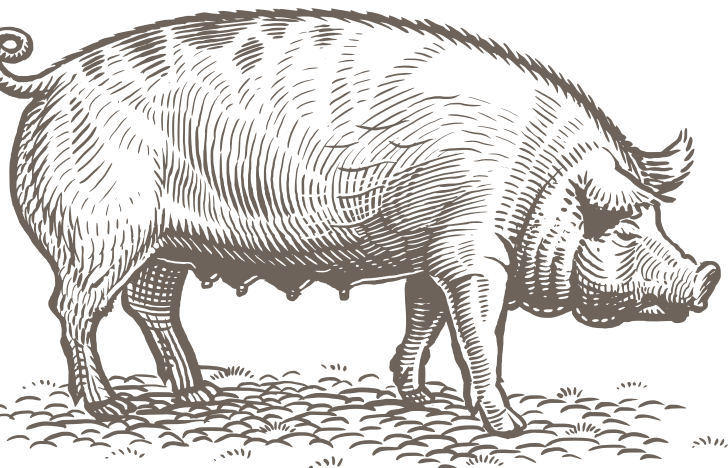




# The Animals' Advocate

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# Fighting for Animals.



*Sammy, a male baboon, minutes before he was rescued from Cricket Hollow Zoo.*

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At the Animal Legal Defense Fund, 2019 was an incredible year of impact for animals and we could not have done any of it without your support. Thank you for helping us make critical legal progress for animals.

We were able to rescue more than 400 animals who were suffering in squalid conditions at Cricket Hollow Zoo, a roadside zoo in Manchester, Iowa. We helped sick puppies trafficked from puppy mills around the country and are seeing progress toward ending this terrible practice. We worked with a coalition of animal protection groups to protect California’s Prevention of Cruelty to Farm Animals Act — better known as Prop 12 — a ballot initiative that puts in place some of the strongest legal protections for farmed animals in the country.

We are starting 2020 with a bang, working every day so that animals have the legal protections they need and deserve. I can’t wait to see what we accomplish together this year. **I think it’s going to be a good one, thanks to you.**



**For the animals,**

**Stephen Wells**  
Executive Director



# ‘Humane Washing’ Lawsuit Targets Fairlife’s Misleading Marketing Claims

BY ARIN GREENWOOD | SENIOR WRITER

“Extraordinary animal care.”

“Extraordinary care and comfort for our cows.”

“Making the world a better place.”

The dairy company Fairlife makes these claims about its products in marketing materials — but they couldn’t be further from the truth.

Investigative videos released in June by the Animal Recovery Mission document egregious abuse of calves at Fairlife farms — including calves jabbed with steel bars, hit in the face with hard plastic milking bottles, kneed in the spine, and kept in extreme temperatures sometimes leading to death.

Other cows used to produce Fairlife milk are subjected to severe abuse and horrific industry

practices intrinsic to operating a dairy where thousands of cows are crowded together and treated as milk machines.

Virtually all milk is made this way. But Fairlife went out of its way to deceive consumers. Indeed, this treatment is wildly at odds with how the Illinois-based company — which is owned by Coca-Cola and Select Milk Producers, Inc. — markets its milk products.

In November 2019, the Animal Legal Defense Fund brought a class action lawsuit against Fairlife alleging deceptive marketing practices designed to “humane wash” Fairlife’s products.

Humane washing is the practice of making a misleading claim about the treatment of animals or the conditions in which they are born, raised, or

killed. Examples of the practice include using terms like “natural,” “cage-free,” or “responsibly raised” on labels or in marketing; using imagery on product labels showing animals in picturesque green pastures when they are actually warehoused in dark buildings; and multimillion dollar marketing campaigns misrepresenting products from animals raised on large factory farms as “local” food coming from “family farms.”

These tactics deprive consumers of the ability to make meaningful, informed decisions about their purchases and allow companies to continue profiting off of cruelty despite evolving consumer preference for less abusive treatment of animals.

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When companies like Fairlife engage in humane washing, the Animal Legal Defense Fund files lawsuits to stop this misleading, illegal conduct — thereby protecting farmed animals and ensuring consumers can make choices based on truthful information. Watch a webinar on litigating false advertising claims here [aldf.org/fairlife](http://aldf.org/fairlife).



## DONOR SPOTLIGHT

Novelist and publisher Midge Raymond and her partner, writer John Yunker, support the Animal Legal Defense Fund because the organization’s work “is absolutely vital.”

“Creating legal protections for animals and stopping and preventing abuses through the justice system is so necessary,” Midge, author of the novel *My Last Continent*, says. “We’ve been inspired by not only the incredible work done by the Animal Legal Defense Fund and its dedicated staff and attorneys but also by the breadth of its advocacy”

A commitment to animals is evident throughout the life Midge and John share with their rescued felines Harlan, Teddy, and Gideon, in southern Oregon — where Midge is on the board of a spay/neuter organization, volunteers at an animal shelter, and fosters rabbits and cats. As co-founder of Ashland Creek Press, Midge publishes works like *Among Animals*, exploring the bond between humans and other animals.

“It’s important to protect animals because we human animals are the only ones who can,” says Midge. “The Animal Legal Defense Fund’s work gives me great hope that we humans will continue to do better.”

### Midge Raymond

Midge became a donor in 2015. To learn about ways you can support the Animal Legal Defense Fund, visit [aldf.org/support](http://aldf.org/support).



## LAWSUIT AIMS TO REMOVE HORSES FROM DEFUNCT ‘RESCUE’ ORGANIZATION

In December, the Animal Legal Defense Fund filed a lawsuit to remove approximately 20 horses from the California Equine Retirement Foundation (CERF) — a “rescue” organization with the stated mission of rehabilitating horses and providing them sanctuary. Instead, the horses have been routinely neglected, underfed to the point of starvation, with untreated veterinary conditions that caused suffering and death.

This case shows the critical need for vigilance of nonprofits and rescues — to ensure they maintain standards of care for animal treatment. It also illustrates the need for horses and other animals to be granted greater legal protections.

**Learn more here:** [aldf.org/cerf](http://aldf.org/cerf).



## Animals Rescued from Cricket Hollow Zoo

In December, the Animal Legal Defense Fund engaged in a massive undertaking to rescue animals being held in cruel conditions at Cricket Hollow Zoo — a roadside zoo in Manchester, Iowa, where the animals were badly neglected in violation of state and federal law.

Cricket Hollow Zoo has a long history of keeping animals in inhumane and illegal conditions, and these rescues were the culmination of years of lawsuits — three in total, and multiple appeals. The zoo has now effectively been shut down.

**Read more here** [aldf.org/crickethollow](http://aldf.org/crickethollow).

## SAFEGUARDING FARMED ANIMALS’ LEGAL PROTECTIONS

In two recent lawsuits, the Animal Legal Defense Fund has worked to preserve farmed animals’ legal protections, against those who profit from their exploitation:

With a coalition of animal protection groups, the Animal Legal Defense Fund successfully intervened to defend California’s Prop 12 — a law that sets minimum space allowances for many farmed animals and prohibits the sale of products that do not meet these standards — against the North American Meat Institute’s lawsuit seeking to have the law struck down.

The Animal Legal Defense Fund filed a lawsuit against the U.S Department of Agriculture for illegally issuing a final rule allowing pig slaughterhouses nationwide to police themselves and kill pigs at very high line speeds — leaving millions of pigs vulnerable to increased suffering and cruelty.

Farmed animals are the most abused animals in the country, with few legal protections. Through litigation and legislation, the Animal Legal Defense Fund is working for stronger legal protections for farmed animals, and better enforcement of existing laws.

**Learn more online at** [aldf.org/farmedanimals](http://aldf.org/farmedanimals).



## DEFENDING ENDANGERED AND THREATENED ANIMALS

In the fall, the Animal Legal Defense Fund filed a lawsuit to protect the Endangered Species Act (ESA) — one of our nation’s most important animal protection laws. The ESA has prevented the extinction of numerous iconic American animals including the manatee, the northern gray wolf, and the grizzly bear.

Despite this, in the summer of 2019, the federal government imposed new rules unlawfully weakening protections for threatened and endangered species. The lawsuit focuses, in part, on the importance of ESA protections for animals in captivity. The new rules jeopardize both wild and captive animals — making them more vulnerable to abuse and extinction.

**Learn more online at** [aldf.org/esa](http://aldf.org/esa).



# Strengthening Laws Protecting Animals in 2020

The Animal Legal Defense Fund is working to strengthen animal protection laws from coast to coast.

In California, one of our primary focuses is AB 1788, the California Ecosystems Protection Act, which would ban the use of super-toxic rat poisons throughout the state, with limited exceptions. It's critical that the state take swift action — rat poisons are killing California's native wildlife including mountain lions, Pacific fishers, and bobcats, in addition to rats.

In Florida, we're pushing to enact a Courtroom Animal Advocate Program (CAAP) law to help animal cruelty victims. SB 1048 would empower volunteer lawyers to represent the interests of animals in criminal cases or civil proceedings concerning an

animal's well-being. We're working to advance CAAP bills in other jurisdictions, as well, including New Jersey.

Further north, we're pushing for a bill that would protect elephants, big cats, primates, bears, and giraffes from being exploited for entertainment. The Massachusetts legislature is considering HB 2934 and SB 2028, which would ban the use of those animals in circuses and traveling acts.

These are just a few of the priority bills we're working on in 2020.

**Learn more online at [aldf.org/legislation](http://aldf.org/legislation).**

## UPDATE!



### SUNY ENDS INVASIVE EXPERIMENTS ON KITTENS AND YOUNG CATS AS LAWSUIT SETTLES

In November, a settlement agreement was reached with the State University of New York (SUNY) in a lawsuit over painful experiments on cats' brains when SUNY ceased experimentation on cats and committed to providing previously-withheld public documents about the experiments. **Learn more at [aldf.org/suny](http://aldf.org/suny).**



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