



MEMO: Slice of Cruelty

To: Middle Managers

Every dairy is “in charge” of the animal care provided to every animal.

Our dairy has designated you as a “middle manager” because of your respect for our animals and your ability to lead other employees.

[About the video.](#) Using hidden cameras may meet the activists’ goal to raise money at our expense. Cameras can be everywhere.

Key points for our staff when under your direction:

- | | |
|---|---|
| This is serious! | - The dairy closed and disbursed their cows to other herds and to a sale barn. Most employees lost their jobs. |
| Animal abuse is illegal! | - Law enforcement officials are investigating. (New Mexico Livestock Board) |
| The activist group attacked the milk market | - The cheese company, Leprino, produces cheese for major pizza chains. |
| Example of a larger issue! | - Since the activists found abuse at 6 separate dairies – all dairies are guilty, including ours. We must be proactive! |
| We will take this issue seriously! | - A meeting of our management team will be held: |

