

Animal Rights International

Fall 1994

Dear Friend

FACE BRANDING: AN END IN SIGHT?

We, at ARI, would like to take this opportunity to thank you for so effectively expressing your opposition to face branding to the USDA, the media and members of Congress.

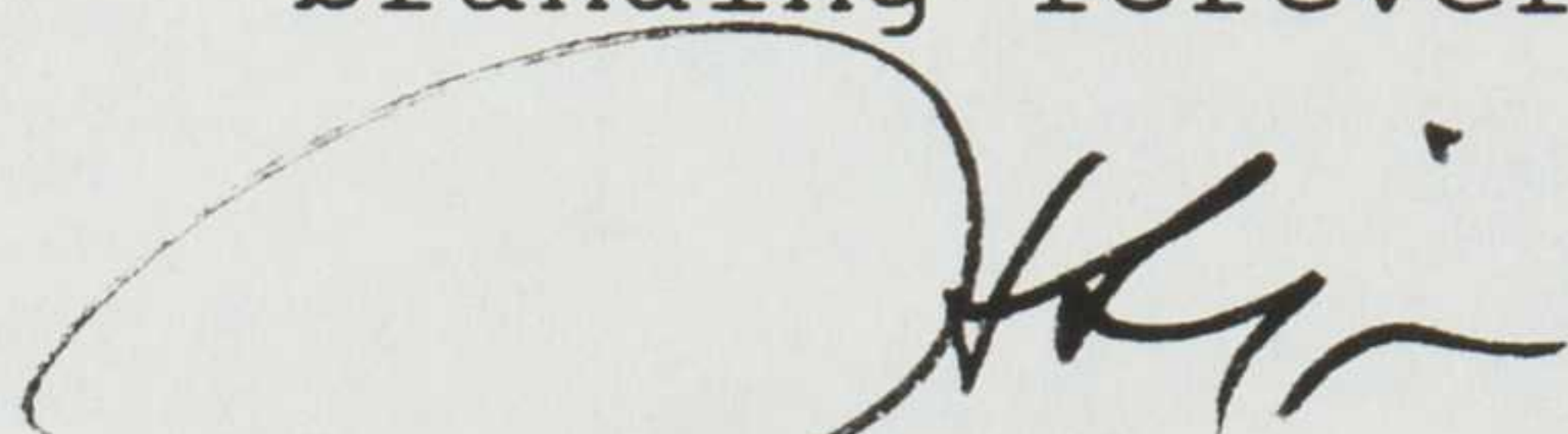
You, and others like you, have turned it around. As you may know, on August 24th, the USDA announced in the Federal Register that they are scrapping their proposal to expand face branding of cattle imported from Mexico. At the same time the USDA announced a new proposal that would end face branding across the board by, for the time being, moving the brand to a less painful area near the tail.

This decision may also represent an historic initiative on the part of the USDA to become sensitive to the well-being of farm animals and to reexamine unfortunate trends of past decades. This is important because the USDA has an impact on setting the course for industry.

Too often, people neglect to take action because they feel that their voice will not make a difference. Nothing could be further from the truth!

It's critical that we maintain a sense of pressure and urgency at the USDA until the USDA publishes its final rule. As we all know a proposal does not automatically mean rapid closure. The reality is that each day of delay equals another 2,700 burned faces.

Your personal involvement has made progress possible. Your continued involvement will make it possible to end face branding forever. Once again, our thanks to you.



Henry Spira

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THE COALITION COMPRISES INDIVIDUALS AND ORGANIZATIONS WITH MEMBERSHIP IN THE MILLIONS