

# THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE  
Nº 6 - SUMMER 2018

FREE

## SHEDDING LIGHT

*Investigating factory  
farms worldwide.*

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## #FOIEGRASFREEGB

*One year  
closer!*

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## PLANT-BASED FUTURE

*Inspiring India with  
Love Veg.*

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## KATE MARA

*Striking a Pose for  
Animal Equality.*

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## EDITORIAL

**D**ear friend,

The year's far from over, but 2018 has already seen some important political progress for farmed animals in the UK.

On 4th May, CCTV cameras became mandatory in all slaughterhouses in England, with abattoirs required to store the footage for 90 days and make it available to inspectors at any time. While this falls short of calls for independent, unannounced checks of the footage, it is a first-step towards ending the blatant abuse of animals in slaughterhouses that has been so-often revealed by undercover investigations. Of course, killing animals for food remains a pitiless practice, even when performed to the letter of the law, so we will continue to educate consumers about the delicious plant-based foods that are increasingly available in shops and restaurants. Check out our feature on Love Veg (pg. 18) to find out more.

The end of live animal exports might also be in sight. The Government has just completed a consultation on whether to ban live exports for slaughter when we leave the EU. I am quite sure that they were inundated with responses from ani-

mal protection groups – including Animal Equality – calling on them to go much further and ban all live exports: for slaughter, fattening and breeding. In June we took part in a rally outside Westminster to Stop Live Transport and were encouraged to hear from Labour and Conservative MPs who are also pressing the Government for a complete live export ban. We will hopefully know the outcome of the consultation soon.



Last, but certainly not least, the prospect of a foie gras import ban post-Brexit looks much more likely than it did when we launched our campaign one year ago. Read all about the huge progress we have made, thanks to your support of course, on pages 14 & 15. While the fight is not yet over, we see hope on the horizon.

Thank you for making all of this progress possible with your actions and support.

For the animals,

—  
**TONI SHEPHARD**  
*UK Executive Director*





**D**ear friend,

This issue of “Their Voice” is about you. About thanking you for all the progress you are achieving for some of the most innocent and defenceless beings on our planet: farmed animals.

At Animal Equality we remind ourselves every day that “farmed animals” are so much more than a generic name. “Farmed animals” are individuals. They are the shivering male baby chick who is minutes away from being gassed to death by the egg industry. They are the lame mother cow who is being forcefully separated from her calf after birth to meet the demands of the dairy industry. They are the fish who asphyxiates due to lack of oxygen in a parasite-infested fish farm.

They only have your voice to protect them.

It has been a hectic year so far for everyone at Animal Equality; we have not stopped. Your commitment to our work deserves nothing less than our very best. Our corporate outreach team has worked around the clock to get companies to eliminate cages for hens from their supply chain, ending extreme suffering for millions of them. Our investigators have carried out nine undercover investigations infiltrating the hermetically closed doors of farms and slaughterhouses in Mexico, United Kingdom, Italy, and Spain. As a result of their bravery and work, we have achieved groundbreaking long-lasting change for animals. Our legal work is holding governments and politicians around the world accountable for not protecting animals. And our online and offline education initiatives in nine countries, including China,

have inspired thousands to commit to trying plant-based food or eliminating animal products from their diet entirely, thanks to our cutting-edge virtual reality project, iAnimal and our Love Veg project.

For the coming months, we have big plans to meet our ambitious 2018 goals. We will be presenting new undercover investigations, start to focus more on chickens raised for meat with our corporate and legal work, and we will also assess and improve our educational initiatives to reach even more people.

But for now, I hope you enjoy reading this issue of “Their Voice.” Read and celebrate how much you have achieved. The difference you are making to the lives of farmed animals is outstanding.

Never forget that thanks to your support today, fewer farmed animals will live a life of horror tomorrow.

For all of this and in the name of our volunteers and staff.

Thank you!

—  
**SHARON NUNEZ**  
*President*



# Shedding light on factory farming worldwide

In the first six months of 2018 Animal Equality made headlines around the world with nine hard hitting investigations that are helping to educate the public and prosecute some of the perpetrators. Without your support this would not have been possible.



**A**nimal welfare laws were being routinely broken on a UK egg farm supplying 'Big & Fresh' eggs, which are stocked by several major UK retailers. Our hidden camera footage revealed that caged hens were only checked on once in four days by farm staff, along with many other shocking revelations:

- *Many birds suffering from severe feather loss – some nearly bald – with red, raw skin.*
- *Dead birds left in cages with the living, some being cannibalised.*
- *Birds with visible wounds from being pecked by cage mates.*
- *Tubs holding dozens of dead birds left in the sheds overnight.*

Around half a million birds are housed in eight windowless sheds on this site, laying around 140 million eggs a year for the UK's largest egg producer, Noble Foods, which operates multiple brands including Big & Fresh (eggs from caged hens) and the free-range Happy Egg Company. Noble Foods was the subject of an ongoing campaign by The Humane League UK because it claims to put the welfare of its 'girls' first for Happy Eggs while simultaneously forcing 4.3 million hens to suffer and die in cages for its Big & Fresh brand.

As a result of additional pressure on the back of Animal Equality's investigation, and in a move that is sure to shake up the egg industry in the UK, Noble Foods announced a policy that will have them 100% cage-free by 2025.

This is an important step toward improving conditions for animals who suffer tremendously on factory farms. Cramming birds in cages is a horrific practice. Studies have shown that birds are social and sensitive creatures with intelligence on par with a toddler. Yet they are forced to live in filthy wire cages unable to engage in most natural behaviours.

We are incredibly proud to have played a part in this landmark decision and congratulate our friends at The Humane League UK for their tireless efforts over six months to make this happen.



# Progress for millions of hens





# Petitioning against the expansion of a British pig farm



**L**ast autumn, Animal Equality's investigators uncovered severe animal suffering and public health violations on Poplar Pig Farm—a Red Tractor certified farm in the East Riding of Yorkshire in the UK. Our findings made national headlines and more than 10,000 people have since signed our petition calling on the government to fully enforce UK welfare laws that prohibit many of the practices we documented on this farm.

Just one month after we released our investigation, Poplar Pig Farm applied for a permit to expand their facilities and raise an additional 2,500 pigs every year. We sent our findings to the Environment Agency (EA) and urged them to deny the permit as Poplar farm had been shown repeatedly violating animal welfare and public health regulations. You also took action, with more than 1500 people writing to the EA to object to this permit.

In Sweden, Norway, Denmark and the Netherlands, fully-slatted floors have been banned for several years because it is not possible to comply with the EU requirement to provide permanent access to straw in this housing system. It is therefore extremely disappointing to see new pig sheds erected in Britain with fully-slatted floors, especially on farms where welfare violations have recently been documented.





# Farm hands caught abusing pigs



**O**ur tireless investigators in the UK released shocking scenes of animal abuse filmed on Fir Tree Pig Farm in Lincolnshire, which is owned by Elsham Linc, one of Britain's largest pig producers. The story was covered by scores of media outlets, including the BBC and Sky News.

The investigation, which resulted from an anonymous tip-off, revealed serious and repeated violent abuse of the animals by several members of staff, including:

- *Kicking pigs in the face and head, often violently and repeatedly, with over 100 incidents recorded in 10 days.*
- *Jabbing pigs repeatedly with the tines of a mucking out fork.*
- *Transporting an injured pig in the bucket of a tractor and hitting it repeatedly (by kicking and with a gate) when it couldn't move into a pen.*
- *Spraying marker paint directly up a pig's nose.*
- *Slamming gates on pigs' heads.*
- *Hitting pigs in the face and head with heavy plastic boards.*
- *Workers laughing about the abuse and swearing at pigs.*
- *Leaving a 'downed' pig without veterinary care for 48 hours before shooting him.*

Investigators made multiple visits to Fir Tree Farm – which holds 10,000 pigs – between 1st- 27th April, 2018, and placed hidden cameras in the buildings where violence had been reported. They also documented dozens of pigs with severe tail biting wounds, some critically infected, as well as many heavily scarred pigs and several with hernias.

Animal Equality passed all of the evidence to the RSPCA, which is investigating. We understand that the workers have been dismissed and we are expecting prosecutions. We expect them to face the full force of the law for this sickening abuse which, without the courage of the whistleblower and our investigators, would still be happening today.

British consumers were also reminded by Dr. Toni Shephard, Animal Equality's Executive Director in the UK, that they can help end this cruelty by trying the increasing variety of plant-based foods available in shops and restaurants across the UK, which are often healthier than meat as well as cruelty-free. Our LoveVeg.uk website is helping many to get started.

This is the third time that Animal Equality has filmed workers violently abusing animals on British farms. In 2016, a worker on Pyrland Dairy Farm in Somerset was filmed slamming newborn calves to the floor and kicking cows in the face just hours after they had given birth. He pled guilty to two cruelty charges in April 2017. In 2012, two workers were filmed beating piglets to death with a metal bar on Harling Farm in Norfolk. Both men pled guilty to cruelty charges and one was sent to prison for 18 weeks.





# A first for Mexico



**A**nimal Equality investigators became the first to infiltrate the Mexican chicken industry and reveal what would otherwise be kept hidden from the public.

Alongside photographer Jo-Anne McArthur, the team captured the entire cruel cycle that these intelligent and sensitive birds go through from the day they are born to the moment that they end up on the plates of consumers, including the excessive use of antibiotics to accelerate growth.

The heartbreaking sight of day-old chicks squashed between the container boxes in which they were being transported from the incubators to the farms shocked people, as did the brutal handling, overcrowded conditions and other atrocities that these animals endure.



By making the national news in the country, including the important media outlets Aristegui Noticias, SinEmbargoMX and Notimex, Mexicans were able to see the aggressive handling of these birds during their capture, transport and slaughter—including that some birds are not stunned, but slaughtered fully conscious. The investigation also revealed a severe breach of Mexican Official Norm – official, compulsory standards and regulations – regarding humanitarian care in the mobilisation of animals.

The investigation also captured lame birds and birds slowly dying on their backs, unable to move due to their accelerated growth, birds unable to stand and reach water and food, and others suffering from breathing difficulties and raw red ammonia burns because they are forced to sit, eat and sleep in their own waste. Not even those suffering the most painful injuries and illnesses receive veterinary attention.

“During this investigation we saw hundreds of birds hurt or in agonising pain inside these farms. The chicken industry in Mexico is cruel. For every Mexican there are 13 chickens suffering in farms. Most of the land animals killed for food in Mexico are chickens,” said Dulce Ramírez, Executive Director of Animal Equality in Mexico.

Jo-Anne McArthur added: “Working with Animal Equality on this project, I visited farms with 300,000 birds per shed. It’s bewildering that these animals are worth so little, that the carnage of the dead and dying are strewn everywhere: just the cost of doing business.”

As news of the investigation spread, Animal Equality launched a campaign to reduce the consumption of chicken meat in Mexico—by far, the best to way to help animals in a country where there is virtually no legislation to protect animals and the few that exist are not enforced.





# All eyes are on El Pozo



**A**n endless scandal continues to plague Spanish company El Pozo, one of the biggest meat companies in a country that slaughters 50,000 pigs a week.

After releasing three investigations into the Spanish pig industry and using drones to expose the dire environmental consequences of factory farming, Animal Equality is ratcheting up the pressure on El Pozo. In February 2018, the national television program Salvados aired our images of sick and deformed animals from a farm which supplies El Pozo. As a result, the company has faced a brand crisis that has crossed borders, including Belgian supermarkets withdrawing El Pozo products from their shelves.

The findings of our investigation ties El Pozo to another Spanish farm, El Escobar, from which two workers were convicted of animal cruelty and sentenced to the maximum penalty allowed by law. El Pozo continues to source animals from the El Escobar

farm, despite the presence of potentially toxic waste exposed by our drone investigation and the immense suffering endured by the animals on this farm.

This new chapter proves El Pozo's unwillingness to work with farms that strictly comply with animal welfare and environmental regulations. Animal Equality continues to pressure El Pozo into giving a public response about why they continue to work with this farm despite the 2012 scandal.

Our campaign, supported by people like you, requires El Pozo to commit to an animal welfare policy that includes:

- *The prohibition of the sow stalls and farrowing crates in which mother pigs spend weeks without even being able to turn around.*
- *Elimination of painful mutilations, including tail cutting, trimming of teeth, and castration.*
- *Eliminating the use of electric shocks, blows, dragging or other cruel treatment in the handling of animals.*
- *A policy of zero tolerance with regards to animal abuse and a requirement to cancel contracts with suppliers whose workers have been caught abusing the animals.*

These demands are supported overwhelmingly by the Spanish public, 84% of which demand more protection for farm animals, according to the 2016 Eurobarometer. We continue to keep the pressure on El Pozo: as a leader in its sector, if the company agrees to implement these policies, others will follow their lead.

**F**urther undercover work near Brescia, Italy, by Animal Equality investigators revealed the horrific conditions in which rabbits are bred and then slaughtered.

These fragile creatures are kept in cages at just 12 weeks old. They are sent to slaughter, often without prior stunning due to the failure to adhere to the proper controls.

Thanks to your support, we were able to release a video of what our team captured and a petition calling for an end to this torture. In addition to operators systematically failing to stun the animals before slaughtering, workers were captured breaking the animals' necks with their bare hands while those next in line watched on, screaming in terror.

Stunning is mandatory for all animals before slaughter in Italy, but—according to Italian law—there are only administrative

penalties for those who violate the requirements on the slaughter procedure, penalties that in the most serious cases provide for a fine of 6,000 euro.

This lack of concrete penal consequences, together with the total absence of strict controls, leads to inadequate management by operators working in slaughterhouses and, as our investigations show, animals suffering atrocious torture.

Matteo Cupi, Animal Equality's Executive Director in Italy, told the public: "While the European Parliament voted in favour of banning cages for rabbits after an intense campaign by Animal Equality and other groups, this is no solution for the millions of rabbits still being slaughtered. The only way that we can help them is by avoiding or reducing our consumption of meat."

We have been working for years in Italy to reduce the suffering of animals during slaughter and have launched a peti-

tion addressed to Parliament to secure, among other requests, the installation of CCTV cameras in slaughterhouses and respect for stunning without exception.

While this is far from the ultimate solution, we are willing to do everything we can to improve the lives of animals that are being killed right now, until, together, we can stop this.

We are grateful to the more than 60,000 people who signed our petition and stand shoulder to shoulder with us in this fight.

# Brutal treatment of rabbits





# Lambs to the slaughter



**A**nimal Equality has once again infiltrated the Italian lamb meat industry with an investigation into one of the roughly 200 abattoirs in the country that are allowed to slaughter without pre-stunning.

The footage, filmed through the use of hidden cameras, shows how workers systematically break health and hygiene regulations and ignore existing standards for the protection of animals. These brutal scenes may have remained behind closed doors if not for your support.

Animal Equality is asking the Italian Parliament to introduce a law that would criminalise animal abuse in slaughterhouses. We are also asking that video surveillance be mandatory in all slaughterhouses.



**“ Even in slaughterhouses operating according to regulations, animals feel fear and suffer beyond imagination. In a civil society such as ours, it is inexcusable that there are no laws that punish people who harm animals unnecessarily and on purpose. It’s time to put an end to this. ”**

*Matteo Cupi, Executive Director of Animal Equality Italy.*



In April, Animal Equality released shocking new material on the living conditions of Italian chickens, hundreds of millions of animals that are slaughtered each year for meat after a life of atrocious suffering.

Our team in Italy told their story beginning with scenes of the incubators in which millions of chicks are born with only one destination, the slaughterhouse. Our footage showed that from the moment their lives began, these birds were handled as if they were mere objects, thrown on conveyor belts without care and, in some cases, left to die on the floor of the hatchery.

The images, obtained thanks to the work of various undercover investigators, revealed everything that happens during the short life span of these delicate animals. The chickens live on average just six weeks and are subjected to mistreatment and incredible violence throughout their short lives.

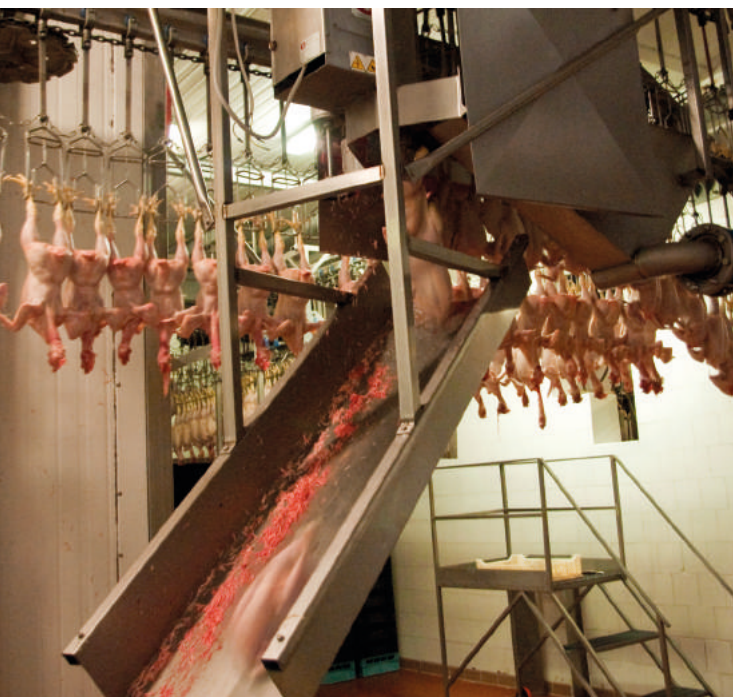
The scenes our investigators documented included:

- *Operators handling chicks without care.*
- *Chicks abandoned to die in the corridors of the hatchery.*
- *Operators who mistreat animals by hitting them violently.*
- *Young, sick, and suffering chickens deprived of any kind of veterinary assistance.*
- *Operators grabbing chickens by their wings and launching them into the capture machines.*
- *Dead animals inside breeding farms.*
- *Ineffective stunning methods resulting in some animals slaughtered while fully conscious.*

# Life and death: Italian chickens







Animal Equality has been working to reduce the suffering of these animals for some time now, most recently with a petition addressed to Unaitalia—a trade association that represents poultry meat and egg producers—calling, among other things, for a suspension of ineffective stunning methods and the use of fast-growing breeds.

“The consumption of chicken meat has grown dramatically in recent years, and the entire sector has focused on a constant search for profit and speed at the expense of these poor animals.”

“Our investigation makes clear that the suffering of chickens happens through the whole production chain. We must move quickly to solve these serious problems and we hope that the institutions and trade associations will take action to change this unacceptable situation.”

*Matteo Cupi, Executive Director of Animal Equality Italy.*



# One year closer to a #FoieGrasFreeGB



**J**ust over one year ago we launched our campaign for a foie gras import ban post-Brexit and it is hard to believe how much closer that prospect seems today.

In just 12 months we have amassed over 100,000 signatures on our petition calling for a ban - thanks largely to the compassionate celebrities who have supported our campaign and shared the petition, including Ricky Gervais, Evanna Lynch, Chris Packham, Joanna Lumley, Peter Egan, Amanda Abbington and Steven Berkoff.

More than 50 MPs from across all political parties have also voiced their support for a ban. In February the Labour Party announced that it would ban foie gras imports as part of its Animal Welfare Plan,

and just a few days later Michael Gove – Secretary of State for the Environment – said that he would also consider it after we leave the EU.

As encouraging as this statement from the Government was, we are calling on them to draft legislation now that will ban foie gras imports on the day we leave the EU, so our campaign continued!

On March 29th, to mark exactly one year until our departure from the EU, Bill Oddie joined us to deliver 70,000 signatures calling for a Foie Gras-Free GB to Michael Gove at Defra HQ. When we hit 100,000 signatures we plan to deliver them to the PM herself!



Scientists and animal welfare experts have also thrown their weight behind the campaign. In May we held a reception for MPs and Peers to come and hear Professor Donald Broom, Emeritus Fellow at Cambridge University, and vet and author Emma Milne put forward the animal welfare case for a foie gras ban. This received extensive coverage in the Mirror and Independent.

In June Henry Smith MP secured an adjournment debate on this issue and gave a passionate and powerful speech about the inherent suffering in foie gras production, particularly the brutal practice of force-feeding which birds must endure 2-3 times a day for the final 2 weeks of their life. He received strong support



from other MPs who pointed out Britain's double standards on this issue. The extreme cruelty caused by the force-feeding of ducks and geese makes foie gras illegal to produce in the UK, yet we still import up to 200 tonnes of it from mainland Europe every year for sale in high-end shops and restaurants.

Britain leaving the EU in 2019 gives us a unique opportunity to rid our shores of this extraordinarily cruel product. This was confirmed by Defra Minister George Eustice during the adjournment debate when he clarified that, as foie gras production is already illegal here under our domestic animal welfare legislation, there would be no barriers to a ban under World Trade Organisation rules once we leave the EU. Sadly he stopped short of actually committing the Government to a ban – so our campaign continues!

If you haven't done so yet, add your name to our petition ([animalequality.org.uk/foie-gras](http://animalequality.org.uk/foie-gras)) and help to keep up pressure for an import ban and a #FoieGrasFreeGB! We are closer than ever!

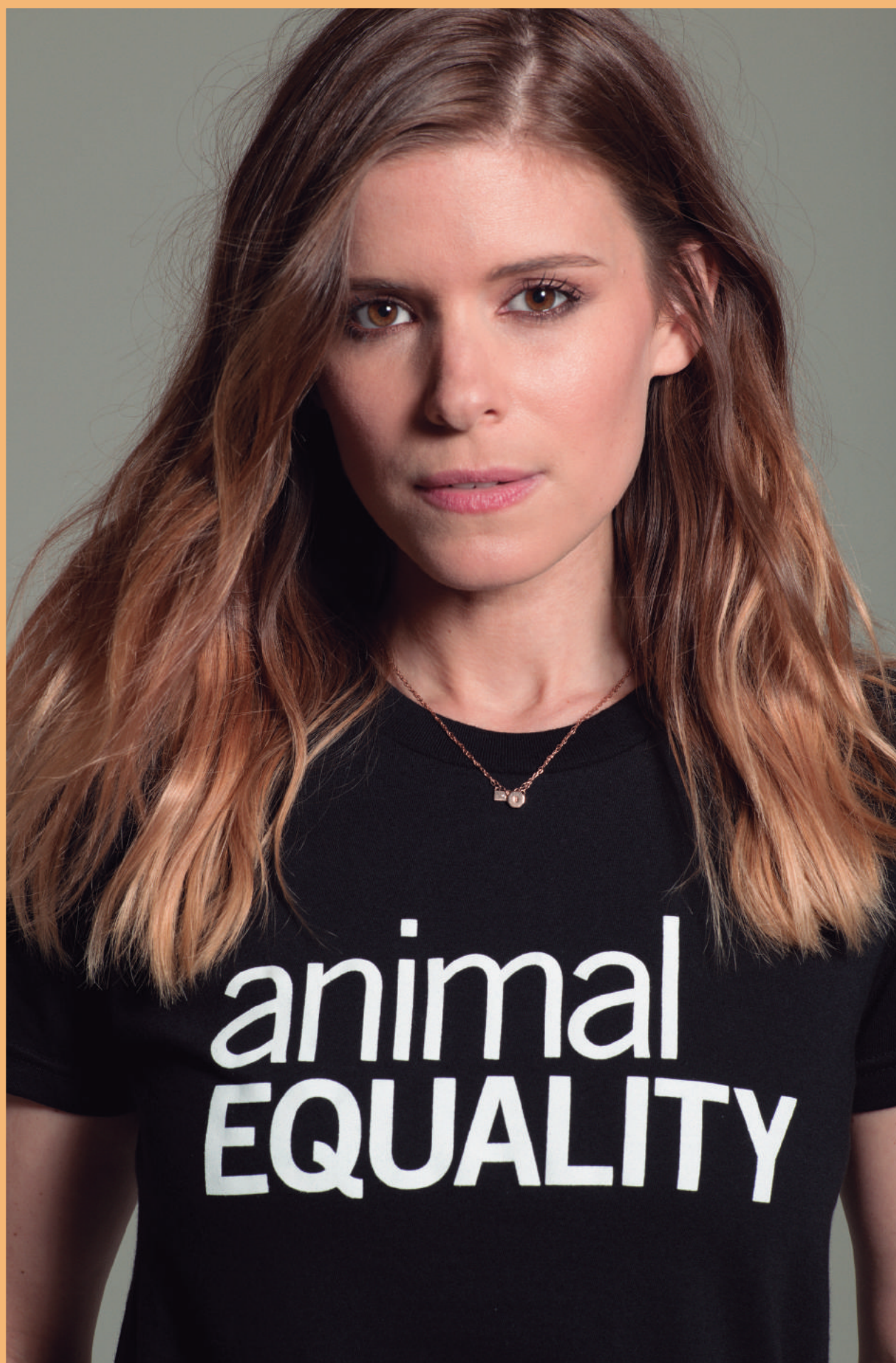


Britain's best known birder and national treasure – **Bill Oddie** – joined us as we delivered 70,000 signatures calling for a Foie Gras-Free GB.



"There is no justification for allowing this product in the UK, now or after Brexit." **Emma Milne, vet and author**







# KATE MARA

**W**e recently spent the afternoon with actress and animal advocate Kate Mara, most widely known for her roles in *House of Cards*, *24*, and *American Horror Story: Murder House*. Warm, positive and generous with her time in support of Animal Equality's work, Kate was a proud model of the vegan clothing brand Hiraeth, which was created by her sister and fellow actress Rooney Mara and Sara Schloat, for this issue of *Their Voice*. In addition to telling us about her starring role in *Pose*, Ryan Murphy's newest high-profile series for FX, Kate shared her vegan journey, go-to foods and top tips for new vegans.

**Who or what inspired you to go vegan and were you able to make the transition immediately, or was it a more gradual process?**

I have always been an animal lover and was a vegetarian for a while off and on. When I read my friend Kimberly Snyder's book called *'The Beauty Detox Solution'* it solidified my belief that we aren't meant to consume animal products (whether you're an animal lover, activist or not). Learning about the process that our bodies go through to digest meat and dairy was eye opening for me. My love of animals and animal activism has grown over the years so it was a no brainer for me to become a vegan. It took me a little while to fully give up cheese; otherwise, it was easy.

**When did you first connect with animals?**

I grew up with dogs and lived on my grandparents' farm for a short time as a child, so I've always had a passion for animals. I was a horseback rider and my mom has had therapy dogs throughout my life so I actually feel uneasy when there aren't animals around.

**Do you have any favourite vegan cheeses or other plant-based products you'd encourage others to try that might help them to ditch meat and dairy?**

Absolutely! Beyond Meat is an incredible company that I support. Their burgers and sausage are incredible. I usually use Follow Your Heart cheese or Miyoko's cheese, both delicious. I love to make homemade almond milk (which is way easier than it seems) and I learned how on Google. Giving up half-and-half was a struggle for me at first, but I recommend Better Half as an alternative for any coffee lovers. It's my favorite non-dairy alternative for coffee.

**As an organisation that believes in equality for all, we're excited to hear about your new show *Pose*! Tell us a little about it and what equality means to you?**

*Pose* is a show that features the largest LGBTQ cast and crew, on and off camera. It explores the ballroom culture in NYC in the 1980's. I'm excited to be a part of a series that will educate people about an amazing community that has been marginalised for so long. It's funny and heartbreaking, but at the end of the day the show is about family and how no matter where you come from or what gender you may be, we all just want to belong to something and feel love.

**Why is it important to you to advocate for animal as well as human rights?**

I feel it is my moral obligation to give a voice to animals because they cannot fight for themselves. They do not choose to be ripped from their families or trapped in cages their entire lives. If we aren't trying to help others (whether human or animal) and give back in some way, then we shouldn't expect the world to be a very nice place to live.

**Finally, what are your top tips for new vegans, or those trying to veganise more aspects of their life?**

Don't punish yourself for having cravings or not being perfect all the time. Changing your lifestyle can take time and I've seen many people try to change too quickly and then give up because it was too difficult. The more we educate ourselves on where our food comes from (and what it took to get to our plates) the more thoughtful and considerate we should be in the choices we make. I found it easy to make healthy choices once I understood why being a vegan is not only good for animals but good for your body and good for our planet.

# The future of food

Investors are taking stock in changing minds and attitudes—literally. Both Bill Gates and Leonardo DiCaprio have invested in Beyond Meat, the US plant-based meat company that is set to launch in the UK very soon! Even meat giants Tyson Foods and Cargill have invested in plant-based or clean meats, leaving the public and the industry shocked. But while seemingly unlikely, these investments are a smart response to a changing market that may, in our lifetimes, bring an end to cruel factory farming.

Plant-based eating has exploded in popularity in recent years, especially among younger people. In fact, *The New York Times* recently reported that just 1% of Baby Boomers and 4% of Gen Xers were 'faithful vegetarians' compared to 12% of millennials.



**A**nimal Equality launched Love Veg in 2017 and it has become a leading resource for all things plant-based. Love Veg is working to show a new generation the joy and ease of switching to a cruelty-free diet with tasty tips, thousands of recipes, advice from plant-based celebrities and nutritionists. Love Veg is now available in the UK, US and India, with the Mexican platform coming soon!

More than 20,000 Brits have already signed our Love Veg pledge and started their journey to plant-based eating with the help of our newsletters filled with recipes, shopping tips and more! If you'd like to help even more people discover how to Love Veg, we'd be happy to send you some of our Love Veg flyers to leave in shops and cafes, or drop through letterboxes in your neighbourhood.

Just email [timr@animalequality.org.uk](mailto:timr@animalequality.org.uk) and we'll send them out to you free of charge!





Marzena  
Loos

## SUPPORTER IN FOCUS

### **H**ow and when did you first become aware of factory farming issues?

I became vegetarian at the age of 21 after watching a documentary called 'Our Daily Bread', which exposed how food is produced on a mass scale. The film was a silent movie, which empowered the images of food processing plants and slaughter houses. I left the screening with the impression that there was no difference in how we treat a living being, compared to a piece of fruit; a commodity to be grown as quickly as possible without any regard to their emotions or rights. After becoming vegan 5 years ago, I educated myself further in the practices and processes which are prevalent to the farming industry and how they impact our environment and health and I vowed to do what I can to change the way we eat.

### **Did you grow up with any animals?**

I probably spent every single day of my childhood with animals. My mother loves animals and we would often find abandoned cats or dogs in our garden since people knew they would not be refused any help. My childhood friend was a dog named Munio and we were inseparable – I even taught him how to ride with me on my BMX bike so that he wouldn't miss on any trip I was taking!

### **When did you learn of Animal Equality?**

I work in an investment management company called – PIMCO - it is an active supporter of various charity initiatives in line with the company's value to give back to the community. Every year, the PIMCO Foundation asks employees to nominate their favourite charities, whoever receives the greatest number of votes receives a donation. I was looking to nominate an animal charity which was aligned with my values, which also had something in common with my firm so that people could relate and provide their supporting votes. When I discovered through Animal Charity Evaluators that 'Animal Equality' was evaluated one of the most effective animal charities, I knew it would be a good fit. At PIMCO, we always strive towards operational excellence and increasing the efficiency of our resources and processes; Doing more with less is key! Needless to say I was extremely happy that my PIMCO colleagues responded well and PIMCO supported 'Animal Equality' two years in a row!

### **What inspired you to become a supporter of Animal Equality's work?**

I want to help build a more compassionate society towards animals and I constantly look for ways to use my skills, network and passion. I had the pleasure of attending a few events organised by 'AnimalEquality' and I am constantly inspired by the people who run it. The innovative approach to activism (such as VR) and the maturity of communication on the subject of animal agriculture and cruelty, which is usually not an easy debate to have in our society, are two points which really stand out for me. I look forward to what we can achieve together in making a difference for our non-human friends.

# Empowering people to create change for animals



## Support for policies that protect animals in India

In March, The Times of India published a survey by Animal Equality which found Indian consumers supported stronger animal protection policies.

Our survey revealed that 86% of people polled agreed that animals killed for food should not be tortured.

This survey, carried out by IPSOS—a global market research and consulting firm—was of one thousand urban adults in 11 cities, including Pune, Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi, Goa, Guwahati, Jaipur, Mumbai and Shillong.

More than four out of five respondents said they prefer food companies that follow animal welfare standards. In addition, 82% said they would choose food companies that adhere to animal welfare standards over companies that do not.

Amruta Ubale, Executive Director of Animal Equality in India, says: “These policies prevent the unnecessary suffering of animals and are in line with the companies’ sustainability, environmental, and other corporate social responsibilities policies. We have reached out to more than 50 food companies requesting them to introduce policies to reduce the unnecessary suffering of animals.”

As much of the animal agriculture business in India follows the factory farm model, she added: “Factory farming is not just cruel to animals but also devastating to the environment. Intensive animal production is a key contributor to air, water and soil pollution, greenhouse gas emissions and deforestation.”







## The impact of using and sharing virtual reality technology

In 2015, Animal Equality pioneered the use of virtual reality as a tool for educational outreach. The response to our 360-degree films has been overwhelming.

As an effective altruist organisation, we want to make sure we are using our resources and your donations as effectively as possible. So with help from Faunalytics and additional support from Statistics Without Borders, we conducted a research study to determine two things:

**1–** Which of two video media (360-degree virtual reality or a 2D experience) results in greater change in self-reported pork consumption and, secondarily, attitudes toward pork and pigs?

**2–** Do these video media result in greater change in self-reported diet and, secondarily, attitudes toward pork and pigs than a control condition?



Animal Equality hired four staff members to manage outreach booths and over 65 volunteers engaged with research study participants at distinguished university campuses including Stanford, UC Berkeley, Princeton, Harvard and Columbia. Initial data obtained from 3,068 participants with follow-up responses from 1,782 people were used in the final analysis. Both the 360 and 2D groups watched the same video on factory farmed pigs and completed a survey. The control group completed the survey only. Both groups took an additional survey one month after intervention.

Relative to the control condition (students who received no intervention), both the 360 and 2D videos improved participants' pork-related attitudes immediately after watching and, most importantly, one month later—meaning they felt it was important to reduce their consumption of pork and/or that eating pork directly contributes to pig suffering both immediately after and a month after the intervention.

In addition to our iAnimal outreach tour, Animal Equality's staff continue to present at conferences and events around the world, such as Vegan Life Live in the UK, Veggie Planet in Italy, and Minding Animals in Mexico—one of the largest international events focused on the protection of animals. In the past six months, two of our founders have also been featured speakers at Harvard Animal Law Week in the US and TEDxManzanares in Spain.



66 CORPORATE  
COMMITMENTS TO BAN  
CAGES FOR HENS

100+ INVESTIGATIONS  
THAT TELL THE STORIES OF  
ANIMALS IN NEED



132,196 PEOPLE HAVE  
VIEWED IANIMAL

BBC

The New York Times

THE TIMES OF INDIA

DER SPIEGEL

EL PAÍS

CORRIERE DELLA SERA

Aristegui  
NOTICIAS

1 BILLION+ MEDIA REACH





Animal Equality is a voice for farmed animals all over the world, inspiring society to adopt compassionate food choices and convincing companies to change policies in favour of animals. Animal Equality works to achieve long-term social change through educational initiatives, investigations, corporate outreach and legal advocacy.

Animal Equality would not be possible without you.

Thank you for being by the side of the defenceless and for being part of our team.  
You are changing the world for animals and that deserves our full admiration.

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**We would love to hear your opinion!**

Animal Equality

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Animal Equality is registered in England & Wales with charity number 1168309

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*"I can't think of anything better  
in the world to be but a vegan."*

—  
ALICIA SILVERSTONE

animaleQUALITY