

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
N° 9 - SPRING 2020

FREE

COVID-19 SPECIAL

Defending Animals:
Now and Always

THE SILENT SUFFERING OF FISH

And Why We Are Making Noise

THE PLANT-BASED REVOLUTION

Takes the World by Storm

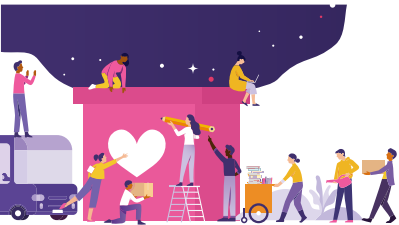
ROONEY MARA

SPEAKING OUT AGAINST FACTORY FARMS

EDITORIAL

- 3 A letter from our President
- 4 A letter from our UK Executive Director

COVID-19 SPECIAL



- 6 Community, compassion and courage



- 8 Ban wet markets



- 10 Harvesting the future
- 12 Animal protection in action
- 13 Wellbeing top tips
- 14 Plant-based recipes

CAMPAIGNS SPOTLIGHT



- 16 Joaquin Phoenix takes over Tower Bridge
- 18 Dairy's Dark Secrets

INVESTIGATIONS SPOTLIGHT

- 20 Slaughterhouse of Horrors



- 22 Rooney Mara joins Animal Equality to investigate factory farms
- 26 The person behind the camera: An undercover investigator interview

CORPORATE OUTREACH

- 28 Progress for hens and chickens



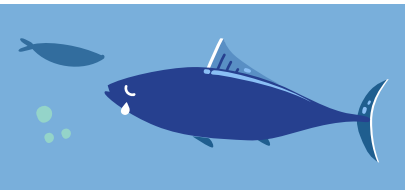
FUNDRAISING

- 30 The 2.6 challenge

INTERNATIONAL SUCCESSES

- 32 Round-up of key international successes

THIS ISSUE'S HOT TOPIC



- 34 Underwater suffering exposed

LIFESTYLE

- 38 The plant-based revolution



Dear Friend,

Just like you, I love animals. I always have. My life changed when I was 21 and I first read the story of Luna, a baby cow who was separated from her mother minutes after she was born and whose life was cut short by the cruelty of the dairy industry.

Luna's mother was sent to slaughter when she couldn't produce any more milk and was of no value to the dairy industry. Luna would also follow the same fate as her mother—after she could no longer make money for the industry, she was sent to slaughter.

This story changed me forever. I immediately ditched dairy and decided to dedicate my life to saving animals. Speaking out against animal cruelty and suffering became my life's mission.

I co-founded Animal Equality in 2006 for animals like Luna. Luna was also on my mind as I headed into one of my first investigations on a dairy farm with calves that were just weeks old. As I walked through the rows of young calves crying out for their mothers, they reached out to me in hopes of getting their mother's milk—something they would never receive. I was brokenhearted.

That experience will stay with me forever. It drives me to tell the animals' stories. It drives me to expose the horror, suffering, and cruelty animals endure on factory farms.

Investigations have always been at the heart of Animal Equality's work. In 2019, Animal Equality presented thirteen undercover investigations around the world and surpassed an important milestone: over 100 investigations released since our founding in 2006. By exposing the truth of the suffering that animals endure, Animal Equality can convince companies, legislators, and the public to change policies and make more compassionate decisions.

While I write these lines, a brave undercover investigator, armed with nothing but a camera and her sense of justice for animals, is getting ready to go into a farm.

During those long days and many sleepless nights of remembering what they witnessed, our investigators have told me that they believe they can change things for animals. They also say that it's only because of your support that they can do what they do.

There is still much work to be done. As you will read throughout the magazine, 2019 has been a great year, but we need to work harder in 2020. Animals need more from us! We are committed to doing so and with you by our side, we know we will continue to change and save lives.

Thank you,

Sharon Núñez
President
Animal Equality



Friends,

As I take this moment to pause and reflect on Animal Equality’s accomplishments over recent months, I am struck by the tireless efforts of our global team and, as a result, the incredible achievements that we have seen.

We launched an international campaign calling for a ban of wet markets globally that not only cause unbelievable suffering to animals but also pose a serious risk to public health. With over 475,000 signatures of support, including backing from Stephen Fry, Peter Egan, Evanna Lynch and Bryan Adams, we are a real force to be reckoned with.

With the support of dedicated animal advocate, Joaquin Phoenix, we highlighted the undeniable links between factory farming and the climate crisis. With our 12-metre banner in hand, we took to Tower Bridge and showed the world that we must act before it’s too late. Our powerful demonstration was even featured on Sky News!

Thanks to the tremendous bravery of our undercover investigators, we were able to expose the terrible and systematic suffering of sheep in Farmers Fresh Wales slaughterhouse. Nearly 30,000 people have joined our call to demand justice for these innocent animals.

With the kind help and generosity of the British public, we were able to run a far-reaching billboard campaign in ten cities across the UK, raising awareness of dairy’s dark secrets throughout the month of ‘Februdairy’.

And, due to the dedicated and tenacious efforts of our team, we have seen companies shifting their behaviours and engaging in meaningful discussion. Following conversations with Animal Equality colleagues, Papa John’s adopted the Better Chicken Commitment – in turn helping to rid of some of the worst abuses suffered by the chickens currently stuck in the farming system. And PricewaterhouseCoopers opened its doors to us, its workforce experiencing for themselves the life and death of intensively farmed animals through Animal Equality’s immersive VR project: iAnimal.

This isn’t even the half of it! With features in the Independent, Closer Magazine, BBC, the Mirror and more – and reaching over 550 million people with our crucial message in the process – we are unstoppable.

And we must not, will not, stop. It is a privilege to be at the helm of an organisation that is changing the way in which people view and treat animals, but as animal activists there is always more to do. Billions of land animals, and trillions of fish, die each year to land on our plates; the majority suffer in dreary, overcrowded barns, separated from their mothers and exploited for their bodies. We work tirelessly for the cows torn apart from their calves, the chickens collapsing under the weight of their heavy bodies, the fish slowly suffocating to death.

Our team has compiled here some of our proudest moments over recent months, but rest assured that I have so many exciting plans in the making for the coming months too! Here’s to a brighter, kinder future for all.

Thank you for being on this journey with us, we couldn’t do it without your support.

A handwritten signature in blue ink, appearing to read 'APenny'.

Abigail Penny
Executive Director
Animal Equality UK

Want to keep up-to-date with our work? Subscribe to our newsletter today: animalequality.org.uk/subscribe.



COVID-19: COMMUNITY, COMPASSION AND COURAGE ✨

We are going through a time like no other. Together, we face many uncertainties and must grapple with the new norm that COVID-19 has created. At times, it can feel daunting and unnerving. And that's normal, that's to be expected, that's ok.

- But with these worries comes hope and unity. Despite these trying and turbulent times, our communities have never shown such togetherness.

We proudly clap for our NHS and key workers, bravely battling this dangerous virus on the frontline and protecting us all at our most vulnerable.

We watch on with warm hearts as our young generations support those older than them, buying their shopping and reminding us of what neighbourly love really looks like.

We speak together, without shame and without stigma, about our mental health struggles, offering advice, resources and solidarity. We are in this together.

And, as our world becomes more united, more compassionate and more connected, we have reignited once more our love for nature. We awake excited to hear the songs of the birds that we hardly noticed in the rush of life before. We show gratitude for our companion animals, giving joy and friendship to many during self-isolation. We look through new eyes at the blue skies, the green parks and the butterflies fluttering by.

This is a new world. This is a new us.

And so, as we go through this topsy-turvy COVID-19 experience, side-by-side with one another, we want to take this moment to reflect and offer our support. In this COVID-19 Special Edition supplement, Animal Equality's team offers well-being top tips, tasty plant-based recipes and the ways in which you can use this time to defend animals.

We want to inspire hope, spread cheer and send our wishes to you and your loved ones from afar. We hope that you enjoy it and find it helpful.

Keep well and keep safe!

The Animal Equality UK team



BAN WET MARKETS

In April 2020 Animal Equality launched an international campaign calling on the United Nations to use its power to close wet markets across the globe.

Wet markets – also known as live animal markets in some countries – get their name, in part, from the blood, guts, scales and water that soak the stalls' floors. In these places wild and farmed animals are sold and brutally killed on the spot.

In the Independent we released unseen footage of scenes filmed by Animal Equality's brave investigators over recent years in wet markets throughout Asia. We uncovered animals crammed into cages together – deer, crocodiles, raccoons, frogs, chickens, cats, dogs and more were found confined in filthy conditions. Heartbreakingly, many animals suffer from dehydration, starvation and disease.

Eating animals also poses serious and imminent threats to public health. In the past, deadly diseases – including swine flu, bird flu, SARS and Ebola – have been linked to the consumption of animal products, such as chicken and pig meat. A number of leading

scientists have suggested that there may also be a link between wet markets and COVID-19.

Our campaign has received overwhelming support, achieving over 475,000 signatures (and counting) and endorsement from celebrities such as Stephen Fry, Bryan Adams, Peter Egan and Evanna Lynch!

Banning wet markets is essential for the sake of the animals, human health and the longevity of our planet. But this is not the end and Animal Equality will continue to fight tirelessly on behalf of all animals, including those suffering every day in farms and slaughterhouses right here in the UK.

Switching away from animal products and embracing a plant-based diet is the safest option for both humans and animals. Another way to make a difference is by signing our petition to close wet markets – add your voice today: animalequality.org.uk/markets.



HARVESTING THE FUTURE

This opinion piece, written by our Executive Director - Abigail Penny - was published in The Ecologist magazine in March 2020

Our food security may be at threat. In desperate times like these, why are we still feeding farmed animals first and not ourselves? Fuelled by rising anxiety, food scarcity fears have been triggered, a surge in sales leaving supermarket shelves sparse. The stockpiling of pasta has commenced. It's a turbulent time for food production. Farmers already faced unparalleled setbacks at the start of the year, with Brexit posing potential migrant labour shortages, customs delays, tariff spikes and increased product prices for customers. Add COVID-19 into the mix and our food system is looking square in the eye at disruption on an unprecedented level.

Industry

According to Harvard University scientists who have been forecasting the spread of the virus, it's possible that as many as 40-70 percent of people worldwide will contract COVID-19 - leaving many off work.

With pressures already piling up for the food industry, the new-found operational and logistical challenges may just tip food security over the edge.

As arable farmers struggle to recruit pickers and packers to sow their seeds and pick their crops, we need to guard fruit, veg and grain production like never before.

So why are our most precious food sources still being used to feed millions of farmed animals every day?

During 2018 in the UK alone the industry raised and slaughtered 2.8 million cows, 10.9 million pigs and a mind-boggling 1.1 billion chickens for their flesh.

Cultivating

Whether the animals on our plates have been 'grass-fed', 'locally reared' or (most likely) forced to live in factory farms, every single one will be reliant on our precious natural resources.

According to the FAO's conservative estimates, 26 percent of the planet's ice-free land is used for grazing animals and one third of croplands are used for animal feed.

And while soy has become the grain that we all love to hate - associated with tofu and soy milk - this humble bean is in fact one of the most widely used grains in animal farming, with as much as 80 percent of the world's soy destined to become animal feed.

As Animal Equality's recent investigation showed, the very lungs of the Earth - the Amazon rainforest - are burning down and deforestation is to blame.

Our apparently insatiable desire for meat leads to the loss of nearly three football fields of Amazonian land every minute, cleared for grazing cattle and cultivating soy.

Farmed

Continued burning and overgrazing of the land is responsible for habitat loss, species extinction, soil degradation and accelerated erosion.

And animal agriculture is as inefficient as it is wasteful. According to the poultry industry itself it takes 4,300 litres to produce one kilogram of chicken - that's the equivalent of 50 baths! Animal agriculture places great strain on our planetary resources; are these risks worth taking when our Earth is already under immense pressure from pandemics and climate breakdown?

The huge swathes of land currently used to grow crops for farmed animals could instead be used to grow plant-based food for human populations.

Estimates suggest that by reallocating both land and crops in this way we could sustain an additional four billion people worldwide and prevent further deforestation for food. So why - and especially so in these already desperate times - do we continue to compete with farmed animals for food and water?

Nutritious

Access to food is a concern for us right now in the UK but, like its distant cousins: SARS, MERS, Nipah, Ebola, and others, COVID-19 too shall pass. However, for some, food availability is a severe and ongoing uphill battle.

Western diets prioritising animal consumption come at the cost of less privileged communities abroad who lack access to even the most basic staple food crops.

After locally growing these crops, the grains are then exported as animal feed - racking up considerable air miles along the way - to produce animal products for our consumption.

Yet for every 100 calories of human-edible cereals fed to farmed animals, just 17-30 calories enter the human food chain, via milk, eggs or meat products.

A shift away from animal products would enable people near and far in these tumultuous times and beyond to have fair, affordable, nutritious provisions and help to cut out the tremendous food and water waste along the way.

Future

As animal agriculture continues to drive climate change, we will likely all face new challenges sparked by this devastatingly destructive industry.

Whether it's viruses like COVID-19 - which in itself is thought to have originated at a wet market, where wild animals are sold for human consumption - or the effects of increased global droughts and flooding, our current dietary habits come at a hefty price.

During the last century the world's population tripled and it shows no signs of slowing. Estimates suggest that food production must increase by 70 percent if we are to keep up with rising population levels. With more mouths to feed isn't it time that we rethink our food production and consumption?

If we are to manage our food and nutritional security in these uncertain times, as well as pave a way for a sustainable future, we must shift our thinking and our eating habits. A plant-based future is the only future.

ANIMAL PROTECTION IN ACTION

Now that you're spending more time at home, you might be wondering what you can do to help animals from indoors. Here are some of our top recommendations!

1

Become an Animal Protector at animalprotectors.org.uk. Animal Equality's team of Animal Protectors carry out quick, easy, online actions which impact the lives of millions of farmed animals. Typical actions include posting on social media, emailing company executives and signing petitions.

2

Become more knowledgeable on animal farming issues and learn how to take a more effective approach to vegan activism. Read books such as Tobias Leenaert's 'How to Create a Vegan World: A Pragmatic Approach' and watch documentaries like 'Dominion' and 'Cowspiracy'.

3

Share films on social media that aren't too graphic but encourage people to both eat more plant-based food and make a stronger connection with animals. A couple of great ones are the health-focused 'The Game Changers' and the powerful 'Okja'.

4

Cook delicious plant-based food for the people you live with. Once your close ones realise how great veg-an food can be, they'll be open to eating it more often! Try some of our tasty recipes at loveveg.uk.



Andy, the UK team's Corporate Campaigns Coordinator, first came across Animal Equality in 2016 when he was running his university's animal rights society and arranged to display iAnimal on campus. He was so impressed by this innovative approach to activism that he continued to follow Animal Equality's work closely in the years following. Last year, he came across the vacancy for his current job and the rest is history!

WELLBEING TOP TIPS

This unusual period might have thrown off your daily routine and made it a little tricky to keep in good spirits, but don't worry! We've put together some top tips to keep you both physically and mentally well.



Let's start with one of the fundamentals. Eating healthily can make a huge difference to our energy levels and how we feel. Make sure you're getting plenty of vitamins and minerals with whole-food plant-based meals.



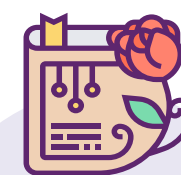
Feeling a little low or anxious? Manage those thoughts with some daily mindfulness meditation, even if it's for just five minutes! Apps such as 'Head-space', 'Calm' and 'Balance' are great for this.



Now that you're providing your body with some high-quality fuel, it's time to start moving. Exercise is a powerful way of improving both physical and mental health, so try to build some walking, running or home workouts into your routine. Want to make your workouts a little more interesting? Turn on some of your favourite music or a podcast. 'The ChickPeeps' podcast, co-hosted by friend of Animal Equality, Evanna Lynch, is a go-to for our team!



Missing your friends and family? Technology is here to save the day! Schedule some catch ups with your close ones using video call platforms like 'Facetime', 'Skype' and 'Zoom'.



And what about entertainment? Whether you enjoy reading, watching films or listening to music, be sure to give yourself enough downtime to enjoy your favourite pastimes.

Plant-based recipes

As we're heading into a new season and you might be finding yourself with more time on your hands, why not give these delicious easy-to-make dishes a try?

Courgette and pea orzo

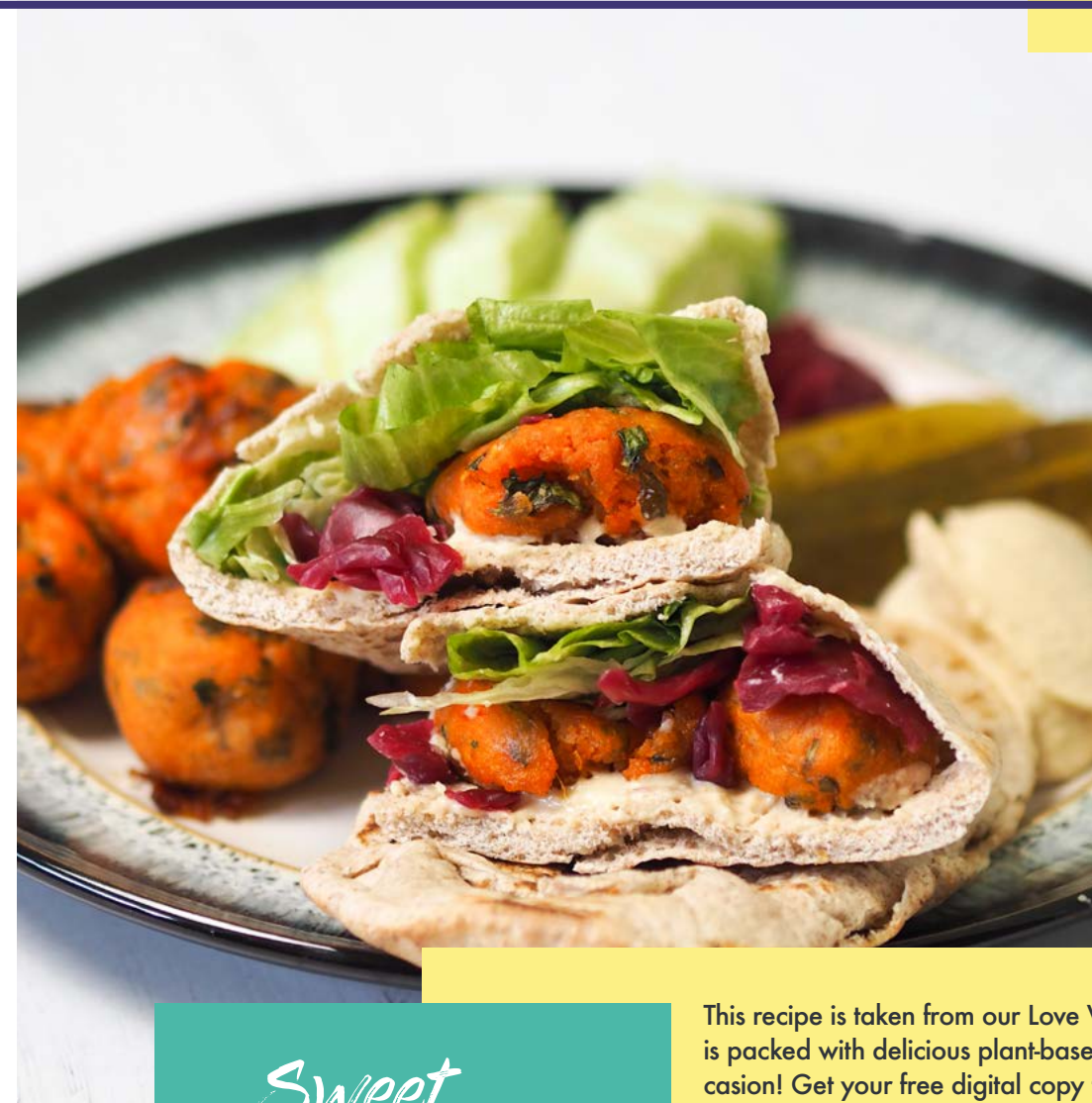
INGREDIENTS:

Serves 2

1 courgette, chopped into batons
1 unwaxed lemon
1 clove of garlic
2 shallots
100g frozen peas
100g orzo
500 ml vegan vegetable stock
1 tbsp nutritional yeast
1 tsp dried mint
Small pinch of chilli flakes
Salt
Cracked black pepper

METHOD:

Heat a tablespoon of olive oil in a large casserole dish over a medium heat. Finely slice the shallots and garlic, and fry for around five minutes, until the shallots are translucent and the garlic is golden. Zest half of the lemon and add the zest, along with the courgette, dried mint and chilli flakes, to the pot. Cook for a minute or two before adding the orzo, vegetable stock and nutritional yeast. After around ten minutes, add the frozen peas and stir well. Leave to simmer for a few minutes longer, until the peas have cooked through and the orzo has absorbed most of the liquid. Season with salt and black pepper. Serve with a drizzle of olive oil on top and a wedge of lemon on the side.



Sweet potato balls

INGREDIENTS:

Serves 2

1 large sweet potato
1 garlic clove
Handful of fresh coriander
50g plain flour
1 tsp ground coriander
Pinch of salt

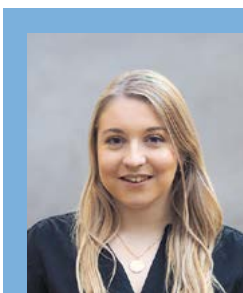
To serve:

Pitta bread
Hummus
Iceberg lettuce
Pickled red cabbage

METHOD:

Preheat the oven to 180°C. Prick the potato with a fork and heat on full power in a microwave for around 10 minutes, until soft (around 7-10). Meanwhile, finely chop the garlic and fresh coriander, and add into a bowl with the flour, salt and ground coriander. Once cooked, peel the skin off the potato and mix the potato flesh into the bowl with the other ingredients. When fully combined, mould the mixture into small balls with your hands and place onto a lined baking tray with a drizzle of olive oil. Bake in the oven for 25 minutes, turning halfway through cooking, until crispy.

Serve in toasted pitta bread with hummus, lettuce and red cabbage.



Always first in line to try out new plant-based food offerings, Sally, our Communications Manager, is our office foodie. Her favourite dish to cook at home is a vegan version of Vietnamese phở!

JOAQUIN PHOENIX TAKES OVER TOWER BRIDGE

In February 2020 Animal Equality carried out a powerful protest on London's iconic Tower Bridge, drawing attention to the links between animal agriculture and the climate emergency.

Joined by dedicated animal advocate, Joaquin Phoenix, and many passionate activists, we dropped a 12-metre banner reading 'Factory farming is destroying our planet. Go vegan'.

With articles in the Guardian, Daily Mail, Telegraph, Metro and more, our crucial message reached millions of people!

Throughout the peaceful demonstration Animal Equality's volunteers held placards showing the suffering of animals in factory farms, as well as the devastating impacts of animal agriculture on the environment. We raised awareness of the fact that animal agriculture accounts for 14.5% of greenhouse gas emissions, according to The Food and Agriculture Organisation of the UN. As well as being a leading cause of climate change, animal farming is a major contributor to water and air pollution, deforestation, species extinction, and more.

A vegan diet is one of the best ways to reduce our impact on the planet – by changing what we eat, we can change the course of our future. Check out the plant-based recipes in this magazine to give it a go! And find out more about these issues by visiting: animalequality.org.uk/endfactoryfarming.



"We have a personal responsibility to take action right now and one way that we can mitigate climate change is by adjusting our consumption and by going plant-based."

Said Joaquin in an exclusive interview with Sky News.



DAIRY'S DARK SECRETS

Life for a cow on a dairy farm is not what it might seem. The dairy industry would have us believe that cows live happy lives; that they spend their days basking in the sunshine and roaming around in the grass with their young. But the reality is a different, far darker story.

All cows within the dairy industry – no matter how they are raised – will be forcibly impregnated, separated from their calves and, eventually, slaughtered at a young age. These truths are an inescapable part of commercial dairy production in the UK.

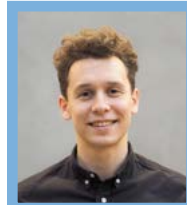
In December 2019, Animal Equality UK launched an appeal to supporters like you to fund a series of billboards in cities around the UK to tell the true story of cows and their calves used in the dairy industry to the British public. And you made it happen!

Together we reached our target of £5,000 and presented billboards across the month of February in London, Belfast, Oxford, Glasgow, Cardiff, Leeds, Southampton, Manchester, Nottingham and Birmingham.

We also teamed up with local businesses in these cities to offer deals on delicious plant-based food, including Purezza in London, ZAD's

in Manchester and Got No Beef in Cardiff, and we visited our friends at Tower Hill Stables Animal Sanctuary to meet some adorable calves who were rescued from the dairy industry.

With these connections, we are all helping to build a stronger movement that can continue to protect cows, their calves, and animals on farms across the UK and around the world.



Tim, our Office and Development Coordinator, has been the first port-of-call for many donors, volunteers and supporters since he started at Animal Equality back in 2017.





SLAUGHTERHOUSE OF HORRORS

In November 2019, Animal Equality released disturbing scenes of animal suffering in Farmers Fresh abattoir in Wrexham, Wales. The slaughterhouse supplies customers in London and across the Midlands, as well as continental Europe, and is responsible for killing approximately 30,000 sheep per week.

Our harrowing recordings showed tiny lambs and sheep routinely falling through a gap in the machinery leading up to the slaughter area. This resulted in many animals being killed and decapitated while painfully trapped and hanging in mid-air, their severed heads discarded in full view of animals awaiting slaughter. In one instance a headless and bloodied corpse was thrown on the backs of live sheep on the conveyor, who were left to struggle beneath the immense weight. The scenes were gruesome and heartbreaking.

Concerningly, much of this suffering took place with a Food Standards Agency (FSA) inspector present, who appeared to be satisfied.

Thanks to the extensive media coverage that we received, we were able to reach millions of people with this important exposé! And we continue to work with the relevant authorities to demand justice for these innocent animals.



ROONEY MARA JOINS ANIMAL EQUALITY TO INVESTIGATE FACTORY FARMS

Animal rights activist and actress Rooney Mara joined Animal Equality for an investigation inside two British factory farms. The video footage, narrated by Mara, reveals pigs and chickens who are raised for meat, languishing in abhorrent conditions. The investigation, called 'With My Own Eyes', encourages viewers to examine the harsh and painful reality of billions of animals and the many reasons the global community must break its dependence on animal products.

DEPLORABLE CONDITIONS:

The conditions inside the massive factory farms were shocking to the actress, causing her to break down into tears when she saw a severely ailing chicken who had flipped over and was stuck flapping their wings in panic.



UNIMAGINABLE CRUELTY:

The investigation captured scenes filmed in June 2019 inside one farm confining over 3,000 pigs and another cramming in over 50,000 chickens, with all of the animals found to be experiencing extreme distress. According to the chicken farm's own records, 1,936 birds died within the first seven weeks of their life, averaging 42 dead birds per day. The investigation's findings also show:

- Chickens bred to grow so large, so quickly, that their legs and organs cannot keep up, making heart attacks, organ failure, and painful leg deformities common;
- Chickens, injured and unable to move, left to die from starvation and thirst;
- Mother pigs confined in small crates, unable to turn around or adequately nurse their young, crushing their newly born piglets due to lack of space and inability to move;
- Dozens of weak and dying piglets receiving no veterinary attention;
- Pigs with severe untreated hernias.



ROONEY MARA INTERVIEW

What did you learn from this investigation?

Even though I've seen a lot of that kind of footage, I really wanted to see it for myself and hopefully make something that could impact other people to want to change their minds as well. Nothing really prepares you for seeing it in person. It's really so much more awful than you can even imagine. But I'm really happy that I was able to go. This is horrific abuse that is happening and it's destroying our planet. That maternity ward was just... especially the mother pigs. That was probably the worst place I've ever been.

What would you say to people who don't want to see investigative footage?

You have to meet people where they are and you can't force people to change. All you can do is be an example. If you can't find the empathy for the animals just for the cruelty and the pain and suffering... do it for your health, do it for the planet, do it for the environment. There are so many different reasons to not keep animals in this way.

How did you become an activist?

I've always loved animals since I was little. I've just been obsessed with them and I wanted to be a pet shop lady my whole life. I just wanted to be around animals.

Seven and a half years ago someone sent me an undercover video of a pig farm and I was already vegetarian at the time, but I was so devastated by it and it led me down this YouTube rabbit hole of watching videos of dairy farms and egg farms.

“

Nothing prepares you for looking in the eyes of a mother pig whose life is to be impregnated and left in a cage until she's slaughtered”, said Rooney Mara. “As I saw the mother pigs confined in the cages, I kept thinking about my sister who had just had a baby, and how beautiful that instant desire to nurture and protect your child was. I can't imagine how awful it must be to be literally trapped and crushing your own babies and to not be able to do anything about it. That was probably the worst place I've ever been to.

”

ROONEY MARA



90%: According to the government's Department for Environment, Food and Rural Affairs (Defra), more than 1 billion chickens and 10 million pigs are slaughtered every year for their meat in the UK, with 90% of these animals raised on factory farms. Advocating against this immense cruelty, Animal Equality urges consumers to replace animal products with nutritious and delicious plant-based alternatives.

You can access the video for this investigation by visiting animalequality.org.uk/act/with-my-own-eyes. Please be advised that the footage might be disturbing to some viewers.

THE PERSON BEHIND THE CAMERA

AN UNDERCOVER INVESTIGATOR INTERVIEW

Why have you chosen to work undercover?
Amplifying the voices of these animals is the most important reason that I do this work, though it's impossible to briefly explain the complexity of my involvement, emotionally and physically. What I capture on film is just a brief glimpse of the ongoing atrocities in these places and this truth is so staggering that bringing it to the public is often very challenging.

What do you hope to accomplish?
As someone who has lived through it, though only for a short period and not as the victim, I feel obliged to shout it out loud and bring the pain and anguish I have seen in farmed animals' eyes to the public.

What is one of the most difficult challenges you have encountered?
In the media, the truth is often diminished and the footage you will see in mass media will pale in comparison to the reality. On social media, it's often censored and ignored by those who don't want to hear about it. I don't think we would treat any other ongoing atrocity in this way and in my view, this is the most difficult part, KNOWING that animals' voices will not be heard as they should be.

How do you stay focused and cope with what you encounter every day?
While working undercover in these places, you have to switch to survival mode. You block out your emotions and you have to focus on the job, I can't think of any other way to do it. I have had a few very rare and brief moments when I allowed myself to have feelings about the situation, it's like taking a gasp of air while trying to hold your breath. I don't know the toll it takes on me, but it definitely has an impact on my life in some ways.

How does this work impact your everyday life?
For me, the real challenge is not while I'm there, but when I take those visions with me into the 'real' world. The first time I realised it was at a family dinner with my cousins. That night they served meat and everyone was happy and flattering the cook, but all I could see were those animals a few moments before they would be slaughtered - seeing the fear in their eyes, hearing their screams. Some of them licked my hand seconds before their throat would be slashed. All of this reveals the raw reality of where meat comes from and it can't be accepted anymore.

Our investigations are one of the most important tools we have in the fight against the animal agriculture industry. If you want to be the change for farmed animals and help fund this vital work, please consider giving a gift today by visiting animalequality.org.uk/donate.

PROGRESS FOR HENS AND CHICKENS

While the world is changing, there are still billions of animals trapped on factory farms every day. Consequently, we continue to work tirelessly to reduce their suffering.

WORLDWIDE IMPACT:

Since starting this work in 2016, Animal Equality has successfully convinced over 150 companies worldwide to eliminate some of the worst abuses for animals in their supply chains. Recent corporate progress includes the first egg producer in Brazil to ever commit to going cage-free, the market leader for frozen food in Germany committing to improved chicken welfare standards, and

the UK team securing our first commitment. We focus on chickens used for meat and hens used for eggs because of the huge numbers of animals affected and the severity of conditions. In the UK alone, approximately 40 million hens suffer for eggs and more than 1 billion chickens are killed for consumption each year.











Animal Equality received cage-free commitments from 153 companies, including 15 in association with the Open Wing Alliance.



Total:
33,877,413 hens
affected up to
31st March 2020

Animal Equality received commitments from 15 companies for chickens used for meat, three of them in association with the Open Wing Alliance.



Total:
22,091,301 chickens
affected up to
31st March 2020

UNHAPPY MEALS:

McDonald's has ignored calls from hundreds of thousands of consumers to eliminate some of the worst cruelties inflicted on the chickens killed for its menu items. Animal Equality UK's investigation of British chicken farms gave us direct evidence of chickens suffering at farms operated by one of McDonald's many suppliers. We have used this footage in our campaign to inform consumers about the company's lack of progress, which launched here in the UK last October.

PLEASE LEARN MORE ABOUT THE CAMPAIGN AT MCCHICKENCRUELTY.CO.UK.



Michelle, our Corporate Outreach Manager lives and breathes chickens and hens. She's incredibly fortunate to spend her working days talking to companies about these funny, inquisitive, sensitive birds, and her free-time caring for them at home!

THE 2.6 CHALLENGE

COVID-19 has had a devastating impact on many of us and, together, we face countless uncertainties. Charities too have been hit hard by the pandemic, with many campaign strategies being reshaped and thousands of fundraising events cancelled. Animal Equality relies on the support from generous individuals like you to raise awareness of farmed animal issues and for working towards a world in which no animal suffers.

Animals need us as much now as ever before. As we live in self-isolation, they continue to suffer in dark, overcrowded farms across the UK and the world all day, every day. So, let's take this moment to also show solidarity with our feathered and furry friends!

COVID-19 offers us a chance to join together during these tough times and challenge ourselves to think differently, do differently and eat differently.

That's why, with the 2020 London Marathon - the world's biggest one-day fundraising event - postponed, the organisers rallied together to create the national 2.6 Challenge! The idea is to take on a challenge relating to the numbers 2.6 or 26, which reflect the marathon distance and the planned event date. The 2.6 Challenge was launched to support UK charities that are missing out on much needed funds.

Last year one of our volunteers, Corrina, ran the London Marathon for Animal Equality. She managed to raise a staggering amount of money which went directly towards our campaigns defending farmed animals! The 2.6 challenge, and other challenges like it, mean that you can support the issues closest to your heart from the comfort of your own home, garden or local park by raising money to help fund our life-saving work. No amount raised is too small - every little counts!

CHALLENGE IDEAS

Just because 26th April has passed, it's not too late to get involved! Our challenge is one for all foodies, animal lovers, environmentalists, non-vegans and everyone else who loves to try something new! It can be done any time of the year.

We challenge you to try 26 plant-based recipes over 26 days! Why not give it a go? Get those creative juices flowing, those mouths watering and those pans sizzling – let's cook up a plant-based storm together! Check out our [Instagram](#) page for some inspiration.

If you're already plant-based or cooking isn't your thing, you can try one of these challenges instead, or create your own. Anything goes!

- Run laps around your garden for 2.6 miles
- Complete a 26 kilometre bike ride
- Get your friends together online for a virtual quiz with 26 questions
- Read 262 pages of a book
- Hula-hoop, juggle or plank for 2.6 minutes

TO START YOUR OWN CHALLENGE

- 1 Head to justgiving.com/animal-equality or facebook.com/fund/animalequalityuk/.
- 2 Share the page with your friends and family

Or you could nominate a friend or family member to take part in our 26 plant-based recipes challenge, then help them on their journey by offering your own personal tips and tricks along the way!



Olaf, our Development Manager, has been with Animal Equality since 2016 and looks after all things fundraising. He loves spicy food and is never too far away from some kind of chilli sauce!

DID YOU KNOW?

A few fun facts to keep you on track should you take up the plant-based recipes challenge!



A vegetarian diet is thought to spare over 170 animals each year and vegans save even more!



Animal agriculture accounts for 14.5% of greenhouse gas emissions, according to the Food and Agriculture Organisation of the UN.



"A vegan diet is probably the single biggest way to reduce your impact on planet Earth" according to Dr Joseph Poore, University of Oxford.



Based on a study by Lebreton et al., published in the journal Nature, abandoned fishing gear is the biggest plastic polluter in the ocean.



Animal agriculture is the single largest driver of Amazonian deforestation, according to the Yale School of Forestry and Environmental Studies.



Nearly one-third of all freshwater is consumed by farmed animals, based on data obtained by Gerbens-Leenes et al.



Eating mostly plant-based foods can reduce the risk of developing heart and cardiovascular disease.



Numerous studies show that a plant-based diet is associated with a lower risk of hypertension (high blood pressure) and some types of cancer.

THANKS SO MUCH FOR YOUR SUPPORT! LET'S TAKE ACTION FOR ANIMALS TOGETHER.



BRAZIL:

As fires raged in the Amazon rainforest, we filmed alarming aerial drone footage showing the devastating effects of deforestation in the area, driven by animal agriculture. The majority of soy grown in Brazil and globally is used to feed farmed animals including pigs, chickens and fish raised for their flesh, as well as cows used for dairy and hens farmed for their eggs.



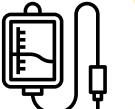
ITALY:

Working behind the scenes, our team secured a cage-free commitment from world-renowned Panettone producer, Vergani. The policy will be fully implemented by the end of this year, freeing in excess of 18,000 hens from cages and adding momentum to the ever-growing movement to end the confinement of hens across the country and beyond.



GERMANY:

In collaboration with other animal protection organisations, our team is fighting tirelessly to prevent dangerous new regulations from being passed in Germany that would protect and permit the continued use of cruel gestation crates. Gestation crates are small metal stalls where many pregnant pigs are confined, barely able to move or even turn around.



MEXICO:

Gathering evidence of numerous legal violations and systematic violence, our team released investigative footage of lamb and sheep slaughtered in backyard pens and underground slaughterhouses in Mexico. We have since presented Mexico City Congress with a bill that could help put an end to some of these practices and continue to lobby decision-makers for crucial changes.

US:

Exposing shocking scenes of calves on Nebraskan dairy farms supplying Bel Brands – a Babybel producer – our investigation revealed severe animal suffering to the public. Repeated exposure to extreme temperatures left calves with frozen limbs, some suffering slow, agonising deaths as the wind chill dropped to -28°C overnight.

SPAIN:

Over 1 million ducks and geese are violently force-fed to produce foie gras every year and Spain is among only five countries in Europe who continue to allow these horrific practices to continue. That's why our team launched a campaign to ban the production of this cruel so-called delicacy, holding high-profile protests in Madrid to draw attention to this vital issue.

INDIA:

Our brave team took to the Gadhimai festival in Southern Nepal: the largest animal sacrifice in the world. Taking place every five years, thousands of animals are horrifically slaughtered and sacrificed, including goats, rams, buffaloes, pigeons, ducks, calves and roosters. Thanks to our efforts attendees were encouraged to give blood or grains to honour the deity, instead of animal blood, sparing around 12,000 animals from the massacre.

UNDERWATER SUFFERING EXPOSED

Around half of the fish eaten today are raised in fish farms, spending their entire lives confined in crowded environments. In these aquatic factory farms, fish suffer for up to two years in water polluted with ammonia and nitrates. Groups of fish regularly become infested with parasites and bacterial infections run rampant.

Wild fish don't fare much better either. Around a trillion fish are caught in the commercial fishing industry every year. Many non-target fish are thrown back into the ocean, most of whom are injured or already dead from shock, exhaustion, or sudden pressure changes that can forcefully push their organs out of their mouths. It's estimated that hundreds of thousands of other animals are also caught up in fishing nets and lines. Known as by-catch, these unintended victims include small whales, dolphins, turtles and penguins, and have seen a dramatic decline in their numbers over recent years.

Fish are complex individuals. Anyone who has watched the BBC's enlightening 'Blue Planet II' series couldn't help but be amazed at the great feats that these animals are capable of achieving and the personalities they display.

In the UK, fish are afforded minimal protection, resulting in a wide variety of inhumane slaughter methods. They're often left to slowly suffocate after being pulled from the water. Larger animals, such as tuna and swordfish, are usually clubbed to death, a lengthy and extremely painful process.

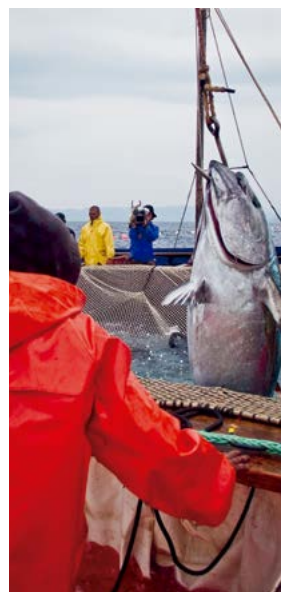
In June 2012, Animal Equality documented the cruel slaughter of tuna in Italy. Our investigators went underwater and filmed bluefin tuna brutally torn from the ocean and pulled onto boats. There, these fish were seen to struggle, choke, and bleed to death after being violently struck with harpoons. The shocking footage was featured in the 2014 award-winning documentary 'Cowspiracy'.

In 2018, in one of our most daring undercover investigations to date, we exposed the brutality and destruction caused by trawling in the Mediterranean Sea. The video shows millions of fish being hoisted onto a boat, where they squirm and gasp for air. The majority of these individuals are gutted alive or put in a freezer, where they suffer a slow and painful death.

FUTURE EFFORTS

We are constantly working to improve the lives of fish and our investigative teams work around the clock to document the horrors and abuses of commercial fish farming. We will not rest until these amazing creatures are afforded the protections that they inherently deserve.

You can learn more about these wonderful animals and the issues that they face by visiting animalequality.org.uk/issues/fish.

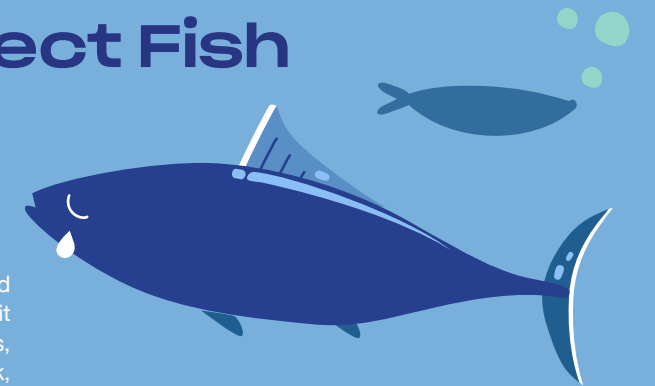


In each edition of our Their Voice magazine, we'll be shining a light on a specific species and/or issue, exposing the ways in which current practices cause suffering to farmed animals.

It's Official 8 Reasons to Protect Fish

1 THEY FEEL PAIN AND ACTIVELY TRY TO AVOID IT

Dr Lynne Sneddon from the University of Liverpool has conducted multiple experiments that prove that fish feel pain and react to it through reduced activity. When a fish's lips received a painful stimulus, the fish would try to find relief by rubbing their mouth against the tank, just like we rub our elbow or toe.



2 THEY HAVE GOOD MEMORIES

Fish have large brains in relation to their bodies and can remember predators for months. Carp have been seen to avoid hooks for up to a year after being caught on one.



6 THEY COOPERATE WITH ONE ANOTHER

Fish will sometimes choose a buddy when exploring unknown terrain and take the lead alternately. Four eyes are better than two!

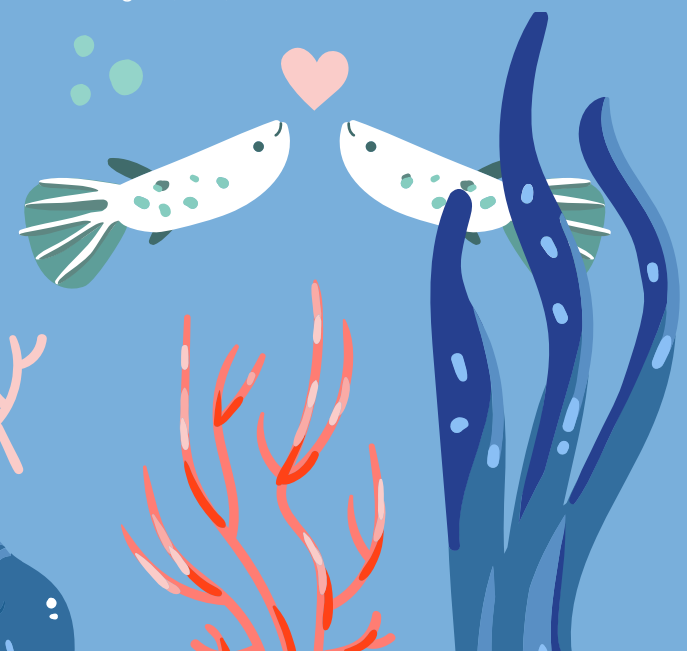


7 THEY CAN BE QUITE SNEAKY

Cleaner fish, which remove parasites from larger fish, have been observed to cooperate more with the fish they are cleaning when other larger fish are watching. This improves their image and future client base.

8 THEY MAKE NOISES

Just because we can't hear them doesn't mean fish don't communicate. While they do not have vocal cords, they can use other parts of their bodies to grunt, hiss, and shriek.



3 THEY CAN EXPERIENCE A RANGE OF EMOTIONS

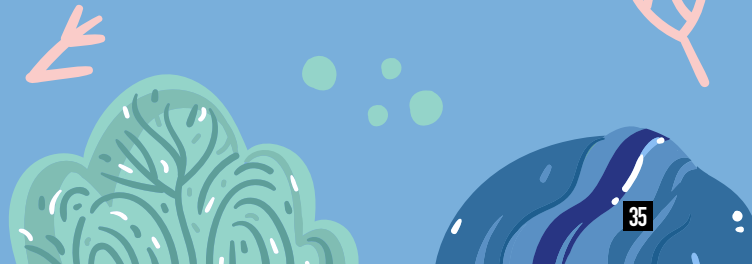
Dr Sonia Rey Planellas of the University of Stirling found that fish experience emotional fever. When confronted with a stressful situation, such as being caught in a tight net for 15 minutes, their bodies heat up, just like ours.

4 THEY HAVE PROBLEM-SOLVING ABILITIES AND SOME CAN USE TOOLS

Some species of wrasse have been observed repeatedly using rocks to crack open clamshells.

5 THEY LEARN FROM THEIR PEERS

Fish observe their peers and determine their own actions accordingly. Betta fish will attack other members of their species if they have seen them lose in prior fights.



Fish are Friends, not Food

In recent years, fish flesh has been advertised as a supposed 'superfood'. Unfortunately, this marketing campaign has caused tremendous suffering in our oceans, not to mention the toxins humans ingest by eating fish, including mercury, antibiotics, and microplastics contamination.

Luckily, we can get all of the important vitamins and minerals that our body needs without harming a single friend. Here are the most common nutrients associated with fish, why they are important for our health, and which plant-based foods to eat instead.

VITAMIN B-COMPLEX

Why do we need Vitamin B-complex?

Vitamin B is essential for energy production and creating red blood cells.

Plant-based sources:

Whole grains, legumes, seeds, nuts, dark leafy vegetables, citrus, avocado, and banana. Vitamin B12 specifically can be found in fortified plant milks, spreads, and yeast extracts. A B12 supplement is also recommended for all diet types.

OMEGA-3 OILS

Why do we need Omega-3 Oils?

Omega-3 reduces inflammation in the body and the risk of heart disease, and prevents vision problems. Some studies have even suggested that it may be linked to a reduced risk of depression.

Plant-based sources:

Flaxseed, walnuts, wheat germ, chia seeds, and hemp seeds. Algae supplements are available if your doctor recommends them.

IODINE

Why do we need Iodine?

The body needs Iodine to make thyroid hormones which control metabolism.

Plant-based sources:

Seaweed, iodised salt, and some types of fortified plant-based milk.

SELENIUM

Why do we need Selenium?

Selenium is full of antioxidants, which protect cells from damage and produce thyroid hormones. It is also crucial for a healthy immune system.

Plant-based sources:

Just two Brazil nuts per day cover your total intake of selenium. Chia, flax and sunflower seeds, tofu, mushrooms, and whole wheat pasta also contain selenium. Selenium levels in produce can vary based on the soil that they grew in.

IRON

Why do we need iron?

Amongst other functions, iron is needed to make haemoglobin, which carries oxygen from the lungs to the rest of the body.

Plant-based sources:

Green leafy vegetables, nuts, seeds, pulses, and tofu. Vitamin C increases iron absorption. Try to avoid drinking tea or coffee at the same time or directly after eating iron-rich foods, as this can hinder absorption.

Fish Alternatives



Gardein

Plant-based line selling 'Fishless Fillets' and 'Crabless Cakes'. Spotted in Sainsbury's!

Sjörapport

IKEA's seafood range now includes plant-based kelp 'Seaweed Pearls', in red and black varieties.



Loma Linda

Offers plant-based tuna - 'Tuno' - in five varieties. Buy at ALDI UK, Holland & Barrett, and Morrisons.

Quorn

Offers several plant-based seafood products, such as 'Fishless Fillets' and 'Fishless Fingers'. Widely available at supermarkets and independent food stores.

VBites

Heather Mills' vegan company includes 'Fishless Steaks', 'Fish-Free Fish Fingers' and 'Scampi Style Bites'. Available directly from VBites, and also at TheVeganKind Supermarket and Ocado.

Ocean Hugger Foods

Sustainable company making 'Ahimi', the world's first plant-based alternative to raw tuna, and 'Unami', an alternative to fresh-water eel. Debuted at last year's HYPER JAPAN Festival.



Sophie's Kitchen

Specialises in seafood alternatives, including 'Fish Fillets', 'Crab Cakes' and 'Smoked Salmon'. Now selling in Sainsbury's.

Good Catch Foods

Founded by the unstoppable Sarno brothers, Derek and Chad, this plant-based seafood brand from across the pond has hit UK supermarket shelves. Three flavours of its tuna alternative are now available in Tesco.



New Wave Foods

Innovative startup creating plant-based shrimp. Not on the market yet, so watch this space!

THE PLANT-BASED REVOLUTION

The sandwich chain Subway veganised one of its most popular menu items and introduced the Meatless Meatball Marinara!

Best-selling cookbook authors BOSH! recently partnered with much-loved crisp brand Kettle Chips to develop a dairy-free 'Sheese and Onion' flavour.

After testing out a Quorn chicken-style patty at selected restaurants last year, KFC launched its Vegan Burger into over 850 UK locations.

Following on from the success of the now-famous Vegan Sausage Roll, Greggs added a new plant-based pastry item to its menu: a Vegan Steak Bake.

According to research carried out by The Vegan Society in 2018, it's estimated that around 600,000 people in the UK follow a plant-based diet.

Global margarine giant Flora has ditched dairy! The new formulas have just a third of the carbon footprint of a dairy-based butter.



"One person asked me, how can you get as strong as an ox without eating meat? And my answer was, have you ever seen an ox eating meat?"

— Patrik Baboumian, World Record-Holding Strongman

**animal
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