

THEIR VOICE

FREE

ANIMAL EQUALITY'S MAGAZINE
Nº 1 - FALL / WINTER 2015

"SAVE A LAMB"

The campaign that's saving thousands of lambs in Italy.

360°

An immersive experience you will never forget.

KEEGAN KUHN

Co-Director of Cowspiracy: a filmmaker trying to save the planet.

ANIMAL EQUALITY

Has been declared one of the most efficient organizations in the world!





EDITORIAL

Dear friend,
I want to thank you for your support in 2015. I hope you enjoy reading this first issue of our magazine "TheirVoice."

This has been a great year for animals, full of victories and good news for them. Mexico has banned the use of wild animals in circuses, and thanks to our investigations and our collaboration with other groups in this country, the state of Jalisco has banned the use of animals in all circuses. The French Parliament has finally recognized that animals are sentient beings, while the European Parliament has voted to ban bullfighting subsidies. Months ago, Animal Equality launched a campaign directed to parliamentary members demanding an end to subsidies of these events. We gathered more than 120,000 signatures!

In addition, dozens of the most important and influential food companies in the world have announced that they will change their policies on animal protection. New personalities and celebrities have switched to a cruelty free diet, and the Federal Council of Germany passed a draft law that would prohibit the crushing of male chicks in the egg industry as soon as they are born.

At Animal Equality, our determination to improve and go even further pushes us to work tirelessly, and this hard work has been recognized once again. Animal Charity Evaluators has considered us, for two consecutive years, one of the most effective organizations in the world. According to this organization, Animal Equality saves approximately 13 animals for every dollar donated.

Our investigations have been our hallmark again in 2015. We have investigated cruel Spanish laboratories where experiments are conducted on animals, chicken farms in Germany, zoos in Mexico, pig and rabbit farms in Italy, and much much more.



Our research reports have reached more than 187 million people worldwide. Reaching more than 1 billion people on social networks. We have distributed more than 200,000 brochures to students and organized significant events and protests in dozens of cities such as Rome, Berlin, Pune, Madrid, and Mexico City.

There is no doubt that we are building a better future for animals, and all this is possible because you believe in us.

Thanks to your support in 2016, we will go even further.

Thank you.

—

SHARON NUNEZ
International Director

OUR JOB IS TO SAVE LIVES

If you didn't know it already, it is time for you to know! Animal Equality has been chosen for the second year in a row as one of the most efficient animal protection organizations in its field! This

means that our campaigns have had a huge impact for animals. After evaluating our work, Animal Charity Evaluators said that for every dollar that is donated to us, we manage to save the lives of 13 animals.

We want to celebrate this with you and want you to know that we are determined to work harder and better to build the world that we all dream of for animals! ●

"OUR MODEL IS BASED ON EFFECTIVENESS. ALL OUR WORK IS CAREFULLY PLANNED IN ORDER TO MAXIMIZE THE IMPACT OF OUR CAMPAIGNS. THAT IS HOW WE TRANSFORM THE LIVES OF MILLIONS OF ANIMALS."



“
We find Animal Equality to be an exceptional organization, and are happy to recommend them as one of our top charities.
”



ANIMAL CHARITY
EVALUATORS™



INVESTIGATIONS

WHERE ANIMALS NEED US THE MOST

Our brave investigators have a mission: exposing animal cruelty. Our investigations empower the public enabling them to make more compassionate choices toward animals.

They also help generate the necessary debate to change those laws and policies that hurt them. Without investigations, we would never get to know what happens behind the walls of factory farms, slaughterhouses and other facilities.





The cruelty of the Italian lamb meat industry

FRAGILE BABIES SEPARATED FROM THEIR MOTHERS AND SENT TO SLAUGHTER

In March, Animal Equality released a shocking investigation showing the tragic life of a lamb in 60 seconds. The images shown were obtained by our investigators from inside this cruel industry. The footage shows the short and terrible life of these babies from the moment of birth, when they are separated from their mothers, until their brutal end at the slaughterhouse.

The video is part of the “Save a lamb” campaign, one of our most successful campaigns to date. Because of it, in 2014, six out of ten Italian families chose not to eat lamb during Easter! This means that tens of thousands of defenseless babies didn’t have to face this cruel fate. ●

BASILICO

THE STORY OF A RESCUE

Basilico was weak and hungry when we found him on the road. A few more days alone, and he would’ve starved. Brave Basilico managed to escape from a farm where he would’ve been killed soon after turning one month old.

Millions of young lambs like Basilico are cruelly killed while they are fully conscious. Lamb meat is nothing but the flesh of a defenseless baby.

But little Basilico was lucky! Not only did he manage to

escape from the farm, he also got the attention of our volunteer.

We rescued this baby and took him to the Italian animal sanctuary “Green spot,” where he now lives the life that all animals deserve; a life full of love, peace, and happiness. ●



*The cruel reality of “organic”
egg farms in Germany*

WHAT THE “ORGANIC EGG” LABEL HIDES

*OUR
INVESTIGATION
REVEALS THAT FARMS
PRODUCING ORGANIC
EGGS ARE ALSO
CRUEL.*



Animal Equality's investigation team in Germany investigated the production of eggs labelled as “organic” during May of this year. Our investigators visited two farms of up to 30,000 chickens each. One of the farms supplies eggs to Deutsche Frühstücksei GmbH, the largest egg producer in Germany, and one of the largest in Europe. The company supplies eggs to all major chain stores and supermarkets in Germany.

In large industrial plants, surrounded by excrement, dirt, and dust, these animals are left nearly featherless due to the terrible living conditions. Many chickens agonize for hours or days, and suffer from painful diseases.

This investigation reached the homes of 14 million people through the media, and more than 4,000 people in Germany have signed a pledge to replace the eggs in their diets! ●



The terrible practices of the Italian pig industry

MILLIONS OF PEOPLE FIND OUT ABOUT THE HORRIFIC REALITY OF INDUSTRIAL FARMING

In May, Animal Equality launched an unprecedented investigation in Italy revealing the reality that the pig industry hides. This research was conducted in collaboration with the Italian TV program “AnnoUno.” Investigators witnessed how pigs spend their lives in large industrial plants, surrounded by excrement, and with hardly any natural light.

Confined in iron cages the size of their bodies where they can’t turn around, or in dirty living spaces where they can barely move, pigs suffer both physically and psychologically. Many of them have open wounds and painful infections that do not receive veterinary care. The terrible conditions cause many pigs to die even before reaching the slaughterhouse. Pigs are wonderful creatures with intelligence

comparable to that of elephants, primates, and dolphins! The investigation launch was seen by over a million people. Soon after, another 6 million more people got to know this hidden reality through other media sources. ●

Our fourth investigation into the killing of dogs and cats in China

DOG AND CAT SKINS USED TO MAKE TOYS AND CHILDREN'S CLOTHING

In November, Animal Equality launched its fourth investigation into the horrific killing of dogs and cats in China. Animal Equality's investigators, with the assistance of local activists infiltrated the Chinese dog and cat fur industry. The investigation carried out in the cities of Jining, Foshan, and Jiaying, revealed the brutality of the slaughter of these animals for their fur. Dog and cat fur were being used to make clothing and carpets, and up to 9 cats were used for each carpet. In addition, our researchers discovered that the skins of dogs and cats are also used to make toys and even children's clothing.

Dogs and cats were being housed in small kennels, bordered by sharp, rusty metal pens, some of them with infections and wounds that received no treatment. Most of these animals are stolen from families. The death that awaits is appalling. Dogs and cats are hit in the head with a metal bar to render them unconscious, and then their throats are slit. Many of these animals recover consciousness while bleeding to death. ●



RESCUED FROM HELL

Vita was rescued by our investigators from a dog slaughterhouse in China. When they saw how she trembled and begged for help, our team there decided to rescue her and offer her the opportunity for a better life. Today, Vita lives happily in a home where she is loved and cared for, just as she deserves.





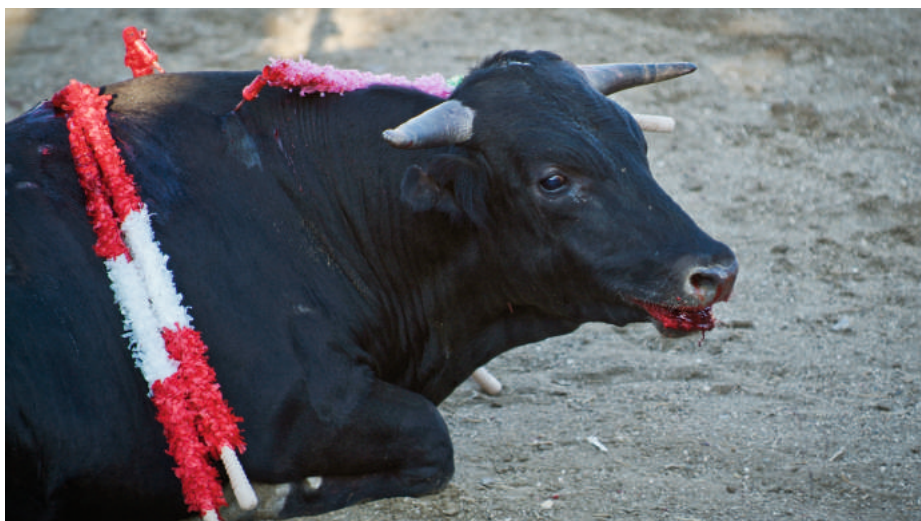
*Exposing barbarism
to the public*

BRUTALITY IN POPULAR BULLFIGHTING CELEBRATIONS

In June, Animal Equality launched an investigation into the cruel bullfighting events held in Spain. A total of 16,000 brutal festivities are held annually, which is an average of 43 events per day, approximately 2 every hour. This public awareness work is fundamental in Spain, and with the support and commitment of people like you, a large segment of society is already on our side.

For years, Animal Equality investigators have documented the brutality of these events. On the front lines, our investigators have witnessed the inhumane abuse of bulls and calves. These barbaric traditions take place in small and sordid bullrings in Spain where the public and inexperienced bullfighters brutally make fun of the abuse of young bulls and calves who, many times, have not even reached the age of two. The terrified animals only want to be left alone, but they are violently harassed by the bullfighters and the crowd. They always end up dying in agony.

Our investigation was seen by 16 million people through the media worldwide. This investigation is part of our campaign "Blood Fiestas," which has already gathered more than 122,000 signatures demanding the European Union to stop subsidising bullfighting. ●



VICTORY!

Thanks to the fact that you signed and shared our petition, and because of the work done by dozens of animal protection organizations, the European Parliament recently voted against

continuing to subsidise bullfighting. This is a historic breakthrough and a big step to end bullfighting once and for all. ●



AWARENESS PUTTING SOCIETY ON THE SIDE OF ANIMALS

2015 has been an important year for raising awareness and educating the public. This year we have incorporated innovative projects to bring animal protection to all audiences. And thanks to your support, the voices of the animals are being heard even further.



REACHING THOUSANDS OF YOUTH AROUND THE WORLD

In 2015 we visited college campuses and some of the most important cities in the world to show young people our investigations into farms and slaughterhouses. We also distributed tens of thousands of guides promoting compas-

sion towards animals. We conducted social media campaigns targeted at young students, an organized delicious food samplings at festivals.

In 2015 we conducted awareness campaigns in 33 cities around the

world. We placed 313 information tables at festivals and other events, and distributed over 200,000 brochures. ●

360°

A VIRTUAL EXPERIENCE THAT LASTS A LIFETIME

At Animal Equality, we believe that if there is a way of doing things better, we must find it. Therefore, innovation is part of our philosophy. During 2015, we have developed a revolutionary project: immersive technology applied to animal protection. Through a virtual experience, the viewer visits factory farms and slaughterhouses and sees the hidden realities of these terrible places.

The response has been spectacular! “Game changer,” “spectacular,” “incredibly powerful,” were some of the most common comments from those who tried the glasses. ●



“This was me at the AR Conference last week immersed in their 360° real video footage of what it's like to be a real animal in a real farm and then see the slaughterhouse. So vivid. It's 10x more real than regular videos. Amazing Animal Equality got the video!”

—
ANDREAS
USA



“Animal Equality gave me the opportunity to try these glasses that allow you to enter into an incredible digital world. A new instrument which I think is going to revolutionize the way we do philosophy, and of course activism. Today I walked into the world of non-human animals, which is that of the blood and of the despair. You are the future. Thanks Animal Equality.”

—
LEONARDO
Italy



“Even though I had an idea about how animals are treated on farms, when I watched it with the goggles I felt like I was there with them - like I was one of them. We need to bring this experience to as many people as possible, to reveal the truth about how animals are treated in factory farms. Thank you Animal Equality for giving animals a voice!”

—
MINAMI
Germany

Jose Valle, Director of Investigations of Animal Equality, at the Animal Rights National Conference in Washington, DC.



Sharon Núñez, International Director of Animal Equality, giving a lecture at the Animal Rights National Conference in Washington, DC.



International
gatherings
and festivals

—

**TAKING
THE VOICES
OF ANIMALS
FURTHER**

Dane, an Animal Equality volunteer at our stand at the Animal Rights National Conference in Washington, DC.



Ria Rehberg, Executive Director of Animal Equality Germany, speaking in defense of animals at the Veggie World Fair, Berlin.



In 2015, Animal Equality's International Director, Sharon Nunez, and the Director of Investigations, Jose Valle, gave conferences on strategy, investigations, and animal rights at the Animal Rights National Conference in Washington, DC. Animal Equality also participated in two conferences at the International Animal Rights Conference in Luxembourg.

In the United Kingdom, we participated in the Vegan Roadshow, an event in which we distributed thousands of guides in nine cities over a period of ten days. In addition, we were present at the 2015 London Vegfest, one of the biggest vegetarian events in Europe.

In Italy our message reached hundreds

of people in conferences at Liisola di veg, VeganFest, and the MiVEG festival. Our director in Italy, Matteo Cupi, spoke about the cruelty of factory farms to architects from around the world at the Urban Planning Seminar at the Polytechnic University of Milan.

In Germany our team has participated in several major festivals during 2015. In Berlin at the Berlin Sommerfest Veganes, we got the chance to present our impactful 360° virtual reality project. We also handed out thousands of brochures at the "Street Vegan Day" events in Dortmund and Stuttgart. In addition, our Co-Director in Germany, Ria Rehberg, gave a conference at the Veggie World Fair in Berlin, one of the largest and oldest vegetarian festivals in Europe.

Together we are building a world where animals are protected as they deserve. And you are part of the team that is accomplishing this. ●



In 2015 we presented 10 investigations worldwide that have reached approximately 315 million people.

We managed to reach 10 million people with our investigation into a Spanish vivisection laboratory.



THERE IS HOPE FOR ANIMALS

ACHIEVE- MENTS!

101 animals were confiscated from a cruel zoo in Mexico after Animal Equality investigators exposed the animals' horrific living conditions at the zoo.



3,000,000 FOLLOWERS



Thanks to the information shared by the 3 million followers on all of our social networks, we have managed to reach one billion people with our news, investigations, and other information.

SAVED!

In July, this beautiful monkey was kidnapped from his home by people linked to the exotic animal trade. With your support, Animal Equality India helped conduct an investigation that led to his captors. A few days later, he was released back with his family.



Our 2015 investigations and campaigns have appeared in some of the most important media outlets in Spain, India, Italy, Germany, Mexico, and the United States.

CNN

Daily Mail

Bild

indiatimes

rbb

tve

EL PAÍS

sinembargo

*The media around the world has echoed our work.
This powerful tool has allowed us to reach millions of people.*

INTERVIEW

KEEGAN KUHN

Keegan Kuhn, along with Kip Andersen, is Co-Director of Cowsspiracy, a documentary with Leonardo DiCaprio as its executive producer.

The award winning documentary explores the devastating effects of animal agriculture, one of the leading causes of global environmental destruction. The documentary also investigates why environmental organizations, such as Greenpeace, don't denounce animal agriculture as the main cause of rainforest deforestation, water pollution, the emission of greenhouse gases, the pollution of oceans, and the extinction of species.

Keegan has worked alongside non-profit organizations and has been involved in social justice movements all his life. His desire as a director is to give visibility to social problems in order to raise awareness. Keegan's work has received international recognition. He lives in San Francisco, but his work has taken him to some of the most remote places in the world.



What inspired you to make the film?

My co-director, Kip Andersen, was inspired to create this film because he had seen the film *An Inconvenient Truth* that exposes the effects of climate change on the planet. After a number of years of going down the path of recycling, turning off lights, turning off water when he brushes his teeth, he felt it wasn't enough and found out about the impact animal agriculture has on our planet.

The Food and Agriculture Organization of the United Nations says that raising animals for food produces more greenhouse gases than the entire transportation sector. That inspired him down that entire path.

Have there been any environmental organizations that have responded positively to the film?

Rainforest Action Network, who was featured in the film, released a series of images on social media about the impact of animal agriculture in relation to degradation of water and topsoil aversion, which was great. We were really pleased to see an organization respond positively. Strangely though they didn't post a single image about rainforest destruction when the leading cause of rainforest destruction is animal agriculture. We still think it's positive, at the very least they're talking about it.

Greenpeace has made a number of statements about the film since it came out, but none of them have changed their campaigns. I think it's only a matter of time before their supporters demand that they talk about animal agriculture.

What would you like to see the organizations do?

I would like to see the larger environmental organizations address animal agriculture head on.

It's the most destructive industry facing the planet and they should be talking about it. To talk about recycling, or driving less are all important things to do, but by far the most important thing we can do for sustainability of this planet is to get rid of animal agriculture entirely. So I think the organizations have a responsibility to inform people that the most important thing they can do for the planet is to adopt a vegan lifestyle.

Why is animal agriculture the leading cause of climate change?

Animal agriculture produces a tremendous amount of greenhouse gases both in the form of methane; methane has a global warming potential 86 times greater than carbon dioxide. When it goes into the atmosphere it has the ability to warm the atmosphere vastly greater than carbon dioxide does from vehicles. Methane is produced from digestion of livestock, but they also produce nitrous oxide that is 295 times more destructive than carbon dioxide. The greenhouse effect is actually just one part of the problem.

The big part of the problem is the fact that massive areas are deforested to create areas for raising animals and to produce feed for animals to eat.

When you remove a forest you destroy the ability of that ecosystem to recover.

We really need to have trees in order to stop climate change, so when we are deforesting to raise animals for food we are worsening the impact of climate change on the planet.



It goes beyond climate change. In the US, half of the population doesn't believe that climate change is human caused, so we can ignore climate change entirely and just look at the things that are clearly caused by animal agriculture. Animal agriculture is the leading cause of water pollution, the leading cause of water consumption, and now in California, we are living the largest drought in recorded history. Close to half of California's water use is associated with animal agriculture.

The leading cause of soil pollution, of species extinction, the reason why predators are hunted to the point of extinction, is all because of animal agriculture. It touches on every major issue we are facing today.

What can we do as individuals to stop climate change?

The absolute most important thing we can do is to adopt a vegan lifestyle. All the other things we do don't even come close to the impact our diet will have on the planet.

If we are already vegan, the other important thing to do is to talk about the issues. If people are members of any environmental organizations, contact those organizations and tell them they need to address animal agriculture.





***What has been the response to the film?
Has any country surprised you in particular?***

The response to the film has been incredible. We have thousands and thousands of people around the world telling us that the film has been life changing. In the first launch of the film on Netflix we had over 20,000 people sign up for our 30 day vegan challenge, which is incredible.

The film is now being shown inside government buildings in the United States and around the world. Universities have started to show the film, and a number of professors are now including the film in their curriculum. It has been phenomenal.

The surprise to me is how people are accepting the film with open arms. It has been a controversial film for a lot of people, but people are willing to accept the information because it's so important.

What are the next steps for you?

We just want to get more people to understand the impact their choices have on the planet, and to empower people to realize that they can make a difference to avoid environmental destruction, for their own health, for the well-being of animals... and that is by adopting a vegan lifestyle. We are doing everything we can to get this information out to as many people as possible and we want others to join us. ●



TESTIMONIALS

ANIMAL EQUALITY THROUGH YOUR EYES



Who doesn't shudder when looking into the eyes of an abandoned dog or one that has been abused? How many people feel offended with the celebration of cruel bullfighting events? We feel empathy towards beings that suffer the most, but when it comes to animals, few times do actively work to remedy that suffering.

That's why I'm an Animal Equality monthly supporter. Through their work with governments and institutions, together with the social pressure that they generate, they have managed to end cruel traditions towards animals, they have closed farms and slaughterhouses where they were mistreated, and they have demanded that clothing brands and food companies take animal welfare into consideration. But they don't only achieve improvements that affect the lives of animals directly, they are also able to change minds. Their investigations reach millions of people worldwide, and for me, that's the most important thing: raising awareness of the way the world treats animals and teaching others to treat animals with respect.

—
MARILUZ
Spain



I have become an animal rights activist because I want to change the system that allows humans to treat animals as objects and not as the sentient beings they are. Eating meat is not a personal choice, as it not only impacts the life of animals, but also has a huge impact on social and environmental justice.

Through undercover investigations, public outreach, and excellent media campaigns, Animal Equality exposes the cruel reality of the animal industry, while at the same time, promotes a compassionate lifestyle and a plant-based diet.

I have been supporting the work of Animal Equality both financially and as an activist, because I not only embrace their approach, but also appreciate their continuous efforts to become a more effective animal rights organization. It is very rewarding to support and work with some of the most passionate, motivated, and skilled people that strive to create a more compassionate society!

—
ANDREAS
Germany

OUR TEAM!

Our international team is formed by people on a mission: to change the world. It is not easy, we know, but we have the best weapons: solidarity, commitment and motivation.

We have much to do, yes, but with your support, is there anything we can not accomplish?



— SHARON NUNEZ
International Director



— JOSE VALLE
International Director



— JAVIER MORENO
International Director



— MATTEO CUPÌ
Executive Director in Italy



— AMANDA ROMERO
Executive Director in Spain



— TONI SHEPHARD
Executive Director in UK



— RIA REHBERG
Executive Director in Germany



— THOMAS HECQUET
Executive Director in Germany



— AMRUTA UDALE
Executive Director in India



— DULCE RAMÍREZ
Executive Director in Mexico



— CAROLINA GIL
Executive Director in Venezuela

INTERVIEWS

DO YOU KNOW DULCE AND AMRUTA?

Animal Equality's work in Mexico and India is an opportunity to help millions of animals. Being the voice for animals in these countries is a big responsibility we face with enthusiasm.

Our teams' directors in these countries are two exceptional people: Dulce Ramirez and Amruta Ubale. Two women with a long history in the animal rights movement and incredible skills. In this section you have the opportunity of knowing them better.

AMRUTA UBALE

Amruta Ubale is responsible for unprecedented victories for animals in India, such as the ban on the import of foie gras and the end of bull-cart racing. Her passion and dedication for animals led her to become the Executive Director of Animal Equality India in 2010.



What inspired you to dedicate your life to animals?

After finishing my Business Administration Masters, I started working in human resources, but what I wanted was to do something meaningful in my life. Since childhood, I have loved animals, but I decided to devote my life to the cause when I discovered the cruelty on factory farms. In India, there are people who eat chickens, but not cows; people who eat cows, but not pigs; animal lovers who eat chickens or goats, but hate the idea of eating dogs or cats.

I also was one of these people, but one day I witnessed how a chicken was being killed, and this made me think about why that poor animal was any different from the dogs that I protected. They both have the same desire to live. From that point on, I evolved from being an omnivore, to vegetarian, and then vegan. I went from being an animal lover to an animal activist.

What do you like the most about working for Animal Equality?

All the love we have for each other that makes the organization a family. We care for each other and we are always willing to lend a hand. In a very real sense, we live compassion in our daily lives. It is the heart of our culture as an organization, and every person who joins the team feels it and experiences it.

What is your favorite vegan dish?

I find it hard to choose just one, but if I have to choose, it would be pasta with white sauce made with soy milk.

Is there a quote that you always keep in mind?

“Choose a job you love, and you will never have to work a day in your life.”
- Confucius.

Any advice for new volunteers?

The first thing noticed by the public in a volunteer is their image. Therefore, it is important that volunteers are dressed in accordance to the public they address. That way, your public will feel that you are one of them and will be more open to your message.

Study in depth the topic you’re going to talk about. Anticipate questions that your audience can ask you and be prepared to answer directly and confidentially.

When talking, communicate with enthusiasm and courtesy. Patience and empathy play a crucial role in communication.

I always believe that it’s important to powerfully and passionately speak our message in order to change minds. I guess the passion is contagious. If you passionately cast your message you are favoring your chances of success. ●

DULCE RAMÍREZ

Dulce Ramirez directs and leads the initiatives of Animal Equality in Mexico. Tireless animal defender, Dulce has been named one of the 10 most influential animal rights activists in the country. Recently, her work in collaboration with other activists and groups has led to the ban on animal circuses in several Mexican states.



What inspired you to dedicate yourself to defend animals?

The first thing that inspired me was the suffering animals experience because of habits that we can easily change.

What do you like the most about working for Animal Equality?

I like the level of commitment, professionalism, and the ability to learn and improve every day in favor of animals. I appreciate the strong partnership and unity.

What is your favorite vegan dish?

My favorite dish is peanut mole with mushrooms.

Is there a quote that you always keep in mind?

“Just because something is legal, it doesn’t mean that it is fair, and solidarity with all animals is urgently needed.”

Any advice for new volunteers?

My advice is to first encourage them to see things through animal’s eyes and recognize that they need our help. ●



Animal Equality is a voice for farmed animals all over the world inspiring society to adopt compassionate food choices and convincing companies to change policies in favour of animals. Animal Equality works to achieve long-term social change through educational initiatives, investigations, corporate outreach and legal advocacy.

Animal Equality would not be possible without you. Thank you for being by the side of the defenceless and for being part of our team. You are changing the world for animals and that deserves our full admiration.



We would love to hear your opinion!

Animal Equality

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**Animal Equality is a 501(c)(3) non-profit organization.
Donations are tax-deductible to the fullest extent of the law.**



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animaleQUALITY



— “ —
*Until one has loved an animal, a part
of one's soul remains unawakened.*

—
ANATOLE FRANCE

— ” —