

# THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE  
Nº 7 – 2018

FREE

## PROP 12 PASSES!

*Historic win for farmed animals in California.*

## DEADLY DEEP

*The silent suffering of fish.*

## ANIMAL PROTECTORS

*Advocating for animals worldwide.*

## MOBY

*Being vegan gave me clarity and purpose.*





# EDITORIAL

**W**hat comes to mind when you think of an animal? Perhaps feelings of warmth and kindness, feelings of love and compassion.

Millions of people around the world share these emotions, but you are doing something extraordinary with these powerful feelings:

You are using *your voice* to give animals *their voice*.

You are helping others by showing them what happens behind the closed doors of farms and slaughterhouses, and by encouraging companies and institutions to make decisions that take animals into account.

Only in the past six months, you have helped Animal Equality launch its food policy program in Mexico and India. Our teams are working with global corporations to persuade them to reduce the animal products they purchase.

You have supported the presentation of shocking investigations inside pig farms in the UK - footage that brought several animal abusers to justice. You have also helped us release powerful

footage from inside the cruel caged hen industry in Spain and Italy: Images that made headlines in both of these countries and brought the debate about farmed animal cruelty to millions of people.

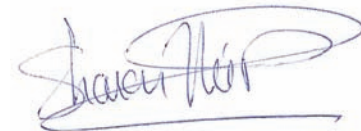
And you have given a voice to the most silenced of all animals: fish. Our groundbreaking undercover investigation into intensive trawling along the coast of Sardinia, Italy, showed the suffering experienced by billions of fish every year.

Your support has allowed us to win campaigns against companies and get millions of hens out of cages, one of the most cruel practices. And our innovative educational campaigns are reaching more and more people each day, thanks to you.

You are putting the kind in the word humankind. And I couldn't be more grateful and honored to call you a friend.

From everyone at Animal Equality,

Thank you,



**SHARON NÚÑEZ**  
*President*



# WE DID IT!

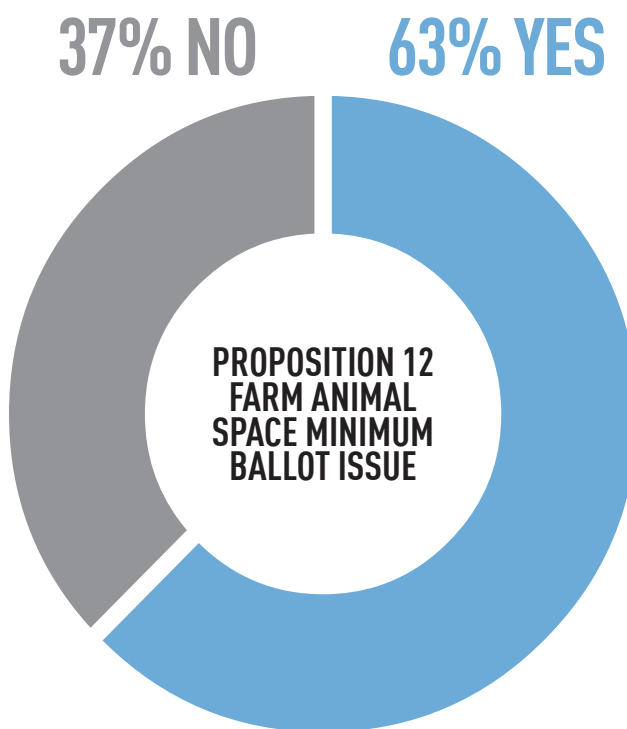
## PROP 12 PASSES

In a historic win for animals, Proposition 12 passed in a landslide vote in California this November, banning the use of cages for hens, pigs, and calves.

In addition, the measure will also ensure that food items sold in California are compliant with these requirements. This important measure will also enable hens to engage in natural behaviors that are prevented by cage confinement, such as spreading their wings, moving around throughout the barns, perching, and dust bathing. It also applies to liquid eggs, which make up one-third of all egg production.

Responding to the news, Sharon Nunez, President of Animal Equality, said: "This is an incredibly important and necessary win for farmed animals, and one of the most progressive animal welfare laws in the world."

We want to thank Animal Equality's staff, supporters, volunteers, and everyone who worked so hard to secure this victory for animals, which will go into full effect in September 2021.



**W**hat or who inspired you to choose a vegan lifestyle?  
I have lots of vegan heroes, but the individual who inspired me to first go vegan was Tucker, a cat I rescued from the dump in Darien, Connecticut. He taught me that all beings have rich emotional lives, and want to live free from pain and suffering.

**In what ways has being vegan benefitted you?**

In every way that I can think of. It's allowed me to live a life wherein I have ethical cohesion and consistency, it's kept me healthy, and it's given me clarity and purpose.

**The vegan community and the number of people enjoying more plant-based meals has grown exponentially in the last decade. How exciting has this growth been to witness and be an instrumental part of?**

I've been a vegan for 31 years, and I honestly never thought that veganism would be as vibrant and widespread as it is today. When I became vegan in 1987 there were maybe 5 vegan restaurants in the whole world. Now there are at least 10 vegan restaurants in a 5 mile radius of my house in LA.

**You are inspiring people around the world to think about going vegan. What would you want to say to them?**

Let your actions reflect your beliefs. And if you believe that animals shouldn't suffer, then you shouldn't promote, condone, or contribute to anything that causes or contributes to animal suffering.

**In addition to animal activism and music, what inspires you?**

The genius and complexity of nature and the natural world. How a tiny seed becomes a Sequoia, and how black beans and brown rice become optic nerves and blood cells.

**What would you like to see animal rights activists or organizations doing more of?**

Figuring out the best way to be effective activists. Using our time and money as strategically as possible to create a world wherein animals are no longer used by humans.

**You donate 100% of the profits of your restaurant Little Pine to animal rights groups such as Animal Equality. What inspired you to open Little Pine?**

Simple brick-and-mortar activism. Vegan books, documentaries, podcasts, photos, etc., are all amazing. But a beautiful space with beautiful vegan food can be a really powerful way to show people that veganism can be wonderful.

**If you could spend the day with someone - either living or passed on - who would that be and why?**

Jesus. I'm not any sort of conventional christian, but I'd be interested to know if he was actually God. Also I assume he was vegan, and I'd be interested to get some recipes from him.

MOBY







# END THE CAGE AGE

**A**nimal Equality is part of a powerful initiative to end the cruel confinement of more than 300 million animals suffering in cages every year in Europe, including hens, rabbits, and quails, kept in cages no bigger than a sheet of paper or a smartphone.

In October, Animal Equality was among 19 Italian NGOs that participated in the launch of the End the Cage Age initiative in Rome as part of a broader coalition of more than 130 European organizations.

During the Italian launch in Rome our Executive Director in Italy met the Minister of Health, **Giulia Grillo**, who signed the European petition, declaring:



**"This is an important issue of public health as my Ministry also deals with the veterinary and animal welfare aspects. We speak of sentient beings who experience joy and pain: this is recognized by science and is reflected in our choices. We need more attention from both public opinion and politics.**

**There will be a commitment on the part of this Ministry to oversee and work on animal welfare, promoting those policies that go in this direction. I hope that this citizens' initiative reaches the target of one million signatures."**

Later in the same month, Matteo Cupi, Animal Equality's Executive Director in Italy, testified to the extreme suffering that farmed animals endure in Europe, which he has witnessed firsthand while investigating Italian factory farms.

Fueled by supporters like you, the End the Cage Age petition has already collected more than 100,000 signatures across the EU.



# #FOIEGRASFREEGB

## CAMPAIGN GAINS MOMENTUM

**A**s part of our campaign for a foie gras-free Great Britain, Animal Equality travelled to France in August to document the production of this cruel ‘delicacy’ first-hand. We were joined by actor and animal advocate Peter Egan and TV veterinarian Emma Milne.

Many farms in France offer public tours, open to families. We were welcomed onto one and allowed to film the conditions and the force-feeding process freely. We filmed ducks and geese suffering severely in barren wire cages and terrified birds struggling while being ruthlessly force-fed with metal tubes.

Shocked that the farm was happy to put this horrific cruelty on display for families to watch, **Peter Egan** spoke out strongly against the practice: “It’s disgusting. It should be banned.”

Veterinarian and animal welfare campaigner **Emma Milne** added: “If that’s what they’re happy to show you, I dread to think what some of the worse farms are like.”



The process of ‘gavage,’ or force-feeding, causes so much suffering to ducks and geese that it is illegal to produce foie gras in the UK, yet 184 tonnes of it are still imported every year, which causes suffering to approximately 230,000 birds.

Animal Equality is campaigning for a UK foie gras import ban when Britain leaves the European Union. We delivered the petition with over 100,000 signatures in support of the ban to the UK Prime Minister.

Actors **Thandie Newton** and **Dev Patel** are also supporting the campaign, which has been covered by MSN France, The Media Eye, Hollywood.com, 20 Minutes, Film News, and Plant Based News, among others.



*“I am pleased to join  
Animal Equality UK  
and the overwhelming  
majority who support a  
#FoieGrasFreeGB.”*

*– Thandie Newton*





So far this year, Animal Equality has released 18 undercover investigations, most recently in Italy, Spain, and the UK. This work exposed egregious cruelties worldwide in commercial fishing operations to tuna and other sea life, and in slaughterhouses and factory farms to mother and baby pigs, hens farmed for eggs, and mother cows and calves. None of this would have been possible without your support and generous donations.

# Exposing Animal Abuse

## **Brutal force-feeding of calves filmed on an organic dairy farm**



**I**n August, Animal Equality released footage of calves being violently handled on an organic dairy farm in the UK, which supplies the high-end supermarket Waitrose. The shocking footage, which was filmed in the summer after a tip-off about cruel handling practices, revealed:

- *Newborn calves struggling as workers callously shoved tubes down their throats*
- *A calf thrown to the ground and slapped in the face during force-feeding*
- *A worker standing on a calf with his full body weight while shouting “you f\*\*king. . .sh\*t”*
- *Several cows with their back legs chained together in shackles*
- *Calves denied access to water for up to 29 hours on some of the hottest days of the year*
- *A newborn calf dragged by its back legs into a separation pen*
- *Calves routinely separated from their mothers less than 24 hours after birth*

Far from the idyllic image of organic dairy farming, such cruel treatment of newborn calves with their mothers looking on helplessly shocked consumers. Yet the breaking of this strong maternal bond is an inherent part of the dairy industry, where mothers and babies are routinely separated so that the cows’ breast milk can be bottled and sold to us.

Despite being certified by the Soil Association and RSPCA Assured, our investigation reveals that Coombe Farm in Somerset fails to meet even the minimum legal requirements for looking after calves, and falls well below organic and RSPCA standards. As a result of our findings, the farm has been suspended by the RSPCA and dropped by Waitrose from its supply chain. The investigation sparked national debate after it was covered by major news outlets, including The Mirror, The Independent, and The Daily Mail.





## Sixth exposure of certified British pig farms

**I**n August, harrowing scenes of violence and neglect were filmed on a Red Tractor-certified pig farm in Bedfordshire, UK. Rosebury Farm is the sixth Red Tractor-approved pig farm in which Animal Equality has exposed animal cruelty in the past year.

Filmed over three months, the harrowing footage includes:

- A worker swinging tiny piglets by a back leg and smashing their head against the wall, with one continuing to kick for at least 10 seconds afterwards
- Piglets screaming in agony as the tips of their tiny teeth are clipped off without pain relief
- Terrified pigs being shocked repeatedly with an electric prod
- A tiny piglet thrown onto a pile of dead piglets and left for dead hours earlier
- Dozens of dead piglets littering the floor
- Larger pigs crammed into barren metal pens so small they are forced to lie on top of each other in record-breaking high temperatures



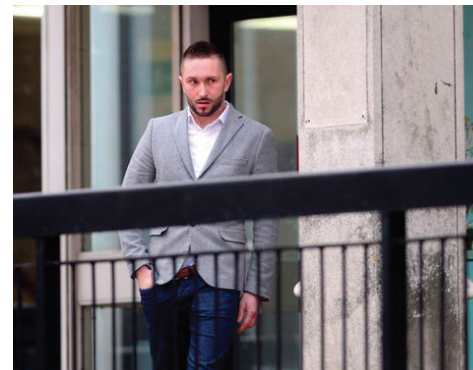
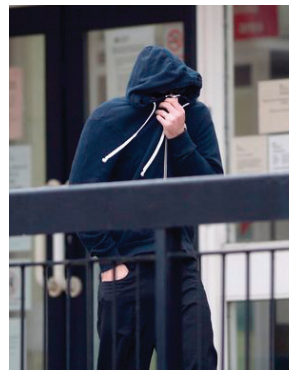
## Animal abusers convicted

**T**hree men have been convicted with animal cruelty offences in the UK following an expose by Animal Equality.

Our investigators visited Fir Tree Farm several times in April after an anonymous tip-off about animal cruelty from a brave whistleblower. They recorded serious and repeated abuse by members of staff, including pigs being violently kicked in the face and head. The workers were also filmed slamming gates on pigs' heads, repeatedly jabbing pigs with pitchforks, and laughing at the abuse.

"We expect them to face the full force of the law for this sickening and inexcusable abuse," said Dr. Toni Shephard, Animal Equality's Executive Director in the UK.

As a result of our investigation, Red Tractor withdrew the farm's assurance certification. While we're pleased they acted on the evidence we provided, it does bring into question their own inspections, which they claim to carry out five times a year on every pig farm in their scheme.







## ***Hens in the headlines***

**A**nimal Equality released an educational video showing the public the truth behind the egg industry in Spain through the use of horrific investigative footage of hens farmed for eggs. The campaign was featured in both the print and digital

editions of one of the most popular newspapers in Europe, El País, with a reach of over 150 million readers per month. It was also covered in major news outlets Eco Diario, CNN Chile, Bio Bio Chile, and Cronica Norte, as well as the popular television program Informativos Telecinco.

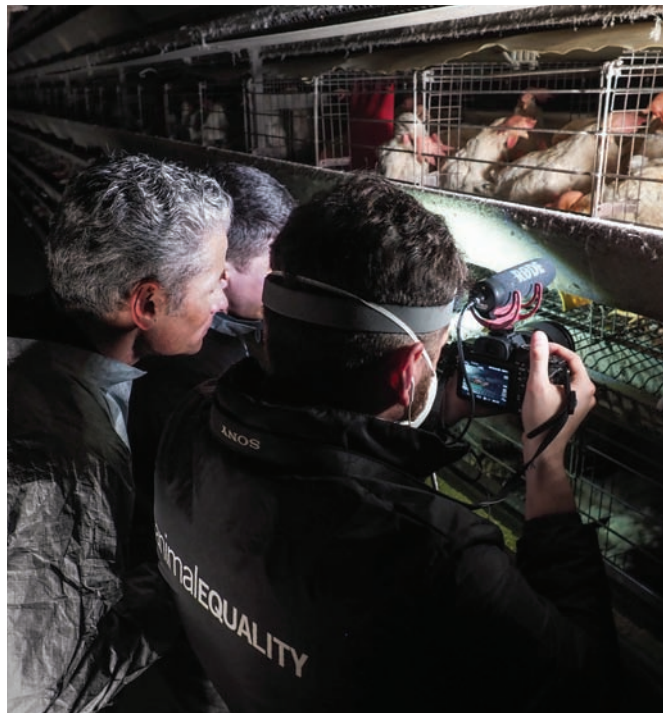




## Life in a cage

Our investigators infiltrated a factory farm in Mantova, Italy, that supplies one of the largest egg producers in the country. The expose by Animal Equality titled, *A Life in a Cage*, exposed these horrifying cruelties:

- Overcrowded cages, where most hens couldn't even slightly open their wings
- Unsuitable and non-compliant "enriched cages" created by cutting old battery cages, resulting in lots of metal spikes that harm the hens
- Hens and eggs completely infested with red mites
- Hens with broken legs trapped in cages
- Corpses of mice and hens left to rot in the cages and on the floor
- Stressed, featherless hens with overgrown nails
- Extreme filth: every inch of the shed covered in either feces, dust, or spider webs



Animal Equality collaborated with TG2, one of the largest newscasts in Italy, to conduct and release the investigation. It was also covered by major news outlets Business Insider, ANSA, Il Sole 24 Ore, and Gazzetta di Mantova, as well as El Pais and Publico.



# The silent suffering of fish

**A**nimal Equality released powerful footage taken off the coast of Sardinia showing the suffering that fish endure as a result of intensive trawling in our seas.

## *Investigation findings:*

- *Nets that capture hundreds of thousands of fish, regardless of species*
- *Fish with internal organs protruding from the mouth due to the pressure jolt*
- *Small sharks, eels, and fish of all kinds in agony due to lack of oxygen*
- *An eel who is left to bleed to death after being inserted with a hook*
- *Workers ripping off body parts and beheading the animals while they are still conscious*
- *Fish placed in cold storage and left to freeze to death*

Every year, billions of fish are captured from the ocean. These defenseless animals, ripped from their home, wriggle in agony as they struggle to stay alive. In addition, trawling nets damage the ocean floor and capture unintended animals in the process.

The difference in pressure these fish experience when they are torn from the marine environment creates unimaginable pain. The lower atmospheric pressure these sensitive animals are subjected to causes a displacement of their internal organs. This torture often lasts a long time and only ends in violent death or frostbite.







“ The scientific literature has now shown that fish share characteristics that we normally only attribute to land animals, such as sensitivity to pain and to negative stimuli and suffering under stress. We hope that more and more people will realize what it really means to consume so much fish, and we will work in the future more and more to highlight all the contradictions of this industry.”

*Matteo Cupi, Executive Director  
of Animal Equality Italy.*



# ANIMAL PROTECTORS PROTEST McDONALD'S



Our US campaign to inform consumers about the chickens raised for McDonald's continues with impactful actions, including a giant video billboard in New York City's famed Times Square, a petition drop at McDonald's Chicago headquarters, bench ads placed outside McDonald's locations throughout Chicago, and a New York City protest with actor and animal activist Edie Falco, resulting in major media coverage.

Falco, best known for her roles in *The Sopranos* and *Nurse Jackie*, joined forces with Animal Equality and over 80 other activists in New York to protest McDonald's and the cruel treatment of chickens in its supply chain.





Falco was joined by her son Anderson, who said:

**“It’s so unfair, these animals are dying for no reason. Eat as a vegan!”**

The protest then moved to Times Square, where it continued beneath a giant digital ad that is drawing attention to the cruel farming practices on farms that raise chickens for McDonald’s menu items. The coalition-funded ad is now being seen by over one million people who pass through Times Square every day.

Each year, hundreds of millions of chickens raised for meat suffer tremendously on farms that supply McDonald’s. These birds are bred to be so unnaturally big that their legs can’t support their own weight. They are crammed into dark sheds and trapped in filth, unable to engage in most natural behaviors.

Since the campaign’s launch in March of 2018, our work has led us to Orlando to protest at McDonald’s Worldwide Convention, to Chicago to protest McDonald’s new restaurants and its shareholder meeting, and to Los Angeles where we joined 250 compassionate animal advocates and volunteers for the biggest McDonald’s protest to date.



**50,000  
Animal  
Protectors**



**200,000  
Actions**

# CORPORATE OUTREACH

**S**upported by you and in collaboration with other groups, our corporate outreach team continues to ensure that companies adopt policies banning cages that confine hens farmed for eggs.

Following dialogue with Animal Equality and other groups, Carrefour, one of the largest grocery chains in the world, became the first retailer to ban the use of cages for hens in its supply chain in Brazil. This historic commitment will impact

700,000 hens annually. Dhul, one of the most significant bakeries in Spain, also committed to banning cages for hens following negotiations with Animal Equality. This policy will help nearly 1.7 million birds a year.

Following a year of negotiation and a three-day campaign by Animal Equality, Pastelería Montparnasse, a leading bakery in Mexico, also made a cage-free commitment. In addition, after more than a year and a half of intense campaigning,

the leading Italian discount retailer, Eurospin, has made a public commitment to not sell eggs from caged hens in any of their stores. This policy will impact 450,000 hens every year.

Thanks to Animal Equality's negotiations and campaigns, more than 40 companies this year have adopted policies banning the cruel cages that confine hens used for eggs, including:

## BRAZIL



## MEXICO



## INDIA



## SPAIN



## ITALY



## FOOD POLICY PARTNERSHIPS

**A**nimal Equality is asking companies in India and Mexico to introduce plant-based meats and vegan dairy products to their menus through its new Food Policy program. Two major entities, the hotel chain Radisson and the online supermarket Big Basket, have already agreed to partner with us in this groundbreaking initiative, and we are working with over forty additional companies to secure similar partnerships. Thank you for making this collaboration possible!



# IMPACTING CHANGE

with

## [iANIMAL]

**A**nimal Equality is putting technology to work for animals. Our team has filmed with 360-degree cameras to produce films on the lives of pigs, chickens, and cows. The iAnimal program utilizes virtual reality headsets to educate individuals about the cruelties of factory farming at universities and events throughout the world.

We began our 9th iAnimal Outreach Tour in September, reaching over hundreds of students at eight college and university campuses in the Chicago area, many of whom signed our Love Veg pledge to reduce or eliminate animal products from their diet.

In the past six months iAnimal has also been showcased at major events across the globe, including Raindance, the UK's biggest independent film festival, the Reducetarian Summit, the first, Food Tech Summit & Expo in India, Europe's largest vegan festival in Berlin, the Hamburg Vegan Street Fair, the Guadalajara Joven Festival, Vegan Fiesta Mexicana, Virtual Reality Festival, Lush's flagship Oxford Street store, the UK's first vegan zero waste market, Pup Aid in London's prestigious Primrose Hill, and the Vocational Fair at Tec Milenio University.

Thanks to your support, and by enabling other organizations to use it in their outreach, tens of thousands of people have seen iAnimal globally this year alone.





# ANIMAL EQUALITY NAMED TOP CHARITY 2018

**A**nimal Equality is thrilled to have been awarded Top Charity status by independent assessors Animal Charity Evaluators. This is the fifth consecutive year that Animal Equality has been named one of the most effective farmed animal advocacy organizations in the world.



*We think that Animal Equality does an exceptional job with the resources they have. They are able to produce and market undercover investigation videos at a low cost relative to other organizations, and their efforts to evaluate and improve their work are strong. Animal Equality also has particularly strong international programs; they have been active in several countries for many years, and have had some meaningful accomplishments in countries they started working in more recently—specifically India and Brazil.*





# inspiring global action gala



**M**ore than 200 guests attended the annual Animal Equality Inspiring Global Action Gala at the iconic Beverly Hilton Hotel in Beverly Hills, California. Celebrities and animal advocates came out to support and celebrate the accomplishments that we have achieved for animals in 2018.

Those contributing to the night's success, which was featured in dozens of media outlets, including Vogue and US Weekly, were our incredible hosts, Evanna Lynch and Moby, adding inspiring words and cracking jokes right from the start.

This evening also honored those helping animals, including Kat Von D, who received our Animal Hero Award for all of her accomplishments for animals, including her cruelty-free makeup brand, Kat Von D Beauty. Nic Adler, who owns Monty's Good Burger in Los Angeles and started the Eat Drink Vegan Festival (aka "Vegan Coachella"), won the Vegan Trailblazer Award for helping make veganism mainstream. Ethan Brown of Beyond Meat accepted the Compassionate Company Award: Beyond Meat's plant-based products have been widely popular, saving countless animals from a life of pain and suffering.

Other known attendees included four-time NBA champion John Salley, actress Harley Quinn Smith, sister duo Kate and Rooney Mara, film and music producer Lou Adler (who presented the Vegan Trailblazer award to his son Nic Adler), musician Toby Morse, athlete Tia Blanco, and power couple Daisy Fuentes and Richard Marx.

Thank you to our generous sponsors: Kat Von D, Beyond Meat, Miyoko's, Follow Your Heart, and Faucet Face.





# Inspiring Spain and Mexico

**L**ove Veg is now available in Spanish, after our Mexican and Spanish teams launched the latest editions of our inspiring plant-powered websites.

In addition, the Mexican team released a series of digital recipe books, “Fiestas Mexicanas” for parties, and two more on plant-based alternatives to chicken and eggs. Along with our Love Veg nutritional newsletter they have been shared with more than 70,000 subscribers. This is huge, considering how young the animal advocacy movement is in Mexico, and has the potential to save a large number of animals by helping more and more people to go veg.

**T**he Love Veg team recognizes that everyone comes from a different place, with a different culture, and has different preferences, and works to ensure that the information we share can be enjoyed by and inspire more and more people.

*Instagram*  
**@loveveg\_us**

*Check out*  
**mealplanner.loveveg.com**







# Winter warmer

**A** beautiful, delicious and warming cream of asparagus soup from our Love Veg Mexico Christmas Cookbook for you and your friends to enjoy.

## Preparation:

Put half of the olive oil in a pan over medium heat and cook the potato al dente. Add the asparagus, garlic, and onion and cook for 5 more minutes. Once cooked put everything in a blender for 3 minutes along with the vegetable broth. Next, pour the rest of the oil and then the soup into a saucepan over low heat. Season with salt and pepper and cook for 10 minutes until the soup thickens slightly. Serve hot with croutons and fried asparagus. Simple and delicious! Enjoy!

## Ingredients:

- 4 tbsp of olive oil
- 1 clove of garlic
- 1 potato, cubed
- 2 cups of asparagus
- 1/4 of an onion, cubed
- 4 cups of vegetable broth
- Salt and pepper
- Croutons

# SUPPORTER IN FOCUS

**W**e sat down with Deputy Strategist for the Brooklyn Borough President and longtime animal advocate Rachel Atcheson as she shared why she chooses to support Animal Equality.



Rachel Atcheson first learned about animal agriculture in her high school Environmental Science class and made the switch to vegetarianism soon after. Once vegetarian, she began learning more about the magnitude and negative impacts of factory farming. As an effective altruist and someone who thinks from a numbers perspective, she was shocked to learn that even though farm animals make up more than 99% of domesticated animals used and killed by humans in the United States, less than 1% of donations to animal charities go to farmed animal organizations.

It became obvious to Rachel that animal activism was something she wanted to be doing with her life and her donor dollars. “A roughly estimated 9 billion animals are farmed in the United States and 56 billion land animals are farmed internationally, not including the trillions of fish. When you think about adding up all the cats and dogs worldwide, along with all other animals, it’s warped in comparison.” Rachel depends on and trusts Animal Charity Evaluators’ recommendations and donates exclusively to ACE’s Top Charity awardees, like Animal Equality.

What excites her the most about Animal Equality is the international work, where her dollars go so much further. “Spreading my support worldwide makes for a more meaningful impact. However long it takes, we’re going to see factory farms shutting down. With the same amount of money it would take to shut down one factory farm in the U.S., we’re going to see several shut down internationally.”

Rachel also shared her love for the iAnimal program:

**“Animal Equality has really stepped up to the plate to bring a marriage of technology and activism to the animal protection movement.”**





## JOIN OUR TEAM: BECOME A MONTHLY DONOR!

Your monthly donation sustains our life-saving work for animals day after day, year after year.  
Together, we can achieve a world where all animals are respected and protected.

**TO DONATE, TEXT COMPASSION TO 56512**  
—  
**ANIMALEQUALITY.ORG/DONATE**

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 favor 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.

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**We would love to hear your opinion!**

Animal Equality

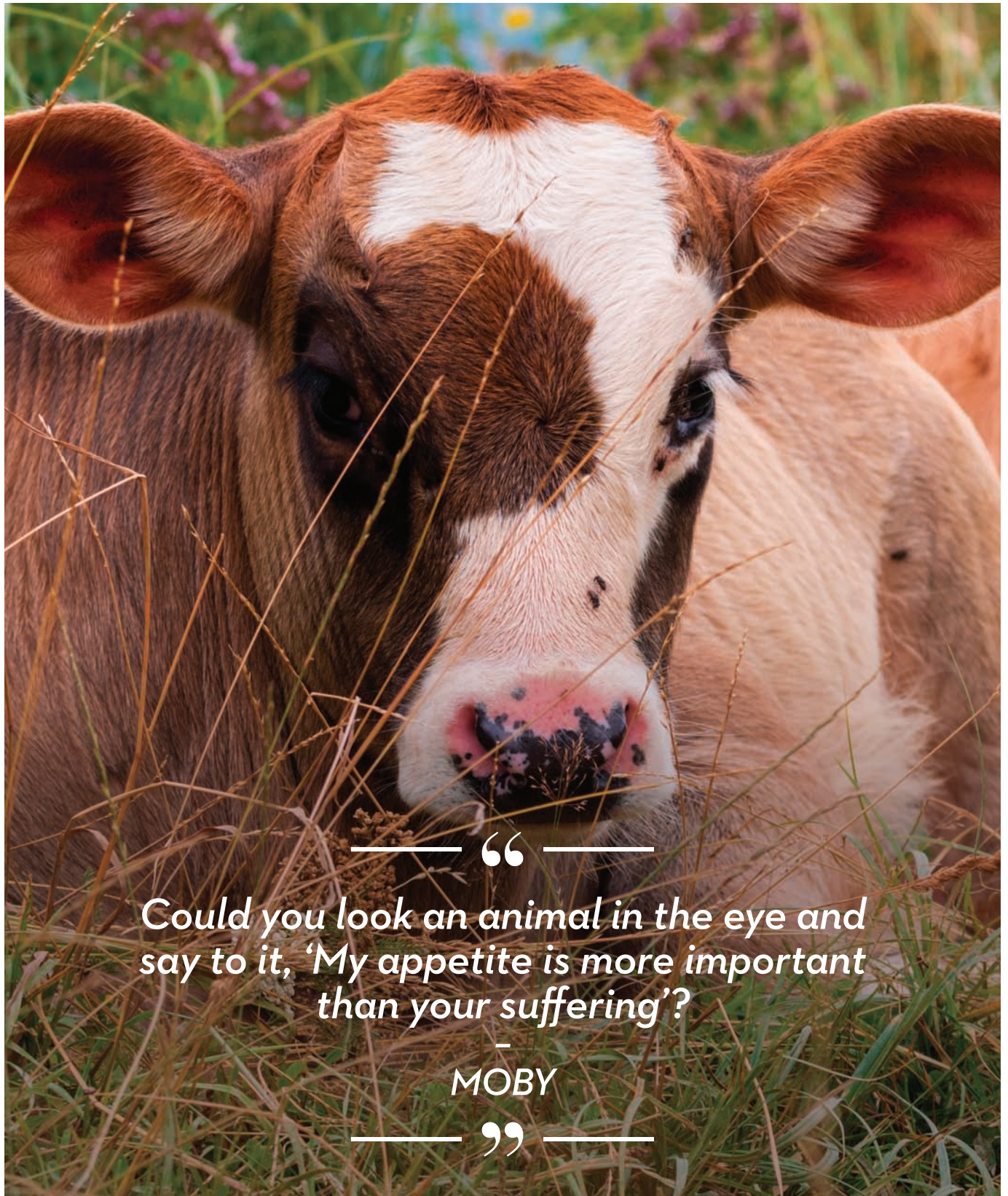
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Pg. 24: Cornel Constantin / Shutterstock.com.





—— “ ——

*Could you look an animal in the eye and  
say to it, 'My appetite is more important  
than your suffering'?*

—  
MOBY

—— ” ——

animal**EQUALITY**