

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 5 - WINTER 2017

FREE

GLOBAL INNOVATION

*Putting technology to work
for animals.*

CHANGE AGENTS

*Combating cruelty to farmed
animals in India.*

TOP CHARITY

*Animal Equality recognised
for its global impact.*

MARCO ANTONIO REGIL

*Advocating for farmed
animal protections in
Mexico.*



EDITORIAL

Dear friend,

Last month we released a damning expose of British pig farms, our third UK investigation in 2017. Our investigators documented squalor and suffering on four farms, all Red Tractor certified, including female pigs caged in tiny 'sow stalls' - a practice banned in the UK since 1999. The Times wrote a strong piece taking Red Tractor to task and several MPs have committed to raising the issue in Parliament.

This is the third time we have exposed the cruel conditions on British pig farms in recent years and we are demanding meaningful action! You can add your name to our petition calling on the government, retailers and Red Tractor to enforce our pig welfare laws and end the most extreme cruelty that pigs endure www.animalequality.org.uk/actionforpigs.

In August we exposed the suffering of Britain's most abused land animal - chickens farmed for meat. Through the use of hidden cameras, our investigators documented the huge death toll inside intensive chicken sheds, with dozens of tiny chicks thrown in the rubbish every day - and distressingly not all of them were dead.

These sad scenes prompted Faccenda - Britain's second biggest chicken company - to suspend the farm and carry out their own investigation. And the heartbreaking video of this suffering reached tens of millions of people through the media, undoubtedly convincing many to leave chickens off their plate.



Thanks to you these vulnerable and often invisible animals have a voice. Their suffering has been brought to light, and people are taking action to end it - on both a personal and political level.

Together we are changing the world for farmed animals, and I look forward to all that we will achieve together in 2018!

Thank you,

—
TONI SHEPHARD
UK Executive Director



Dear friend,

The world is changing. I am sure you have noticed. People speaking about animal protection at the cafe, more and more plant-based options at your supermarket, your relative who started eating plant-based food because she watched a documentary.

Change is here.

Globally, forward thinking companies and governments are improving their animal protection policies and laws, committing to reducing meat consumption and investing in plant-based options and clean meat.

We are at a turning point for animal protection. And this is happening because of you.

With your support, Animal Equality has been a key driver of change. 2017 has been a phenomenal year for us. Our teams around the world have worked tirelessly. As a result, we have presented 21 investigations in seven different countries, convincing 36 corporations worldwide to end cruel confinement in cages for hens, and educated tens of thousands of students around the world. Our work with governments has resulted in a historic vote at the European Parliament that will pave the way to getting 390 million rabbits out of cages in Europe, and in India and Mexico we have helped to introduce significant reforms for animals through the Senate and Law Commission.

Our campaigns and investigations have been covered by *The New York Times*, *The Times*, *BBC*, *ARD*, *Corriere della Sera*, *Times of India* and

dozens more media outlets around the world. Our efforts have resulted in Animal Charity Evaluators recognising Animal Equality as a Top Charity in 2017 for the third year.

Always at the forefront of our minds are animals like Grace, a pig I met in a factory farm I was investigating years ago. She was a gentle and intelligent mother to her piglets, and like pregnant pigs in most of the world, spent her pregnancy in a sow stall in which she could only stand up and lie down. She spent her entire pregnancy, up to 90 days, like this, and was impregnated several times during her life, before she was sent to slaughter.

Animals like Grace are the reason we wake up every morning at Animal Equality. We will not give up and we are grateful to stand shoulder to shoulder with you.

Here is to a 2018 full of accomplishments for animals.

Thank you,

—
SHARON NUNEZ
President



ANIMAL EQUALITY NAMED TOP CHARITY 2017



Animal Equality is thrilled to have been awarded Top Charity status by independent organisation Animal Charity Evaluators. This is the fourth consecutive year that Animal Equality has been named one of the most effective animal advocacy organisations in the world, and the third year we have been considered a Top Charity. ●

“Animal Equality achieves significant successes with very small amounts of money; in particular, they have conducted undercover investigations for a fraction of the cost of some other organisations. They have a strong understanding of success and failure and are continually setting goals to improve their performance and increase their impact. As Animal Equality has expanded internationally, they’ve hired local advocates with strong cultural knowledge and contacts in each country.”

—
ANIMAL CHARITY EVALUATORS

Together, we will continue to improve our performance and impact for animals and create a more just and peaceful world.

21
investigations
that tell the
stories of
animals in
need



49,837 people have viewed iAnimal



36 corporate commitments
to ban cages for hens



The New York Times

Giornalettismo

LIFEGATE

Mirror

EL PAÍS

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TRIBUNE THE EXPRESS

BUSINESS INSIDER ITALIA

LAVANGUARDIA

elPeriódico

670 million media reach

TOGETHER WE TELL THEIR STORIES

With your support, Animal Equality released 21 investigations in 2017. Thank you for helping us to tell the stories of more animals than ever before.



SHOWING THE REALITY OF BRITISH PIG FARMS

We are often told that British pig farms are world leaders in animal welfare. Yet in October 2017, Animal Equality filmed pigs caged in tiny stalls on a Norfolk farm - a practice that has been banned in Britain since 1999.

Hidden camera footage revealed these pigs were continuously confined for at least five days. The stress and frustration caused by this extreme confinement was obvious, as many pigs were pacing and biting the bars of their cages.

On another farm, one that supplies UK supermarket chain Morrisons, we found bored and frustrated pigs driven to chewing pen mates' ears - a common sight on factory farms where there is little to occupy these active minds.

And on an 'award-winning farm,' we filmed pigs living in dilapidated, leaking buildings covered in slurry. Many had no dry place to rest in their filthy, concrete pen. Some clearly found these harsh conditions extremely stressful.

And on all of these farms, ill and injured pigs were left to suffer. Many didn't survive. Sadly, this is the dark reality pigs face on farms in the UK and all around the world. ●



CHICKENS LEFT FOR DEAD ON UK FARM

Disturbing scenes were captured on a chicken farm investigated by Animal Equality UK in June 2017. The facility, which supplies some of the nation's largest supermarkets, houses more than 150,000 birds in four barren sheds across just one farm. The team exposed:

- *Birds in obvious pain, attempting to walk but unable to move.*
- *Raw painful sores on the legs, wings and bodies of birds due to the filthy ammonia-soaked litter under their feet.*
- *A worker caught kicking birds.*
- *Hundreds of dead chicks callously dumped every day.*
- *Bins full of tiny bodies, still with their yellow baby feathers.*

The shocking footage suggests that the UK is not a 'leader in animal welfare' as claimed in the current debate over US imports. Thankfully, we all have the power to end this sad story by simply choosing to leave chickens off our plates. ●

ANIMAL EQUALITY COMBATS FACTORY FARMING IN INDIA

A bleak existence awaits animals who are raised for food across India. It's a reality far different than what many would expect from a predominantly vegetarian country. Fuelled by the influence of western culture, rising disposable incomes and an expanding middle class, meat consumption is on the rise.

Although India's animal cruelty laws are already among the world's most progressive, Animal Equality's recent investigations into chicken and dairy farms underscore the vital importance of animal protection efforts to help curb and reverse these deadly trends.

Thanks to you, our work in India will bring much needed relief to farmed animals who are suffering without hope. ●



MARKETS OF MISERY

The vast majority of chickens used for meat are slaughtered in roadside markets because Indian grocery stores don't typically carry meat products. A meat market is a grisly scene - one that our investigators recently encountered in India. Chickens are packed into rusted cages full of faeces, selected by customers and then grabbed and violently slaughtered.

Animal Equality's team of investigators infiltrated the Indian chicken meat industry to bring these animals' stories to light. They braved the gruesome reality of chicken farms and meat markets to expose cruel yet standard practices that occur every day.

- *Chickens were crippled under the weight of their own bodies.*
- *Many would fall ill or die of starvation, while others died of heart attacks and respiratory infections.*
- *During slaughter, their throats are slit and they are thrown into drain bins where they languish in pain for several minutes before they die.*

Our team investigated facilities in the states of Delhi, Haryana and Maharashtra. We presented our findings to the national government, along with a list of recommendations, which have largely been included in the government's proposed new rules for the welfare of chickens. ●



THE DAIRY INDUSTRY: A STORY OF HEARTBREAK

Cruelty is the norm across the dairy industry, yet few are aware of the true story that exists in a glass of milk.

In the story our investigation tells, the bond between mother and calf is immediately broken. Babies are dragged away from their mothers so that the milk they would drink can be sold to humans. Others are brutally hit with sticks or chains, punched, kicked and fingers or sticks are shoved into their genitals.

On the kill line, we found many buffaloes paralyzed by fear as it was considered routine to kill an animal in full view of others. Some slaughterhouses practice barbaric 'hammer slaughter,' in which an



individual animal is repeatedly bludgeoned with a hammer on the head until she falls unconscious. We also documented many incidents in which animals were skinned alive.

Everything we witnessed was commonplace across the 135 facilities we visited. These practices are blatant violations of India's Prevention of Cruelty to Animals Act and violate several orders from various High Courts and the Supreme Court of India. ●



OUTRAGE OVER CHICKEN FARMS MAKES PRIMETIME NEWS IN ITALY

Animal Equality's investigators provided a nightmarish glimpse into the facilities of four of Italy's largest chicken meat producers, and helped propel the stories of these sensitive animals into the national spotlight.

The investigation, conducted in September 2017, occurred at eight facilities across the Emilia Romagna and Lombardy regions of Italy, and included both breeding and slaughterhouse facilities of companies that supply Italy's leading brands. Our findings show a reality that is far different from what the big brands advertise.

The footage, which also includes shots from drones, represents the lives of 95% of all chickens who end up on the dinner tables of Italians. Our investigators captured images of dark and barren sheds packed with tens of thousands of birds; animals suffering from severe respiratory problems, skin diseases and deep sores; dead birds in advanced stages of decomposition left among the living; and instances of fully conscious birds being slaughtered.

Our investigation was featured by *TG1*, one of the most significant broadcast media in Italy, and the online edition of *La Repubblica*, one of the two most read newspapers. This resulted in public outrage over the cruelties we uncovered and drew the attention of Eleonora Evi, a Member of the European Parliament, who told Animal Equality that she is planning to present a document regarding minimum welfare standards for farmed chickens. ●

SYSTEMATIC ANIMAL ABUSE STANDARD IN GERMANY

Almost 100% of all chickens in Germany are raised on factory farms. They live a dark and painful reality that is, unfortunately, completely legal. In an undercover investigation carried out in Lower Saxony, our team visited two farms in which more than 200,000 animals were living. These farms breed chickens for their meat for Germany's two largest meat producers: Wiesenhof and Rothkötter.

Sick and injured chickens who were barely clinging to life were left to die or thrown away alive into garbage bins. Workers were seen kicking and throwing animals while loading them into transport boxes.



The footage we obtained shocked the German public when it was featured on several renowned television networks, as well as in print and online media. Animal Equality has since filed charges against these farms. ●



BRUTALITY IN MEXICAN SLAUGHTERHOUSES CAUGHT ON CAMERA

Our team in Mexico is dedicated to telling the stories of animals who languish on farms and slaughterhouses. Not only have we introduced two historic legislative initiatives, but we've also launched cutting-edge investigations into farmed animal facilities.

In August, our investigators once again infiltrated Mexican slaughterhouses, and what they discovered provides further evidence of the urgent need for animal protections to be codified into law.

They discovered that torture and extreme cruelty towards animals are common practices and that animal welfare regulations are routinely violated. Within the walls of these dark places, animals are the victims of brutal yet systemic violence.

- *Animals are routinely left conscious as they're slaughtered.*
- *Pigs were stabbed in groups, leaving them to look on in horror as others slowly bleed to death.*
- *A worker was seen cutting open a live pig, who then attempted to flee and had his organs empty from his body - finally killing him.*
- *Workers were seen inserting their fingers into cows' eyes, causing extreme pain.*
- *Cows were often skinned alive after a violent attempt to kill them.*

EYES IN THE SKIES

Animal Equality took to the skies in July 2017 to expose the severe environmental consequences of pig factory farms in Catalonia, Spain. Using drones, we captured never-before-seen footage that documents the pollution of aquifers and rivers throughout the region by factory farms.

Shocking images of 'waste lagoons', which are giant outdoor pools filled with animal waste, made it onto the screens of tens of thousands of viewers. The overflow of these lagoons causes serious environmental and public health issues. In fact, more than 41% of the region's waterways are contaminated by suspected runoff from these facilities, which has led to the Catalan government having to supply drinking water to affected residents.

DRONES HELP CAPTURE THE MAGNITUDE OF FACTORY FARM DESTRUCTION

Innovative investigations such as this one receive outstanding media coverage and help illustrate the connection between factory farming, animal cruelty and environmental degradation. ●

Animals desperately need cruelty such as this to be considered a crime. That is why Animal Equality is fighting to change Mexican law and protect farmed animals. ●



LIBERATING ANIMALS THROUGH TECHNOLOGY



Technology has become an integral part of Animal Equality's campaigns. Whether it is virtual reality, drones, or speaking out in support of the clean meat movement, Animal Equality has become synonymous with innovation and helping create a brighter future in which there is no place for cruel factory farms.



FORGING THE FUTURE OF FOOD

Is it really possible that we might soon live in a world where no animals are harmed for meat?

Biologists are growing what is being called 'clean meat' -- real meat produced without the cruelty of raising and killing billions of animals, or the environmental consequences that factory farming is causing our planet.

Clean meat is 100% real meat that is created from cells taken painlessly from a live animal and put into a culture medium where they start to proliferate and grow. Companies such as Memphis Meats and Mosa Meats have taken this process to create beef, chicken and duck. Another start-up, Finless Foods, is focusing on fish.

In 2013, the world's first clean burger, created by Dr Mark Post, made up of tens of billions of cells grown naturally, debuted in London to rave reviews. Taste testers praised the burger for its realistic texture and flavour.

Like clean meat, plant-based meat alternatives are created with the goal of replicating the taste and texture of conventional animal products. Food scientists at companies such as Impossible Foods and Beyond Meat examine plants at a molecular level and source plants with similar proteins. By extracting proteins from peas or soya, these and other companies have developed products that mimic the flavour and feel of animal products.

Innovative start-ups are attempting to disrupt the world's current food system and are building sustainable new infrastructure to take its place. They are helping to ensure that healthy and humane products are the new norm, not the alternative.

With you on our side, we are confident that the future of food is the one without cruelty to animals. ●

THE CHANGE WE NEED

Animal agriculture is devastating to the environment. Could cultured meat solve the problem?

Compared to meat from slaughtered animals, burgers grown from cells:

- GENERATE 78-96% FEWER GREENHOUSE GAS EMISSIONS
- REQUIRE 90% LESS LAND
- USE 82-96% LESS WATER

RAISING AWARENESS: WE ARE THE VOICE OF FARMED ANIMALS



PARTNERS IN PROGRESS

Animal Equality is proud of the relationships we forge inside and outside of the animal protection movement. Following a successful debut of our virtual reality film, *iAnimal: The Dairy Industry in 360°*, at the Chelsea Film Festival, Animal Equality was invited to attend a meeting with Google to discuss our innovative film series. We are excited for this development and look forward to bringing you more great updates from our relationship with the tech giant. ●

Animal Equality again made history as we presented a first-of-its-kind installation at the European Parliament. Our exhibition, entitled “Factory Farming: Greatest Crime of Our Time?”, highlighted images and research from our numerous investigations across Spain, the UK and Germany.

We also offered those who attended the opportunity to experience *iAnimal* - our virtual reality film that transports viewers into factory farms and slaughterhouses. Several Members of the European Parliament (MEPs) experienced it for themselves, including Dimitrios Papadimoulis, Vice President of the EU Parliament.

MEP Stefan Eck of Germany, who last year lobbied Parliament to introduce regulations to protect rabbits, said this of *iAnimal*:

“Animal Equality’s virtual reality experience gives an extraordinary look into the lives of so-called farmed animals. It shows that European animal welfare laws aren’t worth the paper they’re written on.”

Toni Shephard, Animal Equality’s Executive Director in the UK, also gave an impassioned speech before politicians and other important dignitaries. She said: “If we dare to act with bravery and urgency, I know that we will live to see the end of factory farming. And we will be able to look our grandchildren in the eye and say, ‘Yes we did wrong, but we were unwavering in our efforts to put it right.’”

Members of government and their staff have the ability to affect change for hundreds of millions of animals. Exhibitions such as this one are vital in raising awareness and ending animal suffering. ●

MARCO ANTONIO ADVOCATES FOR CHANGE



ANIMAL EQUALITY'S WORK IN MEXICO HAS HAD A FAR-REACHING IMPACT.

Late last year, Animal Equality conducted investigations inside 31 farms and slaughterhouses across seven Mexican states. Our findings revealed cruel and illegal practices at each of the facilities we visited.

The first-of-its-kind investigation ignited a national conversation on the way farmed animals are treated in Mexico, and was instrumental in getting a historic initiative introduced in the Mexican Senate that will criminalise improper handling of farmed animals. The bill, introduced by Senator Diva Gastélum, will relieve over 657 million animals from extreme suffering and pave the way for further legislation and positive changes for animals. It also gained the support of actor, activist and this year's recipient of Animal Equality's Animal Hero Award, Marco Antonio Regil.

Animal Equality's initiative has advanced through the senate committee, and we are taking proactive measures to ensure that it is soon voted upon by the full chamber. ●



ANIMAL MAKES AN IMPACT AT THE MEXICAN SENATE

October 19th was another historic day for animals in Mexico. Animal Equality hosted a groundbreaking event by presenting our virtual reality series, iAnimal, before the nation's leading policy makers.

Animal Equality called on legislators to end cruelty to animals in Mexico by passing our initiative, which is supported by over 100 other animal protection organisations.

Television presenter and activist Marco Antonio Regil; Senator Diva Gastélum, who has sponsored the legislation; as well as Dr Giuliana Miguel-Pacheco, professor of animal welfare and behaviour, each gave an impassioned speech underlining the need for all animals to be protected under the law. ●



SEEKING JUSTICE IN JALISCO

To complement our efforts at the national level, Animal Equality is working in the Mexican state of Jalisco to pass animal welfare reforms. Our initiative in the state is similar to the one we introduced at the national level. However, introducing this initiative in Jalisco, which is the nation's leading agricultural state and one of the most economically important, helps add additional pressure to our campaign in the senate.

The state initiative, introduced by Deputy Alejandro Hermosillo, will amend two of the current articles within the Jalisco State Criminal Code. It will ensure that the state complies with the mandatory federal rules that govern farmed animal protections.

Once approved, this initiative would help ensure that more than 187 million animals - who currently have zero legal protections - are protected from cases of abuse and cruelty. ●

“Jalisco has the capacity and the commitment to be an example for the rest of the country in terms of compliance with federal regulations, to ensure animal welfare and, of course, the well-being of all Mexicans.”

**—
DEPUTY HERMOSILLO**

Inspiring Compassionate Choices



In a few short months, Love Veg has become a leading resource on all things plant-based! Our Love Veg website, which launched in August, features plant-based recipes, informative blog posts, recipes from vegan celebs and tips on transitioning to a cruelty-free diet.

Not only is the site inspiring future generations of vegans here in the UK, but we're also excited for its upcoming launch in several of the countries where Animal Equality has a presence. Love Veg will soon be launching in India, Mexico and Brazil - enabling us to encourage more compassionate choices all around the world.

Let us introduce you to the face of Love Veg in the UK, our Campaigns Manager, Kate.



Favourite Food? I pretty much just love all food. I guess if I had to pick it would be Italian, (homemade pizza with cashew cheese is my specialty), but I also have a major sweet tooth and can never say no to cake or donuts!

What inspired you to make the switch to go vegan? I was vegetarian for 10 years and gradually phased out all animal products from my diet, mostly without consciously doing so. My final kick was taking part in Veganuary with a couple of veggie friends, and we all stayed vegan after that.

What do you do when you aren't saving animals? Because I love food so much, I will often be eating out at new vegan restaurants or places with great vegan options in London. But to counter this I try to work out a lot, so you'll probably find me at the gym or out running or on walks with my rescue dog, Jack.

Kate Werner
Campaigns Manager



Chef Derek Sarno and his brother, Chef Chad Sarno, are co-creators of Wicked Healthy (wickedhealthyfood.com). Self-professed “plant-pushers,” they encourage people to eat 80% healthy and 20% wicked so they can be 100% awesome, empowering them to do so through offering unique, craveable and accessible recipes. Derek is currently the Director of Plant-Based Innovation at Tesco and spearheads the chain’s efforts to offer its customers completely plant-based food options that are delicious, healthy and affordable. Watch this space for *The Wicked Healthy Cookbook*, set to release in the Spring.

Derek has shared his delicious Shroom Stroganoff recipe with us. A must-try dish for winter. Give it a try and share the results with us on Instagram @animalequalityuk

Shroom Stroganoff

Serves: 2

Ingredients:

For the shrooms:

- 1 Tablespoon olive oil
- 130g oyster mushrooms roughly chopped (reserve 45g to use later)
- 220g shiitake mushrooms, roughly chopped (reserve 75g to use later)
- 200g wild mushrooms roughly chopped (reserve 1/4 to use later)
- A few pinches of salt and pepper
- A few sprigs of thyme

For the sauce:

- 1 tablespoon olive oil
- 1 medium onion, sliced in half and cut into half-moon shapes
- 6 cloves garlic, smashed and roughly chopped
- 800ml vegetable stock
- 150ml of coconut cream
- 1/2 tsp apple cider vinegar
- A few pinches of salt
- 120g of Oatly crème fraîche
- 1 tablespoon vegan Worcestershire sauce
- 1 tablespoon dijon mustard

For the pasta:

- 1 packet of eggless pasta
- 1-2 tablespoon plant-based butter (optional)
- 2 tablespoons chives, chopped
- 2 tablespoons parsley, chopped (optional)
- Salt and pepper

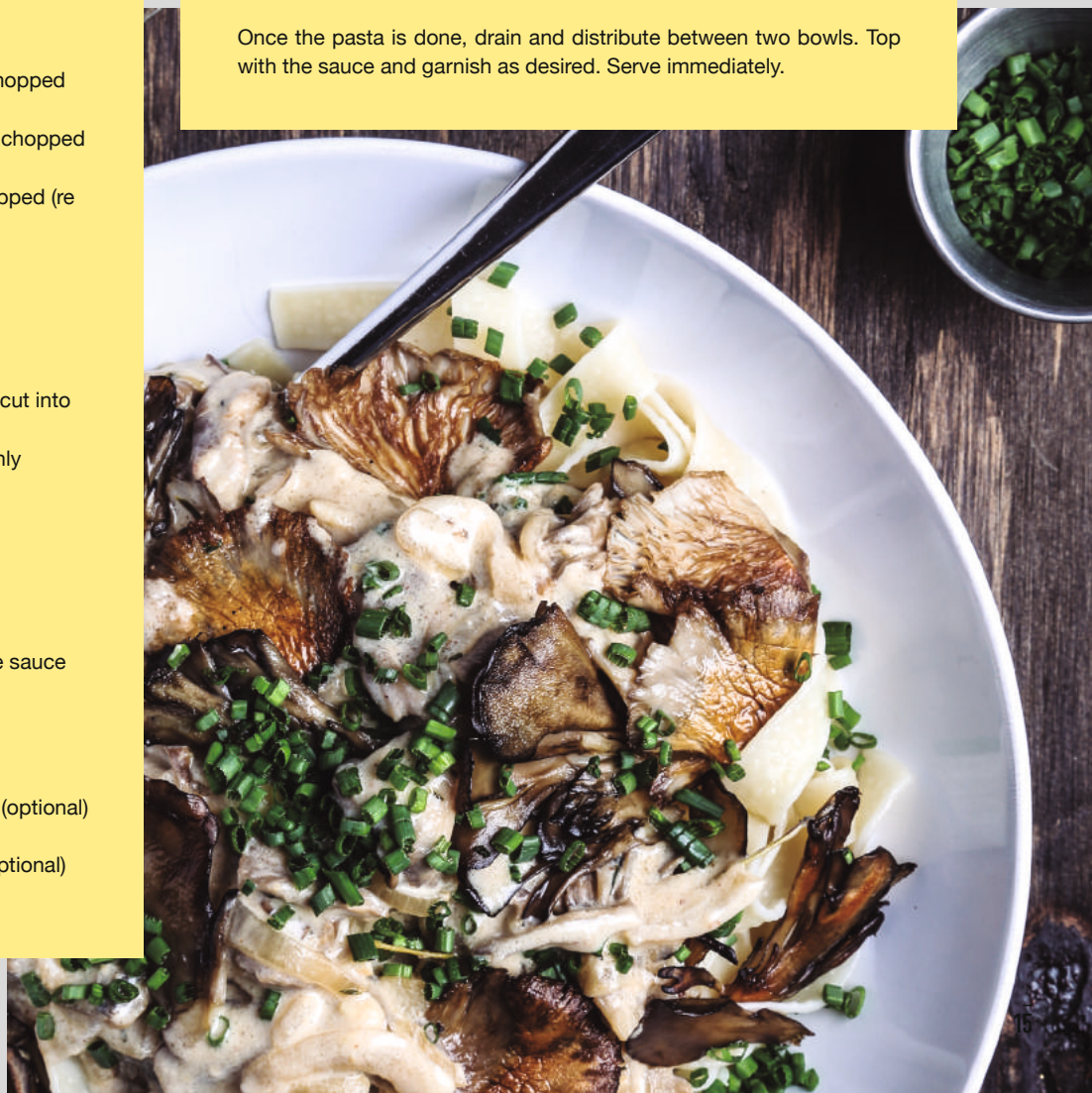
Directions:

Saute the shrooms in the oil in a large pot with the salt, pepper and thyme for 8-10 mins, stirring occasionally and adding some stock to prevent sticking. Remove from the pot and transfer to a bowl.

Return the pot to the stove and add the oil, onion and garlic. Saute for 5 mins. Once softened, add the stock and simmer for 10 minutes. Add the coconut cream, vinegar and salt and whisk to combine. Allow to simmer for 10 minutes more, stirring occasionally. Add in the crème fraîche, Worcestershire sauce and mustard. Transfer the cooked mushrooms into the sauce, stir and remove from the heat.

Prepare the pasta according to the package instructions. While the pasta is cooking, fry the reserved shrooms in small batches.

Once the pasta is done, drain and distribute between two bowls. Top with the sauce and garnish as desired. Serve immediately.





BEING THE MOST EFFECTIVE WE CAN BE FOR ANIMALS

Animals' lives depend on us. That is why we take great care to be data-driven and as effective as possible in creating a more just and safe world for them.

Animal Equality has commissioned several studies to help inform our work. Most recently, we received the results of a study, conducted in the UK and Spain, to measure the effect of leafleting. The results show that sharing literature with people can be a very effective method of outreach.

In Spain, our study involved 769 university students divided into two samples and two control groups. After having received our guide, nearly 10.2% of participants said they intended to try a vegetarian diet the following year, while 5.2% said they intended to go vegan, and 25.4% intended to reduce their consumption of meat.

We also found that more than 28% of people said they were eating less pig meat, 26% less veal, 24% less fish and 17.5% less dairy compared to the previous year. When asked to directly rate the guide's influence on these behaviour changes, 50% said the leaflet had an impact on them.

Our study in the UK was conducted at University of York and consisted of more than 800 students. It found that after receiving the guide, nearly twice as many people marked that they "strongly" intend to reduce their consumption of eggs and dairy products. People who read the guide for more than five minutes were also more likely to directly attribute the guide to their desire to reduce their consumption of eggs and shellfish. ●





“This data suggests that leaflets can be an effective tool to help increase awareness around the issues farmed animals face and the solutions that are available to help them.”

—**Kate Werner**
Campaigns Manager

KICKING CAGES TO THE CURB AT THE WORLD'S LARGEST CORPORATIONS

Progress for farmed animals keeps on coming. It's hard to keep up these days with the growing list of major restaurants, retailers and other food providers who have taken a stand against one of the worst forms of animal cruelty to hens in the egg industry.

In addition to the 36 corporate policies we've already obtained in 2017, Animal Equality is also actively engaged in a variety of campaigns to convince some of the world's largest companies.

In Spain, as part of our "Week Against El Corte Ingles," we conducted high-profile protests, leafleting, call-ins, letter-writing, signature-gathering on our petition and much more. Our campaigners also projected footage from a Spanish caged hen farm directly onto one of El Corte Ingles' most high profile buildings. This occasion marked the first time this action was taken in Spain.

Our team is working in Italy to secure animal protection policies from Eurospin, a leading national supermarket. We held a protest at the last stop of the Giro d'Italia, the second most famous cycle race in Europe after the Tour de France, which is sponsored by Eurospin. Our protest was covered in seven news articles, including two in the renowned publication *Milano Today*.

We've also increased our pressure on Soriana, one of Mexico's largest retailers, with powerful but unique actions. In Monterrey, we took our message to the company's executives by placing a giant billboard above the main highway they take to get to work. And in a sombre display of compassion for animals, more than 50 volunteers held dead hens in a protest at a historic plaza in Mexico City.

In India, our campaign against McDonald's has received coverage in the *Hindustan Times* and the *Daily Pioneer*, garnering a potential reach of more than 13 million people.

All of this incredible progress for animals has been made possible by the work of our ambitious corporate outreach department, which is dedicated to ending cages for all animals. ●



Spain



Italy



Mexico



Brazil





HELP US ACHIEVE A #FOIEGRASFREEGB

You have probably heard of foie gras, the French “delicacy” served in expensive restaurants and delis across the UK. However, you may not know about the intense cruelty that is inflicted on the ducks and geese living and dying on foie gras farms. Despite production being illegal here due to the suffering it causes, the UK still imports close to 200 tonnes of foie gras every year.

If foie gras is too cruel to be produced in the UK, it is too cruel to be imported and sold here. Previous campaigns to achieve a ban have stalled due to the UK's trade agreements with the EU. However, now that we are leaving the EU, we have the real opportunity of banning the imports of this cruel product due to the change in trade policy and regulations that Brexit provides.

We are asking the government for a #FoieGrasFreeGB and we need your help. You can give ducks and geese a voice by signing our petition at www.animalequality.org.uk/foie-gras.

You'll be joining 50,000 other compassionate people including celebrities like Ricky Gervais and Joanna Lumley who have voiced their support. Many UK MPs from all the major parties have also shown support by signing an Early Day Motion in Parliament.

We are working hard to ensure this issue is on the political agenda. In 2018 we will be holding a parliamentary reception for MPs and Peers, celebrities and our supporters. Watch this space for dates and other ways to help us push for a #FoieGrasFreeGB.

We couldn't achieve change for animals without your help. Thank you for being their voice. ●

[i A N I M A L]

2017

has been a momentous year for our virtual reality film series, iAnimal. In July, we released our third film in the series, iAnimal: The Dairy Industry in 360°, narrated by Harry Potter actress Evanna Lynch. The film has empowered even more people to make the switch to a plant-based diet.

In China, our outreach with iAnimal continues to grow and is inspiring positive behaviour change. Recently, Grace Han and her team have shared the experience with students at Tsinghua University, a premier institute of technology. iAnimal has also been featured at ChinaFit, a vegan conference in Beijing; Go Plantopia, an eco-design fair in Shanghai; and at Shanghai's first-ever vegan and animal rights art exhibition.



We have taken iAnimal to universities and events across the country. We've visited more than 40 cities helping educate our future generation on the issues that farmed animals face and the positive effects that reducing or eliminating animal products from their diet would have.

Thanks in part to our collaboration with other groups, iAnimal has been viewed by over 49,837 people at nearly 700 different events around the globe in 2017.

iAnimal was also nominated for an award at Raindance, the UK's leading independent film festival and at New York's Chelsea Film Festival where Animal Equality's President, Sharon Nunez, spoke on a panel to discuss the effects of factory farming on climate change.

Without your support, we would not be able to reach tens of thousands of people worldwide with this unique educational outreach tool. ●

SUPPORTER IN FOCUS

Animal Equality relies on the generosity of you and our other generous supporters who help us by giving their time, skills and of course with donations. We simply wouldn't be able to exist without your contributions.

In this issue of Their Voice, we are delighted to speak with Tony Bloomfield, one of our dedicated volunteers who leads much of our iAnimal outreach across the country.

When did you get involved with Animal Equality?

I became interested in Animal Equality's iAnimal project very early in 2017 and approached Animal Equality with a view to using it as part of my outreach. After a while it became clear that this was the most perfect and best form of outreach out there, and so in April I became a volunteer, dedicating all my spare time to using iAnimal and showing people the power of virtual reality technology.

What has the experience been like for you?

The experience has been life-changing for me. I have changed so much as a person through working alongside amazing activists, reaching out to hundreds of people with iAnimal and sharing the great work Animal Equality does for the animals at so many exciting events. Doing so much outreach has enabled me to not only become a better person but also to understand the complex issues that surround talking to non-vegans about animals. Animal Equality is like a family, each looking out for one another and they are so supportive of my volunteering work. You do so much fantastic work. Not only with investigations and campaigns, but education too. You are changing and saving lives all the time and I am so proud to be part of what you do.

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

When I became vegan two years ago, I remember registering my name for a campaign you were running on social media. It was the first time I had heard of Animal Equality as I was a new vegan and activist, and after reading about your ethos and the dedication you put into protecting animals, I decided that Animal Equality stood out above all other organisations. So when you introduced iAnimal I was so excited! I first saw iAnimal at London Vegfest and was blown away by people's reactions. I knew from that moment on I wanted to volunteer for you in whatever form possible. ●



WE WANT TO TAKE THIS OPPORTUNITY TO THANK ALL OF OUR WONDERFUL SUPPORTERS.

The work we do for animals is shaped by compassionate influencers, celebrities and advocates from around the world.

In particular, we'd like to offer a heartfelt thank you to Marco Antonio Regil for supporting our Mexican Senate initiative; Evanna Lynch for narrating our iAnimal dairy film; Ricky Gervais for his support of our Foie Gras Free Britain campaign; Isabelle Drummond and Yasmine Brunet for supporting our work in Brazil, Kat Von D, Moby, Peter Egan, Michelle Forbes and others for being constant cheerleaders of our work; Grace Han for her amazing outreach work with iAnimal in China, and, most of all, you, our valued friends and supporters.



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 progress.

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

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Registered in England & Wales with charity number 1168309



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*“It is not an act of kindness to
treat animals respectfully.
It is an act of justice.”*

—
TOM REGAN

—— ” ——
animaleQUALITY