

HSUS Counters

Concerning the LCI letter on the Institute's reaction to the HSUS veal campaign, I wish to clarify one point.

The letter suggests that HSUS was not aware of the announced intention of Provimi, Inc., to undertake a study of the Quantock group-pen production system for milk-fed veal. This is not the case. We were informed of Provimi's important role in facilitating evaluation of the group-pen system under U.S. conditions. That this company has begun such testing is a welcome sign, and one we acknowledge in our campaign materials.

Yet, this activity bespeaks the interests of only a fraction of the industry. And even while this effort proceeds, a million more animals will be processed under the current system. Eventual adoption of group-pens—or any other alternative—is, at this point, speculative.

Furthermore, we find this industry's continuing efforts to foster public demand for pale or "white" veal inexcusable, particularly as industry leaders have acknowledged that the color of veal has no effect on taste. To subject calves to the current regimen partly to perpetuate what is in essence a marketing device suggests an insensitivity to animals and disregard for the sensibilities of consumers.

The public needs to be made aware of how its food animals are being produced, and the veal industry needs to know the extent to which the public values humaneness in animal production. These are the goals of our campaign.

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President

The Humane Society of the U.S.