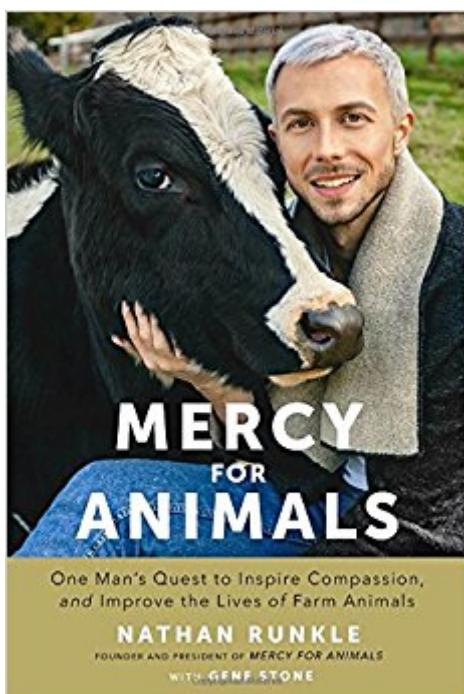


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# Mercy For Animals: One Man's Quest To Inspire Compassion And Improve The Lives Of Farm Animals



## Synopsis

A compelling look at animal welfare and factory farming in the United States from Mercy For Animals, the leading international force in preventing cruelty to farmed animals and promoting compassionate food choices and policies. *Â Nathan Runkle* would have been a fifth-generation farmer in his small midwestern town. Instead, he founded our nation's leading nonprofit organization for protecting factory farmed animals. In Mercy For Animals, Nathan brings us into the trenches of his organization's work; from MFA's early days in grassroots activism, to dangerous and dramatic experiences doing undercover investigations, to the organization's current large-scale efforts at making sweeping legislative change to protect factory farmed animals and encourage compassionate food choices. But this isn't just Nathan's story. Mercy For Animals examines how our country moved from a network of small, local farms with more than 50 percent of Americans involved in agriculture to a massive coast-to-coast industrial complex controlled by a mere 1 percent of our population—and the consequences of this drastic change on animals as well as our global and local environments. We also learn how MFA strives to protect farmed animals in behind-the-scenes negotiations with companies like Nestle and other brand names—conglomerates whose policy changes can save countless lives and strengthen our planet. Alongside this unflinching snapshot of our current food system, readers are also offered hope and solutions—big and small—for ending mistreatment of factory farmed animals. From simple diet modifications to a clear explanation of how to contact corporations and legislators efficiently, Mercy For Animals proves that you don't have to be a hardcore vegan or an animal-rights activist to make a powerful difference in the lives of animals.

## Book Information

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## Customer Reviews

"Mercy For Animals not only exposes the almost unbelievable cruelty suffered by the billions of animals raised in factory farms but explains what can be done and must be done to change things. Please read it and recommend it to all your friends." Jane Goodall PhD, DBE, Founder - the Jane Goodall Institute & UN Messenger of Peace" Nathan Runkle tells gripping true stories of how courage combined with smarts can change the world. Mercy For Animals is an antidote for those who feel powerless and unable to make a difference." Peter Singer, Professor of Bioethics, Princeton University and Author, Animal Liberation" When the history of the world is written, Mercy For Animals will be remembered as the group that ended factory farming. This book is a rousing call to action!" Russell Simmons, Author of The Happy Vegan "A wonderfully written story of bravery and justice, this book will open your eyes and stir your heart." Dr. Michael Greger, Author of How Not to Die" Mercy For Animals is a superb and compelling book from start to finish! I was riveted and inspired by Nathan's true life story and how a small grassroots organization became a leading international powerhouse!" Jeffrey Masson, Author of Beasts: What Animals Can Teach Us About the Origins of Good and Evil "Mercy For Animals educates and enlightens, without being preachy, suggesting real and practical changes for ending animal suffering." Woody Harrelson, Actor, War for Planet of the Apes, The Hunger Games "Nathan's story is proof that one person truly can change the world. I'm so grateful for him and Mercy For Animals." Moby, Musician and Author of Porcelain: A Memoir "Factory farms operate in secrecy, regularly abusing innocent animals. Mercy For Animals deserves our gratitude for exposing their insidious practices and helping to close their doors once and for all." Joaquin Phoenix, Actor, Her, Walk the Line, Gladiator "Thanks to Nathan Runkle and Mercy For Animals, I know the world is moving towards a more compassionate future. The people in this book give me hope." Kathy Freston, Author of The Book of Veganish "My heart breaks for animals on factory farms, but I'm filled with hope by people like Nathan Runkle and everyone at Mercy For Animals. Thank you for making the world a kinder place." Marco Antonio Regil, Actor and Activist "This page-turner is a compelling combination of biography, expose, and an invitation to make a difference. It's a book full of heart and full of truth. At the end I wanted to give it a standing ovation." Victoria Moran, author Main Street Vegan, and director Main Street Vegan

Academy" I've supported Mercy For Animals for many years, but Nathan's book gave me an even deeper appreciation for the life-saving work they do. This is an inspiring book by a beautiful man about a profoundly important topic. Read it. Your heart will thank you." •John Robbins, Author, Diet for a New America, and President of the Food Revolution Network "It's easy to love animals; it's not easy to face the unimaginable horrors farm animals endure, day in, day out, but it's the kind of love animals urgently need, and the vital work Nathan and his team do. This book is a glimpse of the awe-inspiring bravery, passion and compassion that is fueling the anti-violence, pro-kindness fight for animal rights. And it is an utterly heartfelt, honest tribute by a true animal friend and activist to the countless colorful individuals Nathan saved from misery, and the millions more who suffer and die in darkness." •Evanna Lynch, Actor, Harry Potter "Anytime you think that one person can't make a difference in this world, pick up this book and read Nathan's story! He will prove you wrong, and inspire you to make this world a better place!" •Emily Deschanel, Actor, Bones

Nathan Runkle is the founder and president of Mercy For Animals. For two decades Nathan has overseen the organization's growth into a leading international force in the prevention of cruelty to farmed animals and promotion of compassionate food choices and policies. A nationally recognized speaker on animal advocacy, Nathan has presented at colleges, conferences, and many other forums from coast to coast. He has been featured in hundreds of television, radio, and newspaper interviews, and has worked alongside elected officials, corporate executives, heads of international organizations, academics, farmers, celebrities, and film producers to pass landmark legislation and implement animal-welfare policy changes. Gene Stone is the author of many bestselling books, including the number-one New York Times bestseller Forks over Knives. He also cowrote the bestsellers How Not to Die, My Beef with Meat, The Engine 2 Diet, and Living the Farm Sanctuary Life.

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