

THEIR VOICE

FREE

ANIMAL EQUALITY'S MAGAZINE
Nº 2 - FALL 2016



INNOVATION FOR A BETTER WORLD

iAnimal is our innovative virtual reality project. With it, we take the viewer into farms and slaughterhouses. With you, we are looking at the future. A future in which there is no place for cruel factory farms.





EDITORIAL

In 2006, Javier Moreno, Jose Valle, and myself started Animal Equality because we wanted to create a strong organization that impacted animals globally.

Since then, and for over 10 years, Animal Equality has become a leading force of change for animals. As an example of this, just in the last six months, we have made headlines across the globe with our campaigns and investigations. Our innovative outreach programs are also inspiring tens of thousands of people in some of the most important cities in the world to pledge to choose compassion when they eat.

Our virtual reality films were present at the Sundance Film Festival, The Berlin House of Parliament and The Milan Hall, among other places. We are also honored to have won Best 360 Film at the German 2016 Webvideo awards. Journalists, celebrities, politicians, and many other influencers have experienced the plight of farmed animals thanks to our work and your support.

This year also marks our tenth anniversary, and as we look back we couldn't be prouder of all you have helped us achieve. It is also a year for introspection and analysis and marks a turning point for us. This has been the year in which we have transitioned to focus on those animals who die in the largest number and suffer the most: farmed animals.

Over the last few months we have also been working to launch our International Corporate Outreach Department because of the direct effect these campaigns have on millions of animals.

This year more than ever we are also heavily invested in researching the impact of what we do, that is why we are dedicating resources to studies on our programs. Perhaps the most interesting study we are doing is one comparing the impact of our virtual reality videos with conventional flat screen videos in collaboration with Faunalytics.

We are at a crucial turning point when it comes to animals: more and more people, companies, and policy makers are making compassionate decisions. I can see proof of this everywhere. Everyday our team wakes up to make sure this process of change happens as quickly as possible. Animals need change to be as fast as we can make it happen. In our minds we have one question: What can I do today to save more lives? In our hearts, the warmth of the support you give us daily.

Thank you,

—

SHARON NUNEZ
International Director

INVESTIGATIONS

YOUR SUPPORT HELPS US SHOW THE REALITY HIDDEN FROM OUR VIEW

Undercover investigations are our priority and identity. Our investigative teams around the world provide us with the opportunity to show the realities found inside farms and slaughterhouses, while allowing us to push for the change that animals need.

While gathering evidence of animal cruelty, undercover investigators at Animal Equality are constantly putting themselves at great risk. It is your unconditional support that keeps them motivated and working tirelessly.





Cruelty in industrial chicken hatcheries

THE FIRST DAY IN THE LIFE OF A CHICKEN RAISED FOR MEAT

Their First Day is the first investigation inside industrial hatcheries of chickens raised for meat in Spain. Animal Equality's investigators gained access to the horrible places in which these animals are born. Our team was able to get inside an industry that constantly attempts to hide the way they operate.

These fragile animals are born inside huge industrial warehouses. They start their short lives inside a mechanical environment where they are denied even the slightest sign of compassion. A few moments after being born, workers throw the little chicks onto a conveyor belt that takes them from one side of the warehouse to the other.

Many of these chickens die before they ever even get to the slaughterhouse. Chicks who weigh less than the commercial standard at birth are thrown alive into big containers and brutally smashed with maces. Others are thrown into garbage bags where they suffocate to death. Those who survive will not have better luck. They will spend their short lives inside windowless factory farms in which they will suffer every day due to the horrific conditions.

Over 70 million people have seen the shocking images of this investigation, which have been featured in numerous media outlets around the world. ●



Our investigators in England have conducted an impactful investigation inside the chicken meat industry. We were able to access a factory farm that sends one million chickens to slaughter every year. Our investigators captured heart-breaking scenes depicting abuse and violations of numerous animal welfare laws, which were reported to the authorities.

For three months, Animal Equality's investigators documented the chicken breeding process. What they discovered during that period was disturbing. Our investigators found that many newborn chickens die in their first week, and they are then left inside warehouses and thrown into garbage containers. Two weeks later, those same containers were completely filled with dead chickens. Inside the warehouse, the remaining survivors had already started to show signs of weakness due to their unnatural growth rate.

Chicken Factory Farm in England

ANIMALS REDUCED TO MEAT-PRODUCING MACHINES



GLORIA, A STORY OF SURVIVAL INSIDE THE CRUEL MEAT INDUSTRY

Forty days after their birth, many of the animals had developed serious health issues. Their abnormal body weight made it impossible for some of them to move, so they just laid on the ground panting. Other chickens were born with deformities that prevented them from standing up. They laid on their backs breathing slower and slower, and appeared to be in agony. The containers continued to overflow with dead animals.

British consumers are usually familiar with the publicity from the meat industry that assures their animal welfare standards are above the average in Europe. However, thanks to your support, Animal Equality has debunked these claims through our investigative work, exposing the British meat industry and pushing for new laws to abolish the practices that cause the most suffering to animals. ●



All of our investigators are used to witnessing scenes of extreme animal cruelty. However, they were horrified by the complete lack of compassion inside the industrial warehouses of chickens raised for meat in England.

Inside these warehouses, many animals agonized on the floor, unable to stand up. Outside, garbage containers overflowed with the lifeless bodies of chickens who could not survive the terrible conditions. It was in one of those containers where, to the surprise of our investigators, they found one of these animals still alive, exhausted yet fighting for her life. She was lying on top of the decomposing bodies of her friends.

Very quickly, our investigators picked her up and took care of her. Surprisingly, this tiny survivor made it through the first night and was taken to a safe place where she could receive all the attention and care she desperately needed. Our courageous investigators named her Gloria. In her new home, Gloria has recovered and grown into a healthy bird full of life who will never suffer in the hands of the meat industry again. She is a survivor and a symbol that motivates us to continue working tirelessly to end the abuse that animals suffer every day inside factory farms. ●

The story of an investigator

CRUELTY INSIDE FACTORY FARMS PRAISED BY THE QUEEN OF ENGLAND



I have filmed inside dozens of pig farms over the years, but you never get used to it. To look inside an intensive pig farm is to stare tragedy and despair in the eye. These highly intelligent, sociable and naturally active animals are denied everything that would give their lives meaning.

In one shed, callously labelled the 'Bacon House,' many pigs had open, raw wounds on the tips of their ears where they had been chewed by pen mates. The harsh conditions of factory farms make animals behave in ways they rarely do in nature. Finding 'dry sows' (non-lactating, or without piglets) locked inside rows of tiny cages - a practice that was banned in the UK in 1999, was shocking. These cages, known as sow stalls, are only allowed for insemination with a government recommended time limit of 30 minutes - yet we were there in the middle of the night, many hours after the workers had gone. When we went back a few days later the sows were, thankfully, out of these stalls.

Farrowing units are always the most heartbreaking. Mother pigs pinned to the floor inside crates that deny all of their maternal behaviors. They cannot nuzzle or nurture their piglets; they can only lie there while their babies suckle and the sick ones die right next to them. It is no way for any animal to live. It is not a life, but merely an existence - a tragic and heartbreaking existence.

The video from this investigation has now been viewed by more than half a million people and many have sworn off meat as a result - and that's what keeps me going. We must continue to infiltrate these places and shed light on what the meat industry tries so hard to hide from us. ●





*Working for the change
in legislation that these
animals need*

THE NIGHTMARE OF BEING BORN A RABBIT IN ITALY

For over a year, Animal Equality has been working with the Italian organization LAV to show the public the plight of rabbits raised for meat in Italy and to put an end to the horrible conditions in which these animals live. In April 2016, we launched an important investigation on the subject, showing the cruelty these rabbits suffer during transport from factory farms to the slaughterhouses.

After living 88 days in a tiny cage, the rabbits are brutally crammed into a truck to be taken to the slaughterhouse. During the trip, which can take up to 24 hours, the rabbits suffer intensively due to harsh weather conditions, thirst and hunger. Exhausted, the rabbits arrive to the slaughterhouse where many of them will be killed while still being completely conscious.

Italy is the second largest producer of rabbit meat in the world, killing over 175 million of these animals every year.

The campaign led by Animal Equality and LAV has gathered over 68,000 signatures demanding that rabbits are granted the same welfare protection as dogs and cats in Italy. ●

[i A N I M A L]

INNOVATION FOR A BETTER WORLD

Our pioneering virtual reality project iAnimal continues to grow. Thanks to the generosity and support of our donors and volunteers, over 22,000 people in the United States, Germany, England, Spain and Italy have witnessed the life of an animal in factory farming, and we will soon expand this program to Mexico and India!

Our virtual reality videos have been covered by the media and received awards from around the world. In Germany, iAnimal received one of the most prestigious web video awards in the category of virtual reality.

We also attended the Sundance Festival to present “Factory Farming,” a virtual reality documentary in which our Director of Investigations Jose Valle takes us inside the horrifying factory farms in Mexico.





Our virtual reality projects have been covered by the most important media outlets in the world. Among them, media such as CNN, NPR, BBC, El País, Telecinco, Spiegel, and La Stampa have covered our projects in great detail.

Sam Dolnick of the New York Times said that he knew all about the cruel practices of the meat industry, but was never persuaded to give up meat until watching iAnimal, a VR documentary that goes inside a Mexican slaughterhouse.



During the last few months, we have brought iAnimal to the most important universities around the world, encouraging students to make more conscious dietary choices. So far, we have visited Harvard, Columbia, Yale, Berkeley, Stanford, among others in the United States; Oxford and Cambridge in England; and Humboldt and Heidelberg Universities in Germany. We have also started our campaign at several universities in Spain and Italy.

We have attended numerous events and festivals around the world with iAnimal. In Germany, we attended the Sentience Conference, an international meeting in which relevant figures in the animal rights movement

debated the effectiveness and the future of animal advocacy strategies. In England, we attended the Brighton VegFest, the London Pride in the Park, and the Bristol VegFest. In Italy, we participated in the famous Terzani Prize, and in the United States, we have been to two of the most important festivals in Los Angeles: LA VegFest and LA Pride.

As we constantly strive to improve our projects, we have initiated a study to test the effectiveness of virtual reality videos compared to conventional ones. This pilot study will be developed in depth at the end of the year. The results will help us develop virtual reality projects that increase the already shocking effect that viewers experience.

Animal Equality has shared iAnimal and collaborated with 68 organizations and advocates to bring virtual reality around the world! ●



Brilliant musician and animal rights activist, Tony Kanal, has introduced and lent his voice to iAnimal.





INTERVIEW

SARAH PICKERING

Sarah Pickering is the new International Director of Communication at Animal Equality. For many years, Sarah has worked for some of the most important newspapers and organizations in the world. Through this interview, you will be able to meet Sarah and learn more about the work she will do at Animal Equality. We are thrilled to have her join our team!

What is your background and what drives you?

Originally a journalist, I'm motivated by protecting people, animals, and the environment.

My first job in animal protection was 10 years ago for WSPA. As Senior International Media Manager, I worked on global campaigns ranging from anti-whaling to stopping the long distance transport of farmed animals for slaughter. My life changed as my eyes were opened to the cruelty and injustice inflicted on animals. I also worked as a disaster relief field reporter alongside veterinarians after the earthquake in Pakistan in 2005 and after cyclone Sidr in Bangladesh in 2007, among other countries.

Working in disaster relief gave me the opportunity to make an imme-

diately difference on the ground while gathering stories that helped educate and raise money to save animals. I've also worked on educational initiatives and alternative forms of livelihood for villagers in rural Kenya and as the Communications Director for Copenhagen Climate Change for the United Nations Climate Conference (COP15), as well as for the Foundation for Environmental Education and the Equal Rights Trust. More recently I've consulted for organizations such as Greenpeace International, Compassion in World Farming, and HSUS's coalition Citizens for Farm Animal Protection, which recently succeeded in getting a measure on the November 2016 ballot that will end the cruelest confinement of pregnant pigs, veal calves, and egg-laying hens. If you're a registered Massachusetts voter, vote YES on Question 3!

What are some of the most important aspects of your communications work?

Telling inspiring stories about individual animals or the people who work tirelessly to protect them is key to changing hearts and minds. While statistics are important, it is stories that people remember and that have the greatest impact. The first post of Animal Equality's that I retweeted was about Gloria the chicken who was recently saved from a factory farm dumpster in the UK and has been transformed from a nameless, abused bird who was near death to a thriving, larger than life personality, who brings happiness to all who encounter her.

Communications cross cuts all of our work and at the heart of it is people and the way that we treat each other. Working in multiple countries, and in different time zones, languages and cultural contexts can be challenging. The key is developing respectful working relationships and strong internal communication protocols that lead to the sharing of ideas and a great team spirit.

It is also important for an organization to have a distinctive voice that underscores its mission and values, for example, inspiring compassion for animals through innovative educational tools such as iAnimal. Consistency and authenticity are also key, as is understanding our audience and being a source of ongoing support and

encouragement with timely information and tools. We must also provide ways to take action and get involved, whether by volunteering, signing petitions or sharing content. If we make people feel judged or helpless we will not create positive change for animals. We also need to provide people with resources to support lifestyle changes, like our LoveVeg site, popular in Germany and soon to be released in the US and UK!

What are you most excited about working on for Animal Equality?

I'm incredibly excited about using my skills and experience to bolster the groundbreaking work of Animal Equality internationally. Releasing the next iAnimal 360 experience with amazing footage from our investigators is both an honor and a responsibility.

The virtual reality technology we use enables viewers to have an immersive insight into the lives of animals on factory farms. I urge you to try it when you have the opportunity. We'll also have an app soon!

Most of all, I'm looking forward to working alongside such a strategic, innovative, and compassionate group of people to save animals, and to get to meet and learn more about our generous donors, volunteers and supporters.





How can our supporters help you in your work?

There are so many ways in which you can make a difference for animals—from what you choose to eat and the products you buy, to encouraging others to try veg, sign petitions, and share social media content. Together we're 'Their Voice', and without you we wouldn't be able to do all we do for animals. Keep being a positive advocate for farm animals, share all the wonderful ideas you have and never ever give up inspiring others and believing that together we will stop animal cruelty.

What do you enjoy doing when you are not working?

I love photography. I also love being outdoors and in nature, particularly by the ocean, as well as the forest and mountains. Being close to any natural body of water brings me peace and usually the urge to dive in and swim! I also come alive when traveling and have been incredibly privileged to visit more than 40 countries in my work. Many of the people I've met along the way are now dear friends and family of choice. My partner and I also love hosting people and cooking delicious vegan food together—Lighter being one of our favorite ways to get new recipes. Couple that with a glass of red wine, some art, literature, or a great Netflix show, and I'm feeling more than a little fortunate. ●



SAVING LIVES

BEING EFFECTIVE SAVES MORE ANIMALS

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Animal Charity Evaluators has awarded Animal Equality with being a Top Charity for the second year in a row, which means they consider Animal Equality to be one of the most effective charities with the highest impact for animals.



ANIMAL CHARITY
EVALUATORS

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We want you to be one of the first to find out about the main projects we will develop over the next few years.

The baselines of our work will be innovation, international work, and the ongoing search for the most effective strategies.

At Animal Equality we know the importance of setting up measurable objectives. As an organization, we have adopted a philosophy of continuously analyzing our campaigns and programs, which makes us more effective. Being more effective leads to a major reduction of farmed animal suffering and a greater number of lives saved. Due to this, among other reasons, Animal Charity Evaluators has named us one of the most effective charities in the world for two consecutive years.

Why farmed animals? The answer is simple: there is no other human activity that causes greater suffering and number of victims than factory farming.

At Animal Equality we carry in our heart the terrible situation of these animals around the world. Our sole purpose is to help and defend them by showing their realities to consumers, politicians and companies in order to promote more legislation and create a more conscious society.

To achieve such needed change, we have developed an elaborate strategy that we would like to share with you.

We focus our work in three major action areas in which we develop our programs and campaigns:

EDUCATION

We manage to show the reality in which farmed animals live every day to millions of consumers through our investigations and educational programs. With our efforts, we push for a change in the eating habits of the public, which greatly reduces the number of animals dying in farms and slaughterhouses. By asking the public

Our priority is to eliminate practices such as extreme confinement and mutilations of animals in factory farms.

LEGISLATION


Our international teams work to identify the ideal settings in order to create groups who can pressure politicians and legislators. We only do this work in countries and situations where we are guaranteed to succeed. Our objective is to make progress in animal welfare legislation and to ensure that existing laws are strictly followed by the food industry. ●



to be more conscious in their choices, consumers promote the demand for products that are free from animal suffering.

CORPORATE OUTREACH

We help companies move forward in matters of animal welfare, encouraging them to eliminate the worst and cruelest forms of animal abuse.



178 MILLION
PEOPLE REACHED THROUGH
WORLDWIDE MEDIA
COVERAGE.



70%
OF ITALIAN CONSUMERS
REFUSED TO EAT LAMB ON
EASTER 2016 THANKS TO OUR
INVESTIGATION AT LAMB FARMS
AND SLAUGHTERHOUSES.



70 MILLION
PEOPLE HAVE WATCHED OUR
INVESTIGATION ON CHICKEN INCUBATORS.



4.5 MILLION
VIEWS OF ANIMAL EQUALITY'S
VIDEOS ON YOUTUBE.



150,000
PRO-VEG LEAFLETS
DISTRIBUTED.



6
INVESTIGATIONS
ON ANIMAL
CRUELTY
LAUNCHED.



22,000
PEOPLE TRIED OUT IANIMAL.

OUR IMPACT IN NUMBERS
OVER THE LAST SIX MONTHS

SUCCESSSES



Animal Equality's International Director, Sharon Nunez, alongside Bruce Friedrich and Jon Camp giving a talk at MIT in Boston.



Ria Rehberg, Animal Equality's Director in Germany giving a conference at Sentience Politics Conference in Berlin.

RAISING AWARENESS

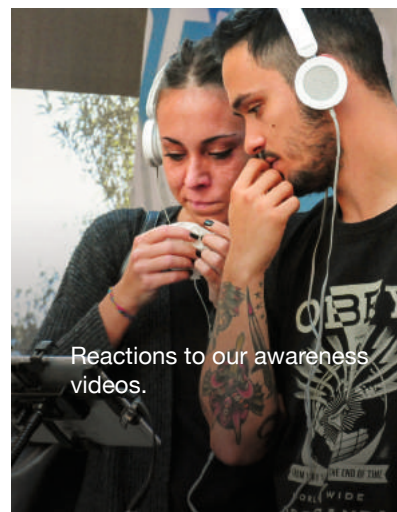
WE ARE THE VOICE OF FARMED ANIMALS



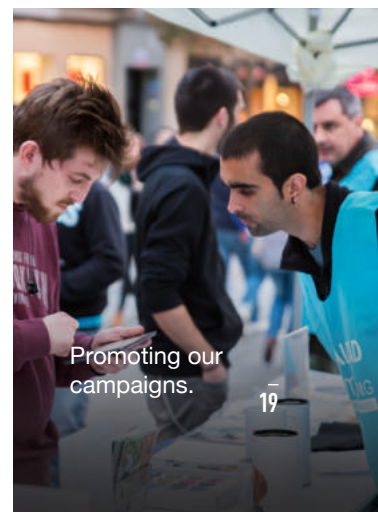
Javier Moreno, one of our International Directors, speaking at the cultural event Capital Animal in Madrid.



Reactions to our virtual reality project.



Reactions to our awareness videos.



Promoting our campaigns.

A portrait of Jaya Bhumitra, a woman with long dark hair, smiling. She is wearing a black blazer over a pink top and a multi-strand beaded necklace. The background is a light-colored wall with horizontal lines.

INTERVIEW

JAYA BHUMITRA

Jaya is the new International Director of Corporate Outreach at Animal Equality. Jaya earned a bachelor's degree from Georgetown University with a double major in international business and marketing. Throughout her experience, Jaya has assisted some of the most important companies in the world to change and improve their animal welfare regulations. Without a doubt, we have found the best person to lead our Corporate Outreach department!

How did you become interested in animal issues?

My affinity for animals developed from reading classic childhood books, such as *Charlotte's Web* and *Mrs. Frisby and the Rats of NIMH*, and growing up with an array of animal companions, including dogs, cats, hamsters, rabbits, parrots, chickens, goats, and horses. They were my confidantes and friends.

I was particularly inspired by our chickens, Cluck and Doodle, who were obviously as smart and social as their dog and cat siblings. Awed by their abilities, I became the first vegetarian in my family at age 9. I also became an activist, founding an animal welfare and environmental group at my elementary school.

What drove you to work in animal protection professionally?

In 2008, I learned how animals suffer on industrialized farms from the campaign for Proposition 2, a California ballot initiative that proposed to outlaw the cruelest forms of confinement for pregnant pigs, veal calves, and egg-laying hens. Previously unaware of the problems with dairy and eggs, I immediately became vegan and then canvassed on behalf of the campaign until the election. The landmark legislation won by a landslide and was implemented in 2015.

That success led me to change course professionally. I joined the farmed animal protection group Compassion Over Killing, where I successfully lobbied the Los Angeles City Council to adopt a Meatless Monday resolution and campaigned to sway Subway, the largest restaurant franchise in the world, to introduce vegan options. I also spearheaded the annual U.S. VegWeek celebration to empower

thousands of veg-curious people to choose more compassionate foods.

Most recently, I served as director of corporate outreach for the farmed animal advocacy organization Mercy For Animals, where I successfully encouraged major food companies, grocery stores, and restaurant chains to adopt animal protection policies.

What is corporate outreach and how can it help change the world for animals?

I have a background in business. I earned a bachelor's degree from Georgetown University with a double

major in international business and marketing, after which I joined APCO Worldwide, a global public affairs firm where I spent five years serving multinational clients and trade associations—including one year in New Delhi establishing the company's Indian operation—and cultivating expertise in issue advocacy, corporate positioning, crisis and reputation management, litigation communications, and media relations. With this experience, I have seen firsthand how working directly with the decision makers who establish business policies can effectively and efficiently influence change.

That is the goal of corporate outreach: to compel companies to implement meaningful changes to reduce the suffering of farmed animals. Whereas diet change initiatives encourage individuals to go vegan one at a time, corporate animal protection policies can affect millions of animals in one fell swoop.

Case in point is my work as a lead negotiator with Perdue Foods, one of the largest poultry producers in the U.S. Following seven months of discussions, Perdue announced a precedent-setting commitment to improve animal protection.

While there is still work to be done, Perdue's commitment is the most comprehensive animal welfare policy ever adopted by a major chicken producer. Of the more than 8 billion chickens killed for meat annually in the U.S., Perdue's policy will reduce the suffering of nearly 680 million birds on 2,200 farms.

Additionally, I engaged in corporate outreach and collaborated on campaigns that propelled seven out of the top 25 U.S. grocers—including some of the largest such as Albertsons/Safeway, Kroger, and Supervalu—to eliminate

cruel cages severely confining egg-laying hens. While cage-free doesn't mean cruelty-free, these policy changes will spare tens of millions of birds a life crammed in cages so small they can't even fully spread their wings. It's not freedom, but it's progress.



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What are you excited about working on for Animal Equality?

I am thrilled and honored to join the winning team at Animal Equality. For the last decade, AE has been shedding light on the industries that most exploit animals through hard-hitting undercover investigations and most recently the use of virtual reality technology via the iAnimal campaign.

The groundbreaking use of this cutting-edge technology to advance animal causes demonstrates AE's creativity, vision, savvy, and heart. These are qualities I value and intend to bring to the table myself as we endeavor to enact corporate policies that will improve the lives of millions of farmed animals. I am also excited to apply my international academic and professional knowledge while working with AE's all-star international team to create change for animals on a global stage.

How can our supporters help you in your work?

You can support our important corporate outreach work by signing up to volunteer. We'll ask you to take easy, one-minute actions right from your desk or home such as posting a comment on a company's Facebook page or calling a CEO. Simply email us at info@animalequality.org with the subject line "Corporate Campaigns" to be added to our corporate outreach task force and we'll be in touch soon!

What do you enjoy doing when you are not working?

I serve on the board of New Leaders Council, a prestigious association that develops emerging leaders in the U.S. My participation has allowed me to introduce activists from all issue areas to the idea that animal oppression is too a social justice issue, and an intersectional one with far-reaching effects on workers, world hunger, the environment, and personal and public health.

I am also editing *The Enlightenment Adventures* trilogy, a series of animal rights-themed novels written by Christopher Locke, my talented partner in life and advocacy. The acclaimed first book, *Persimmon Takes on Humanity*, was released last year. In addition, I love traveling, cooking, hiking, running, indoor cycling, and most recently have taken up hip-hop dance classes. However, my favorite moments are spent with Chris and our animal companions—the loves of my life—Tin Tin, Midge, Cupcake, Chico, and Rascal. ●



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

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

We would love to hear your opinion!

Animal Equality

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**Animal Equality is a 501(c)(3) non-profit organization.
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animaleQUALITY



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*It takes nothing away from a human
to be kind to an animal*

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JOAQUÍN PHOENIX

—— ” ——