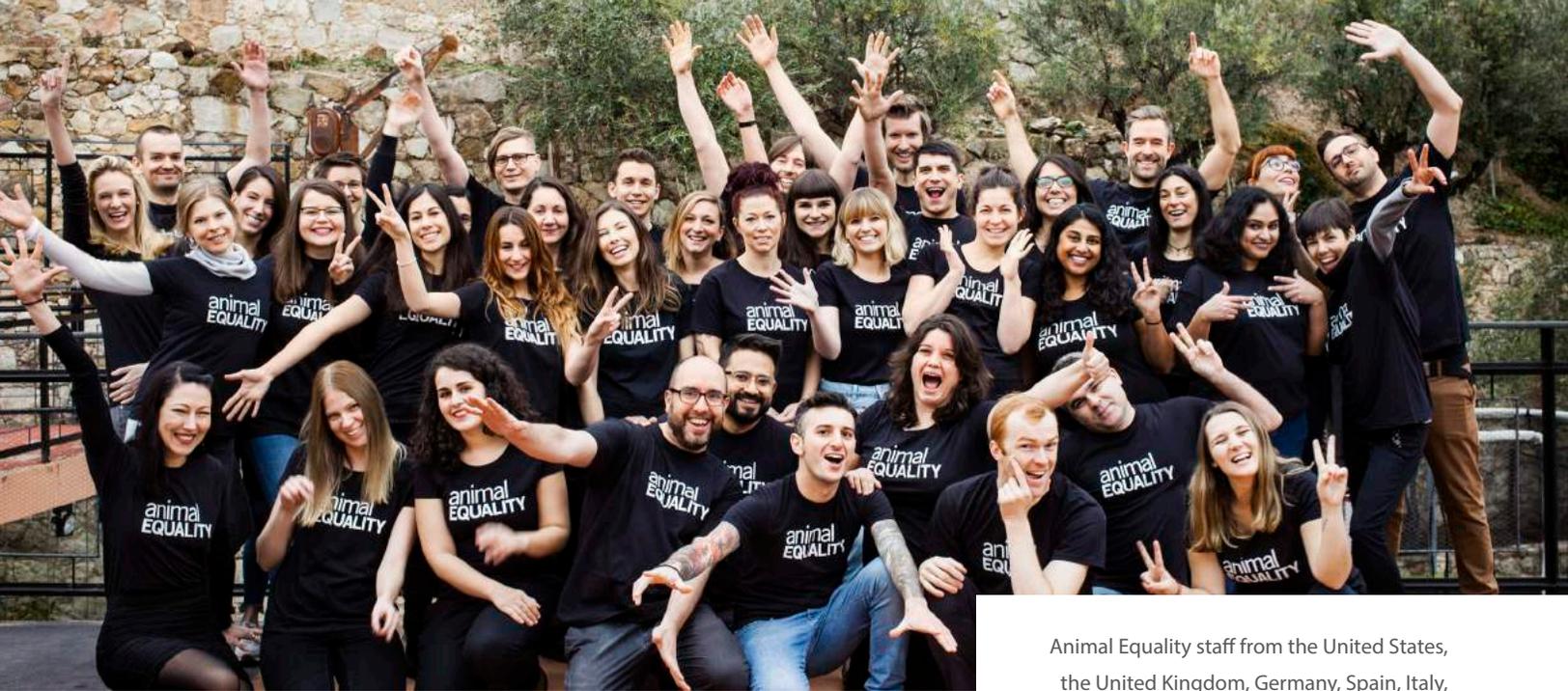


A close-up photograph of a person's hand holding a small yellow flower, offering it to a white chicken. The person is smiling and looking towards the camera. The background is a blurred outdoor setting with green foliage.

animaleQUALITY

**ANNUAL REVIEW
2017**



Animal Equality staff from the United States, the United Kingdom, Germany, Spain, Italy, India, Mexico, and Brazil.

Thanks to supporters like you, our movement to spread compassion and kindness to farmed animals continues to grow—we have so much to celebrate.

2017 was a monumental year for Animal Equality—inspiring historic legislation in multiple countries, releasing 23 groundbreaking investigations in seven countries, and creating media headlines around the world with a reach of over 2.2 billion through 2,600 media stories. We also won 42 corporate policies that will end some of the worst forms of cruelty for millions of animals.

In addition, Animal Equality was named one of the most effective animal advocacy organizations in the world for the fourth consecutive year and as one of only three charities awarded Top Charity status by independent assessor Animal Charity Evaluators. You helped us to tell the important stories that needed to be shared and saved countless lives of farmed animals in the process.

Thank you for helping to create a kinder and more compassionate world for animals every day!

Sincerely,

Sharon Nunez

President



LEGISLATIVE INITIATIVES

INDIA

In May, the Government of India introduced the Prevention of Cruelty to Animals (Regulation of Livestock Markets) Rules 2017, which will reduce the suffering of more than 300 million cows and buffaloes in India. This achievement is, in part, a result of our investigation into the shocking cruelties inflicted on cows and buffaloes at cattle markets.

In July, the Law Commission of India drafted and recommended to the government the “Prevention of Cruelty to Animals (Egg Laying Hens) Rules, 2017” and the “Prevention of Cruelty to Animals (Broiler Chicken) Rules 2017”, which included recommendations from Animal Equality and information on our investigations into egg and chicken farms. These rules will reduce the cruelty experienced by more than 530 million chickens every year.

MEXICO

In March, Animal Equality and Mexican Senator Diva Gastélum introduced a historic initiative, the very first of its kind, calling on the Mexican Senate to modify current federal legislation to make the abuse of farmed animals a crime.



Baby chicks in Indian chicken farms after being subjected to painful debeaking without anesthetic.

The initiative, based on the 31 Mexican slaughterhouses investigated by Animal Equality, proposes making cruelty to animals a felony crime punishable by up to four years in prison. In parallel with the initiative, Animal Equality hosted a groundbreaking event to present our virtual reality series, iAnimal, to the nation’s leading policymakers. Animal Equality’s initiative has advanced through the Senate committee, and we are taking proactive measures to ensure that it is soon voted upon by the full chamber. When passed, this initiative will reduce the suffering of 1.2 billion animals killed annually in Mexican slaughterhouses.

In July, Animal Equality in Mexico introduced an initiative in the Mexican State of Jalisco to make cruelty to farmed animals a felony crime punishable by up to three years in prison. Importantly, this law includes chickens and other animals which are usually not offered such protections. The text of the initiative acknowledges that it was introduced as a result of Animal Equality’s investigation into multiple slaughterhouses in Jalisco.



In November, Animal Equality presented the second portion of our historic investigation into Mexican slaughterhouses at an unprecedented presentation at the state congress in Jalisco. Jalisco is Mexico’s leader in meat production and this initiative will affect more than 3.4 million pigs, 836,000 cows, 182,000 sheep and lambs, 76,000 goats and 183 million birds every year.

In the company of Marco Antonio Regil and government officials, Animal Equality presents its iAnimal virtual reality project in a historical event to promote the initiative of a law that turns acts of animal cruelty into a crime.

EUROPE

Animal Equality’s investigations inside European rabbit farms contributed to the European Parliament voting on major animal welfare improvements for rabbits in March that will pave the way to end cages for rabbits in Europe. As the prominent political media journal Politico noted, “The change in position is a direct result of a lobbying campaign organized by Animal Equality.” This monumental progress for rabbits will directly benefit 340 million rabbits every year.

Animal Equality’s December 2016 dairy investigation in the United Kingdom led to the 2017 conviction of a farm worker on two counts of cruelty under the Animal Welfare Act. In addition, he was given a 12-week suspended prison sentence, 150 hours of community service, and a two-year ban on working with farmed animals.



Animal Equality at the European Parliament for the vote in favor of Minimum Standards for the Protection of Farm Rabbits.

INVESTIGATIONS

In 2017, Animal Equality released 23 hard-hitting investigations into the violent factory farming industry in Brazil, India, Italy, Spain, the United Kingdom, Germany and Mexico.

As part of our campaign against the egg industry, we released three major investigations inside hen farms in Spain, Italy and India. Animal Equality released the first-ever investigation of Brazil's egg industry, revealing disturbing animal abuse inside the country's egg factory farms that cage hens. Animal Equality also released the first-ever investigation into hen farms in India.

MEXICO

In addition to our historic investigation into slaughterhouses that contributed to legislative initiatives in the country, for the first time Animal Equality investigators were able to reveal the cruel milk industry in Mexico. Images of the most terrible practices and conditions for cows and their young were seen by millions.

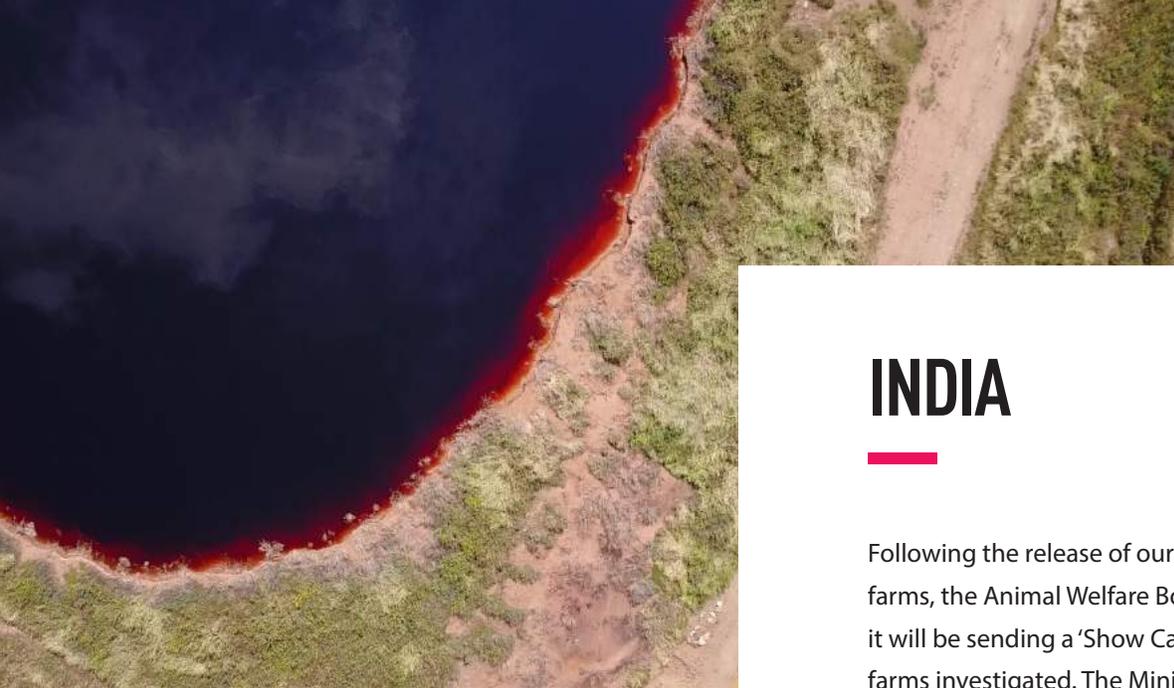


Investigations into hen factory farms in Spain exposed the horrible conditions of living in cages.



GERMANY

Animal Equality released an investigation into chicken farms in Germany. One of the investigations exposed Germany's two leading chicken meat producers. We filed charges against all of the documented farms and have an ongoing petition to the Ministry of Agriculture which has resulted in 66,000 signatures. Animal Equality has met with several representatives of the ministry to discuss further courses of action.



Our drone investigation in Spain captured images of “waste lagoons” associated with pig farming.

SPAIN

Using drones, Animal Equality released never-before-seen footage of the severe environmental consequences of pig factory farms in Catalonia, Spain. Following this release, we launched a petition to the Catalanian government to ban the construction of new farms, reduce the number of animals confined on them, and increase the penalty for dumping illegal and environmentally dangerous waste. Animal Equality released a second investigation into a pig farm in Spain, documenting the brutal conditions of the pigs. Following the release, Animal Equality took legal action against the farm.



INDIA

Following the release of our investigation into hen farms, the Animal Welfare Board of India stated that it will be sending a ‘Show Cause’ notice to the egg farms investigated. The Ministry of Environment and Forests also stated that it will be issuing egg-laying rules throughout India. We presented the findings of this investigation to the Law Commission of India with a list of recommendations, most of which have been included in the new Prevention of Cruelty to Animals (Egg Laying Hens) Rules, 2017.

The findings of our recent dairy investigation in India, covering 140 facilities, were presented to the Indian government with a request to introduce Dairy Animal Welfare Rules. We also continued our comprehensive investigation into the chicken industry, this time highlighting the gruesome reality of chickens raised for meat.

Right: Day old chicks subjected to a long journey without food and water.
Left: Animal Equality investigators document a dairy animal abandoned and paralysed due to an accident.



ITALY

Following Animal Equality's investigation into a lamb slaughterhouse in Italy, three Italian political parties responded to the significant media coverage by directly pressuring the government to take action against the atrocities exposed, using our petition and investigative footage as examples. In addition, more than 20 Members of Parliament shared our video on social media. We are continuing to pressure the government by collecting signatures and releasing new investigations. In December, we had already reached 48,000 signatures on our petition.

Animal Equality released an investigation into four of Italy's major chicken meat distributors resulting in public outrage over the cruelties we uncovered. The release drew the attention of Eleonora Evi, a Member of the European Parliament, who told Animal Equality that she is planning to present a proposal regarding minimum welfare standards for farmed chickens.

Animal Equality investigated seven hen farms in Italy. Our Italian office reported what we witnessed to the authorities, which then opened a case on the farm investigated for several animal welfare breaches. According to Fiera di Forli, the Italian National Association of Farmers, Animal Equality's investigation and the subsequent major media coverage resulted in a sharp decrease in the consumption of eggs.

Animal Equality's shocking investigation into the the chicken industry in Italy.



Animal Equality investigators documented female pigs caged in tiny 'stalls' for days at a time on this pig farm in Norfolk. This practice has been banned in the UK.

UNITED KINGDOM

Animal Equality released scenes of extreme suffering and cruelty to chickens on the UK's second largest chicken processor. We reported the findings from this investigation to the government agency responsible for on-farm welfare and to the three retailers the farm supplied. Nando's, an international restaurant chain, promised to launch its own investigation into the farm.

Animal Equality exposed a dairy farm that is a supplier to Marks & Spencer (M&S) -- widely thought of as a leader in animal welfare standards. M&S sent inspectors to the farm and moved calves to group housing immediately, in addition to asking the RSPCA to inspect its other dairy farms.

After releasing another investigation into the pig industry in the UK, four Members of Parliament from different parties are writing letters to the Environment Secretary about our findings.

CORPORATE OUTREACH

In 2017, Animal Equality won 42 corporate policies in Italy, Brazil, Mexico, and Spain, affecting approximately 20 million hens. Animal Equality's Corporate Outreach campaigns not only worked towards convincing companies to totally eliminate cages from their egg supply chains, but they also reached millions of people through the media by educating the public about the plight of farmed animals.

Some of our most important wins are mentioned below:

Animal Equality Spain won policies from Huevos Guillen, the largest egg supplier in the country and the exclusive supplier to Mercadona, the largest supermarket in the country; El Corte Ingles, one of the largest retailers in the country; and Carrefour, one of the largest grocery chains

not only in Spain, but in the world. We also negotiated a policy with Aldi, which has stores in Belgium, the Netherlands, Luxembourg, France, Poland, Spain, Denmark, and Portugal, and also operates the Trader Joe's markets in the United States.



Animal Equality in Mexico held a protest against major retailer Soriana.

Animal Equality Mexico won policies with Pacific Star, a major foodservice company and a key competitor to Sysco; Pagasa, a major consumer packaged goods company; Grupo Anderson's, a major restaurant group including several brands, the most famous of which is Senor Frog's; and Manyar, a food service company operating in two of Mexico's biggest cities and serving more than 10,000 meals per day.



Our campaign against Soriana, the largest national retailer in Mexico, included several creative actions, including a giant billboard calling on Soriana to get rid of cages placed above the main highway that Soriana executives take to drive into work.



Animal Equality Italy won policies with major retailer Gruppo Pam -- our first win from a campaign to ban cages in the country and the first time a discount retailer in Italy has committed to a policy, which sets enormous precedent for other retailers in the country. We also won policies with Esselunga, the third largest retailer in Italy; Auchan, the fifth largest retailer in Italy; and Italian cake company Balocco, which is the first company of its kind in Italy to make this commitment.

Animal Equality Brazil won policies with JBS, the world's largest meat producer, which also owns an extensive portfolio of consumer packaged goods companies that use eggs in their products; BRF, one of the largest meat producers and packaged goods companies in the world and a key competitor to JBS; Bunge, a top three mayo producer in Brazil; Casa do Pão de Queijo, a leading coffee shop and baked goods chain in the country with over 900 locations; Wickbold, a Brazilian bakery; and Mania de Churrasco, a steakhouse chain.

This year we also launched the Animal Defenders programs in Spain, Italy and India, and the Animal Protectors programs in Mexico and Brazil. These are volunteer programs enabling people to take quick action on Animal Equality's corporate outreach campaigns. Animal Equality has already recruited more than 30,000 volunteers to participate.



One of many tactics contributing to the corporate campaign success with Italian company Balocco.



Left: First Animal Defender meeting with our corporate outreach volunteers in Mexico.

INTERNATIONAL EXPANSION

In 2017 we launched Animal Equality Brazil and have already achieved many successes. We reached more than 15 million people through the media and gained over 200,000 followers on Facebook. In addition, we won 17 corporate policies to eliminate cages that confine hens and recruited approximately 3,000 corporate-outreach specific volunteers.

Animal Equality in Brazil has established relationships and ongoing dialogue with the Ministry of Agriculture and its Animal Welfare Committee. We have also established connections with key politicians, public attorneys and judges sensitive to animal issues, as well as major media and social media influencers.

Animal Equality has expanded its outreach to China, where we have established key contacts with activists and volunteers in the country. Our outreach continues to grow as volunteers have started hosting iAnimal virtual reality events, including at the top technical university in Beijing.

Animal Equality volunteers in China presented iAnimal at a Compassionate Cities event in Beijing, China.



Vivian Mocellin, Executive Director of Animal Equality in Brazil, speaking at Animal Equality's 2017 Annual Gala.





CAMPAIGNS

In Italy, Animal Equality launched the “Save a Lamb” campaign for the fifth consecutive year. This campaign, supported by our groundbreaking investigations into lamb and goat farms and slaughterhouses, contributed to 300,000 fewer animals being consumed in Italy during Easter. In addition, one in every four Italian restaurants no longer sells lamb meat during Easter.

Thanks to Animal Equality investigators, we had the opportunity to save two lambs; two witnesses and survivors of the lamb industry in Italy.

of Parliament and a motion has been tabled in Parliament in support. Animal Equality attended the UK Labour Party Conference, where they focused on gaining support for the campaign. Several Members of Parliament stopped by the booth, including British Labour Party MP Kerry McCarthy.



Animal Equality launched a campaign to ban the importation of foie gras in the UK and collected more than 50,000 signatures on our petition. The petition has been supported by several Members

Animal Equality is part of a coalition of farmed animal protection groups leading a movement to establish more rigorous animal welfare laws in California. The coalition has filed a ballot initiative with the state’s Attorney General so that a statewide campaign can begin to get the measure on the ballot. Once approved, the initiative, called the Prevention of Cruelty to Farm Animals Act, will help free millions of animals from cages and would give California some of the strictest farmed animal welfare regulations in the country.



EDUCATION

2017 has been a momentous year for our groundbreaking and award-winning virtual reality series iAnimal. In July, we released our latest film, which opens people's eyes to the dark reality of dairy farming and features brand new footage filmed by eight investigators in three countries over six months. The film 'iAnimal: The Dairy Industry in 360 degrees', narrated by Harry Potter actress and animal advocate Evanna Lynch, was presented in the United Kingdom, United States, Mexico, Germany, and Spain. The release was covered by some of the most important media outlets around the world, including the New York Times.

Animal Equality's
launch party for iAnimal:
The dairy industry in 360.



A university student experiencing our iAnimal virtual reality education.

Animal Equality has held iAnimal events around the world, including several tours by enthusiastic teams of activists who have taken iAnimal to colleges and universities across the United States. We also shared our iAnimal headsets and films with activists and over 80 organizations worldwide. Thanks in part to our collaboration with other groups, iAnimal has been viewed by over 60,000 people and 10,000 people via 2D at nearly 500 events around the globe.

The UK's prestigious and largest independent film festival, Raindance, shortlisted our virtual reality film 'iAnimal: 42 days in the life of a chicken', for the Best Social Impact Experience Award. Our iAnimal chickens film was also nominated in the category of Virtual Reality films at the Chelsea Film Festival in New York City. In Italy, we were selected as finalist for the best video storytelling of 2017 by 'TELETOPI', an award promoted by the financial journal 'SOLE 24 ORE' along with the University of Bologna.



Our Love Veg website, which launched in August, is a leading resource for all things plant-based. Rich content on the site inspires future generations of vegans in the United States, United Kingdom and Germany. Our Love Veg e-newsletters have already reached over 200,000 subscribers. We're excited for its upcoming launch in India, Mexico, and Brazil, enabling us to foster more compassionate choices all around the world.

LiberÁnima Collection, Animal Equality's Spanish publishing house, launched award-winning photographer Jo-Anne McArthur's acclaimed book "We Animals" in Spanish, documenting animal use and abuse around the globe through photography. The book, which includes multiple images from Animal Equality investigations, is sold in Mexico and Spain and will soon be sold in other Latin American countries.



Dane Charbeneau and Justin Lessner, two of our Love Veg personalities, filming a video on plant-based eating to be seen by thousands of our social media followers.



Over 935,000 people have subscribed to Animal Equality newsletters this year. Animal Equality reached 4.2 million followers on Facebook and a total reach of 725 million on Facebook across seven countries. Animal Equality has expanded its social media presence across several countries throughout 2017, gaining 150,000 Twitter followers and almost 190,000 Instagram followers.

Animal Equality co-founder and executive director in Spain, Javier Moreno, presenting the launch of LiberÁnima Collection by Animal Equality's Spanish publishing house.



PUBLIC OUTREACH, LECTURES AND PRESENTATIONS

Animal Equality's European offices organized a one-week exhibition in the European Parliament, with the help of German Member of Parliament Stefan Eck, titled "Factory Farming: Greatest Crime of Our Time?" The exhibition, the first of its kind installed at the European Parliament, highlighted images and research from our numerous investigations across farms in Spain, the UK and Germany. Over 200 politicians watched iAnimal during the exhibition.

Animal Equality was prominently featured at the 2017 Animal Rights National Conference in Washington, D.C, which was attended by over 1,500 people, of which over 400 viewed iAnimal. Animal Equality directors spoke on eight panels during the four-day conference.



Member of Parliament Stefan Eck speaking to members of the European Parliament at our exhibition.

Animal Equality's three co-founders Jose Valle, Sharon Nunez, and Javier Moreno, along with our US development staff, attended the Effective Altruism Global (EA Global) Conference, held in San Francisco, which focuses on highlighting the world's most effective charities. Jose Valle spoke about Animal Equality's use of virtual reality in the animal rights movement, and we presented iAnimal to 350 conference attendees.

Animal Equality participated in the Climate March in DC and our International Director of Communications, Sarah Pickering, was interviewed live on Democracy Now.

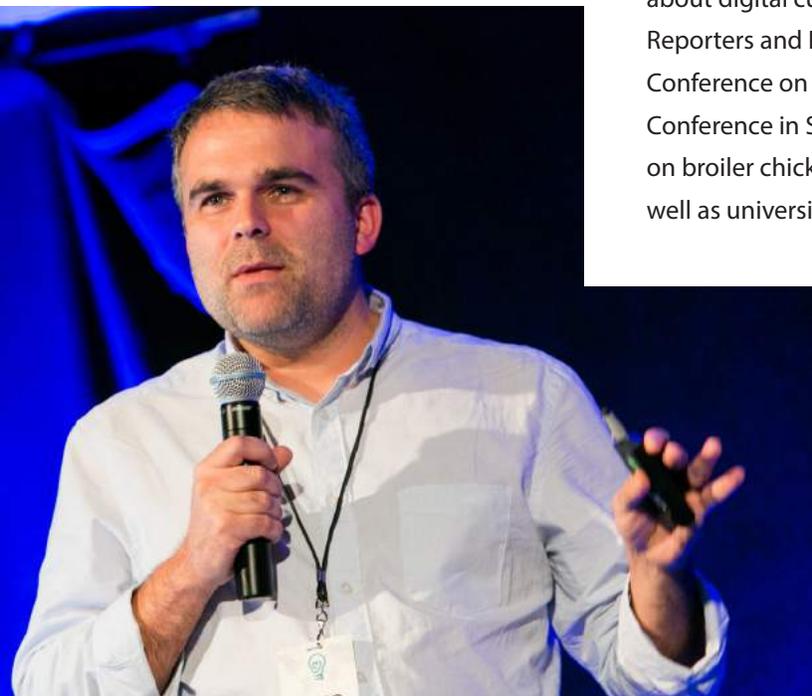
In Berlin, we held an event in front of the Brandenburg Gate raising awareness for animals that are raised and killed for food. Close to 300 people stood in a silent protest holding posters and the bodies of animals who died on factory farms. Several Members of Parliament supported the event.



Animal Equality co-founder and President, Sharon Nunez, speaks on the 'Factory Farming and Climate Change' panel at the Chelsea Film Festival in New York City.



Animal Equality's other speaking and networking engagements include talks and conferences in noteworthy locations such as Open Wing Alliance, Capitol Hill in Rome, Five Star Movement Party Event, Effective Altruism Global London, Effective Altruism Boston, re:publica - one of the largest conferences about digital culture in the world, Investigative Reporters and Editors Conference, 4th OIE Global Conference on Animal Welfare, Poultry Production Conference in Spain, Eurogroup for Animals meeting on broiler chickens, and Change.org headquarters, as well as universities and festivals all over the world.



Animal Equality co-founder and Director of Investigations, Jose Valle, speaking about our use of virtual reality at The Effective Altruism Global Conference in San Francisco.

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