



Ms. Natalia Angulo
Fox News Headquarters
1211 Ave of the Americas
New York City, New York 10036

February 5, 2013

Dear Ms. Angulo and Fox News staff,

As President and CEO of the Animal Agriculture Alliance, I was extremely disappointed in your February 4, 2013 piece entitled “Making Meatless Mondays Stick.” The Alliance is a [national non-profit organization](#) that speaks on behalf of stakeholders in animal agriculture and the food industries focusing on the issue of farm animal care and well-being. Our membership includes every major animal agricultural association, as well as many individual farmers, ranchers, veterinarians, animal behaviorists, agricultural businesses and organizations, and animal health companies. Collectively, we represent more than two million individuals.

Alliance staff and many of our members are huge fans of your Fox News. Your station prides itself on being “Fair and Balanced”, and we as consumers as well as producers value your commitment. With that being said, your endorsement of the Meatless Mondays campaign appears to be based on misinformation which I would like to address.

Meatless Mondays is not a grassroots effort dedicated to celebrating healthy eating. It’s a well-funded, radical campaign pushing an extreme animal rights and environmental agenda by promoting false claims about animal agriculture. The extremists behind and supporting this campaign are systematically working to prohibit the ownership and use of animals in any way—be it for companionship, entertainment or food.

As stated in your article, the campaign was initiated by Sid Lerner, but is now primarily funded by his wife Helaine Lerner, a well-known radical activist. The Center for a Livable Future at the Johns Hopkins University’s Bloomberg School of Public Health obviously benefits from this support, but is well-known for many other anti-meat or anti-modern agricultural campaigns. The Meatless Mondays campaign seeks to eliminate consumer choice—the ability that we each have to determine the right food choices for ourselves and our families. There is no scientifically valid reason to eliminate red and processed meat and poultry from the diet. Lean, enhanced or pre-marinated meats align with the Dietary Guidelines for Americans and the new “MyPlate” food guide. Meat provides many under-consumed nutrients such as potassium, phosphorous and vitamin B12, which is only found in animal foods.

It is also important to recognize the dedication of farmers and ranchers to the care of their animals. Guidelines for health, nutrition, care, transportation and environmental management have been developed for every major farm animal species and are based on science and the



expertise of those who work with farm animals daily. Likewise, much research has been conducting, debunking the environmental claims of the Meatless Mondays campaign supporters.

Animal rights activists that promote Meatless Mondays oppose all traditional relationships with animals, from eating meat and wearing leather and wool to biomedical research, dog and cat breeding, circuses, zoos, hunting, trapping, ranching, fishing, and learning about animals through hands-on experience. This is an extreme ideology that is out of touch with the values of most Americans, and this campaign is an incremental approach to eliminating animal use – in particular animal food products - from our lives altogether.

We recognize that you must remain current in order to retain viewers; and we know that part of your viewership enjoys a vegetarian diet. Thus, we take no issue with your vegetarian cooking episodes—we are only concerned with your vocal endorsement, in part through the titling of your January 13, 2013 episode, of the Meatless Mondays campaign.

We encourage you to review the materials enclosed, and visit our website, www.animalagalliance.org, for more information about this campaign and other farm animal related issues. It is our sincere hope that you give thought to the information we have presented, and reevaluate your support of this radical campaign.

Thank you for your consideration, and please do not hesitate to contact me at kjohnson@animalagalliance.org or (703) 562-1412 if I can be of any assistance.

Respectfully,

A handwritten signature in blue ink that reads 'Kay Johnson Smith'.

Kay Johnson Smith
President and CEO

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Materials mentioned above can be found at: <https://animalagalliance.org/issues/nutrition/>