U.S. Olympian Katie Ledecky is the star.

You're left to wonder what would happen if a focus group was convened today with the task of not drinking cow's milk for a week. It would not be a conversation about deprivation at all.

Got milk? Yeah, I've got oat milk.





# The Real Life of a Dairy Cow

EVERY YEAR IN THE UNITED STATES, THE \$40 BILLION DAIRY INDUSTRY USES OVER 9 MILLION COWS FOR THEIR MILK—AND SLAUGHTERS 3 MILLION MORE FOR FOOD. THE ONLY WAY THEY CAN DO THIS IS BY TURNING LIVING BEINGS INTO COMMODITIES, LIKE A SHAFT OF WHEAT OR A QUART OF OIL. HOW DOES THAT WORK? THIS IS THE STORY OF THE LIVES THAT THE INDUSTRY HAS TURNED INTO MACHINES FOR MILK AND CHEESE.



*Due to intensive breeding, milk production per dairy cow has doubled over the past half century, resulting in higher rates of lameness, painful mastitis, and suffering.*





# Warning:

## The facts and personal accounts in this story are difficult and disturbing to read.

**a**nimal welfare investigator Pete Paxton has seen calves ripped from their mothers and raised on soy milk, mastitis infections tearing through the milking stalls, and baby cows, umbilical cords still hanging from their bodies, falling down on slaughterhouse loading docks. “I’ve worked at a calf ranch, three dairies, a dairy auction, and a veal slaughterhouse,” says Paxton of his decade undercover in the dairy industry. “I’ve seen how the entire process goes.”

This is a story of that process. Animals born and sold into this life are so effectively commoditized that the vernacular of a modern dairy minimizes the violence of its everyday routines: Tails are “docked.” Calves are “disbudded.” Bulls are “culled.” Cows become “spent” and “downed.” Animals are not sentient beings, they are inanimate objects.

“If you don’t know what goes on in the dairy industry, you don’t know the pervasive and persistent violence that cows experience and calves experience.” This is Kathryn Gillespie, Ph.D., a writer and critical animal studies scholar who turned her dissertation into “The Cow with Ear Tag #1389,” a narrative about what really happens to cows used for dairy. The industry’s success hinges on a series of operational exploitations so cyclical and riddled with cruelty that its very survival relies on the ability to obscure those exploitations.

The bucolic images of grazing cows we all know from milk cartons, the ones burned into the collective unconscious by marketers, help the industry maintain one of its most successful lies:

that it’s a closed loop. But anyone who can stomach a visit to a dairy auction will see the truth on display. “The dairy industry and the beef industry are very tight,” says Paxton. “The beef industry is pushing to keep the dairy industry alive because it supplies so much of their meat.”

Throughout the life of a dairy cow, abuse and exploitation unfold across a number of facilities. The idea that they’re raised, milked, and slaughtered is almost quaint. “There are factory farms to serve other factory farms,” says Paxton, referring to things called tie stalls, milking parlors, calf ranches, and auction houses, not to mention transport trucks. And we haven’t even gotten to the slaughterhouse. As Paxton puts it, “There’s an underbelly to the underbelly.”

To understand the journey a cow trapped in the dairy industry endures before her inevitable last ride on the interstate, it’s best to begin at the beginning.

### A Cow Is Born

On a hay-strewn cement floor in a metal stall, a dairy cow heaves, breathes, and births a calf. Whether it’s her first or her fourth, what comes next is standard: “They immediately pull the calves away, milk the mother to get her colostrum, and put it in a bottle,” Paxton says. “Then they walk over to the calf and bottle feed it, as opposed to letting the mother nurse her calf.”

The same employee that delivers the calf separates the family at birth. “You would hear the cows

bellow for days, and for a while the calves bellowed back,” says Jackie Norman, who spent 18 years working in the New Zealand dairy industry before becoming a vegan activist. “But eventually, the calves stop bellowing back.” The

emotional bond between cows and their calves is so strong that both mother and baby will call out for each other for days after being separated. Studies have shown that stress lifts if the pair are reunited. One farmer Gillespie spoke to during her research even recognized the trauma that separation causes the animals. “The farmer himself acknowledged that it’s really sad, and that they remove them right away because if they don’t, it only gets worse. He really had some empathy for that trauma and acknowledged that it’s clear,” she says. “It’s not exaggerated by animal rights activists.”

Perhaps most troubling, the people overseeing the maternal health of the cows “are not licensed veterinarians, they’re drug company vendors,” says Jim Reynolds, who grew up on a dairy in southern California and became a beef and dairy veterinarian in the 1980s. “Most of the reproductive programs in modern dairies in the United States have been installed by pharmaceutical company people, and veterinarians have not been involved in setting up and managing the program.” (Reynolds now primarily consults on dairies as a healthcare systems analyst and is a professor of large animal medicine and welfare at Western University of Health Sciences.)

A calf being ripped from her bleating, bellowing mother moments after birth is jarring, but it is a pedestrian part of life on a dairy: In 2020, according to the USDA, over 35 million calves were born on dairy farms in the United States, and as Paxton observed during his time undercover, they don’t stay there long. “It’s rare to have a dairy raise their own calves,” he says, “most go off to the calf ranch. When you see them pulled away from their moms, they’re thrown into another pen simply so they can wait there until someone can come and pick them



up.” No matter how many calves a cow has taken away from her, maternal instinct prevails. Gillespie references a cow she encountered in her research that had been purchased by a veterinary school at auction,

used as a teaching tool, and ultimately discovered to be pregnant. Though this cow had multiple babies taken from her at birth, when she delivered a stillborn calf at the veterinary hospital and was free to express her maternal instincts, she groomed the calf for hours before he was buried.

The outsourcing of a female calf’s care until she is mature enough to be impregnated and give birth—and, most importantly, produce milk—marks her entrance into a system few cows manage to escape. If she is headed across state lines, before leaving the farm where she was born, she’ll receive the bovine version of an identification card: a pair of plastic tags, punched unceremoniously through each ear. The number on these tags is her Animal Identification Number and, as part of the USDA’s Animal Disease Traceability program, will track this single cow’s movement throughout her lifetime as she moves through different facilities—starting with the calf ranch.

## The Calf Ranch

If you want to uncover abuse or violation in the dairy industry, Paxton can tell you exactly which job to apply for, based on the type of facility. “If it’s a calf ranch,” he says, “it’s really going to be anything and everything at the ranch. You have calves that are there that were just born. Some were born that morning. They get taken out and then they’re dumped into calf crates where they have to be in all kinds of weather. Maybe they have some straw thrown in there for them.”

Most calves born in the United States spend the first months of their lives being bottle-fed and living outdoors in something called a hutch, which



is a small crate or dome covered on three sides, where the calf can lie down but not stretch or move freely. For luxuries like stretching, there's an "exercise area," which is not an exercise area at all but a caged, 4- to 8-foot area in front of the hutch that allows the calf to take a couple of steps and be fed by an employee as they go down the line, feeding hundreds of caged animals soy milk or milk replacer. "We give soy milk to calves, so we can take the cow's milk and give it to us," Paxton says. "Bizarre, right?"

While the dairy industry's party line is that hutches keep calves healthy and safe, calves actually eat more and adapt to change better when they're housed with even just one playmate. "Calves are social animals. They need to play," says Lauri Torgerson-White, animal welfare scientist and Research Director at Farm Sanctuary. "Ideally, they would be with their mother, still nursing, but if they're not, they at least need to be able to play with other calves and have that physical comfort."

If you're unlucky enough to be born male in the dairy industry, you have it even worse: Since you can't be used for milk, you are confined in a crate and tethered to restrict movement entirely while being raised for veal. You survive on a liquid diet until you reach slaughter weight—between 3 and 24 weeks old—when you will be killed on-site or sent to a veal slaughterhouse.

Male calves that can't be used for breeding or sold for veal won't even make it out the door—instead, they'll be killed by gunshot or stunned with a captive bolt gun and bled to death on the farm. "Some calves are bludgeoned to death with hammers on the farm, and no one talks about it," Torgerson-White says. "I have spoken to folks within the industry about it, and they have not denied it. They don't want to talk about it because it's a horrible thing. Who would want folks to know that? No one's going to buy milk if they think cows are being killed on the farm with hammers."

The goal on a calf ranch is to keep the female calves alive until they are old enough to go back to their owners and be impregnated, but unregulated industry conditions mean many don't survive even that long. "In most calf ranches, you're going to have tens of thousands of calves. To have between 10,000 and 30,000 calves is not unusual, but when you have that many animals, it's hard to give a lot of veterinary care," Paxton says. Infectious illnesses like pneumonia spread quickly through the overcrowded spaces, and in some cases, animals are left in lethal environments. At one Texas calf ranch, Paxton discovered that "cows were kept on wooden slatted floorings that would get so cold at night, it would freeze their hooves and then their hooves would literally fall off and they would die."

Reynolds, who has been a dairy veterinarian since the 1980s, credits modest improvements in nutrition plus efforts toward better sanitation with a slight decrease in calf mortality. "Until about 10 years ago, the average mortality rate of calves on a dairy was 10%, which is pretty brutal. One out of ten animals died of infectious disease. It was horrifyingly bad," he says. Even now, the mortality rate for calves in the dairy industry in the United States is between 6% and 8% annually. Pneumonia and diarrhea—which are completely dependent on nutrition and sanitation—are the biggest threats to calves making it off the ranch alive. Since dairy operations are most concerned with their bottom line, some industry literature suggests that treatment should be withheld from calves that become sick more than once.

## Mating For Milk

"Reproduction is the main thing that drives the economics for a dairy. You need to get the cow pregnant, so she gives birth and starts over again and then produces more milk," says Reynolds, who advises dairies of all sizes on health systems, including reproduction programs. "To have efficient

## **“We give soy milk to calves, so we can take the cow’s milk and give it to us. Bizarre, right?”**

or productive or profitable lactations, cows need to give birth as frequently as possible.” Like most processes on the modern dairy, reproduction reflects how willingly the industry perverts the natural course of a cow’s life.

“Pretty much all conventional dairies in North America use hormones,” says Reynolds. “It’s called ‘time breeding’ as a euphemism, but they’re hormone injections.” Cows are given hormone injections to stimulate ovulation. “What almost all veterinarians do in North America is check to see if the cows are pregnant. If they’re not pregnant, they get hormones to get them cycling so that they can get pregnant.”

Banned in the Netherlands and Denmark, electroejaculation is the dairy industry’s go-to technique for sperm collection. Describing this procedure in even the simplest, pared-down terms cannot disguise its inherent abuse: A bull is selected based on the high milk production of his daughters, then tied and restrained while an electric probe is inserted in his anus. The electricity is then turned up until the cow ejaculates. The process is so painful, the bulls often pass out before ejaculating. They are only allowed to recover for 15 minutes before being forced to endure the process again. The alternative to electroejaculation is less painful for bulls, but since it involves inserting a sperm-collecting artificial vagina inside the female cow’s real vagina, this method shifts the torture from one animal to the other. Referred to as a “mount cow” during this process, the female is restrained until the bull ejaculates and the semen can be stolen from the artificial vagina. In some cases, the artificial vagina route gets even weirder. “Using the artificial vagina method, they use steers—castrated males—as what they call ‘teasers,’” Gillespie says. “They get the bull to mount the steers to get them

aroused, and then they have them ejaculate into the sleeve they use to replicate a cow’s vagina.” At this point, the female cow has been removed from the process altogether. “And they have the farmer or the human worker in the middle of this process, in the middle of this weird encounter between the bull and the steer.”

The industry chose a mild misnomer—“artificial insemination”—for a process that exploits the reproductive systems of cows and bulls, but they don’t bother calling the violent tools of this exploitation anything but what they are: Cows are artificially inseminated in a narrow holding pen known as a “rape rack,” using a device called an artificial injection gun. In an op-ed in the LA Times, Peter Lovenheim acknowledged the way the dairy industry abuses and exploits female cows as a feminist issue, based on his years spent observing a modern dairy operation as a journalist and writer. When a female of any species is tied into her feed rack with her head locked with a stanchion while a 3-foot metal gun is inserted into her anus and eventually her cervix—along with the arm of the person holding the gun—it is difficult to call it anything other than abuse.

When allowed to live naturally, it isn’t particularly hard for cows to get pregnant. “Cows’ reproductive cycles are the same as women’s,” Reynolds says. “They’re not seasonal, there are no behavioral influences. They just come into estrus or heat every 21 days.” A cow in heat attracts a bull, they mate, she carries her baby for about 40 weeks, and after delivery, the cow produces milk to feed her baby. The dairy industry has distorted the cow’s natural reproductive cycle, literally inserting humans and machines into each step, and into cows’ bodies. The facts of life are now riddled with abuse, filled with racks, sperm guns, and anal massage, and



set to a cacophonous sound of bellows and cries. When a dairy cow gives birth for the first time, her life changes forever. She's now a mother, but she's also a milker.

## Getting Milked

According to USDA statistics, the annual per-cow milk yield has more than quadrupled over the past 70 years, skyrocketing from 5,314 pounds in 1950 to 23,391 pounds in 2019. These massive quantities are difficult to picture for anyone not used to thinking in liquid milk-pounds, but perhaps easier to envision en route: In 1950, the average dairy cow produced enough milk every year to send one single milk transport truck sloshing down the highway to the processing plant. Today, the average dairy cow makes enough milk each year to fill four of those trucks—but getting there took a whole lot of high-powered cow sperm.

"The increase in milk production comes from the male side," says Reynolds, who served as Chief of Clinical Services for Production Medicine at UC Davis for 12 years. "We breed the cows with semen from bulls whose daughters have given more milk." Many farms choose to not raise any male calves into bulls at all, since purchasing sperm from a dealer in the highly lucrative semen market is easier and more cost effective. Those that do raise bulls do not require many. Selective breeding means male calves that cannot be sold for veal based on breed, market demand, or farm economics are euthanized within days. Female calves with the wrong lineage face the same fate. But selective breeding also has repercussions for the female calves that survive, and even future generations of the herd.

According to an American Dairy Science Association study, as milk production rates in dairy cows have increased over the past 70 years, reproductive efficiency and fertility rates have

decreased. When a cow's fertility decreases and she can't be artificially impregnated as often or as easily, she's considered spent and is culled—an industry term that technically means removed but often means killed—from the herd. Once spent, a cow will be sold to the beef industry to be fattened for slaughter on a feedlot.

A lactating dairy cow makes enough milk to head to the stall two to three times a day, where she's either hooked up to a machine or milked by hand. Her body gets a respite from milking during the "drying off" period—50-ish days when the dairy lets her stop lactating so she'll be easier to impregnate again. Because it's easier to control a lactating cow's diet by feeding her in a stall than letting her graze on pasture, many cows have zero access to the outdoors, despite proof that cows allowed to graze are less likely to develop lameness and mastitis.

Mastitis is the common cold (or perhaps the strep throat, given that some strains are caused by streptococcus bacteria) of the milking stalls. Incredibly painful, very contagious, and present in one in four dairy cows, this infectious disease inflames the cow's mammary glands, causing lesions, fever, depression, and sometimes death. Caused by pathogens like streptococcus, *E. coli*, and coliforms, mastitis spreads like spilled milk once it hits the stalls. Signs of infection show up in the cow's milk as irregularities like clots, clumps, flakes, and even blood. While the USDA requires milk from a cow with mastitis to be discarded, less severe cases known as subclinical mastitis don't always express themselves right away, meaning a cow can be milked for days before she's diagnosed, her milk flowing into the dairy's bulk tank.

Every tank of milk undergoes a count for somatic cells, which fight infection in cows with mastitis. The higher the somatic cell count, the more mastitis-infected cows are in the herd and contributing milk to the tank. According to the Pasteurized Milk Ordinance, to be sold as Grade A milk, a bulk tank

must have a somatic cell count of 750,000 or less (the standard is lower for Grade B milk, which can be used for cheese, butter, and non-fluid dairy products), but a bulk tank somatic cell count of over just 200,000 indicates subclinical mastitis in the herd. That somatic cell count gap of 500,000 means a carton of Grade A could contain milk from a herd where many cows are infected.

Mastitis spreads quickly in unsanitary environments—flies flitting from udder to udder is one way mastitis is transmitted—but the disease is present even on farms with pristine stalls and sanitation routines. If a dairy cow doesn't end up spent from producing babies, getting milked, and enduring mastitis, she's often crippled by brutal living conditions.

## Stalled Out

Each year, between 2 and 4 million young cows deemed spent are cast out of the dairy industry to be slaughtered for meat. If this description, of cows being both young and spent, seems like an oxymoron, that's because, in the natural world, it is. Given the opportunity to age as nature intended, the average cow will live to be between 20 and 25 years old. But on an industrial dairy farm, a cow is usually considered spent around 5 years old.

The average cow used for dairy is destined for an early grave only by aggressive industry standards for milk production. "Most of the cows I worked with were definitely older than five," says Norman. "Five was a good age for a cow. It wasn't a spent age, at 5 years old a cow is in its prime, really. A lot of cows I worked with were over 10 years old," she says. "It was really prestigious for a farmer to be able to say 'look how awesome these cows are, they're still churning out production, they're still looking good,



they're still having babies." To call a cow spent while she's still capable of reproducing and giving milk highlights the industry's deeply rooted culture of commoditization: A cow is spent once she has literally been milked for all she's worth.

"Besides the fact that they milk a lot, dairy cows are in these corrals where they're living in their own waste," Paxton says. Every aspect of life becomes a compounding factor in premature physical breakdown. "Everything about the facility is hard on them, even the way that they eat. In nature, when a cow wants to eat, she'll take a step with her front hoof, and then her head goes off 45 degrees to the left and she takes a bite of grass. Then the left hoof goes forward, and her head goes off 45 degrees to the right for another bite. That's how a cow eats." But for all its advances in milk production, the dairy industry has overlooked the cow's structural mechanics. "At dairies and feedlots, there's a trough, and the cow has to go directly in front of it. Both of her hooves have to go down at the same level, and when she puts her head down to go in between them to eat, it puts pressure on the outsides of her front ankles. That starts to tear apart their ankles and hooves."

Paxton has seen firsthand how the poor ergonomics of the feed trough are felt in the milking stalls. "When cows have these injuries, they'll collapse going into the milking stall, or they'll fall and collapse in the stall after standing on the concrete and being milked for so long. They can't get out, and then people resort to beating them." When the conditions of a cow's environs wear her body down to where she can no longer walk to the milk stalls or stand while she's being artificially inseminated, she's referred to as a downed cow, or a downer.



## Downed And Out

“Downed” is a term as vaguely defined as it is commonly used in animal agriculture. A downed animal is non-ambulatory; but a non-ambulatory cow is not necessarily lame—though many lame cows will become downed. Difficulty during the birthing process can lead to a cow becoming downed, especially if a veterinarian isn’t called to help (and usually, they aren’t), but cows that deliver calves without issue also risk health problems once they start producing milk. “There are only a few places where high production actually impacts the health and welfare of a dairy cow,” Reynolds says, “but they are significant.”

“The most significant problem is energy deficiency, because they cannot physically eat enough to keep up with the maintenance requirements for their body and with the milk production,” he says. “Often cows become hypercalcemic because they can’t get enough calcium out of their bones fast enough for the milk they are producing,” Reynolds says. “Then they start losing body mass to make energy to stay alive.” When a cow can’t keep weight on, one health issue leads to another.

“Lameness continues to be a serious problem on dairies because as cows give so much milk and lose body mass and body fat, they’re losing body fat in their feet.” Reynolds has seen these injuries throughout his years of experience in animal medicine. “The fat pads in their feet cushion them when they walk around, and they lose that.” But that’s not the only issue that causes cows to lose mobility. “Lameness becomes a really big problem because of the production facilities, the housing, and the stocking densities. We know what makes these problems happen and how to prevent them, so at this stage, dairies choose to have these problems or not.” Overcrowding and lack of proper bedding prevents cows from laying down; slatted, concrete, and cement floors wear down their bodies and make it easier for crowded cows to slip; and untreated infectious and metabolic diseases

make cows so sick they can no longer stand. If a lame or non-ambulatory cow isn’t treated as an emergency and given proper care, according to Reynolds, “They can become lame enough to where they don’t want to get up. So then they’re downed animals.”

Once a cow is downed, she’s useless to the dairy, since legally, she can’t be sold for meat. “There are some state laws about animal welfare and farms, but they’re pretty minimal, there aren’t very many, and they’re very difficult to enforce,” Reynolds says. “Downed cows are not allowed to be sent to slaughter, but it’s not because of welfare, it’s because of mad cow disease.” In 2001, Farm Sanctuary brought a lawsuit against the USDA, citing animal welfare concerns and human health risks as evidence that slaughtering downed cows should be prohibited. After two years of fighting the lawsuit and denying the presence of bovine spongiform encephalopathy (more commonly known as mad cow disease) in the United States, in 2004 the USDA finally issued a regulation prohibiting downed cows from being sold to the beef industry. But it took the discovery of mad cow disease in a downed cow in Washington State—and the resulting consumer fear—to prompt this decision.

Since it’s illegal to sell a downed cow for meat, they are often killed on the farm by a dairy employee. Based on American Veterinary Medical Association guidelines, the acceptable method of on-farm euthanasia for cows is barbiturate injection. But barbiturates can be costly, considering the number of cows killed on dairy farms every year, so many facilities kill cows by shooting them in the head with a bullet or by using a captive bolt gun, which shoots a metal rod into the cow’s brain tissue, and then pulls it back out. Sometimes the captive bolt gun only stuns the cow or causes her to lose consciousness, and when she is added to the “dead pile” on the dairy floor, she’ll wake up and die slowly atop the murdered cows she once lived with.

## Highway Robbery

Being moved from one dairy facility to another is the most stressful time in a cow's life, and the conditions exacerbate the traumatic ride. Packed into a tractor trailer so tightly they can't lie down to rest, cows in every condition—sick, pregnant, lame, newborn—can go the entire journey without fresh water. In North America, a cow used for dairy will be transported at least once and up to five or more times in her lifetime. She'll face hunger, discomfort, and extreme temperatures as she moves between the calf ranch, the feedlot, the finishing lot, and eventually the auction or slaughterhouse, where her owners will profit from her body one last time.

One-fifth of the culled cows in a 2018 study became lame or more lame during transport to the slaughterhouse—meaning some cows that managed to stand and walk on the truck during loading deteriorated during the ride (the study also observed an increase in milk leakage and wounds). In policy recommendations for humane transport prepared for the Canadian government, Mercy for Animals recommended that animals be transported for no longer than 8 hours if food and water, controlled temperatures, and room to move freely (among other recommendations) could not be provided. Unfortunately, in the United States, animals don't have these protections.

"There are two federal laws pertaining to livestock welfare, and one is the 28-hour rule, which states that cattle and livestock have to be offloaded at 28 hours of travel and rested, fed, and watered for 5 hours," Reynolds says, "and that law is from 1906." Cows that are sick, pregnant, and so lame employees use electric prods to force them to stagger into the trailer often arrive even sicker, unable to stand, with a baby born on the journey, or dead. "28 hours is how long it took a



train to get halfway across the United States at that time—it had nothing to do with animal welfare." In theory, the USDA enforces the 28-hour rule.

But because drivers aren't required to provide documentation for the duration, mileage, or stops on their trips and USDA personnel have a murky understanding of their role in enforcement, the law is rarely enforced. In practice, it's "not important at all," Reynolds says. "There's a lot of animals being transported much longer than 28 hours now."

Working in an industry based on the commoditization of animals takes a toll on its employees too. Norman still gets emotional thinking about calves being loaded onto the transport truck. "I didn't want them to go where they were going, for a start," Norman says, "but also, the truck companies are not allowed to throw the calves on the truck. They have to put them on nicely. But I could see them throwing the calves on the truck, because the drivers have been around the whole area, they've picked up hundreds and hundreds of calves, and they just want to get the job done. They've gotten completely disconnected." The animals Norman saw thrown around were male and female calves sent to slaughter after birth—often called bobby calves. "To see these beautiful animals that I just fed, that were so perfect and so innocent and didn't deserve to die, just sent flying into a truck—it was absolutely heartbreaking."

Calves are more sensitive to low temperatures during transport, and being forced up and down ramps sized for adult cows creates issues as they are forced on and off trucks. "At a veal slaughterhouse, calves come in and might be a few days old, or as I saw happen, literally born that morning," Paxton says. "They have bloody umbilical cords still hanging down, so they can't walk. If they can't walk and there's a USDA inspector there, they'll say, 'I can't let it go in. What if that's some kind of a disease?'"



"So people beat the living hell out of these little baby calves to get them to stand. And if they just won't, they get frustrated, they've got a lot of work to do. Boom. They bolt them with a captive bolt gun real quick. And if they don't do it right, that calf will slowly die with a wound in their brain that kills them."

At auction, cows of all ages will be unloaded when they arrive, only to be reloaded on their new owner's trailer after they're purchased. When Gillespie was researching dairy auctions for "The Cow with Ear Tag #1389," she saw auction employees and owners moving cows onto trailers. "The loading process was just so violent," she says. "I saw the electric prod being used a lot during the loading process, but I never saw an electric prod used in the public-facing auction ring. The more animals resisted, the more they got shocked with the prod." Auction employees, like all dairy industry workers, face enormous stress, and abuse shouldn't be assumed or generalized, but what Gillespie witnessed is not uncommon. "I saw so many of the auction employees just get really frustrated, swearing at the animals when they weren't going in, or shocking them an extra couple of times once they were in, because it was this hard, stressful thing for the employees."

Suspended between caregivers, owners, and often life and death, any ride down the highway is incredibly stressful for a cow. But for an animal headed to auction, this stuffy, overpacked truck may be where she'll spend the last hours of her life.

## Auctioned Off

The auctioneer does a different kind of selling than the cow-dappled pastures depicted on the milk carton, intended for a different type of audience. "In the dairy market sale, the cows are usually in pretty good condition physically. The auction narrative uses a very visual, aesthetic language around the cows," Gillespie says. "It's very, 'oh, she's a looker,

look at those udders,' and 'she's had one calf, so you know she's a sure thing.'" The dairy auction audience, made up of families who are there to eat burgers in the on-site restaurant and buy cows to add to their milking herds, shares the auctioneer's lighthearted bravado.

The mood at the cull market is different. Spent and injured cows are sold to new owners who will often transport them to a feedlot, feed them for a month, and sell their larger bodies for a larger price. "It's mercenary, almost," says Gillespie. "It's a fast process, less than a minute for each animal. The meat buyers already know who they're going to buy, and they're going for quantity." If the cows in the dairy auction look healthy, "in the cull market space the animals are in terrible, terrible condition." Cows that barely made it into the trailer for transport are weaker by the time they make it to the cull market. "I saw a number of cows collapse and not be able to make it through the ring, or even to the ring. Behind the auction yard, there were cows collapsed in the pens and unable to get up."

At a dairy auction in Texas, animals arrived so ill they couldn't walk, says Paxton of one of his undercover cases. "Erath County Dairy Sales would buy the cows from dairies all over and outside of Texas, and some would show up dead on arrival, and some would be lying down. People would beat the hell out of them to try and get them up, and if they couldn't get up, they'd be shot." This is the condition of many spent cows used for dairy and then sold for meat: sick, lame, and just out of a trailer with dead cows inside.

During the same investigation, Paxton witnessed something unusual even by dairy auction standards. "While they were coming out of the trailer, I saw a whole bunch of cows start shaking, frothing at the mouth, then fall over and die for reasons unknown." The USDA doesn't care to regulate transport conditions, but they do require animals crossing state lines to be tracked in case of a

zoonotic disease outbreak—exactly what Animal Disease Tracking tags are for. “These are dairy cows that are coming in, mixing with the populations and all other pens. The auction would buy a certain amount of their own cows and remove all of their ear tags, including federal ear tags called ADT tags.” To this auction enterprise, changing a cow’s identity was no different than switching the stickers on two pieces of fruit. “These people would remove the ADT tags and put stickers on the cows to make the cows appear as though they were organic, so they could sell them to California for triple the price.”

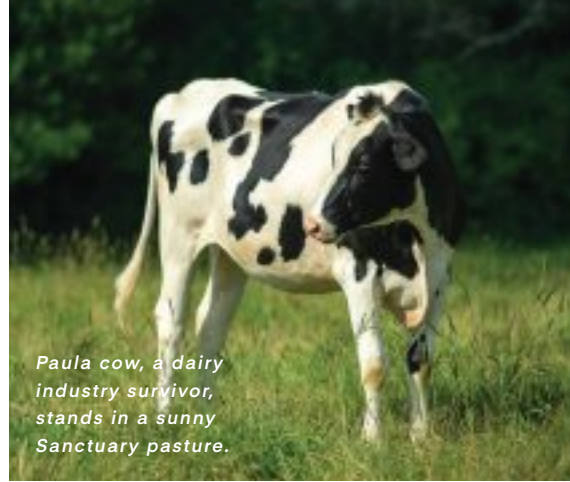
“I think a lot about commodification and what it means to buy and sell a life,” says Gillespie, “which is really the framework for thinking about the way we use, exchange, and eat farmed animals. They’re fundamentally commodities as living beings, and then when they are slaughtered, or milked, or have their eggs taken, those are other kinds of food commodities.

And the auction is a very clear place to see that, and to see the consequences of that.”

## Exit Strategy

Few of the more than 9 million cows being used for dairy in the United States—along with many others worldwide—will find sanctuary in their lifetimes. Farm Sanctuary and other animal welfare and advocacy organizations provide safety from exploitation for farmed animals as often and amply as possible. Everyday, animal activists use their talents and skills to promote welfare and provide healthcare to farmed animals, expose abuse and illegal activity in the dairy industry, and share their lived experiences to change people’s hearts and minds.

Capitalism doesn’t let commodities rest at the end of their lives, and the insatiable hunger for



*Paula cow, a dairy industry survivor, stands in a sunny Sanctuary pasture.*

profit rarely grants freedom to those who have served it. But empowering consumers with the truth about the dairy industry gives them the critical information they deserve, and that truth isn’t something the industry is likely to give out willingly.

Jackie Norman shares her firsthand account of life in the dairy industry so people that hear it understand the truth from someone who lived it—even though the truth is still painful for her to recount.

Pete Paxton (not his real name) puts himself in situations where he sees things he can never unsee and most people can’t imagine to capture stories, images, and videos that expose the dairy industry’s ethical and legal violations—even though he can’t tell his friends what he really does for a living.

Kathryn Gillespie turned her dissertation into a book that gives a wider audience access to research in an area long ignored by both academia and the mainstream media—even though doing so took years of gut-wrenching on-the-ground research.

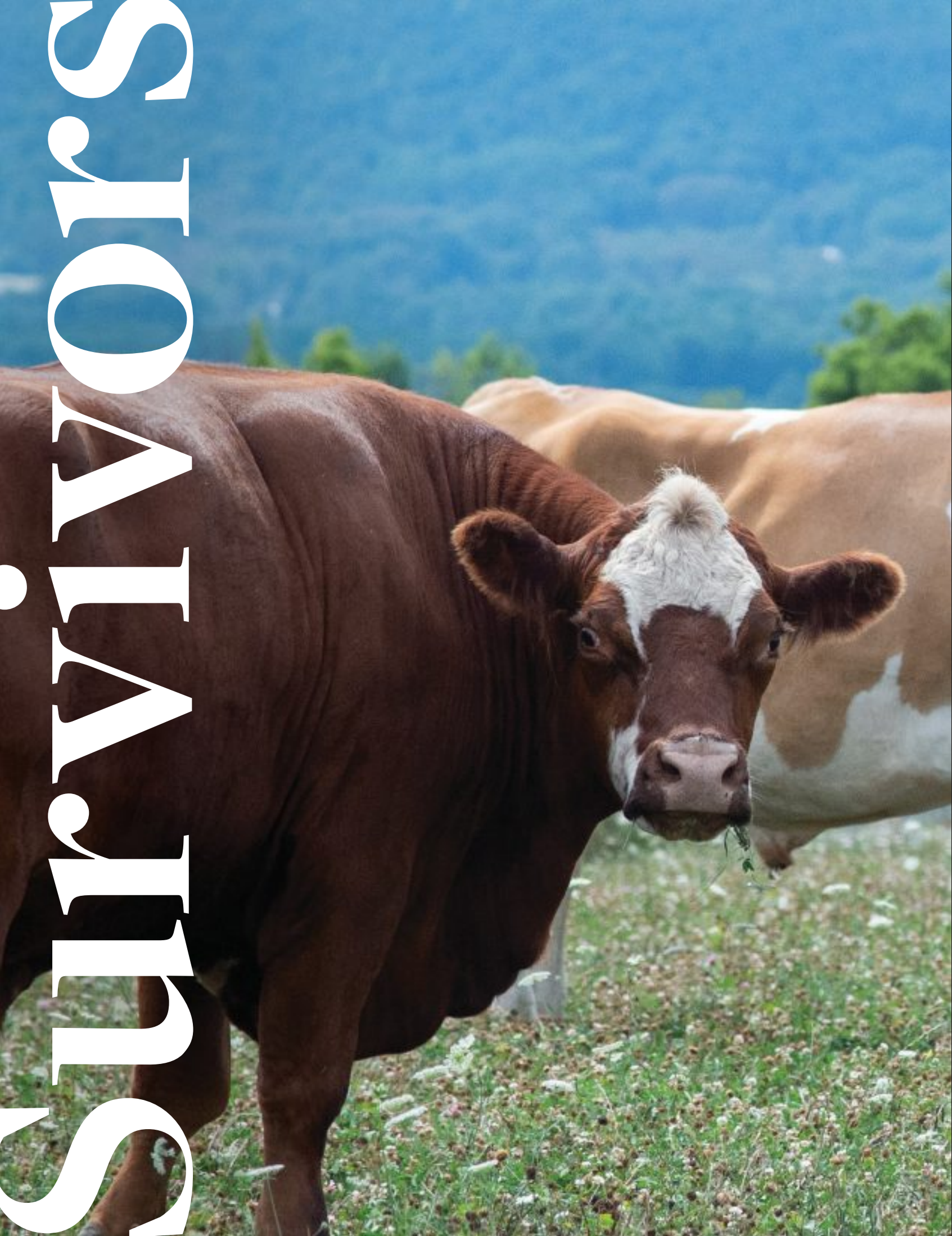
Lauri Torgerson-White tirelessly researches animal sentience and welfare, so farmed animals have an advocate pushing for their agency and protection—even though small wins can take years of work.

Jim Reynolds says it best himself: “I’ve become that dairy cow veterinarian who agrees with the activists. It’s been difficult from a career standpoint, but what else would I do?”

We know we can’t rescue every animal currently in the dairy industry, but compassionately educating others about the immense suffering it causes—and meeting them where they are—is something we can all do.



# Stavros





t

here are mothers who were considered "spent" and sons deemed "worthless" by the industry. Some ran for their freedom. Others were rescued from neglect. All of them have lived longer than the dairy industry intended.

Sanctuary is home to many dairy survivors, and it's where we learn what is possible once they are freed from the animal agriculture system. With care, time, and space to be themselves, new bonds are made. Wounds are healed. And there is nothing more moving than seeing residents develop deep affection, not just for each other, but for caregivers and visitors alike.

Join us in celebrating these resilient survivors whose lives inspire us to keep fighting for them.











# Belinda

Rescued:

April 25, 2012

Age: 14

Location: Watkins Glen

After being exploited by the dairy industry, Belinda lived at a backyard butcher's farm. There, she lacked proper food and care. She arrived at Sanctuary emaciated, pregnant, and with her young calf who she was too malnourished to feed. Another cow adopted her calves so Belinda could recover. Now, Belinda's life is her own—and she chooses to spend it as one of many surrogate moms to newer calves in the herd.



# Bruno

Rescued:

April 4, 2006

Passed:

December 29, 2020

Age: 14

Location: Acton

Bruno was one of the most renowned rescues of our Acton Sanctuary. Bruno fell from a transport truck bound for slaughter.

His owner didn't need him since males don't make milk. Instead of dying on the road or at a slaughterhouse, he came to Sanctuary. At 6 feet, 2 inches tall and close to 2,500 pounds, Bruno was a true gentle giant who loved doting on people just as much as they did on him. His signature greeting—a full, enthusiastic brush of the tongue—brought equal joy and surprise to his recipients.

Bruno took his final breaths surrounded by his cow and human Sanctuary family. We all grieved—his herd at first would not move from the site where Bruno passed. But we also take comfort in our memories of Bruno. He lives on in our hearts and through our work on behalf of farm animals still in need.















## Seymour

Rescued:

July 19, 2019

Age: 12

Moved to Critter Creek

Farm Sanctuary:

September 30, 2019

Seymour's guardian rescued him from a water buffalo dairy. Since males cannot make milk (prized for foods like buffalo mozzarella), they're often slaughtered for meat.

Luckily, Seymour was taken in as a companion animal by someone who viewed him as someone, not something. We fostered Seymour temporarily when he needed a new home. He found a home through our *Farm Animal Adoption Network* and now lives at Critter Creek Farm Sanctuary in Florida, and, true to his water buffalo nature, he loves splashing in their many ponds!







# Willow & Josie-Mae

**Rescued:** June 3, 2016

**Ages:** Willow, 7.5; Josie-Mae, 5

**Location:** Watkins Glen

Willow gave birth to Josie-Mae at a goat dairy. Once grown, Josie-Mae might have also been bred for milk production. However, after losing her foot in an accident, the weeks-old kid faced euthanasia. Instead, the farmer released both goats into our care—even though this meant losing potential profit from Willow. Despite her mobility challenges, Josie-Mae is a playful and charismatic member of her herd. When she's not frolicking about, she loves to cuddle with her #1 fan: her doting mom.





# Diane

Rescued:

March 30, 2013

Age: 10

Location: Watkins Glen

Diane was so small at birth, her owner planned to have her slaughtered. A rescuer intervened and brought her to a neighboring dairy farm. When Diane couldn't get pregnant, her life was threatened again.

Diane's original rescuer negotiated her release. Here, she's joyful—and when the mood is right, this lady is known to jump and dance, just like a young calf.















# Abby

Rescued:

March 26, 2019

Age: 7

Location: Acton

Abby spent years at a sheep dairy. There, she was repeatedly bred and then separated from her children so farmers could sell her milk. Her owner had also neglected the flock and many sheep died from starvation.

When Abby arrived, she was suffering from severe emaciation and mastitis. Now, she gets the quality care she needs to enjoy a peaceful life filled with happiness and love amongst her flock.









# Stanton

Rescued:

May 24, 2017

Age: 4

Location: Watkins Glen

Stanton was born to the dairy industry, auctioned off as a baby, and nearly died from neglect. Rescuers found him resting his head on top of a calf who had drowned in layers of their own waste.

At Farm Sanctuary, Stanton found adoptive mothers in two other dairy industry survivors who helped nurse him back to health. He's grown into a gentle and affectionate steer—with a heart-shaped marking on his head as an outward representation of his kind heart!

Stanton (left) with his adoptive mother, Jackie.



# Blitzen

**Rescued:**

**December 20, 2010**

**Age: 10.5**

**Location: Watkins Glen**

When Blitzen first arrived, he was so small he could fit in a shopping basket. Blitzen is a Jersey steer—a breed exploited by the dairy industry. As males can't produce milk, some farmers raise them for veal or cheap beef. At just 37 pounds though, tiny Blitzen wouldn't sell. Auction workers planned to kill him, but let us take him home instead. 11 years (and a few growth spurts) later, sweet, gentle Blitzen has a life at Sanctuary that's priceless.















# Snickers

**Rescued:**

**May 2, 2019**

**Age: 3.5**

**Location: Watkins Glen**

Snickers is a Guernsey, a breed commonly exploited for dairy. As a “breeding” cow, Snickers’ sole purpose was to give birth to calves that 4-H members would then raise for show and send to slaughter. When she failed to get pregnant after two attempts—all before the age of 2—her owners planned to kill her. A concerned rescuer pleaded for the young cow’s life and helped bring her into our care. Two years later, Snickers is enjoying life on her own terms.



#### FOR THE ANIMALS

Piglet Ladies Tee  
Organic



#### FOR THE FUTURE

Pig Icon Stemless Wine Glass  
Milton Stemless Wine Glass  
Sheep Icon Stemless Wine Glass



#### FOR GLOBAL HEALTH

Black Eco Logo Face  
Mask

# SHOP FOR Good

Spark some important conversations with goods and gifts from the Farm Sanctuary shop! Sanctuary tees, hoodies, hats, masks, and bags are a great way to share your compassion on the go—and our wine glasses drive the message of kindness home.



#### FOR JUSTICE

Logo Eco Jersey Unisex  
Hoodie



#### FOR THE PLANET

Rainbow Logo Tote Bag USA  
Made, Recycled



#### FOR CLEAN WATER

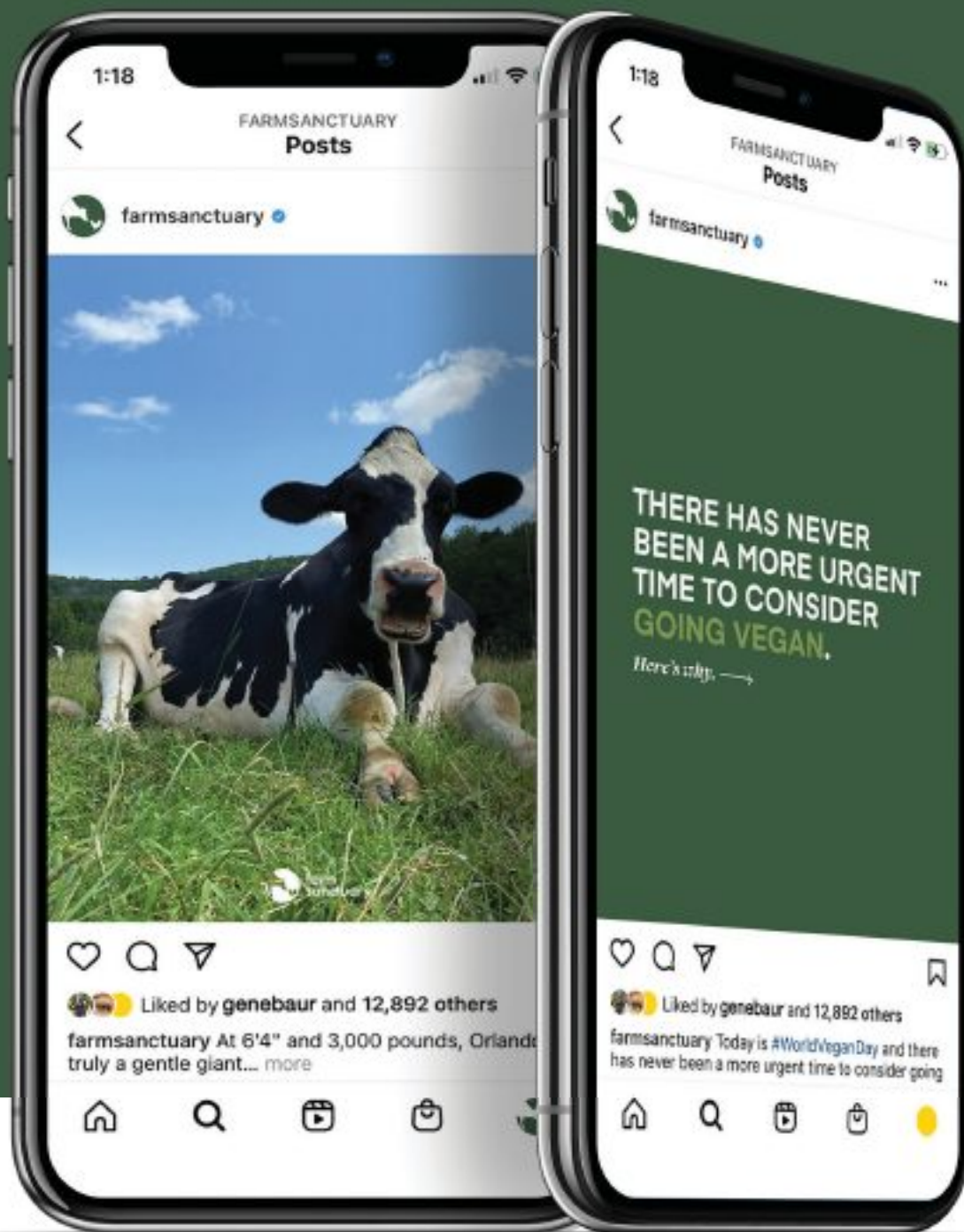
Be Kind Water  
Bottle



#### FOR PEACE

Farm Sanctuary Script Hat  
Organic

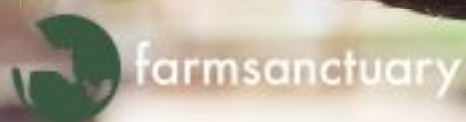




# Get Social

FOLLOW US ON SOCIAL FOR THE  
LATEST RESCUES, LOVE STORIES, AND  
RECOVERIES FROM SANCTUARY.

@farmsanctuary



Farm Sanctuary was founded in 1986 to combat the abuses of factory farming, advocate for institutional reforms, and encourage a new awareness and understanding of farm animals and the benefits of cruelty-free, plant-based living. As the founding farm animal Sanctuary in the U.S., Farm Sanctuary has rescued and provided refuge for countless survivors of the animal agriculture system. Today, at Farm Sanctuary's Acton, CA (Los Angeles area), and Watkins Glen, NY, Sanctuaries you will find nearly more than 800 rescued animals—each with an individual story to tell. These survivors are ambassadors, representing the billions of farm animals currently in the system. They, and others like them, have changed the hearts and minds of a generation.