



Contact: Matt Johnson, matt@directactioneverywhere.com, 319.464.5985

UC Berkeley's Sproul Plaza Fountain Dyed Blood Red After Chancellor and Director of Dining Defend Sourcing from Tyson Foods

*University administrators falsely claim agribusiness giant isn't engaged in factory
farming, according to students*

[LIVESTREAM](#)

[HIGH-QUALITY PHOTOS/VIDEOS](#)



UCB alumni Cassie King inside the Sproul Plaza fountain Monday (Credit: Direct Action Everywhere)

MAY 10, BERKELEY, CA - A meeting between UC Berkeley students and Chancellor Carol Christ last month aimed to come to common ground regarding the sourcing of its animal products. Instead, as seen on [Facebook livestream](#), it led to a dramatic visual demonstration at the fountain on campus at Sproul Plaza, with the fountain dyed red, and student Zoe Rosenberg and UC Berkeley alumni Cassie King sitting inside it. They can be seen holding “UC BERKELEY: DROP FACTORY FARMS” placards. Representing the global grassroots animal rights network [Direct Action Everywhere \(DxE\)](#), the pair ended the demonstration around 10:00 AM Monday.

The dye used in the fountain is made of food coloring and beet juice, posing no hazard to humans or animals.

At the meeting, students say administrators defended the university’s practices as sustainable and humane to animals, while also defending Tyson, the largest chicken producer in the US.

UC Berkeley Executive Director of Dining Chris Henning rejected the notion that Tyson engages in factory farming, touting the company’s use of “small” family farms. But students say Henning’s claims are at odds with the reality of Tyson’s operations. While the USDA [reports](#) that almost 96% of US farms are family-owned, a [2019 analysis](#) found that over 99.9% of chickens raised for food in the U.S. are raised in factory farm settings. Merriam-Webster [defines](#) factory farm as “a farm on which large numbers of livestock are raised indoors in conditions intended to maximize production at minimal cost,” which students say is precisely Tyson’s business model.

In addition to multiple exposés alleging animal cruelty at company facilities, Tyson has also been widely criticized for its workplace practices amid [coronavirus outbreaks](#) at company meatpacking plants last year. Managers at a Tyson meatpacking plant in Iowa were found to be [placing wagers](#) on the number of workers who would become infected. Tyson is also a leading processor of pork from Iowa’s top pork producer, Iowa Select Farms, which DxE last May [revealed](#) to be engaged in “ventilation shutdown” mass pig killing, whereby pigs were essentially roasted alive over hours, as heat and steam were pumped into sealed barns.

On April 12, Rosenberg led a [protest](#) against the university sourcing from factory farms at Crossroads dining facility. That demonstration prompted Chancellor Christ to offer to meet with students about their concerns.

The students are asking the university to stop supplying from factory farming companies, including Hormel, Tyson and Harris Ranch, which multiple investigations by DxE and other groups have repeatedly shown to involve systemic animal cruelty. The public is encouraged to support their efforts by signing their petition at DxE.io/UCB.

Students say attempts at productive dialogue with the university have broken down, causing them to take action themselves as a last resort.

“UCB should be leading the way in doing what’s right, not defending the violent status quo,” Rosenberg said. “Our leaders and our food system are failing animals, workers, and the future of this planet.”

Investigators with [Direct Action Everywhere \(DxE\)](#) enter farms, slaughterhouses, and other agricultural facilities to document abuses and rescue sick and injured animals. DxE’s investigatory work has been featured in [The New York Times](#), [ABC Nightline](#), and a [mass pig killing Glenn Greenwald exposé](#). DxE activists led the 2019 grassroots effort to [ban fur products in California](#).

Activists have been [subjected to FBI raids](#) and [felony prosecutions](#) for these investigations and rescues. Visit Direct Action Everywhere on [Facebook](#), at directactioneverywhere.com, and on Twitter [@DxEverywhere](#).

###