

# THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE  
Nº 4 - SUMMER 2017

FREE

## HISTORIC INITIATIVE

*Making cruelty to farmed animals  
a crime in Mexico.*

—

## ENDING CAGES

*Breakthroughs in Brazil.*

—



Celebs.  
Lifestyle.  
Recipes.

# EVANNA LYNCH

*"I didn't anticipate  
veganism loving  
me back..."*

—

# EDITORIAL

**A**fter 25 years of animal protection work I thought nothing could shock me anymore. How I was wrong. In December 2016 our investigators put a hidden camera up inside a shed on a family-run dairy farm in Somerset after we received an anonymous tip-off from a local resident expressing welfare concerns. Nothing prepared us for the level of violent abuse we would uncover.

Our camera revealed several farm workers slapping, punching and kicking cows and their tiny calves – but one worker's abuse was beyond anything I could have imagined. Just 90 minutes after a cow gave birth he was filmed kicking her hard in the side and then directly in the face – while she was in a head restraint. He later turned his aggression to a pen of tiny calves, throwing one against the hard floor multiple times and kicking another seven times in a row. The swearing that accompanied this physical abuse was equally alarming and demonstrated utter contempt for these poor vulnerable animals who were in his care.

This shocking abuse received international media coverage and in April the farm worker was convicted on two counts of animal cruelty. Tesco, the supermarket that was buying milk from this farm, immediately suspended the farm and sent in their inspectors. As a result of this expose, thousands of people signed our LoveVeg pledge for tips on ditching dairy for good!



You made all of this possible! Thanks to your generous support we were able to act on this tip-off quickly and shine a light on the suffering of these poor cows and their calves. Thanks to you we were able to hold this worker to account for the deliberate and callous acts of violence he committed. And thanks to you we could provide helpful resources to the many people who decided they didn't want to support the cruel dairy industry any longer.

Together we are changing the world for animals!

Thank you,

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





I remember the first time I stepped inside a factory farm.

It was more than ten years ago, but the images still haunt me. That day, I understood more clearly than ever that something had to change in the world. We had to work for a future where the ideas we all believe in; compassion, respect and care, became the norm. Not only for the animals I saw that night, who were confined in cages, but also for those others that are still trapped in factory farms and that desperately need our help.

Things aren't going to change if we don't work for change every day. And that is what you are doing, you are giving animals a fighting chance.

You are having a monumental impact. In the last six months alone, with your support, Animal Equality has empowered over 60,000 people to choose compassion over cruelty by pledging to leave animals off their plate, and had a reach of over one billion through the media. We have impacted the lives of over two million hens who will not spend their days in cages so small they cannot spread their wings, and we have presented 11 groundbreaking investigations in seven countries. Together we are a formidable force for animals.

In Mexico, your support was instrumental in getting a historic initiative introduced in the Mexican Senate that will make it a crime to torture animals in farms and slaughterhouses. The importance of this initiative cannot be understated -- it will relieve over 657 million animals from extreme suffering and pave the way for further legislation and change.

With you by our sides, we have impacted millions of animals in India, where a historic set of regulations on the selling of live animals was passed after our investigative work and recommendations to the government. The rules ban branding, physical abuse, and protect pregnant animals in markets. And in Europe, we have helped more than 340 million rabbits as the EU Parliament voted for a law to be passed that will protect them from cruelty.

It is your unwavering support that sustains all this change.

I know in my heart that you and I will see the end of factory farming in our lifetimes. Future generations will look back at this dark chapter in history and they will celebrate you.

You are helping create a more kind world for everyone.

Thank you,

A handwritten signature in blue ink, reading "Sharon Nunez". The signature is fluid and cursive, with a long horizontal line extending from the end.

— **SHARON NUNEZ**  
*President*



# PROGRESS FOR ANIMALS IN MEXICO

**A historic initiative that will make cruelty to farmed animals a crime.**

**O**n March 27th, 2017, history was made! Together with Senator Diva Gastélum, Animal Equality presented an unprecedented bill before the Mexican Senate that would criminalise the abuse of farmed animals at the national level.

Last November, Animal Equality launched a first-of-its-kind investigation into Mexican slaughterhouses. We visited 31 facilities across seven states and witnessed severe infractions of the Mexican Federal Animal Health Law. With the support of Mexican television star Marco Antonio Regil, our investigation gained international attention, reaching over 230 million people. More than 63,000 people have signed our petition demanding that the government takes immediate action.

During a historic Senate session, Senator Diva Gastélum, supported by Senators Cristina Díaz, Hilda Flores, Lilia Merodio, Anabel Acosta, Itzel Ríos, Maria Elena Barrera, and animal


protection organisations throughout the country, introduced legislation based on Animal Equality's findings that would ensure unified protections for farmed animals throughout the country and hold to account those who harm them.

No animal should be beaten with a sledgehammer, painfully shocked, hung upside down, and cut open while still conscious. Once this initiative is approved, such horrendous acts will become a crime punishable by up to three years in prison.

We are proud to have spearheaded an investigation that exposed unimaginable cruelty and that has the potential to truly make a difference to the lives of hundreds of millions of animals. We are grateful to the legislators who looked beyond partisan politics and pledged their support for this lifesaving bill, to our brave team of investigators, and to the generosity of those who made this possible with their support. ●

**We visited 31 facilities across seven states and witnessed severe infractions of the Mexican Federal Animal Health Law.**





# An important message from a Mexican Senator.

*"In order to advance animal protection in Mexico it is fundamental that Mexican official federal guidelines are complied with, and that we further protect animals from cruelty and abuse. This is the reason we have presented an initiative in the Mexican Senate. We need to reform and add new regulations to the existing Criminal Code to include crimes committed against farmed animals."*

*Investigations documented by Animal Equality allowed us to observe the violations of the federal guidelines in the interior of Mexico slaughterhouses. They also showed us the wide range of mistreatment that occur, such as animals being killed while fully conscious, and the torture of pigs, cows, sheep and goats."*

—  
**DIVA GASTELUM**  
Senator of the LXII Legislature  
of the Mexican Congress

Investigations documented by Animal Equality allowed us to observe the violations of the federal guidelines in the interior of Mexican slaughterhouses.



# YOU HELPED US CONDUCT GROUNDBREAKING INVESTIGATIONS

Animal Equality has presented 11 undercover investigations in the first half of 2017. Through its strategic investigations, Animal Equality makes a strong case to the public, companies, and governments to end cruelty to farmed animals.



## EXPOSED: FIRST INVESTIGATIVE LOOK INSIDE MEXICO'S DAIRY INDUSTRY

**A**nimal Equality became the first animal protection organisation to expose Mexico's secretive dairy industry following its investigation in March 2017.

**Our investigation revealed horrific conditions in three dairy farms and one slaughterhouse in the Mexican state of Jalisco.** Footage included the separation of calves from their mothers just days after they were born and their subsequent confinement in small crates. Images also showed the cruelty of tail docking -- cutting cows' tails -- which is carried out without anaesthesia. Several scientists have stated that this unnecessary practice causes extreme suffering to animals.

We also revealed the painful procedure of cutting cows' horns. After being immobilised, cows' sensitive horns are brutally cut while they are fully conscious. This cruel practice, banned in many countries, causes them an excruciating amount of pain. Negligence in the Mexican dairy industry is widespread. In the farms and facilities we investigated, cows suffered from open wounds that were left untreated, as well as infections to their eyes and udders.

We believe it is time to strengthen legislation in Mexico to put an end to this animal abuse. Our investigation was part of Animal Equality's ongoing work to reform Mexico's federal legislation and make cruelty to farmed animals a crime. ●

# ANIMAL ABUSER CONVICTED IN THE UNITED KINGDOM

Cruelty is standard practice in the animal agriculture industry. However, **Animal Equality** works to expose and hold accountable those who commit deliberate acts of violence against animals. During an investigation at Pyrland Farm, Somerset, in December 2016, we uncovered shocking abuse. We filmed workers beating and kicking tiny calves and their mothers as well as swearing and shouting at them. We submitted our evidence to the RSPCA and demanded justice for the cows and calves who were so cruelly abused.

Because of our compelling footage, one worker pleaded guilty to two counts of animal cruelty and was subsequently sentenced to a two-year ban on working with animals, a 12-week suspended prison sentence, and 150 hours of community service. ●

## CRUEL BEYOND BELIEF

Teen farm worker secretly filmed kicking cows and newborn calves is spared jail



by CLAIRE HAYHURST

A FARM apprentice who kicked cows and threw and stamped on their newborn calves has been spared prison. Owen Nichol, 18, was secretly filmed abusing the cattle and repeatedly swearing at them. He was caught thanks to a covert camera placed in a barn by the charity Animal Equality. During a four-minute clip, he is seen kicking a cow that had just given birth, slapping her and alarming a gate on her. He throws her calf six times, kicks it to the body and face and slaps it. Nichol then kicks and stamps on another calf seven times. Andrew Biggs, a past president of the British Cattle Veterinary Association, said: "This is the worst example of abusive behaviour I have seen in 35 years." Nichol, who was dismissed from his job at

No excuse: Nichol told RSPCA officers he just flipped

the farm is Taunton, Somerset, when the footage was released, told RSPCA investigators: "I just flipped." He admitted two charges of causing unnecessary suffering to the animals. Sentencing him at Taunton Magistrates' court, chairman of the bench Dr Peter Reed said: "Your behaviour was absolutely unacceptable." While the officers passed the custody threshold, he gave Nichol a 12-week suspended sentence because of

his age, lack of previous convictions and the pressure he was under. Nichol was ordered to do 150 hours of unpaid work and disqualified from owning, keeping and participating in keeping animals for two years. Dr Totti Shepherd, UK director for Animal Equality, said the charity was "extremely disappointed" he had not been jailed for last December's abuse. "The nature of the acts was just so violent and these animals were so vul-

nerable that we feel a prison sentence was warranted," she said. RSPCA inspector John Follock said the farm has "very high welfare standards, probably the highest I have seen".

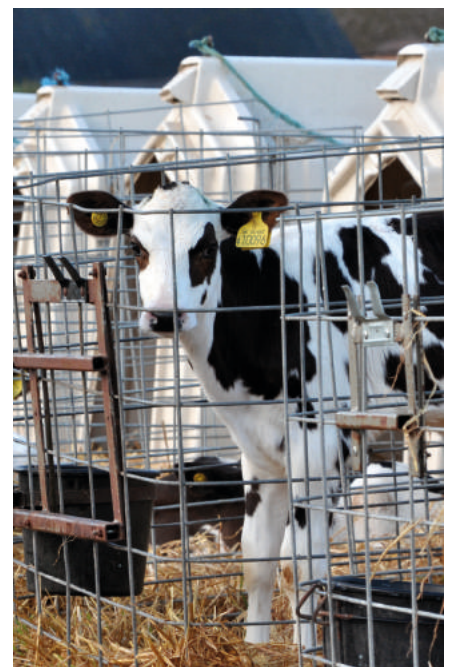
**What's your opinion?** Tell the word **WARRIOR** followed by your comment, name and where you live to 65790. Standard network charges apply.



## UK DAIRY FARMS. CRUELTY AND NEGLECT

In March, Animal Equality exposed a dairy farm in Dorset that is a supplier to Marks & Spencer – widely thought of as a leader in animal welfare standards. Our investigators witnessed calves confined all alone in tiny hutches far past the eight-week legal limit.

M&S sent inspectors to the farm and moved calves to group housing immediately, in addition to asking the RSPCA to inspect the rest of its dairy farms.



Thanks to this investigation, the suffering of these animals received impressive media coverage in *The Times*, *The Guardian*, and other media outlets around the world, including China, Taiwan, Vietnam, Belize and Nigeria, reaching millions of people. ●

# CRACKING OPEN THE EGG INDUSTRY

In the last nine months, Animal Equality has presented five investigations exposing the egg industry. The image of idyllic farms and happy animals that factory farms promote is a far cry from their reality. Animal Equality's investigators have documented the horrific reality for hens on industrial egg farms across five countries.

We are working hard to educate the public on the fate of hens through hard-hitting investigations, while our international corporate outreach team works to influence some of the world's largest companies to implement animal protection policies, and our legislative work aims to see cages banned.

Additionally, there are so many delicious, readily-available plant-based alternatives to eggs that more people than ever before are learning how easy it is to leave eggs off their plates.

In February of this year, Animal Equality launched investigations inside commercial egg farms in Spain and Italy. Some of the shocking conditions we documented include hens living inside cages alongside the decomposing bodies of other hens, live hens thrown into trash containers full of dead birds, sick hens abandoned on the ground, struggling to access food and water, and featherless hens as a result of stress caused by the overcrowded conditions.

**As part of our in-depth investigations, Animal Equality has taken bold steps to hold the egg industry accountable.** Our corporate outreach team in Spain is working tirelessly to ban the use of cages, and in Italy, Animal Equality notified the local police of its investigation and filed a complaint before both the Ministry of the Environment and the Ministry of Health.

Both investigations received outstanding media coverage, appearing in major media outlets in Italy and Spain. ●





## SUFFERING IS THE NORM FOR HENS EXPLOITED FOR EGGS IN INDIA

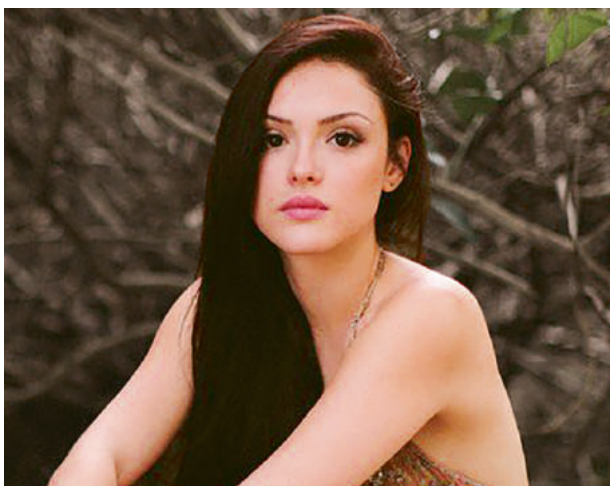
In February 2017 Animal Equality presented an eye-opening investigation into the Indian egg industry which revealed that they are still using cruel and illegal battery cages, despite the Prevention of Cruelty to Animals Act prohibiting their confinement.

We investigated several egg farms between August and December 2016 in the Indian states of Maharashtra, Andhra Pradesh, and Haryana, which are known for their egg production. ●

## FIRST EVER INVESTIGATION INTO BRAZIL'S CRUEL EGG INDUSTRY

In May this year, while Brazil was being rattled by a massive scandal involving meat industry giants, Animal Equality released the first-ever investigation into Brazil's egg industry, revealing disturbing animal abuse inside the country's factory farms that exploit hens for their eggs. The footage, captured at Yabuta, one of Brazil's top egg suppliers, documented:

- *Dead hens left to decompose alongside birds still laying eggs for Brazilian consumers.*
- *Rows and rows of filthy, feces-covered cages stuffed with panicked birds.*
- *Hens crammed in cages so small the birds can't even extend their wings.*



Brazilian actress Isabelle Drummond was so moved by the plight of these delicate animals that she lent her support to our campaign. She shared a powerful image from the investigation on her Instagram account, where she has 1.8 million followers, helping us reach even more people with this important information.

Distressing scenes such as these, which we have documented time and time again, prove that animal abuse is systemic to industrial egg farms. Delicate and sensitive hens are paying the ultimate price. ●

# EXPOSING THE CHICKEN INDUSTRY'S DIRTY SECRETS

**F**ew people have seen up close the miseries endured by billions of birds raised for their meat in the chicken industry. That is why the work of our investigators is so important. Our investigations inside the German chicken industry and the shocking footage they uncovered was seen in an exclusive in-depth report aired in May on Stern TV, a national TV programme that was viewed live by two million people. The video exposes the painful reality for birds raised in a dark and cruel world.

*Typically kept hidden from public view, we uncovered day-to-day horrors that include:*

- *Birds selectively bred to grow so big so quickly that they suffer from painful leg deformities so severe they can't even walk.*
- *Sick and injured birds collected like garbage and thrown into bins, left to die from dehydration, starvation, and even suffocation.*
- *Perhaps most gruesome - we saw already injured birds stepped on and even beaten with shovels.*

Thanks to this groundbreaking investigation, and the media coverage obtained, one of the farmers who was responsible for the cruelty has been charged with animal cruelty.

Animal Equality's mission is to spare animals, such as these chickens, from a horrific fate. We're exposing the truth, telling the animals' stories, and empowering others to choose compassion - and we're succeeding, thanks to your support. ●





# FINN'S STORY



Within hours of emerging from his egg, fragile little Finn entered a miserable reality. Jostled around on conveyor belts, he was **treated like a commodity from day one**. Packed up and shipped out to a filthy, dark, and windowless factory farm, Finn's life ended a few weeks later when he was injured. Workers stepped on Finn, trying to crush him and break his bones. They also beat him with a shovel and left him in a trash bin to die.

Our investigative team found him injured and trembling in fear. We immediately gave him water, food and veterinary care, but despite these efforts Finn's journey did not have a happy ending. He died shortly after rescue. We are grateful that he at least had the opportunity to experience some degree of compassion before his passing. ●



# INDIA BANS SALE OF COWS AND BUFFALOES FOR SLAUGHTER AT MARKETS

**A**nimal Equality had an opportunity to help shape new government rules that will regulate the nation's animal markets. The rules, issued by the Ministry of Environment and Forests, ban the sale of cows and buffaloes for meat at animal markets. **These new rules follow a Supreme Court ruling and recommendations from Animal Equality and the Animal Welfare Board of India.**

The Supreme Court of India had instructed the government to draft these new rules after a petition was filed by activist Gauri Maulekhi and following an investigation by Animal Equality inside these disturbing markets.

Our team of investigators documented horrific images of animal cruelty. Animals were denied food, water, and shelter at the markets. Some were prodded with sticks, fingers, or even had chili rubbed in their eyes to make them move.

The new rules announced by the government, which include recommendations from Animal Equality, will dramatically improve conditions for animals in these markets:

- *Cows and buffalo will no longer be sold for slaughter in these markets.*
- *Prohibits branding.*
- *Protections for pregnant animals.*
- *Prohibits physical abuse.*

Amruta Ubale, Executive Director of Animal Equality in India says, "The 2012 Livestock Census states there are 190 million cows and 104 million buffaloes in India, which means the ban on the sale of cows and buffaloes will help at least 294 million animals." ●



*THESE NEW RULES FOLLOW  
A SUPREME COURT RULING  
AND RECOMMENDATIONS  
FROM ANIMAL EQUALITY AND  
THE ANIMAL WELFARE BOARD  
OF INDIA.*



**O**n March 14th, following an intense campaign by Animal Equality, the European Parliament voted 410 to 205 in favour of drafting legislation to end the extreme confinement of rabbits in cages and to increase their protection. This historic vote has paved the way for legislation to help more than 340 million rabbits every year!

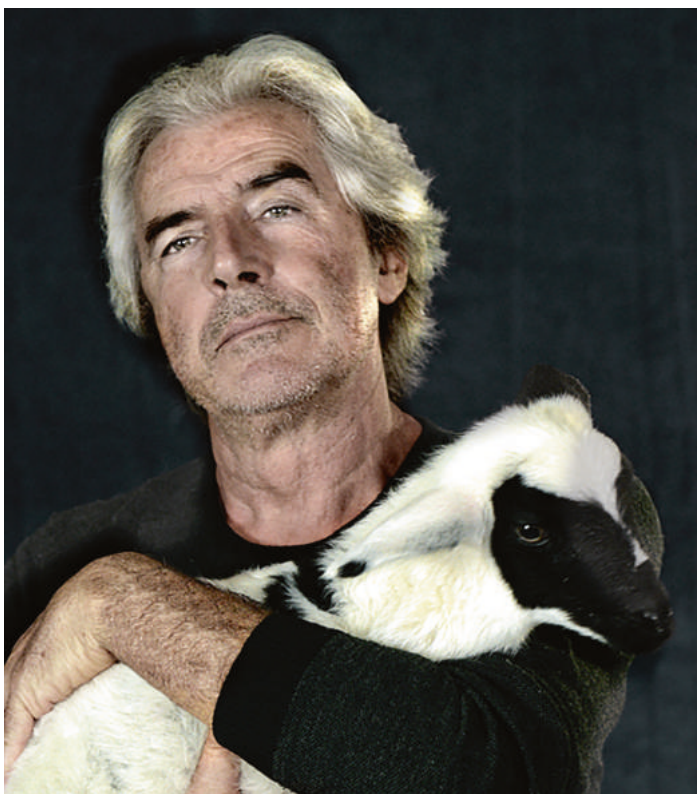
**Animal Equality's investigations inside more than 75 rabbit farms in Spain and Italy were instrumental in this landmark decision.** The evidence we obtained revealed the pain and suffering that caged rabbits endure, including animals left with open infected wounds, countless dead rabbits left to decompose in cages alongside living rabbits, and even cases of cannibalism due to the unnatural and stressful conditions. Due to these extreme conditions, there is a 20% mortality rate on rabbit farms, with a total of 85 million rabbits dying on European farms every year before reaching the slaughterhouse.

In the weeks leading up to the vote, Animal Equality mobilised its supporters. More than 120,000 people signed our petition and more than 1.2 million emails were sent to MEPs urging them to support this long-sought initiative by German MEP Stefan Eck.

Our tactics leading up this historic vote were so effective that they were noted as an example of how to lobby parliament by *Politico* magazine:

***"MEMBERS OF THE EUROPEAN PARLIAMENT VOTED LAST TUESDAY BY 410 TO 205 IN FAVOR OF A RESOLUTION DEMANDING THE EUROPEAN COMMISSION PROPOSE LEGISLATION FOR MINIMUM STANDARDS TO PROTECT FARMED RABBITS, EVEN THOUGH THE CALL HAD BEEN REJECTED BY THE AGRICULTURE COMMITTEE IN JANUARY. THE CHANGE IN POSITION IS A DIRECT RESULT OF A LOBBYING CAMPAIGN ORGANISED BY ANIMAL EQUALITY."*** ●

## ANIMAL EQUALITY KEY TO HISTORIC VOTE THAT PAVES THE WAY FOR A BAN ON RABBIT CAGES



## CAMPAIGN ENCOURAGES ITALIANS TO CHOOSE COMPASSION

**I**n Italy, Animal Equality's Save a Lamb campaign grew even larger this year! We made immense progress in our aim to reduce the nation's consumption of lamb meat during the Easter holiday. Italian director and comedian Tullio Solenghi lent his support to this year's campaign and gave an impassioned testimonial on video as to why he dropped lamb from his diet.

**So far, reports show that the campaign has helped spare more lambs' lives than ever before.** Local butcher shops have reported a 30% decline in lamb meat sales and many orders were cancelled in the final days leading up to Easter, especially in cities like Milan, Turin, and Naples. ●



## Igniting a Plant-based Revolution

**A**nimal Equality is excited to announce the launch of its *Love Veg* website. This site complements the *Love Veg* newsletter, featuring vegan celebrities, inspiring blog posts, plant-based recipes and tips on transitioning to a more compassionate diet. It has grown to over 94,000 subscribers in the last few months!

Not only is *Love Veg* great for people looking to incorporate more compassionate options into their meals, it also discusses the health and environmental benefits of eating less animal products, provides helpful tips on eating out or on a low-budget, and includes delicious plant-based recipes that anyone would enjoy.

"I love being able to share my recipes, inspire people and share with them what I have learned over the years about how to help animals by leaving them off your plate. Hearing from people who have genuinely found *LoveVeg* useful is very rewarding and encouraging" said Kate Werner, Animal Equality UK Campaigns Manager, who shares her experience of how delicious, healthy, and exciting plant-based eating can be through the *LoveVeg* newsletter.



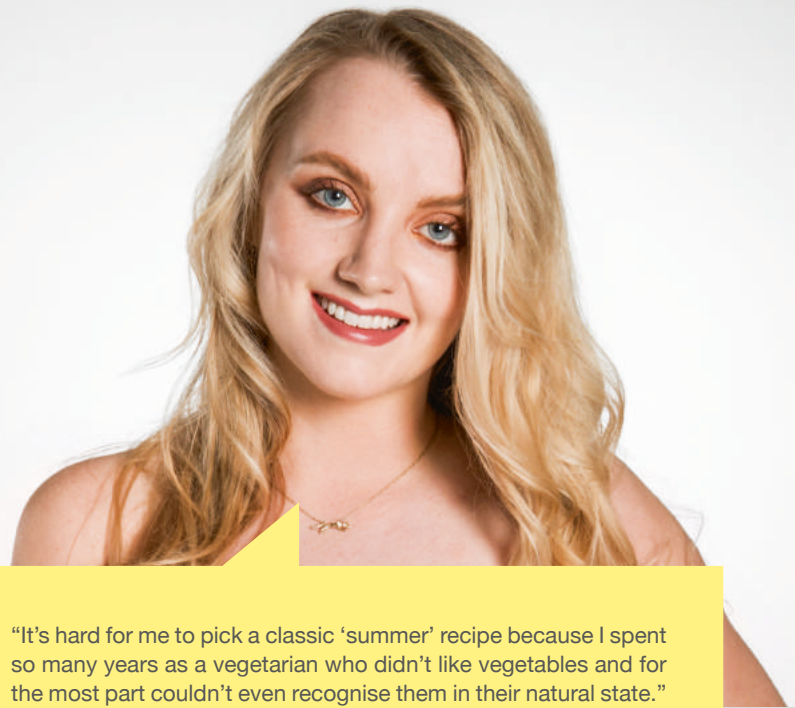
Meghan Campbell signed up to receive the *Love Veg* newsletters after watching *iAnimal* at the LUSH summit in London in February 2017. She told Kate:

"I've been loving your emails (especially the recipes)! I made cauliflower tacos this weekend and they were fantastic... I'm no longer eating chicken, and have been doing a lot more cooking. I've also been spreading the word about the incredible work you and your team do."

Posts from *Love Veg* are also popular on Instagram in the US, UK and Germany, with more countries to launch the project soon.

A

ctor Evanna Lynch, who is pictured on the cover of our magazine and narrated the latest iAnimal experience for Animal Equality, shares one of her favourite summer recipes exclusively with *Their Voice*.



"It's hard for me to pick a classic 'summer' recipe because I spent so many years as a vegetarian who didn't like vegetables and for the most part couldn't even recognise them in their natural state."

"I know you're supposed to want to roll around on a bed of spinach and bathe in grapefruit juice in summer but I never stray too far from my starch-happy beetroot-less roots. I like this recipe because it's gloriously pasta laden while still managing to pump a shocking amount of kale into my system in a really delicious way. And you can eat it cold too and call it a 'salad'. It totally counts. This recipe is from *Lighter*."

# Kale and 'Ricotta' Pasta Salad

Courtesy of [lighter.world](http://lighter.world)

## Directions:

- Cook the whole wheat pasta according to the instructions on the bag.
- Produce Prep: Rinse the kale and chop it into tiny bite-sized pieces. Peel the garlic
- Blend the unsalted cashews, dried basil, garlic, nutritional yeast, olive oil, and water in a high-powered blender or food processor. (Feel free to omit the oil for an oil-free version).
- In a bowl, mash the extra firm tofu with a fork. Pour the unsalted cashew seasoning mixture over the extra firm tofu and stir to combine. (Depending on the water content of the extra firm tofu, your 'ricotta' may require extra liquid. Add olive oil and/or unsweetened non-dairy milk for extra flavour and liquid, and salt to taste.)
- Add a little bit of water to a pot, pan or wok with a tight-fitting lid. Bring up to medium heat. Add kale and cover to cook for 2-3 minutes.
- Add the 'ricotta' mixture to the pan (pour it over the kale in the pan or wok), and then cover. Reduce heat to low and heat until the ricotta is warm throughout (3-5 minutes).
- Top the whole wheat pasta with the kale and 'ricotta' mixture. Salt and pepper to taste. Enjoy!

## Ingredients:

### GRAIN/STARCH

Whole wheat pasta, 100g

### PROTEIN

Extra firm tofu, half a block

Unsalted cashews, 75g

### VEGETABLE

Kale, 1 bag

### SEASONING

Water, 120ml

Garlic, 2 cloves

Nutritional yeast, 4 tablespoons

Dried basil, 1 teaspoon

Olive oil, 1 tablespoon

### OPTIONAL

Salt & pepper



# BRAZILIAN CHANGEMAKERS

*Animal Equality's Vivian Mocellin and Taís Toledo are improving the lives of millions of animals through their corporate outreach work in Brazil and inspiring people to make more compassionate food choices.*

**V**ivian has a background in journalism, cultural anthropology and the arts. She started her career in public relations for the federal government and has served as editor-in-chief of publications such as *Harper's Bazaar* and *Arte!Brasileiros*. She has a deep enthusiasm for fostering social change through education, critical thinking, cultural influence and political outreach. She is also an activist and advocate for other causes such as feminism, environmental and indigenous rights, and social justice at large.

**Taís** is a lawyer who has worked on corporate law and capital markets for major international banks. She also worked for a law firm defending Google's interests, where she focused on free speech defences and internet law. Prior to joining Animal Equality, Taís was one of a group of pro-bono lawyers supporting non-profits.

Given their skills, experience and passion for animal rights, we feel fortunate to have Vivian and Taís as part of the team at Animal Equality.



### **What drew you to work for Animal Equality?**

**Vivian:** I'd heard about the role from a friend who is also working in the animal rights movement here and also discovered a lot of very positive things about the organisation through research and speaking to other activists. I also knew about effective altruism and Animal Charity Evaluators, so when I read Animal Equality's review by the organisation, that was enough for me to want to be part of it.

**Taís:** I was looking to work for a non-profit focused on animals and I found out about Animal Equality's role in a Facebook group about vegan jobs. When I talked to Jaya Bhumitra, the International Director of Corporate Outreach, and interviewed with her, I was so impressed by her that I thought, "I need to work with this woman in this organisation!"

### **What have you been working on in the past six months?**

**Taís:** We haven't stopped! We have presented a groundbreaking investigation — the first egg investigation in Brazil reached more than 15 million people through the media, grown our online presence, run multiple campaigns, connected with more than 100 companies, and are having ongoing conversations with businesses in all sectors, especially in the retailer and consumer packaged goods categories. We secured six cage-free policies, one of which was the result of two months campaigning against one of the most traditional Brazilian restaurant chains. We are also talking with some of the biggest egg producers in Brazil, which we think is very important given that the Brazilian scenario is very challenging. One of the main challenges is the lack of government regulation on the cage-free issue and the juridical insecurity it causes farmers considering making the transition. That's why we have also been talking to the government and trade associations to bring everyone on the same page regarding this issue. By creating these relationships, we believe it will be easier to convince companies to ban the extreme confinement of caged hens.

### **Are there challenges to working in Brazil? How do these challenges affect your approach?**

**Vivian:** Due to the lack of education and access to alternative products, we need to be strategic and ensure that the policies and behaviour change we inspire can be sustained and built upon. That is why we support incremental change. We focus on cage-free campaigns to educate people and open their eyes to where their food

comes from and how it's produced. Of course, we want to do much more than this, but it's important that we use that starting point to begin a conversation with people. The JBS meat scandal in Brazil also gave us an opportunity to educate people about the benefits of a plant-based diet. JBS, both a Brazilian company and the world's largest meat producer, was exposed for corruption and allowing contamination in the food supply. Naturally, the public responded with concern and outrage and Animal Equality was perfectly poised to provide resources and guidance on the many delicious animal-free alternatives to meat.

The political situation is also increasingly complicated. Our Congress right now is dominated by agribusiness representatives who are in the process of dismantling protective legislation affecting not just the environment, but also indigenous populations. These new, negative policies

**“We focus on cage-free campaigns to educate people and open their eyes to where their food comes from and how it's produced.”**

are undoing decades of protections that have been established, opening space for the advance of agribusiness into our forests and protected lands, and allowing the growth of animal exploitation in farming. Sometimes it can be difficult for people to appreciate the plight of animals with other urgent issues at the forefront. However, the main social movements in the country are all fighting issues that are caused by agribusiness. By respecting the specificity of our causes and objectives there is much opportunity to collaborate.

### **Do you work in collaboration with other groups?**

**Vivian:** There is a coalition of different organisations being formed right now from different sectors - environment, human rights, and so far we have been the only animal rights organisation invited to join the group. We think it's important that we start collaborating and coordinating how we can resist and stop the rise of agribusiness interests and their influence on poli-

tics. It is also important that we start talking about how to put animal protection on the agenda of the politicians that are going to run for the next elections by identifying those who are more sympathetic and convincing others to care more.

### **What other plans does Animal Equality have in Brazil?**

**Vivian:** We have big plans! Our vision for Brazil is ambitious and clearly outlined in our strategic plan. We want to do more groundbreaking investigations in the country, grow our Corporate Outreach department to achieve more progress for hens and other farmed animals, and significantly increase our online and offline educational campaigns.

Brazil is the fifth largest country in the world, has the greatest number of farmed animals, and approximately eight percent of Brazilians are vegetarian. Interest in animal protection by companies, celebrities, and the general public is growing. People here also have a huge admiration for Sharon, Jose, and Javier, our founders, from their work in Spain, so their visit to Brazil this year, attending events and connecting with people in our and other movements, will be important. We have an enormous opportunity to impact millions of animals. It is a crucial time to work here.

**Taís:** We look forward to introducing iAnimal to Brazil and creating amazing videos with celebrities in which we share this footage from factory farms and record their reactions. These videos will enable us to reach thousands more people through traditional and online media. Brazilians love social media and celebrities. It will also be a useful tool in corporate outreach as well as education in general, as a lot of the CEOs that we've been talking to are interested in watching such videos themselves as they don't have any idea what happens at the production level.

### **Anything you would like to add?**

**Taís:** We want to thank everyone for all the support they are giving Animal Equality!

**Vivian:** We would also like to thank Animal Equality's international leadership for bringing the organisation to the country, raising the profile of the whole animal rights movement in Brazil, and investing resources in promoting much-needed change in the largest South American country. ●

# WINNING CORPORATE POLICIES: IMPACTING ANIMALS AROUND THE WORLD

Animal Equality's corporate outreach team works with the world's largest retailers, foodservice companies, restaurant chains, and food manufacturers to eliminate the extreme confinement of hens exploited on egg factory farms. The team has made incredible progress in the last few months.

**O**ur very first campaign in Brazil resulted in Casa do Pão de Queijo, the nation's leading coffee shop and baked goods chain, committing to ban cages from its egg supply chain. As the chain operates more than 900 locations in Brazil, this is a huge win for hens. Following this milestone announcement, Animal Equality also secured a commitment by Bunge, the third leading mayonnaise producer in Brazil, to ban caged hens by 2025.

In Italy, our team has made so much progress that four of the five top foodservice companies (Giovanni Rana, Gemos, Dussman, and Gruppo Pellegrini) and the nation's top three retailers (Esselunga, Auchan, and Carrefour) have all announced policies to ban cages from their egg supply chains.

Although cage-free does not mean cruelty free, it is an important step towards improving the conditions of animals that suffer greatly in industrial farms. All of these commitments will have a profound impact on the life of millions of hens.

Our corporate outreach team has contributed to winning 21 policy announcements, reducing the suffering of more than ten million hens every year.





Our efforts are still ongoing as we are running several campaigns. In Europe, our teams in both Spain and Italy are working diligently to secure additional policy commitments. In Spain we currently have active campaigns against Carrefour and El Corte Inglés, two of the nation's leading retailers. In Italy, our campaign is targeting leading discount store Eurospin.

In Latin America, our dedicated team is pursuing policies from Soriana and Pagasa in Mexico, and from

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Grupo Pão de Açúcar in Brazil. Our hard-hitting actions and protests are reaching millions of consumers by gaining great media coverage in leading Mexican and Brazilian media outlets.

Our team is also hard at work in India where our efforts are focused on getting McDonald's to eliminate cages from their suppliers. We are also encouraging people not to eat eggs and sharing information on alternative vegan products and egg replacers. ●





# HER CAMERA IS THEIR VOICE

**H**ow did you get involved with Animal Equality?  
I became familiar with the work of Animal Equality through their social media in 2009. Their messaging and philosophy closely aligned with my own beliefs, and shortly after I joined Animal Equality as a volunteer.

From the very beginning I admired their investigative work, their campaigns, and their courage and creativity to make farmed animals visible. They are visionaries who are able to impact society and the media by sharing powerful stories. I have followed their example in many ways to improve my own activism.

**What inspired you to become an undercover investigator?**  
Undercover videos were the key to my learning about the ways humans exploit animals, and they fueled my desire to fight for them. Investigations are critical in fighting the systemic abuses that occur in factory farms all around the world. Their business depends on keeping people in the dark.

***“Documenting the reality of animals in factory farms helps to create positive change for these animals. Being an undercover investigator has been the most rewarding challenge of my life.”***

In addition to exposing the truth about the abuse farmed animals endure, undercover investigations have led to the shuttering of facilities, animal rescues, and have inspired people to join the animal protection movement. For all these reasons I knew I had to find the courage to do this.

**How has going undercover changed you?**

Witnessing the reality farmed animals face from behind a camera undoubtedly takes a toll on the hearts of investigators. I too have felt that feeling of uneasiness when I step inside a slaughterhouse or a farm.

It's a feeling of devastation knowing that I am looking into the eyes of an animal who is suffering.

**Are there unique challenges to being a female investigator in Mexico?**

In Mexico, factory farming is a predominantly male industry, so machismo is very common. Some workers look for physical contact, invite you out, and often verbally harass women. You have to be very careful with your appearance and expressions.

Another difficult aspect is that because there are so few female investigators we are easily recognised, which makes it more difficult for us to enter the facilities we need to. I've had to change my appearance several times to avoid retaliation.

**What advice would you give others who express interest in becoming an investigator?**

Investigations are difficult. Plain and simple. But they're also incredibly impactful. Think of the reactions of your friends or family when they've seen these videos on YouTube or Facebook. They have the power to change lives.

I initially had doubts about doing such emotionally taxing work, but I knew an opportunity with Animal Equality was one I couldn't pass up. ●

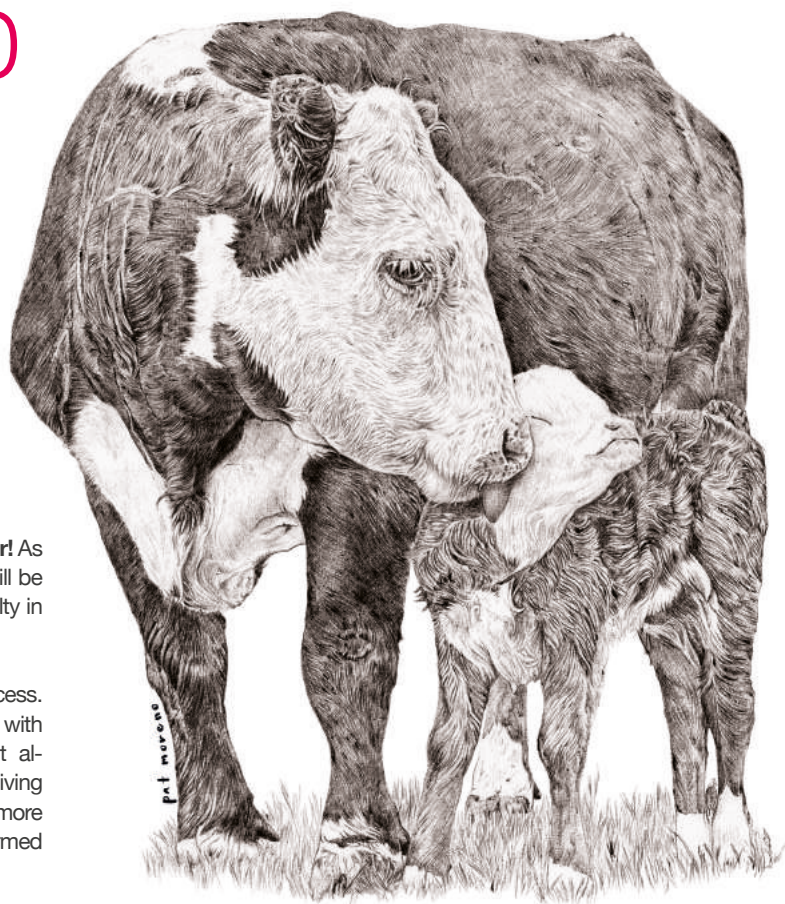
# AN EASY AND AFFORDABLE WAY TO SUPPORT OUR WORK

**H**elping farmed animals has never been easier! As a monthly supporter of Animal Equality, you will be on the front lines of our work to eliminate cruelty in factory farms and slaughterhouses.

Animal Equality's monthly supporters are critical to our success. By making a donation on a monthly basis, you provide us with the predictable income that not only sustains our work, but allows us to be more effective with our time and resources. Giving monthly means we can spend less time fundraising and more time working to bring about a compassionate world for farmed animals.

Instead of an annual £25 donation, how about donating £5 a month? For the price of a cup of coffee or a veggie burger, your monthly gift provides a steady stream of support that helps our investigators expose animal abuse and the reality of factory farms.

Make a monthly gift today at [animalequality.org/donate-uk](http://animalequality.org/donate-uk) and know that your ongoing support will help animals every day of the year! ●



"I contribute monthly because it's easier for me. All I did was set up a monthly recurring payment once, and then forgot all about it. Occasionally, when I review my financial transactions and I see a payment to Animal Equality, it makes me happy as it reminds me of the difference I am making to the lives of animals every month!" —**Luke S.**





# [ i A N I M A L ]

**S**o far in 2017 you've helped us reach over 15,500 people with iAnimal at over 215 events, not only in the eight countries Animal Equality has offices in, but through our partners in countries such as Finland, Poland, Canada and China.

We also worked with Evanna Lynch, who stars as 'Luna Lovegood' in *Harry Potter*, and graciously agreed to narrate

our latest iAnimal film on dairy cows and calves. She is just one of many compassionate celebrities who supported our work.

iAnimal also continues to inspire more and more students to reduce their meat consumption or go vegetarian or vegan at universities across the United Kingdom. Here's just a few reactions our tour crew captured at the University of East Anglia. ●



**"This experience helped give me the push I needed to make the change to vegan... It's hard to watch but harder to ignore."**



**"You never think of this or get told about it when you're buying meat. This definitely changes what I'll eat and encourages me to find alternatives"**



**"The iAnimal #VR experience landed in Beijing this summer and it's there to stay. It has already changed and inspired many people!"**

- Grace Han, Founder of TACN, China.



## CHINA'S FIRST GLIMPSE



...AND DISCOVER WHAT THE MEAT INDUSTRY HIDES FROM YOU?

发现工业养殖场不可告人的秘密

iAnimal.uk

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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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*“The question is not, ‘Can they reason?’  
nor, ‘Can they talk?’ but rather,  
‘Can they suffer?’”*

—  
*JEREMY BENTHAM*

— ” —

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