

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 3 - WINTER 2016

FREE



LIFE IN A CAGE

Animal Equality's first investigation in Mexico.

iANIMAL

Virtual reality continues to shock thousands.

ARI NESSEL

Bearing witness.

AMANDA ABBINGTON

Compassion in Action.

WELCOME

Hello and welcome to the December edition of our magazine - a time to reflect on the inspiring year it has been.

A year in which we launched our cutting-edge virtual reality project iAnimal and our international corporate outreach department, as well as expanding our team in the UK (meet them on page 18) and other countries. We go into 2017 a strong, committed and vibrant organisation focused on helping farmed animals as efficiently as possible. Thank you for being a part of this incredible team!

In 2016 we carried out two investigations in the UK, exposing shocking conditions on three award-winning pig farms and the merciless treatment of chickens on a Devon farm – including throwing birds into the rubbish bin while still alive.

Undercover investigations like these are key to helping farmed animals.

Few people, even those who have given up animal products, know just how ruthless intensive farming is. Our propensity for self-deception is strong, and since factory farms are hidden away it is easy to romanticise how the animals we eat are treated.

When people are presented with the unvarnished truth, especially through the lens of our iAnimal virtual reality headset, it becomes difficult for them to eat meat in good conscience. So

I am extremely proud that in 2016 we have been able to bring this project to **40 leading UK universities where more than 10,000 students** experienced life as a factory farmed pig and over half of them pledged to change their diet. We also brought iAnimal to dozens of festivals, conferences, offices and high streets where a **further 10,000 people stepped into our virtual abattoir** and stepped out a changed person. Next year we plan to change even more!

We also used iAnimal to show British politicians the miserable conditions that more than 90% of pigs and chickens endure on British farms, urging them to prioritise ending these cruel systems. **Most politicians who watched our film were shocked to learn that such intensive conditions are routine in the UK.** They, like most people, have never been inside a



factory farm. Opening their eyes to this unpleasant reality is the first step to policy change.

Reaching this many people across Britain in just 10 months would not have been possible without an **amazing team of volunteers who put in a total of 3000 hours**, often travelling long distances to help because they could see the impact iAnimal has! Dedicated volunteers also distributed more than 60,000 copies of our Make a Difference guide on UK campuses this year. We are extremely grateful for all of their hard work and thankful that farmed animals have so many dedicated allies.

This holiday season we wish you happiness and hope for the future. At a time of year when we are often confronted with loved ones celebrating around the lifeless bodies of abused animals, it can be hard to have hope. But we see positive change for animals every day, and with you by our side this change is happening even faster.

Thank you for making the world a better place for animals.

—
TONI SHEPHARD
Executive Director, UK





EDITORIAL

Ten years ago I entered a factory farm for the first time. The memories of what I saw remain with me until this day. It was an intensive pig farm. The unbreathable air, claustrophobic environment, and the dirt are things I will never forget. I got to leave, but dozens of mothers and baby pigs stayed there until the day they were sent to slaughter.

That first night in a factory farm showed me just how cruel injustice towards animals is. But I remained and still remain hopeful because of people who care - people like you, who are determined to help end animal cruelty.

2016 marks the 10-year anniversary of that night and also the 10-year anniversary of Animal Equality. A time to look back, analyze and reflect on our successes.

But 2016 has also been a year of achievements, growth and positive change. iAnimal, our award-winning virtual reality project, which transports viewers inside factory farms and slaughterhouses, will be shared with over 100 organizations worldwide. It has also been seen by compassionate celebrities such as Kat Von D, Tony Kanal, Marco Antonio Regil, Amanda Abbington, Peter Egan and more who are supporting the project.

This year we launched our International Corporate Outreach Department, which will work with companies in Latin America, Asia and Europe to end some of the worst forms of animal abuse in farms.

We have also successfully presented 13 investigations in seven countries. Our investigation into factory farms and slaughterhouses in Mexico showed Mexicans for the first time the gruesome reality of these places and is allowing us to work with the government to ensure stronger animal welfare laws are implemented.

This year we have presented at the Milan Town Hall, European Parliament, Berlin Parliament, to the Indian government and at all major party conferences in the UK, to bring the message of animal protection to state officials. We are sharing the message that in 2016 animal cruelty is something that the majority of societies are against.

And we are doing all of this thanks to your support. Thank you for being *Their Voice*.

—
SHARON NUNEZ
President

INVESTIGATIONS

SAVING LIVES AROUND THE WORLD BY EXPOSING THE TRUTH

Animal Equality launched its investigations department in 2008. Since then we have investigated more than 600 facilities where animals were suffering and presented over 60 investigations around the world. A powerful indicator of the importance of these investigations is that in the years that we've been exposing the plight of farmed animals, public support for farmed animal welfare in Spain (as measured by the Eurobarometer) increased from 71% in 2006 to 94% in 2016.

In the past year Animal Equality has presented 11 investigations from inside factory farms. The horrific truths we revealed have been covered by media outlets around the world, forcing policymakers and companies to take a look at the gruelling conditions animals experience every day, and to act.







In March 2012, Animal Equality exposed shocking testimony and images from El Escobar, a pig factory farm in Murcia, Spain. The public pressure we created resulted in three men being arrested for their involvement in some of the most horrific scenes of animal abuse ever to be caught on film. Workers smashed iron bars over the heads of pigs and, after killing them with swords, removed their entrails and fetuses. The case shocked people across the world, and 109,000 people signed Animal Equality's petition demanding that those responsible be punished to the fullest extent allowed by law. And they were.

This past September, in a landmark ruling, two of the workers received the maximum sentence possible under the law. This was an historic victory as it was the first time an animal protection law had been used to benefit farmed animals in Spain. ●



El Escobar

FIRST EVER CONVICTION FOR FARM ANIMAL CRUELTY IN THE HISTORY OF SPAIN



The brutality of egg production in Mexico

IMAGINE SPENDING YOUR LIFE IN A CAGE

La Vida En Una Jaula (Life in a Cage) is the first ever look into Mexico's egg industry. We set out to empower the public by exposing the disturbing reality these hens face. Forced to live in cramped, filthy battery cages, they have their food and water taken away from them for up to three days in an attempt to maximise their egg-laying capacity. This process is called "forced moulting". The powerful footage has

now been seen by nearly nine million people and has sparked a debate in the country about the treatment of farmed animals.

Our campaign was also used to launch Animal Equality's Corporate Outreach department in Mexico, which wasted no time in utilising this emotional footage to help stop hens being treated like machines rather than smart, sensitive animals.

In October, Animal Equality's corporate outreach team in Mexico began campaigning against Soriana, one of the country's largest supermarket chains. The campaign aims to convince Soriana to end the sale of eggs sourced from hens kept in cages on egg farms.

Over the last two years we have been hard at work throughout Mexico with our team carrying out further investigations that will be released soon. ●



SLAUGHTERHOUSES IN MEXICO





From March 3rd to August 30th 2016, Animal Equality investigators documented 21 government-owned slaughterhouses in the Mexican states of Jalisco, Nuevo Leon, Aguascalientes, San Luis Potosí, Colima, Zacatecas and Nayarit.

The images they captured show how these facilities constantly violate the Federal Animal Health Law without any legal repercussions.

Our investigators documented horrific acts of violence. 100% of the pigs were fully conscious while being slaughtered. Pigs were also stabbed multiple times and left to bleed to death on the floor.

Most of the documented slaughterhouses didn't use stunning methods for sheep and goats either. These animals were violently slaughtered, with their legs tied up, dragged from one of their limbs across the floor, and beheaded. Animal Equality has presented the footage to the Secretary of Agriculture in Mexico (SAGARPA), and is working with government officials to end the worst forms of abuse towards farmed animals during slaughter.

Please sign our petition:

animalequality.org/mexicanslaughterhouses ●



INTERVIEW

ARI NESSEL BEARING WITNESS

Ari Nessel is a true hero. He embodies the idea that a single person can positively impact the lives of millions.

After an epiphany in 1997, Ari changed the way he related to food and began a journey which culminated in the development of The Pollination Project, a programme that makes seed grants every single day of the year to advance social change.

Ari is also one of the key philanthropists of the

Animal Rights movement. His generosity has impacted the lives of millions of animals through the organisations and activists he supports.

Ari's compassion and willingness to do whatever is necessary to help others took him a step further when he accompanied Animal Equality investigators inside factory farms and slaughterhouses. We are honoured to interview him about his experience.





What prompted you to visit factory farms in Mexico with our investigators?

I've been advocating for a major change in the way animals are raised for food and advocating against these cruel practices without having seen them myself directly. Now, having seen animals confined, mutilated, and slaughtered empowers me to be a better advocate for them because I can speak from my own experience and that strengthens my own resolve. I found the physical bearing witness of that suffering was transformative and enlightening. It allowed me to better understand why that suffering occurs in the first place and how to more effectively remove the causes of that suffering.

What did you think the experience of being in a slaughterhouse would be like?

Frankly, I thought it would be very difficult for me to be in the room without feeling overwhelmed with grief. I was afraid that I would have to leave the room and feel like there was something I could have done to save those animals. I thought I would have sleepless nights, too. I didn't and was surprised by that. I think it's because you see how the process is so dehumanising. It's de-animalising too. There is something about the way the process is



done that it removes one's heart from the equation. I think that I did that consciously as a way of protection to be able to do what I was there to do. I think it was no different for me than it was for the farm workers who were doing it as well to protect themselves from the horrific experience by being indifferent to the animals.

How has this experience changed you?

Generally, I want to spend more time outside of my comfortable experience--to step outside into areas where animals are suffering. I felt transformed by the trip in a way that made me feel like I can be in such circumstances more frequently and be a better advocate for animals. I would like to be supportive of investigations and any kind of saving of animals--open rescues and providing sanctuary for animals. The experience really helped me be clearer on how to best advocate for a change. It seems to me after this experience that the systems are more to blame than the people participating in the system. So how do I play a part in evolving systems that don't rely on animals for food and systems that don't encourage it? I feel less like pointing a finger at people for the responsibility they have for playing a role in this system and instead point a finger at myself. What role can I play in making sure that these systems don't exist? As Thich Nhat

Hanh says, "compassion is a verb". It feels really good to have meaning and purpose in my life and to know that my life is making a difference.

Is there a moment from the trip that stands out the most to you?

I feel an immense gratitude for the people at Animal Equality, especially Dulce and the others in Mexico, who not only made this experience possible for me but for everything they do. I was there for a couple of days but they've gone back and forth to these places multiple times and have been there to witness when animals are slaughtered in the most egregious ways with great indifference. They take really big risks of being found out and angering the workers and industry people. I have a lot of gratitude for what the investigators put on the line on a regular basis, what they risk in their own life, and that they do it wholeheartedly. ●

animalEQUALITY

10 YEARS IN THE MAKING



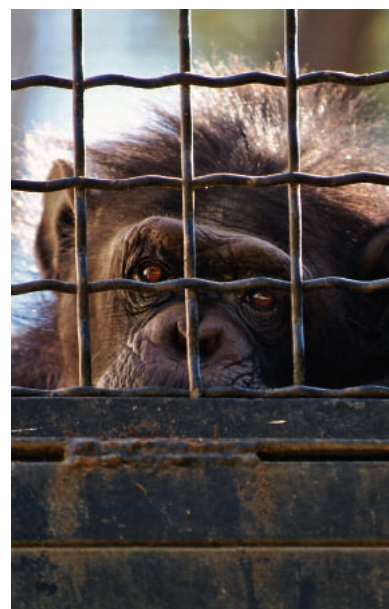
Animal Equality conducts the first open rescue in the history of Spain.

2007



Launch of Animal Equality in the UK.

2009



Animal Equality launches an investigation inside eight zoos.

2011

2006

Animal Equality is founded.

Animal Equality activists chain themselves to the entrance of a slaughterhouse in Madrid.



2008

The organisation makes history in Spain with our first investigation into the country's slaughterhouses.



2010

Largest investigation in Europe to ever be conducted, covering 172 pig farms.

Launch of the first investigation into the fur industry in the history of Spain.





An Animal Equality investigation achieves the longest prison sentence for abuse of farmed animals in the history of the UK.

Animal Equality is created in Germany, Italy, and India.

2012



Successful lobbying in Guadalajara leads to the state banning all use of animals in circuses.

Animal Equality persuades the Indian government to ban the import of foie gras and achieve a complete ban on all bull performances, including bullock cart racing.

Animal Equality is registered in the United States as a non-profit.

2014



Animal Equality launches its International Corporate Outreach Department.

Launch of groundbreaking iAnimal 360° virtual reality experience.

2016

2013

Animal Equality Mexico is founded.

Animal Equality launches its first of four consecutive years of investigations into the Italian lamb industry. Lamb consumption has now decreased by 60% during Easter over the past four years.



2015

Animal Equality's vision focuses on farmed animals.



[iANIMAL]

AN ENGINE OF EMPATHY

Thanks to virtual reality we are now able to take people inside the world of factory farmed animals. The sense of presence virtual reality offers brings education to the next level by enabling others not only to see how animals suffer but to go inside factory farms and slaughterhouses. Thanks to your support, in 2016 we have shown iAnimal to more than 40,000 students around the world.



Animal is now available in several different languages and has reached more than 70 million people around the world through various media outlets including CNN, BBC, El Pais, Spiegel, and Vice.

Our team has taken iAnimal to numerous events and conferences around the world. In the United Kingdom, we've been using it to reach key influencers in government and wider society. Animal Equality attended four political party conferences where

nearly 2,000 party members watched a special iAnimal film exposing British factory farms. Many politicians agreed to conversations with Animal Equality about ways in which they can include animal protection for farmed animals in their programs.

We've also shared iAnimal with more than 100 organisations and advocates globally by lending them all the equipment necessary to organise their own outreach events. Organisations such as *Animal Libre* in Chile and Argentina,

Djurrättsalliansen in Sweden, *Bite Back* in Belgium, and many others will be using iAnimal as part of their outreach. ●





INSIDE THE LIFE OF A CHICKEN

Chickens are some of the most abused animals on the planet, selectively bred to grow faster than their body can take - many die in agony in the farms. More chickens die in farms before reaching the slaughterhouse, than animals die in the hands of the fur trade, entertainment industry and in laboratories combined.

With the goal of making the public aware of the gruesome reality chickens experience every day, Animal Equality launched its second virtual reality experience this December - inside the life of a chicken.

Amanda Abbington, star of Sherlock and Mr Selfridge, narrated this new virtual reality film that shows the miserable life of a chicken from their first day in a farm to their last journey to a slaughterhouse. She was in tears as she witnessed the miserable lives and agonising deaths of so many birds, and laid down a challenge to others: 'You should watch this before you eat meat - because I don't think that you would.'

We are incredibly grateful to have Amanda supporting this important project and speaking out for the world's most abused birds! Visit [iAnimal.uk](https://www.animal-equality.org.uk) for more information. ●





INTERVIEW

JAVIER MORENO

Javier Moreno is the Co-founder and Vice President of Animal Equality. Javier was involved in different social movements since he was a teenager and in 2001 a gruelling story of farm animal abuse made him extend his compassion to all animals and become vegan. Understanding that being a bystander wasn't enough, Javier decided to take his

involvement one step further and got involved in the Animal Rights movement in 2002. In 2006 he co-founded Animal Equality.

Javier's leadership is key to the impact of the organisation in Spain and Latin America. He is also behind some of Animal Equality's most successful and impactful media campaigns.



What led you, Sharon, and Jose to start AE in 2006?

From the moment we were able to fully comprehend the magnitude of animal abuse, we decided to dedicate our lives to speaking up for animals. Sharon, Jose, and I had a few years of experience as animal activists, and the three of us had the same commitment and a very similar idea of how to focus our work for the animals. This resulted in the creation of Animal Equality with very few resources, but with years of experience as animal advocates, and the determination of building something that could have a great impact. From the beginning, we always had a clear international vision of the project, and we have always been committed to saving the largest number of animals and having the greatest impact possible.

How has the organisation changed in 10 years?

It has changed in many ways. We've focused on defending farmed animals because they are the ones who suffer the most and are the most vulnerable. We've learned to conduct more effective campaigns and we have staff working in eight different countries. Before, we didn't have a long-term vision, but now we have a strategic work plan that allows us to be more effective and to work based on clear and achievable goals.



Understanding the focus of our work and evaluating and measuring its impact is critical, and it's something we have been working on for a long time. This is why Animal Equality has been considered one of the most effective animal advocacy organisations by Animal Charity Evaluators for three consecutive years.

What are you most proud of?

It's very encouraging to see that the sacrifice and determination of so many other activists have taken us to where we are now. We have learned from our mistakes and have grown up and matured as an organisation. It makes me happy to think of all the animals we have saved over the years as well as all the people who have opened their heart to our message. I'm proud of my colleagues who dedicate their lives to helping animals, of our investigators who go inside the hell that animals live in so that we can see that reality and work to change it. I'm proud of all the people who support our work around the world, who donate their money and time to help animals, who sign and share our petitions. I'm proud of being a part of an incredible team that works tirelessly to spare animals from cruelty.

Where do you see Animal Equality in another 10 years?

I see Animal Equality developing campaigns in countries like Brazil and China, and being successful in working with companies on changing their animal welfare policies.

I also see the organization continuing to use the latest technology to help bring an end to factory farming. ●

Left to right: Toni, Olaf, Kate and Tallulah - with Simba, the most important member of the team!



OUR TEAM IN THE UK!

2016 is a huge milestone for Animal Equality, as we celebrate ten years of fighting for animals. To mark this decade of making a difference, we began our birthday celebrations with an Anniversary Dinner in London's Hackney Picturehouse.

We were joined by some of the great and good from the animal protection movement; young campaigner Lucy Gavaghan, who was presented with our 2016 Animal Champion Award, Peter Tatchell and organisations including World Animal Protection, HSI and Animal Aid. As well as our wonderful founders, Sharon, Jose and Javier and some of our loyal supporters. Our friends from LUSH, recipients of our Compassionate Company Award, Fry's and Veganuary were also in attendance - with a special thank you to Clea Grady for comparing the evening!

With delicious cakes from the talented Essential Vegan and an incredible buffet of eclectic vegan food, our guests were full and happy.

We were so lucky to have an amazing selection of items generously donated for our silent auction and raffle. Shoes from Bourgeois Boheme, a huge gift box stuffed with goodies from LUSH and a set of luxurious products from Mu London, to name but a few.

We cannot thank all our sponsors enough for their generosity and help with making the event such a success. To Lush, Mu London, Bourgeois Bo-

heme, Jo-Anne McArthur, Brian May, Forest Green Rovers, TheVeganKind, Tibits Restaurant, Goody Good stuff, Pulsin, Vegan Life Magazine, Vegan Life Live and Cook Vegan magazine, thank you so much.

We continued the celebrations with a star-studded party in Los Angeles and similar events in Germany and Italy. More on these bashes to follow!

Thanks to all of you for making our first 10 years so incredible, and here's to many more years of giving a voice to the voiceless. ●

INTERNATIONAL TEAM OF DIRECTORS



–
**SHARON
NUNEZ**
President



–
**JOSE
VALLE**
Vice President



–
**JAVIER
MORENO**
Vice President



–
**TONI
SHEPHARD**
Executive Director
in UK



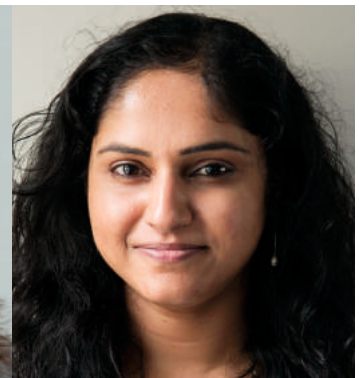
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**THOMAS
HECQUET**
Co-Executive
Director in Germany



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**RIA
REHBERG**
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Director in Germany



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**DULCE
RAMÍREZ**
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in Mexico



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**AMRUTA
UBALE**
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in India



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**MATTEO
CUI**
Executive Director
in Italy



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**SARAH
PICKERING**
International
Director of
Communications



–
**JAYA
BHUMITRA**
International
Director of
Corporate Outreach



–
**WILLIAM
RIVAS-RIVAS**
Director of
Philanthropy

WILLIAM R. RIVAS-RIVAS

William is Animal Equality's Director of Philanthropy. He is a recognised fundraising professional who has helped raise major philanthropic support for a diverse array of progressive causes over the last 15 years.

William has a long history as an outstanding advocate. He started advocating on behalf of animals while serving as an officer in the US Navy.



William created “PETA en Español”, the first-ever Spanish-language campaign for People for the Ethical Treatment of Animals, rallying Latinos and Spanish-speakers worldwide around issues of animal abuse. He also managed a multi-million dollar fundraising program while Director of Development and Philanthropic Gifts at the Animal Legal Defense Fund.

I’m not someone who loved animals as a child. There are no photos of me with homeless cats or tending

to birds who had been injured from falling out of a tree. With the exception of Alice, my neighbour’s German Shepherd, I was deathly afraid of dogs. Living in the city meant that my only access to farmed animals were in children’s books. Basically, the only contact I had with animals growing up were with the ones on my dinner plate. That’s what makes being an animal rights activist and vegan for 20 years so much more unbelievable to me. So how did I go from a meat-loving Texan to a vegan animal rights activist? I have the Navy to thank for my radical shift in diet.

I was a voracious meat eater growing up, essentially eating my way through the animal kingdom. Meat had to be the centerpiece of my meal, otherwise it wasn’t a meal worth having. I loved cheesy McDonald’s hamburgers, a full rack of BBQ ribs, well-done steaks, and extra crispy fried chicken. When it came to chicken, I loved getting to the bone, chewing on it, and finishing up by sucking out the marrow. I graduated high school at 17 years-old and didn’t know what direction I wanted my life to take. I joined the Navy to help pay for college but since I was still too



young to sign up, my brother forged my mother's signature. It was only a matter of a few months before I was deployed to an overseas mission aboard my first warship. I traveled to five countries that summer and was introduced to cultures foreign to my own. The experience of different cultures led me to take a cultural anthropology course. I read about foods that were popular in other parts of the world. Of course I dined on cows, chickens, and pigs, but the idea of eating a horse was hard to imagine. It was so unappealing to me. But why? I read about popular foods like chickens' feet, sheep's heart and stewed cow's head. But why did I draw the line at horse meat? Why did I think it was okay to eat the flesh of cows, chickens, and pigs but disgusting to eat horse? I couldn't reconcile how these animals who can feel pain and suffer in the same way are treated so differently. One is revered and the other is systematically abused. My palate preference determined their fate—it was that simple. That realization profoundly changed the rest of my life and I immediately stopped eating animals.

Becoming vegan was actually the easiest part of my transformation. The real challenge was reporting to my ship as a vegan. As you can imagine, no one had ever heard of an ethical vegan military officer in the late 90s. Living communally with hundreds of other sailors meant my decision not to eat animals was not a personal choice, but rather one that would be challenged on a daily basis. I was fielding questions at nearly every meal. "What's a vegan?" "Where do you get your protein?" "What would happen to all the animals if we stopped eating them?" I was challenged and engaged in spirited debates with my fellow sailors. I was mocked and the butt of many jokes. But it was precisely because of these experiences that I learned to talk about the benefits of veganism and why it's so important for animals,



workers, the environment, and our health. I noticed over time that I was starting to win these debates. From time to time, my shipmates started to change their own view on animals. One shipmate stopped drinking cows' milk and another admitted that he started to eat much less meat. I was so happy that my presence started to influence others and I felt empowered to continue speaking out. One day, the captain asked to see me because he wanted to speak with me. He said he had news to share with me. I thought my activism had finally caught up with me and that I was in deep trouble. Instead, much to my surprise, he wanted to let me know that he respected how I'd handled myself over the years, and I just couldn't believe what he said next. On my last night at sea, the captain would order the dinner for the entire ship's crew to be completely plant based in honour of my veganism. I'll never forget that moment.

Though I had some really difficult days, I'm so thankful for my experiences as a vegan aboard Navy ships. It's where I found my voice as an activist for animals. It's where I discovered that I could make a difference for animals and that I wanted to make it my life's work.

I got out of the Navy and started organising animal protection campaigns. I crisscrossed the country talking about factory farms, veganism, and the industries where animals suffer from exploitation. I never imagined that these campaigns would one day lead to a career in fundraising for animals. I didn't even know the meaning

of fundraising and the idea of asking for money isn't what I envisioned doing when I thought about working on behalf of animals. I, like most people, misunderstood fundraising. For example, we've all recommended a book, a movie, or a restaurant to someone we know. That's fundraising for the company that sells the book, the movie theatre, or the restaurant. We fundraise for others without giving it much thought. Why, then, would I feel uneasy about building relationships with people who also believe in our mission of preventing cruelty and reducing suffering? I don't just ask for money. I work with people who want to partner in our work, to be a part of something important, and who want to join us in our mission for the animals.

Working with our supporters has provided me with a deep appreciation for their important role in our work. Animal Equality would be just an idea if it weren't for our generous supporters. Before I was in fundraising, I never considered who supported me in my campaigns, who paid for the leaflets, the banners, my salary--everything. I was able to run my campaigns only because of their philanthropic support. Fundraising is absolutely critical in carrying out our mission. Our donors make all of our work possible. A lesson I learned from working with donors is that giving to Animal Equality brings them a lot of joy. They're proud and happy to be a part of something so powerful and important. Fundraising is not about giving us money--it's about changing the world. I'm so thankful for that lesson. ●



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.***



We would love to hear your opinion!

Animal Equality

UNITED KINGDOM

5 Underwood St

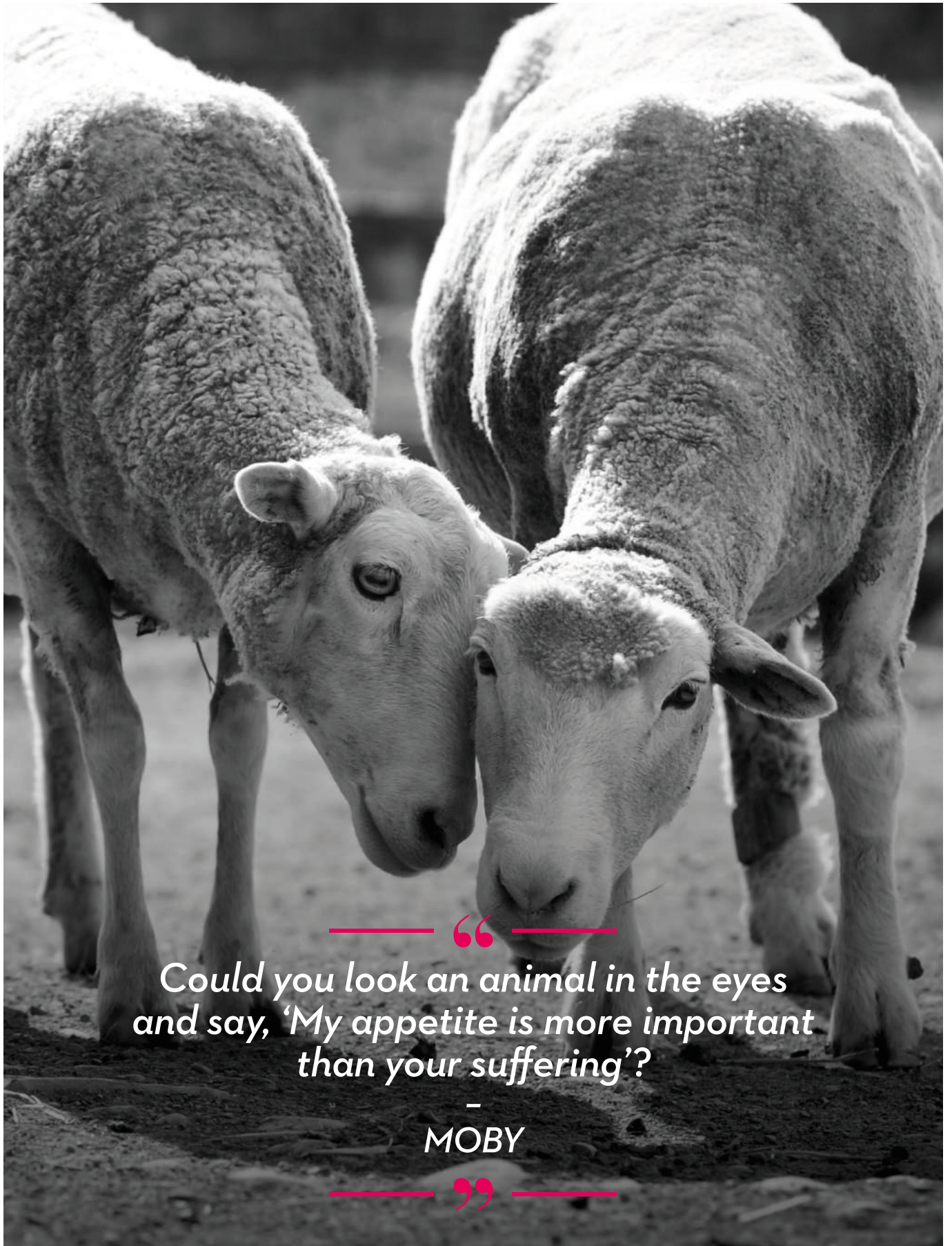
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Pg. 12, bottom right: Jo - Anne McArthur / Weanimals. Pg. 22, 23: Jo - Anne McArthur / Weanimals. Pg. 24: Jo - Anne McArthur / Weanimals.



— “ —
*Could you look an animal in the eyes
and say, ‘My appetite is more important
than your suffering’?*

—
MOBY

— ” —
animaleQUALITY