

Kay Johnson Smith
President and CEO
Animal Agriculture Alliance
2101 Wilson Blvd., Suite 916-B
Arlington, VA 22201

January 29, 2013

Dear Ms. DeLaurentiis and staff,

The Animal Agriculture Alliance was extremely disappointed in your January 13, 2013 segment entitled “Meatless Mondays.” 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.

Our Alliance President and CEO, as well as staff, are all huge fans of your show. Your fun and accessible recipes have inspired countless Americans to try new and exciting dishes. That being said, we feel that your endorsement of the Meatless Mondays campaign is misguided, and must be addressed. The Meatless Monday campaign 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. These extremists are systematically working to prohibit the ownership and use of animals in any way—be it for companionship, entertainment or food.

The campaign is primarily funded by New York benefactor Helaine Lerner, a well-known radical activist, and it is organized through the Center for a Livable Future at the Johns Hopkins University’s Bloomberg School of Public Health. The Meatless Monday 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.

Animal rights activists that promote Meatless Monday’s oppose all traditional relationships with animals, from eating meat and wearing leather and wool to biomedical research, pet ownership, dog and cat breeding, circuses, zoos, hunting, trapping, ranching, fishing, and learning about animals by hands-on experience. This is an extreme ideology that is out of touch with the values of most Americans.

Standards for animal care should be based on the expertise of those who work with farm animals daily. These decisions should be based in science and not the emotional arguments of extreme animal rights activists.

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. It is our sincere hope that you give thought to the information we have presented to you, 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". The signature is written in a cursive style with a large initial "K".

Kay Johnson Smith
President and CEO
Animal Agriculture Alliance