

## **FOR IMMEDIATE RELEASE**

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## **HISTORIC DC BUTCHER HARVEY'S MARKET AGREES TO STOP SELLING FOIE GRAS IN LANDMARK SETTLEMENT**

Washington, D.C. — July 10, 2025 — Animal Outlook, a national nonprofit organization dedicated to exposing cruelty in animal agriculture and promoting transparency for consumers, has achieved a significant victory in its lawsuit against Harvey's Market<sup>1</sup>. The case, filed in the District of Columbia Superior Court, challenged Harvey's Market's alleged deceptive advertising practices related to foie gras. As part of the settlement reached on June 26, 2025, the nearly 100-year old butcher has agreed to permanently cease the sale of foie gras.

The lawsuit alleged that Harvey's Market falsely promoted foie gras as "HUMANELY RAISED STOCK" and "FREE RANGE," among other allegedly misleading claims. These statements were displayed inside Harvey's Market in a manner that suggested they applied to every product in the meat case, including foie gras. Animal Outlook argued that animals subjected to gavage (force-feeding) to produce foie gras can never be "humanely raised," and that animals raised entirely indoors without outdoor access cannot be considered "free range."

"This settlement is a victory for truth in advertising and for the countless consumers who care about animal welfare," said Ben Williamson, Executive Director of Animal Outlook. "Foie gras production is inherently cruel, and misleading claims about its humane or natural qualities have no place in the marketplace. We're proud to have achieved this positive outcome for birds and to have taken another step toward ending humane-washing practices."

Foie gras (which literally means "fatty liver") is produced using a process called gavage, in which producers forcibly increase each bird's food intake. During gavage, a feeding tube is inserted into the bird's mouth and down his throat, pumping food directly to the end of the bird's esophagus to be digested. This occurs two or three times a day for up to three weeks, causing the bird's liver to enlarge up to ten times its usual size. The liver reaches a diseased state as a result of this process, which is widely condemned as cruel and inhumane.

The inhumanity of foie gras production has sparked widespread public opposition. Over 31,000 individuals have signed a Change.org petition calling on DC restaurants to stop selling foie gras, describing its production as "inhumane and unnecessary." Approximately 75% of DC locals view "humane raised stock" as an inaccurate description of the birds used to make foie gras, according to a poll<sup>2</sup> commissioned specially for this litigation. A further 80% said they would not consider such birds to be "free range". And when shown an image of the meat case from Harvey's Market approximately 65% said they thought the signage applied to all products in the case, including the foie gras.

The lawsuit was brought under the District of Columbia Consumer Protection Procedures Act (DC CPPA), which prohibits false or misleading advertising. While Harvey's Market did not admit liability, the settlement marks a major step forward in protecting consumers from deceptive

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<sup>1</sup> <https://animaloutlook.org/legal-advocacy/#HarveysMarket>

<sup>2</sup> <https://www.legalimpactforchickens.org/harveys-market-consumer-survey>

marketing and ensuring transparency in food labeling. Animal Outlook voluntarily dismissed the lawsuit on July 1, 2025, following the settlement agreement.

Animal Outlook was represented by Kathryn Evans and Alene Anello of Legal Impact for Chickens, a nonprofit legal organization focused on protecting farmed animals.

For more information about Animal Outlook's work to expose cruelty in animal agriculture and advocate for transparency in food labeling, visit [www.animaloutlook.org](http://www.animaloutlook.org).

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About [Animal Outlook](#)

Animal Outlook is a national nonprofit 501(c)(3) animal advocacy organization based in Washington, DC, and Los Angeles, California. It is strategically challenging animal agribusiness through undercover investigations, legal advocacy, corporate and food system reform, and disseminating information about the many harms of animal agriculture, empowering everyone to choose vegan. Follow the group on [TikTok](#), [Facebook](#), [Instagram](#), or [YouTube](#), and visit [TryVeg](#).

About [Legal Impact for Chickens](#)

Legal Impact for Chickens (LIC) is a society for the prevention of cruelty to animals and a 501(c)(3) litigation charity. As featured in the [Washington Post](#), LIC advocates for farmed animals by civilly enforcing existing cruelty laws in an agricultural context. Follow the group on [X](#), [Facebook](#), [Instagram](#), or [LinkedIn](#).