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Letter from Henry Spira to Isidore Pines

Henry Spira

Animal Rights International

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Animal Rights International

October 6, 1992

Isidore Pines
CEO, Hebrew National
600 Food Center Drive
Bronx, NY 10474

Dear Mr. Pines:

We would like to draw your attention to the practices of one of your suppliers -- Federal Beef Processors of West Fargo, North Dakota -- because, we have been told that they, unlike other major processing plants, continue to shackle and hoist conscious cattle upside-down when such painful and outdated methods can and should be replaced with the ASPCA pen or upright restrainer systems.

These upright systems, developed in 1972 and in 1980, are operational and commercially available. In addition, Dr. Temple Grandin, the recognized authority in the field, has publicly volunteered to provide guidance for such change-overs (please see enclosure).

To encourage a change-over we tried to communicate directly with Federal Beef Processors through Messrs. Marshall Chernin and Ted Hawken. To date they have failed to respond to letters and phone calls.

Thus, Federal Beef Processors is forcing us to communicate directly with you. Clearly, Hebrew National can set standards which your suppliers must meet if they want to do business with you.

The shift from shackling and hoisting to upright restrainer systems is rapidly proliferating. As you may know, and we've been told, most of your suppliers are currently using the new upright restrainer systems. We believe it is in Hebrew National's self interest to require every supplier to immediately avail itself of today's less painful slaughter technologies.

It's certainly likely that Hebrew National may not even be aware that FBP continues to use archaic systems. However, the fact remains that by continuing to buy meat from facilities that continue to shackle and hoist conscious animals, Hebrew National is, in effect, endorsing and encouraging unnecessarily cruel practices that would certainly outrage your customers.

ANIMAL RIGHTS INT'L. (ARI): COALITION TO ABOLISH THE LD50 and DRAIZE TESTS. COALITION FOR NONVIOLENT FOOD
Box 214 • Planetarium Station • New York, NY 10024

Coordinator: Henry Spira. **Consultant:** Peter Singer. **Advisory Committee:** Victoria Alippe, Roger A. Caras, Sonia Cortis, John A. Hoyt, Paul G. Irwin, Holly Jensen, Sid and Helaine Lerner, Linda W. Petrie, Gus W. Thornton, D.V.M., Georgia Tillinghast, Jeanne Waller, Palmer Wayne.
Science Advisor: Andrew N. Rowan, B.Sc., M.A., D.Phil. **Legal Advisor:** Elinor Moibegott, Esq.
In Memoriam: Leonard Rack, M.D., Founding Science Advisor.

THE COALITION COMPRISES INDIVIDUALS AND ORGANIZATIONS WITH MEMBERSHIP IN THE MILLIONS

Unlike Federal Beef Processors, which is relatively insulated from public opinion, Hebrew National has an extremely visible and vulnerable market presence. The existence of a restless public desirous of improving the quality of life of factory farm animals insures that your activities in this direction will be repaid manyfold in positive public relations.

In short, Hebrew National is in a position to make a productive contribution that will benefit farm animals and be responsive to consumer concerns.

A variety of surveys have indicated that better than 90% of the USA public does not want to see animals harmed. DD&B concluded that "Manufacturers will want to keep in mind that the rights of animals is becoming a mainstream concept." One of DD&B's suggestions is "Promote the positive... advertisers may want to seek out additional ways in which they can contribute to animal care and protection."

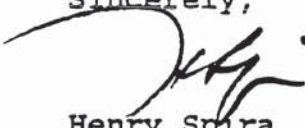
Your involvement in these efforts will be highly consistent with the tone and thrust of your advertising, which suggests that you take the higher ground in all matters, that you "Have to Answer to a Higher Authority."

Our coalitions, over the past decades, have been engaged in a variety of activities, functioning as catalysts to promote reduction of the suffering of animals in a variety of contexts. We have included enclosures to illustrate some of our activities and that also may serve to illustrate further the nature of the opportunity that we are suggesting to you.

It's been our experience in working with a variety of corporate sectors that constructive dialog is preferable and more productive than public confrontations. Responsiveness and involvement which is non-begrudging often leads to the most rapid and enduring progress.

We hope to engage in productive dialog.

Sincerely,



Henry Spira
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