

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 8 - SUMMER 2019

FREE

WE DID IT!

Cruelty to farmed
animals now a crime
in Jalisco, Mexico

LEGAL ACTION

Suing Pilgrim's Pride

MAYIM BIALIK

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ear friend,

Many years ago, while considering co-founding Animal Equality in Spain, I was met with skepticism and told that nothing could be achieved for animals. This was the country of bullfighting, a country with the worst animal protection laws in Europe...

Today, we have presented over 60 undercover investigations in Spain, revealing some of the first footage inside cruel farms and slaughterhouses in the media. The footage turned stomachs and awakened minds, sparking an unprecedented debate on the conditions of animals raised for food. On the back of that work, we have convinced some of the most prominent retailers in the country to eliminate cages from their supply chain, with commitments that affect 15.5 million hens. Spain's plant-based market is also growing at a staggering rate.

A few years later, in the UK, we heard similar arguments. While some tried to stop us from defending farmed animals, we stood firm in our convictions, knowing that animals needed us. In 2012, a few months after its foundation in the UK, Animal Equality presented one of its most shocking undercover investigations inside a British farm, a horrific facility where pigs were beaten and abused. The exposure of this footage resulted in the longest prison sentence for farmed animal cruelty in the history of the UK.



Since then, we have presented several investigations that have resulted in extensive media coverage and change for animals. In 2019 our undercover footage inside one of the biggest chicken producers in the country was covered in a two-page article in The Mirror. Consumers can't look away, and the industry can't ignore us any longer.

Today, Animal Equality is a global force for animals, working in Asia, Europe, and the Americas to create a world where all animals are respected and protected. The industries that keep animals confined in tiny cages, that mutilate them when they are babies and kill them in their billions continue to speak against us and against animals. They use the media, lawyers, and any tool in their toolbox to silence us...

But we have the most potent defense – you.

You have made animal cruelty a crime in the Mexican state of Jalisco, providing protections to 210 million animals that had no laws protecting them until you stepped in.

You have banned the use of cages in the entire state of California.

You have convinced over 100 companies to ban cages for hens, affecting millions of animals.

You have convinced major chains to protect chickens, and are powerfully raising your voice to demand that others do the same.

You are educating millions on the plight of animals in factory farms, and encouraging them with a helping hand to reduce their consumption of animal products.

You are standing between the abusers and the animals.

I am honoured to raise my voice alongside yours, and though there is still so much work to do, I know that together we are shining a light in the darkness of animal abuse and bringing about real change for farmed animals.

In solidarity,

SHARON NÚÑEZ
President

THE TRUTH ABOUT BRITISH CHICKEN

EXTREME SUFFERING, ANIMAL ABUSE AND CANNIBALISM UNCOVERED ON THREE RED-TRACTOR CERTIFIED CHICKEN FARMS IN NORTHAMPTONSHIRE. ANIMAL EQUALITY'S HARROWING INVESTIGATION SHOWS:

· *Dozens of chickens collapsed under the weight of their unnaturally large bodies and unable to stand, many flapping frantically in a desperate attempt to lift themselves up.*

· *Dead birds left to rot among the living, leading to cannibalism on at least one farm.*

· *Workers callously breaking birds' necks and leaving them to convulse amidst the flock.*

· *Dying birds thrown onto a pile and left to suffer for hours as workers cleared the shed for slaughter.*

· *Workers purposefully stepping on and kicking birds.*

O

ur investigators visited Evenley Farm, Helmdon Farm and Pimlico Farm multiple times between January and March

2019, after receiving a tip-off from a whistleblower concerned about poor conditions. On every single visit they found lame chickens who were unable to stand and dead birds left to rot inside the overcrowded sheds.

All three farms produce chickens for Faccenda, one of the UK's largest chicken companies. Faccenda supplies major supermarkets and popular high street restaurant chains including Nando's, Lidl and Asda.

After discovering bin bags full of rotting dead chickens inside one shed at Evenley Farm, our investigators installed a hidden camera to record

how long the carcasses were left among living birds. It filmed workers deliberately kicking and stepping on birds, as well as callously breaking chickens' necks and leaving them to convulse amongst their flockmates. Multiple dying birds, clearly in pain, were carelessly thrown onto a pile and left to suffer there for hours.

Sensationalist headlines about American chlorinated chickens may lead consumers to believe that British birds live a life of luxury, but this is far from the truth. In reality, chickens on British factory farms are tightly packed inside crowded sheds and grow to such an unnaturally large size that their joints and hearts can't cope with the strain. The investigation was featured in a double-page spread in The Mirror as well as receiving widespread online news coverage, showing hundreds of thousands of people the terrifying truth about British chicken.

On the Road with

[iANIMAL]

A

nimal Equality's iAnimal virtual reality experience hit the road at the beginning of this year with a tour around higher education institutions including Imperial

College London, University of Glasgow, London School of Economics, University of Leeds and Bath Spa University.

In addition to educating university students and faculty, we have also taken iAnimal along to many festivals and vegan fairs this year, with plenty more planned too! Hundreds of visitors to events such as the Just V Show, Dogstival, Zero Mkt London and the world famous Glastonbury Festival experienced what life is like for the billions of pigs, chickens, and cows living on factory farms.

Further afield, in April, iAnimal was featured at EarthX in Texas, which has been hailed as the world's largest environmental conference and expo. Attendees visiting Animal Equality's booth were able to learn about animal agriculture's devastating impact on the planet, while witnessing firsthand the cruelty inherent in the meat and dairy industries.

Our iAnimal events are not only a huge success in the UK, but across the globe, too. Thanks to your support, over 220,000 people have participated in this cutting-edge, immersive experience so far in 2019.

SHEDDING LIGHT ON ANIMAL SUFFERING

Animal Equality works hard to defend people's right to know what happens on farms and in slaughterhouses so that they can make more informed and compassionate decisions. We've taken the iAnimal experience to universities and events in the United Kingdom, the United States, Germany, Spain, Italy, and Mexico, and we're not stopping there! Because it's our goal to raise awareness about the reality of farms and slaughterhouses around the world, we're working to translate iAnimal into more languages so that we can make the truth about what goes on behind closed doors accessible to everyone.

Most recently, we've worked with a group in Sweden called Djurens Rätt (a.k.a. 'Animal Rights') to translate the immersive experience, *42 Days In The Life Of A Chicken*, into Swedish. Already, people in Sweden have been able to experience what life is like for chickens in the commercial meat industry, and with the help of our supporters we can continue to translate the life-saving technology into more languages and make it accessible to ever more people.

For more information about iAnimal, visit iAnimal.uk



WHY PILGRIM'S PRIDE SHOUDN'T BE SO PROUD

In a first for Animal Equality, our legal dept has teamed up with Richman Law Group to represent Food & Water Watch and Organic Consumers Association (OCA) in a lawsuit against Pilgrim's Pride Corp. for the deceptive marketing and advertising of its chicken products.

The suit was brought up in the Superior Court of the District of Columbia, under the Consumer Protection Procedures Act, in early February. The nonprofits allege that Pilgrim's falsely claims that the birds used in its products are fed 'only natural ingredients', 'treated humanely' and produced in an environmentally responsible way, when, in fact, Pilgrim's systematically raises, transports, and slaughters chickens in inhumane factory farm conditions that include the routine use of antibiotics, synthetic chemical disinfectants, growth-promoting drugs, and other unnatural substances.

Pilgrim's Pride uses antibiotics, synthetic chemical disinfectants, genetically modified crops, growth-promoting drugs, and other unnatural substances.



The groups also accuse Pilgrim's Pride of the abuse of chickens by its contractors and employees, the use of toxic chemicals and the emission of large amounts of pollutants, and the use of artificially-selected, fast-growing, breast-heavy chicken breeds that have chronic and debilitating health conditions.

THE LITIGATION WAS FEATURED BY BLOOMBERG.



"Consumers are unable to determine for themselves whether an animal was 'treated humanely' or fed 'only natural ingredients' and must rely on the representations of the producer. Pilgrim's Pride is deceiving consumers in order to sell its products. There's nothing humane or natural about the way these chickens are raised."

Cailen LaBarge, Animal Equality's General Counsel

EXPOSING FACTORY FARMS WORLDWIDE

ITALIAN MEAT AND DAIRY CRUELTY EXPOSED

Your support has helped us shed light on even more factory farms this year. Investigations in both the UK and overseas have sparked public debate after significant mainstream media coverage. The following pages highlight what we were able to expose, thanks to your compassion and kind donations.



Every day, meat and dairy producers use deceptive ads and flowery labels to convince consumers that the products they're buying are humanely raised and cruelty-free. Our recent investigations in Italy prove otherwise.

Rather than finding animals happily roaming farmlands, content and cared for, our courageous investigators exposed terrible

suffering in Italian slaughterhouses and the horrors of the country's dairy industry.

In December of 2018, Animal Equality Italia released new videos that were shot inside a cattle slaughterhouse in the Northern Italian region of Lombardy. The images obtained by our investigators revealed what happens during the slaughter of cows, showing numerous instances of workers blatantly disregarding laws on humane animal care and the rampant abuse of the animals in the facility.

In response to the cruelty exposed by this investigation, over 100,000 Italian citizens signed our petition calling for an end to the abuse. The petition, addressed to ministers of the Italian Parliament, demanded immediate changes, including the installation of CCTV cameras inside slaughterhouses and the mandatory enforcement of current local stunning laws.

WHAT WE FOUND:

- Workers mistreating cows by pushing and pulling them violently.
- Workers hitting cows on the head with forks and bars.
- Suffering cows were not receiving proper medical care.
- Terrified animals facing slaughter without having been effectively stunned.



Matteo Cupi
Executive Director of
Animal Equality Italy

“Our investigation shows that it is necessary to introduce specific rules to minimise the suffering of all those animals that are condemned to slaughter every year in our country.”

“The truth about the milk industry is kept hidden, and advertising portrays the false message that these animals enjoy a life that is far different from the daily reality they are forced to endure.”

Matteo Cupi
Executive Director of Animal Equality Italy

In February of 2019, we released another report on Italy’s milk industry, revealing controversial practices that the sector often tries to hide from consumers. The footage we obtained from our investigative work on several farms in Northern Italy exposed what actually happens inside dairy farms, compared to what the farms advertise. What the footage shows is the tragic exploitation of cows, with endless amounts of suffering.

All these practices demonstrate one thing: that the image conveyed daily by the dairy industry is not the reality cows live in. This form of extreme exploitation causes cows enor-

mous suffering, quickly consuming their bodies and leading to premature death within just a few years.

With supporters like you joining our advocacy and readily pressuring companies to enact meaningful changes, our Italian investigations have shown once again that cruelty has nowhere to hide.

OUR INVESTIGATION SHOWS:

- Calves taken from their mothers a few hours after birth.
- Calves and cows living in cramped and unsanitary conditions, covered with faeces and mud.
- Farmworkers performing illegal preventive practices and care without veterinary supervision.
- Cows with mastitis and very serious wounds, including wounded hooves illegally covered with scotch tape.
- Cows ‘grazing zero’, which means they do not have access to pastures, as opposed to what is constantly shown in the advertisements of dairy farms.

INVESTIGATION REVEALS TURKEYS LEFT TO SUFFER AND EATEN ALIVE

ANIMAL EQUALITY ENDED 2018 WITH THE RELEASE OF OUR SHOCKING INVESTIGATION INTO AN AWARD-WINNING FARM IN ESSEX WHICH SUPPLIES ‘ENGLISH ROSE’ TURKEYS TO HIGH-END RETAILERS, BUTCHER SHOPS AND EATERIES, SUCH AS COOK AND YOUNG’S PUBS.

Our investigators worked tirelessly to obtain eyewitness footage at Hubbard’s Farm, the main site of Grove Smith Turkeys. What they documented revealed a heart-breaking scenario that is far from the ‘prestigious’ and ‘high-welfare’ image that the company had been marketing to customers.

Being forced to live in unnatural conditions caused these naturally inquisitive birds to peck each other out of boredom and frustration. Hidden cameras left running inside one shed showed that the workers were not checking the turkeys every day – as required by law – resulting in some birds enduring prolonged suffering and a slow death from untreated injuries.

Animal Equality’s investigation into Grove Smith Turkeys garnered widespread media coverage in the UK and around the world, showing the public that this farm’s ‘high-welfare’ conditions were not what they were claimed to be.



WE RECORDED THE FOLLOWING:

- Birds who were unable to walk being pecked and eaten alive by their flockmates – an unnatural behaviour resulting from extreme psychological distress and confinement.
- Multiple birds languishing with pus-filled wounds on their heads and eyes. The animals received no veterinary care, and some had gone blind as a result.
- Dozens of dead birds left to rot and decompose among the living, some for so long they were reduced to just skeletons.
- Birds kept in crowded, filthy sheds, without any enrichment or ability to engage in activities that are natural and important to them.
- Workers using a hot blade to cut off part of the birds’ sensitive beaks with no anaesthesia or pain relief and neglecting to check on the animals daily.

OUR MOST RECENT INVESTIGATION IN THE UK REVEALED HORRIFYING CONDITIONS ON THREE RED TRACTOR-CERTIFIED CHICKEN FARMS IN LINCOLNSHIRE.

EXTREME SUFFERING EXPOSED ON GIANT BRITISH CHICKEN FARMS

Salisbury, Ladywath and Mount farms all rear chickens for Moy Park, the UK’s second biggest chicken company, which supplies major retailers including McDonald’s, Tesco, Co-op and Ocado. Ladywath Farm is comprised of three double-decker sheds – one of the first farms of this type in Britain – where birds are stacked on two floors within the same building. Each multi-storey shed houses 63,000 birds and the farm has recently applied for permission to build a fourth double-decker shed.

As Britain’s appetite for chicken meat has grown, so has the size of our chicken farms. Images of distressed birds in giant sheds will have shocked many consumers who buy British, Red Tractor-certified meat thinking they can trust its animal welfare standards. Yet the truth is, the unnatural conditions chickens are forced to endure in these vast sheds are utterly dismal.

Animal Equality has passed the footage to Red Tractor and Defra’s Animal and Plant Health Agency, who are investigating.



THE SHOCKING FOOTAGE INCLUDED:

- Gigantic double-decker chicken sheds, with over 30,000 birds crowded on each floor.
- Many chickens suffering from severe leg injuries, some unable to stand.
- Carcasses left to rot for days amongst the flocks of living birds.
- Chicks struggling to breathe at just two days old, many already dead.

We Did It! Cruelty to Farmed Animals is Now a Crime in Jalisco, Mexico

AFTER A HARD-FOUGHT CAMPAIGN BY ANIMAL EQUALITY, A HISTORIC VOTE BY CONGRESS IN THE MEXICAN STATE OF JALISCO HAS MADE CRUELTY AGAINST FARMED ANIMALS A CRIME.

An overwhelming majority of lawmakers approved our initiative Jalisco Without Cruelty, which makes cruelty to farmed animals a crime punishable by up to four years in prison and prevents those found guilty from working with farmed animals for three years. In the case of a repeat crime, it bars abusers from working with animals again.



What comes next:

While this was a tremendous victory for farmed animals in Jalisco, hundreds of millions more in other parts of the world are still suffering without legal protections. With your help, we will create more initiatives like Jalisco Without Cruelty through our important investigative work.

Investigations Create Change

In August 2018, Animal Equality investigators revisited Mexican egg production facilities in the state of Jalisco. This latest footage, narrated by actor Eugenio Derbez, showed the cruel reality caged hens endure during their short lives.

Currently, more than 200 million hens are living inside cages in Mexico. It is investigations like these which led lawmakers in Jalisco to make cruelty to farmed animals a crime.

T

he initiative, originally presented by deputy Salvador Caro Cabrera in February 2019, was created, after a year of campaigning, in response to the findings of our investigation into Jalisco's slaughterhouses.

For the first time, the protection and welfare of animals killed for food has been considered by Mexican legislation. The initiative also forces slaughterhouses to comply with federal regulations that ensure that animals are not victims of extreme cruelty, which includes mutilation, veterinary negligence, and the abandonment of animals on farms

(a frequent complaint). This reform also mandates that all farmed animals be stunned prior to slaughter, which will directly affect 210 million animals in the state of Jalisco alone.

In addition to the cruel practices exposed by our investigation, our undercover investigators also observed the presence of minors at slaughterhouses and witnessed them abusing and killing animals. Because of this, the initiative also ensures that if a minor is directed to commit animal abuse, or if animal abuse is committed in the presence of a minor, the penalty, including its aggravating factors, will be applied to the adults involved in those crimes.

“This is great progress for farmed animals, animals who have never been considered for legal protection in Jalisco. Thanks to Animal Equality, more than 210 million animals killed each year in the state will have more protections.”

Dulce Ramírez

Executive Director of Animal Equality in Mexico



Celebs who Love Veg

Interview
with Mayim Bialik

INTERVIEW

Who or what inspired you to choose a vegan lifestyle?

First, it was discovering that my allergies my whole life were exacerbated by dairy - thanks to the doctor I went to with repeated sinus infections in college. And my friend Denise was the one who was raising vegan kids joyfully and on a budget - that was the inspiration I needed.

How has being vegan improved your life?

Well, sinus infections from dairy are gone! And my allergies have improved overall. I also don't feel guilty when I eat anymore... I used to feel guilty for all of the animals being used for my meals, and now I don't!

Do you have any advice for those who are curious about switching to a plant-based diet?

Take it slow. Don't go the 'whole hog'! Find ways to enjoy salads and pastas and things like Asian foods, which don't rely on dairy and can be delicious without meat.

What are some of your favourite vegan products?

The Beyond Burger! Kite Hill cheeses. Those are game changers.

If you could debunk a single myth about veganism, what would that be?

That it's only for rich white people. All kinds of people make the choice to be vegan and it doesn't have to be expensive!

Many of your colleagues on *The Big Bang Theory* and throughout the entertainment community embrace a meatless and more eco-conscious lifestyle, inspiring fans around the globe to do the same. How awesome is that?

Ha! I am the only vegan here, but it's still awesome to have so many animal lovers around for sure!

What recommendations do you have for parents who desire, but might be nervous, to switch their children to plant-based meals?

Get educated! I wrote a cookbook with Dr. Jay Gordon with recipes and all of the health and nutrition info parents need to understand what it means to be vegan and raise a healthy vegan kid. It's not that hard, I promise!

What do you hope to see more of in the animal advocacy community?

My dream is for large charity dinners and corporate events to stop serving meat. It's a no-brainer to me; there are ways to feed guests at events without all of those chickens and cows losing their lives. So many people don't even eat their main courses; it would save so much money and so many lives. Let's get on it, fellow advocates!

"This recipe for cashew cheese is something I use all the time. It's basically like ricotta and it's easy and inexpensive and doesn't need any hard to find ingredients. I use this in filo pastry combined with spinach when I make spanakopita [Greek spinach pie] and I use it in my lasagna. It can also be used as a spread for crackers or to spruce up a veggie sandwich. Yum!"

Actress, author, and neuroscientist Mayim Bialik graciously sat down with us to discuss the power of veganism in her life and her hope that more people will realise how easy it is to switch to plant-based living.



Cashew Cheese

Preparation:

Soak the cashews in water for at least 2 hours. Drain. Place the cashews, lemon juice, and nutritional yeast in a blender and blend until smooth, adding 1 tablespoon of water at a time, up to 250 ml, to make the cashew mixture creamy but not runny. Season to taste with salt and pepper. Refrigerate until cool.

Variation: To make herbed cashew cheese, add 2 tablespoons of chopped fresh rosemary and 2 tablespoons of chopped fresh dill, stirring them in with a spoon.

Ingredients:

- 150 grams raw cashews
- 1 tablespoon nutritional yeast
- Juice of ½ lemon
- Salt and freshly ground black pepper

For more delicious plant-based recipes visit LoveVeg.uk

ENDING CAGES WORLDWIDE

In late 2018, our corporate outreach department reached an impressive milestone: 100 policies achieved to ban cages for hens on egg farms across the US, Spain, Italy, Brazil, Mexico and India. Coupled with our collaborative work with the Open Wing Alliance, and including our most recent successes, that number has grown to 121 policies (as of this writing).

This is truly phenomenal and would not have been possible without your incredible support and action during our campaigns. This number is also remarkable, considering that we started the corporate outreach department from scratch in November 2016 and launched our first campaigns in March 2017. In just over two years, we've reduced the suffering of tens of millions of hens every year by developing a presence in seven countries and working with local companies and lawmakers to enact change. We are now expanding our efforts in the UK with the recent hir-

ing of a Corporate Outreach Manager. Our supporters' considerable contributions – through donations and participation in our campaigns – have been the key to gaining the protections we've secured for farmed animals. Here's a look at some of the most prominent policies we've achieved in the last few months.

MEXICO

Our work in Mexico is challenging due to the lack of consumer awareness about animal welfare issues, but thanks to our efforts many food companies are going cage-free, with consumer packaged goods giant Ferrero the latest to follow suit.

US

We achieved another milestone by securing our first US corporate outreach success with the recent announcement of a new animal protection policy by Denny's, a chain of 24/7 diner-style restaurants. This was followed by a similar policy from meal kit company Sun Basket.

SPAIN

Aside from our continued success in the Spanish retail sector, we joined other animal protection organisations in presenting the End the Cage Age initiative to the Spanish Senate to convince the egg industry to move from caged to cage-free systems.

ITALY

Our corporate outreach work in Italy has also been enormously successful, achieving 31 policies since the department's founding and being directly responsible for securing cage-free policies from 5 of the top 6 retailers in the country.

BRAZIL

Despite the country's lack of cage-free egg supply, volatile government and economy, and dangerous environment for activism, Brazil has secured a whopping 46 cage-free commitments since the department was created two years ago.

INDIA

At the request of the Law Commission of India, we have developed a study which explains how companies can transition from caged to cage-free housing systems, leading over 10 companies to start piloting cage-free egg production.

PROTECTING DUCKS AND GEESE ON BOTH SIDES OF THE POND

Peaceful protest
outside top
restaurant Duck and
Waffle in London,
calling on it to take
foie gras off its menu.



Foie gras is a 'delicacy' made from the diseased livers of ducks and geese who have been repeatedly force-fed and mistreated. This process causes such extreme and prolonged agony to the birds that foie gras production is illegal in many countries, including the United Kingdom.

Thanks to supporters like you, Animal Equality has been at the forefront of exposing this cruelty, and has been ensuring that laws banning this terrible product are passed and upheld across the world.

In April, we held a day of action in the UK. Animal Equality supporters took to the streets to demand a #FoieGrasFreeGB. Volunteers and local activist groups held events in ten cities across the UK,

educating the public about the cruelty involved in foie gras production and gathering petition signatures. Our petition calling on the government to ban foie gras from being imported into the UK has now passed 140,000 signatures.

Earlier this year in America, the Supreme Court denied a petition from the foie gras industry that attacked the constitutionality of a unique law in California which banned the sale of foie gras. Thanks to the Court's decision, the sale of this extremely cruel product is now prohibited in California.

We are also working with New York City's Council Member Carlina Rivera, a true champion for animals, to promote her bill that would prohibit the sale of foie gras from force-fed ducks and geese in New York City.

JOIN ANIMAL EQUALITY AS A MONTHLY SUPPORTER!

Did you know that you can help even more animals by becoming a monthly supporter? A group of determined, compassionate supporters – like you! – are helping us create even more change for animals, by donating to Animal Equality's work on a monthly basis. Join us in making the world a more compassionate place for animals!

It's easy to join: head over to animalequality.org.uk/monthlysupport to learn more.



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 defenseless 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!

animaleQUALITY

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***"Three times a day,
I remind myself that
I value life and do
not want to cause
pain to or kill other
living beings."***

***—
Natalie Portman***

animaleQUALITY