



January 30, 2010

Dear Editor,

Current headlines are filled with coverage of issues surrounding animal agriculture. Among them....

- Florida voters pass an initiative requiring that farmed animals be able to stand up and turn around, effectively banning the use of veal crates and battery cages for egg-laying hens. California, Arizona, Colorado, Maine, and Michigan follow suit...
- Undercover video footage from a slaughterhouse in Southern California documents shocking cruelty toward "downer" cows – animals too sick or weak to stand up – and results in the largest recall of meat in U.S. history...
- The United Nations' Food and Agriculture Organization issues a report documenting livestock agriculture is a serious contributor to global warming, contributing more greenhouse gas than all forms of transportation worldwide...
- Wide critical and public acclaim greet the publication of books such as *Eating Animals*, by Jonathan Safran Foer, *Farm Sanctuary*, by Gene Bauer, and *The Face on Your Plate*, by Jeffrey Moussaeif Masson, and the release of films such as "Food, Inc"...

Ninety-Five: Meeting America's Farmed Animals in Stories and Photographs, to be released June, 2010, introduces readers to the individual animals behind these stories. (Ninety-five is the average number of animals spared annually by one person's vegan diet.)

Ten billion land animals are raised for food every year in this country. More than ever before, consumers are concerned about where their food comes from, and how the animals who become food are raised. *Ninety-Five* is a relevant and crucial addition to the public discussions about these issues.

We hope you will review it in xxxxxpublicationxxxxx. Please let us know if we can provide you with any additional information.

Best regards,

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