DIRECT ACTION EVERYWHERE

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VIDEO: Animal Rights Activists Create Giant "Death for Dinner" Display Outside Oakland Safeway

Activists covered in fake blood lay down on a giant "plate" to bring attention to the violence behind serving dead animals as food during the holidays. Protestors also called on Safeway to cut ties with Perdue's Petaluma Poultry, where undercover investigations have exposed sick and injured animals left without care.



Animal rights activists protest outside of Safeway in Oakland on Saturday, December 14, 2024. Credit: Direct Action Everywhere

PHOTOS/VIDEOS
(Credit: Direct Action Everywhere)

December 14, 2024, OAKLAND, CA -- On Saturday, approximately forty activists with the animal rights network, Direct Action Everywhere (DxE), held an artistic protest outside the Safeway store on College Avenue in Oakland, in which activists in nude clothing and covered in fake blood lay down on a giant prop plate, complete with props resembling mashed potatoes and vegetables. The "bloody" activists lay still in the cold and rain for over an hour as onlookers paused to take photos, while other activists delivered speeches and chanted "It's Not Food, It's Violence" behind them.

The activists on the plate were representing the billions of chickens, pigs, cows, and other animals whose mutilated bodies are routinely served as food. More than 80 billion land animals are slaughtered for meat each year according to the Food and Agriculture Organization of the United Nations. The protest aimed to denormalize the act of serving the bloodied, mutilated bodies of animals, particularly as the holidays approach and many people are gathering for meals with their loved ones.

The protestors also continued to call on Safeway to stop selling chickens from Petaluma Poultry. Petaluma Poultry is a subsidiary of Perdue Farms, one of the four largest poultry producers in the United States.

Since 2018, DxE investigators have documented routine violations (see DxE's report and video) of California's animal cruelty laws at Petaluma Poultry factory farms in Sonoma County, including birds collapsed on the floor or stuck on their backs and unable to walk to food or water, left to slowly starve to death, as well as infectious diseases that threaten public health.

Despite DxE's numerous attempts to bring these violations to the attention of Sonoma County officials, no action has been taken to address the situation. DxE investigator and UC Berkeley student Zoe Rosenberg is currently facing criminal charges for rescuing sick birds from the Petaluma Poultry slaughterhouse in June 2023. Her trial begins May 16, 2025.

Through investigations, rescues, trials, protests, and community building, DxE aims to achieve revolutionary social and political change for animals.