



BUZZ OF THE YEAR
Prop. 2

FOLLOWING THE LEAD of the European Union, California's Prevention of Farm Animal Cruelty Act is now in the hands of November voters. The measure, launched by Californians for Humane Farms, prohibits three egregious farming practices regularly implemented at farms throughout the Golden State: gestation crates, battery cages, and veal crates. Endorsed by The Humane Society of the United States, Farm Sanctuary, family farmers, public-health professionals, religious leaders, elected leaders, and celebrities, the measure is being hailed as progressive and economically viable for both farmers and consumers. Coupled with nationally broadcast undercover footage of diseased and abusive factory-farm and slaughterhouse conditions—specifically those at the Westland Hallmark plant—**Prop. 2** has garnered unprecedented attention to the abuses of the animal-agriculture industry. If approved on November 4, the Act will come into effect on January 1, 2015. While PFACA focuses on practices that are naturally offensive to most people without challenging the paradigm that *all* exploitation is wrong, the heightened awareness of the inherent injustices suffered by all farmed animals is an invaluable opportunity for recognizing that there *is* no such thing as a humanely farmed animal.

People & Media

Favorite Veg Forum

... HAPPYCOW.NET

The Happy Cow forum has something for everyone, with sections on cooking, travel, animals, and more.

VegNews

Favorite Issue

... THE BEST OF EVERYTHING ISSUE

The Veggie Awards issue reigns supreme! We hope you like this year's effort just as much, if not more.

Favorite Column

... I CAN'T BELIEVE IT'S VEGAN!

For the third year in a row, ICBIV takes home favorite column. Who doesn't love finding out about secretly vegan stuff?

Favorite Café VegNews Meal

... COOKBOOK WEEK: VEGANOMICON

Can you go wrong making recipes from one of the most momentous cookbooks ever? We think not, as, evidently, do you!

Favorite Press Pass Adventure

... HYPERDRIVE BIG APPLE WEEKEND

According to votes, hanging with friends, eating amazing food, and going to tag sales in NYC is your cup of tea. Ours too!

ETHICAL STYLE ICONS

*Chloé Jo Berman
& Joshua Katcher*

HE'S A TREND-SETTING vegan who grew up eating brisket, liver, and eggs, and she's a foxy girl-about-town/animal activist who was raised in a progressive kosher household and recently went naked in protest of fur. If you don't know the dichotomous duo by name, you will soon, because these two Big Apple-based purveyors of animal-loving-hipster cool are about to blow up—in *all* the right ways. **Chloé Jo Berman's** popular Girlie Girl Army newsletter—now marching into its third year—delivers fashion-forward tips and advice, delectable recipes, humor, and do-it-for-the-animals ideas to 15,000+ hungry subscribers around the globe, and she's poised for a small-screen debut with her very own "Hot Green Girl" television show. Meanwhile, **Joshua Katcher** launched his Discerning Brute blog a mere 10 months ago, and the hunky Brooklynite's empire-expansion plans include a new restaurant *and* a men's vegan shoe and boot line. Together, they're a force to be reckoned with when it comes to helping animals—and helping others look good from the outside, in. "The easiest and most direct way we can help the planet is to switch to a plant-based diet," says Berman. "Going vegan is better for human health, the planet, and, of course, the animals."



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