How do you feel about that letter being posted in the PR section of the Whole Foods meat counters?

Well, I see what you're saying. "I just buy my meat at Whole Foods," doesn't provide any information about what the meat is or where it comes from. Basically, our goal was to try to encourage people to talk about what goes on behind the scenes when they buy meat. If people are going to buy meat, I think it's important that they know that there are factory farms in the U.S. where 100,000 chickens are kept in a small space. The animals are exposed to disease, and there's no way to clean the facility. The birds are killed with a blow to the head and then cooked in an oven. So I want people to know that there's something going on that they may not have thought about before.

What do you think of some of the media responses to your book, praising it for its arguments for vegans?

That's right. That's what the argument was, and remains. My book is not about being a vegetarian. It's about using the language of rights to show what it means to live well with animals. The language of rights is very powerful, and it's important that people understand it. I want people to know that I'm not just talking about vegetarianism. I'm talking about the rights of animals. If you're going to have a tremendous educational punch to it, you need to use the language of rights.

What do you think about that process?

Well, I think it means something. I do think it means a better life for animals, and that's what we're trying to do. We're trying to encourage people to talk about the conditions in which animals are kept. I think it's important that people know what's going on behind the scenes. If people don't know about the conditions in which animals are kept, they're not going to be able to make informed decisions about what they buy. I want people to know that there are factory farms in the U.S. where 100,000 chickens are kept in a small space. The animals are exposed to disease, and there's no way to clean the facility. The birds are killed with a blow to the head and then cooked in an oven. So I want people to know that there's something going on that they may not have thought about before.

Would you say that if you're going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway. There's been some question about your vegan "purity." People ought to be asking themselves, if the CBS evening news cameras were thoughtful and it was going to do that—I can't imagine enjoying it, anyway.

What do you think about the reasons why the Whole Foods standards are going to be better and will set the highest animal welfare standards?

I'm really a little uncertain about how I feel about people who say, 'I'm a vegan.' I think that's stuff. That is going to create the reasons why the Whole Foods standards are going to be better and will set the highest animal welfare standards. I'm not sure what to make of it. But I do think that it's important that people know what's going on behind the scenes. If people don't know about the conditions in which animals are kept, they're not going to be able to make informed decisions about what they buy. I think it's important that people know that there are factory farms in the U.S. where 100,000 chickens are kept in a small space. The animals are exposed to disease, and there's no way to clean the facility. The birds are killed with a blow to the head and then cooked in an oven. So I want people to know that there's something going on that they may not have thought about before.

How do you respond to such criticism?

I suppose when I wrote a huge and positive thing about all the things that are going on behind the scenes, I was thinking, I'm not just talking about vegetarianism. I'm talking about the rights of animals. If you're going to have a tremendous educational punch to it, you need to use the language of rights.

It's not that I'm not interested in people's opinions, but I do think that people should be more thoughtful. I think that it's important that people know what's going on behind the scenes. If people don't know about the conditions in which animals are kept, they're not going to be able to make informed decisions about what they buy. I think it's important that people know that there are factory farms in the U.S. where 100,000 chickens are kept in a small space. The animals are exposed to disease, and there's no way to clean the facility. The birds are killed with a blow to the head and then cooked in an oven. So I want people to know that there's something going on that they may not have thought about before.

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