

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 3 - WINTER 2016

FREE



KAT VON D

Compassion in Action.

LIFE IN A CAGE

Animal Equality's first investigation in Mexico.

iANIMAL

Virtual reality continues to shock thousands.

ARI NESSEL

Bearing witness.





EDITORIAL

Ten years ago I entered a factory farm for the first time. The memories of what I saw remain with me until this day. It was an intensive pig farm. The unbreathable air, claustrophobic environment, and the dirt are things I will never forget. I got to leave, but dozens of mothers and baby pigs stayed there until the day they were sent to slaughter.

That first night in a factory farm showed me just how cruel injustice towards animals is. But I remained and still remain hopeful because of people who care - people like you, who are determined to help end animal cruelty.

2016 marks the 10-year anniversary of that night and also the 10-year anniversary of Animal Equality. A time to look back, analyze and reflect on our successes.

But 2016 has also been a year of achievements, growth and positive change. iAnimal, our award-winning virtual reality project, which transports viewers inside factory farms and slaughterhouses, has been shared with organizations and activists

worldwide. It has also been seen by compassionate celebrities such as Kat Von D, Tony Kanal, Marco Antonio Regil, Amanda Abbington, Peter Egan and more who are supporting the project.

This year we launched our International Corporate Outreach Department, which will work with companies in Latin America, Asia and Europe to end some of the worst forms of animal abuse in farms.

We have also successfully presented 13 investigations in seven countries. Our investigation into factory farms and slaughterhouses in Mexico showed Mexicans for the first time the gruesome reality of these places and is allowing us to work with the government to ensure stronger animal welfare laws are implemented.

This year we have presented at the Milan Town Hall, European Parliament, Berlin Parliament, to the Indian government and at all major party conferences in the UK, to bring the message of animal protection to state officials. We are sharing the message that in 2016 animal cruelty is something that the majority of societies are against.

And we are doing all of this thanks to your support. Thank you for being *Their Voice*.

—
SHARON NUNEZ
President

INVESTIGATIONS

SAVING LIVES AROUND THE WORLD BY EXPOSING THE TRUTH

Since its foundation in 2006 Animal Equality has investigated more than 600 facilities and presented over 60 investigations around the world. A powerful example, of the importance of these investigations, is that in the years that we've been exposing the plight of farmed animals killed for food, public support for farmed animal welfare in Spain (as measured by the Eurobarometer) increased from 71% in 2006 to 94% in 2016.

In the past year Animal Equality has presented 13 investigations into factory farms.

The horrific truths they have uncovered have been shown by media outlets around the world, forcing policymakers and companies to take a look inside the grueling conditions animals experience everyday.







In March 2012, Animal Equality exposed a shocking testimony and images from El Escobar, a factory farm in Murcia, Spain. The public pressure we created resulted in three men being arrested for their involvement in some of the most horrific events to ever be caught on film. Workers smashed iron bars over the heads of pigs to then remove their entrails and fetuses while still conscious. Other pigs were stabbed with swords and took several minutes to die in agony. The case shocked people throughout the world.

Animal Equality's campaign gathered 110,000 signatures demanding that those responsible be punished to the fullest extent allowed by law.

This past September, in a landmark ruling, two of the workers received the maximum sentence possible under the law and were sentenced to a year in prison. This was a historic victory as it was the first time an animal protection law had been used to benefit farmed animals. ●



El Escobar

FIRST EVER CONVICTION FOR FARM ANIMAL CRUELTY IN THE HISTORY OF SPAIN



The brutality of egg production in Mexico

IMAGINE SPENDING YOUR LIFE IN A CAGE

La Vida En Una Jaula (Life in a Cage) is the first ever look into Mexico's egg industry. We set out to empower the public by exposing the disturbing reality these hens face. Forced to live in cramped, filthy battery cages, they have their food and water taken away from them for up to three days in an attempt to maximize their egg laying capacity. This process is called "forced molting." The powerful footage

has now been seen by nearly nine million people and sparked a debate in the country about the treatment of farmed animals.

Our investigation also marked the launch of Animal Equality's Corporate Outreach Department in Mexico, which wasted no time in leveraging this impactful footage to help hens from being treated like machines rather than smart, sensitive animals.

In October, Animal Equality's corporate outreach team in Mexico began campaigning against Soriana, one of the country's largest supermarket chains. We have already carried out several protests and actions to convince the chain to ban the sale of eggs sourced from caged hens. ●



SLAUGHTERHOUSES IN MEXICO





From March 3rd to August 30th 2016, Animal Equality investigators documented 21 government-owned slaughterhouses in the Mexican states of Jalisco, Nuevo Leon, Aguascalientes, San Luis Potosí, Colima, Zacatecas and Nayarit.

The images they captured show how these facilities constantly violate the Federal Animal Health Law without any legal repercussions.

Our investigators documented horrific acts of violence. 100% of the pigs were fully conscious while being slaughtered. Pigs were also stabbed multiple times and left to bleed to death on the floor.

Most of the documented slaughterhouses didn't use stunning methods for sheep and goats either. These animals were violently slaughtered, with their legs tied up, dragged from one of their limbs across the floor, and beheaded. Animal Equality has presented the footage to the Secretary of Agriculture in Mexico (SAGARPA), and is working with government officials to end the worst forms of abuse towards farmed animals during slaughter.

Please sign our petition:

animalequality.org/mexicanslaughterhouses ●



INTERVIEW

ARI NESSEL BEARING WITNESS

Ari Nessel is a true hero. He embodies the idea that a single person can positively impact the lives of millions.

After an epiphany in 1997, Ari changed the way he related to food and began a journey that culminated in the development of The Pollination Project, which makes seed grants every single day of the year to advance social change.

Ari is also one of the key philanthropists of the animal rights movement.

His generosity has impacted the lives of millions of animals through the organizations and activists he supports.

Ari's compassion and willingness to do whatever is necessary to help others took him a step further as he accompanied Animal Equality investigators inside factory farms and slaughterhouses. We are honored to interview him about his experience.





What prompted you to visit factory farms in Mexico with our investigators?

I've been advocating for a major change in the way animals are raised for food and advocating against these cruel practices without having seen them myself directly. Now, having seen animals confined, mutilated, and slaughtered empowers me to be a better advocate for them because I can speak from my own experience and that strengthens my own resolve. I found the physical bearing witness of that suffering was transformative and enlightening. It allowed me to better understand why that suffering occurs in the first place and how to more effectively remove the causes of that suffering.

What did you think the experience of being in a slaughterhouse would be like?

Frankly, I thought it would be very difficult for me to be in the room without feeling overwhelmed with grief. I was afraid that I would have to leave the room and feel like there was something I could have done to save those animals. I thought I would have sleepless nights, too.

I didn't and was surprised by that. I think it's because you see how the process is so dehumanizing. It's de-animalizing too. There is something about the way the process is done that it removes one's heart from the equation. I think that I did that consciously as a way of protection to be able to do what I was there to do. I think it was no different for me in that way probably than it was for the farm workers who were also doing it to protect themselves from the horrific experience by being indifferent to the animals.

How has this experience changed you?

Generally, I want to spend more time outside of my comfortable experience—to step outside into areas where animals are suffering. I felt transformed by the trip in a way that made me feel like I can be in such circumstances more frequently and be a better advocate for animals. I would like to be supportive of investigations and any kind of saving of animals—open rescues and providing sanctuary for animals. The experience really helped me be clearer on how to best advocate for a change. It seems to me after this experience that the systems are more to blame than the people participating in the



system. So how do I play a part in evolving systems that don't rely on animals for food and systems that don't encourage it? I feel less like pointing a finger at people for the responsibility they have for playing a role in this system and instead point a finger at myself. What role can I play in making sure that these systems don't exist? As Thich Nhat Hanh says, "compassion is a verb." It feels really good to have meaning and purpose in my life and to know that my life is making a difference.

Is there a moment from the trip that stands out the most to you?

I feel an immense gratitude for the people at Animal Equality, especially Dulce and the others in Mexico, who not only made this experience possible for me but for everything they do. I was there for a couple of days but they've gone back and forth to these places multiple times and have been there to witness when animals are slaughtered in the most egregious ways with great indifference. They take really big risks of being found out and angering the workers and industry people. I have a lot of gratitude for what the investigators put on the line on a regular basis, what they risk in their own life, and that they do it wholeheartedly. ●

animaleQUALITY

10 YEARS IN THE MAKING



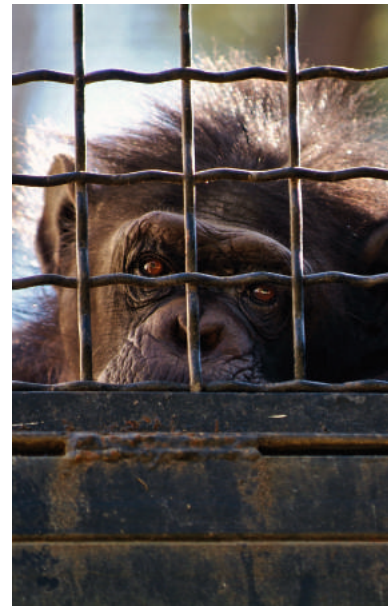
Animal Equality conducts the first open rescue in the history of Spain.

2007



Launch of Animal Equality in the UK.

2009



Animal Equality launches an investigation into eight zoos.

2011

2006

Animal Equality is founded.

Animal Equality activists chain themselves to the entrance of a slaughterhouse.



2008

The organization makes history in Spain with Animal Equality first investigation into the country's slaughterhouses.



2010

Largest investigation in Europe to ever be conducted, covering 172 pig farms.

Launch of the first investigation into the fur industry in the history of Spain.





Animal Equality launches two investigations inside British pig farms and achieves the longest prison sentence for farmed animals in the history of the UK.

Animal Equality is created in Germany, Italy, and India.

2012



Successful lobbying in Guadalajara leads to the state banning all use of animals in circuses.

Animal Equality persuades the Indian government to ban the import of foie gras and achieve a complete ban on all bull performances, including bullock cart racing.

Animal Equality is registered in the United States as a non-profit.

2014



Animal Equality launches its International Corporate Outreach Department.

Launch of groundbreaking iAnimal 360° virtual reality experience.

2016

2013

Animal Equality Mexico is founded.

Animal Equality launches its first four consecutive years of investigations into the Italian lamb industry managing to reduce lamb consumption by 60% during Easter.



2015

Animal Equality's mission focuses on farmed animals.



[i A N I M A L]

AN ENGINE OF EMPATHY

Thanks to virtual reality we are now able to take people inside the world of factory farmed animals. The sense of presence virtual reality offers brings education to the next level by enabling others to not only see what animals suffer but by being able to see inside factory farms and slaughterhouses.

Thanks to your support, in 2016 we have shown iAnimal to over 40,000 students around the world.



■ Animal is now available in several different languages and has reached over 70 million people around the world through various media outlets, including CNN, BBC, El Pais, Spiegel, and Vice.

Our team has visited numerous events and conferences around the world. In the United Kingdom, we've been using our iAnimal project to reach key

influencers in government and wider society. Animal Equality attended four political party conferences where nearly 2,000 party members watched a special iAnimal film exposing British factory farms. Many politicians agreed to conversations with Animal Equality about ways in which they can include protection for farmed animals in their programs.

We've also shared iAnimal with organizations and advocates globally by lending them all the equipment necessary to carry out outreach events. Organizations such as *Vegan Outreach*, *Factory Farming Awareness Coalition* in the US, *Animal Libre* in Chile and Argentina, *Djurratsalliansen* in Sweden, *Bite Back* in Belgium, and many others will be using iAnimal as part of their outreach. ●

“I have never seen anything like this before, and my life will never be the same. As heart-wrenching as the truth may be, it is our duty as humans to see for ourselves so we can think for ourselves and make change.”

KAT VON D
Artist & Entrepreneur



INSIDE THE LIFE OF A CHICKEN

Chickens are some of the most abused animals on the planet. Selectively bred to grow faster than they would naturally, many of them die prematurely. More chickens die in farms before reaching the slaughterhouse than animals die at the hands of the fur, entertainment industry and in laboratories combined.

With the goal of making the public aware of the gruesome reality chickens experience every day, this December, Animal Equality launched its second virtual reality film inside chicken factory farms.

Artist **Kat Von D** narrated this new virtual reality experience, which shows the life of a chicken from her first day of life on a farm to her last journey to the slaughterhouse.

Visit iAnimal360.com for more information. ●





INTERVIEW

JAVIER MORENO

Javier Moreno is the Co-Founder and Vice President of Animal Equality. Javier has been involved in various social movements since he was a teenager and in 2001 a grueling story of farm animal abuse made him extend his compassion to all animals and become vegan. Understanding that being a bystander wasn't enough, Javier decided to take his

involvement one step further and got involved in the animal rights movement in 2002. In 2006 he co-founded Animal Equality.

Javier's leadership is key to the impact of the organization in Spain and Latin America. He is also behind some of Animal Equality's most successful and impactful media campaigns.



What led you, Sharon, and Jose to start Animal Equality in 2006?

From the moment we were able to fully comprehend the magnitude of animal abuse, we decided to dedicate our lives to speaking up for animals. Sharon, Jose, and I had a few years experience as animal activists, and the three of us had the same commitment and a very similar idea of how to focus our work for the animals. This resulted in the creation of Animal Equality with very few resources, but with years of experience as animal advocates, and the determination of building something that could have a great impact. From the beginning, we always had a clear international vision of the project, and we have always been committed to saving the largest number of animals and having the greatest impact possible.

How has the organization changed in 10 years?

It has changed in many ways. We've focused on defending farmed animals because they are the ones who suffer the most and are the most vulnerable. We've learned to conduct more effective campaigns and we have staff working in eight different countries. Before, we didn't have a long-term vision, but now we have

a strategic work plan that allows us to be more effective and to work based on clear and achievable goals. Understanding the focus of our work and evaluating and measuring its impact is critical, and it's something we have been working on for a long time. This is why Animal Equality has been considered one of the most effective animal advocacy organizations by Animal Charity Evaluators for three consecutive years.

What are you most proud of?

It's very encouraging to see that the sacrifice and determination of so many other activists have brought us to where we are now. We have learned from our mistakes and have grown up and matured as an organization. It makes me happy to think of all the animals we have saved over the years, as well as all the people who have opened their hearts to our message. I'm proud of my colleagues who dedicate their lives to helping animals, of our investigators who go inside the hell that animals live in so that we can see that reality and work

to change it. I'm proud of all the people who support our work around the world, who donate their money and time to help animals, who sign and share our petitions. I'm proud of being a part of an incredible team that works tirelessly to spare animals from cruelty.

Where do you see Animal Equality in another 10 years?

I see Animal Equality developing campaigns in countries like Brazil and China, and being successful in working with companies on changing their animal welfare policies.

I also see the organization continuing to use the latest technology to help bring an end to factory farming. ●





OUR TEAM IN THE US!

M meet our team in the United States! In less than a year Animal Equality's team in the US has grown significantly and so has our impact. Our on-going iAnimal tours have already reached over 18,000 students from universities across the country (including students from Harvard, Yale, UCLA, Berkeley and Stanford). We are also carrying out a study to measure the impact of virtual reality in compari-

son to other forms of outreach. Animal Equality is also sharing its findings and information with the University of Princeton to carry out further studies.

In the US alone we have reached over 10 million people through the media in 2016, and our investigations have had 16 million views online. And we have reached 141 million people through social media.

But this is not all! In September 2016 Animal Equality launched its International Corporate Outreach Department that is working with some of the most important companies around the world to convince them to end the use of cages for hens, and celebrities such as Tony Kanal, Moby, Kat Von D, Michelle Forbes and many others have shown their support for our work! ●

INTERNATIONAL TEAM OF DIRECTORS



–
**SHARON
NUNEZ**
President



–
**JOSE
VALLE**
Vice President



–
**JAVIER
MORENO**
Vice President



–
**TONI
SHEPHARD**
Executive Director
in UK



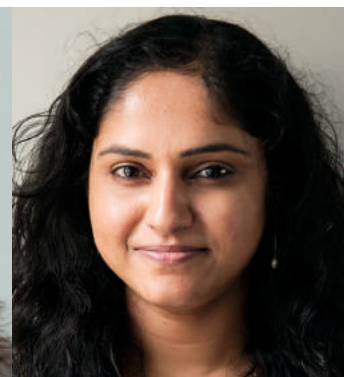
–
**THOMAS
HECQUET**
Co-Executive
Director in Germany



–
**RIA
REHBERG**
Co-Executive
Director in Germany



–
**DULCE
RAMÍREZ**
Executive Director
in Mexico



–
**AMRUTA
UBALE**
Executive Director
in India



–
**MATTEO
CUI**
Executive Director
in Italy



–
**SARAH
PICKERING**
International
Director of
Communications



–
**JAYA
BHUMITRA**
International
Director of
Corporate Outreach



–
**WILLIAM
RIVAS-RIVAS**
Director of
Philanthropy

WILLIAM R. RIVAS-RIVAS

William is Animal Equality's Director of Philanthropy. He is a recognized fundraising professional who has helped raise major philanthropic support for a diverse array of progressive causes over the last 15 years.

William has a long history as an outstanding advocate. He started advocating on behalf of animals while serving as an officer in the US Navy.



William created “PETA en Español,” the first-ever Spanish-language campaign for People for the Ethical Treatment of Animals, rallying Latinos and Spanish-speakers worldwide around issues of animal abuse. He also managed a multi-million dollar fundraising program while Director of Development and Philanthropic Gifts at the Animal Legal Defense Fund.

He’s active with the Texas Humane Legislation Network, his local Association of Fundraising Professionals chapter, and serves on the Leadership

Council for the Workers Defense Project.

Here he shares his story:

Growing up in an urban city meant that my only access to farm animals were in children’s books. I realize now that the only contact I had with animals growing up were the ones on my dinner plate. That’s what makes being an animal rights activist and vegan for 20 years so much more unbelievable to me. How did I go from a meat-loving Texan to a vegan animal rights activist? I have the Navy to thank for my radical shift in diet.



I was a voracious meat eater growing up. Meat had to be the centerpiece of my meal or otherwise, it wasn't a meal worth having. When I graduated high school at 17-years-old I didn't know what direction I wanted my life to take, so I decided to join the Navy to help pay for college. It was only a matter of a few months before I was deployed to an overseas mission aboard my first ship. I enjoyed the experience of different cultures which led me to take a cultural anthropology course. I read about foods that were popular in other parts of the world, but the idea of eating a horse was so unappealing to me. But why? Why did I think it was okay to eat the flesh of cows, chickens and pigs, but disgusting to eat horse? I couldn't reconcile how these animals who can feel pain and suffer in the same way are treated so differently. One is revered and other is systematically abused. My palate preference determined their fate—it was that simple. That realization profoundly changed the rest of my life and I immediately stopped eating animals.

Becoming vegan was actually the easiest part of my transformation. The real challenge was reporting to my ship as a vegan. As you can imagine, no one had ever heard of an ethical vegan military officer in the late 90's. I was challenged and engaged in spirited debates with my fellow sailors. It was precisely because of these experiences that I learned to talk about the benefits of veganism and why it's so important for animals, workers, the environment and our health. I noticed over time that I was starting to win these debates. From time to time, my shipmates started to change their own view on animals.



One day, the captain asked me to see him because he wanted to speak with me. He said he had news to share with me. I thought my activism had finally caught up with me and that I was in deep trouble. Instead, much to my surprise, he wanted to let me know that he respected how I'd handled myself over the years. I couldn't believe what he would say next. On my last night at sea, the captain would order the dinner for the entire ship's crew to be completely plant-based to honor my veganism. I'll never forget that moment.

Despite the difficult days, I'm so thankful for my experiences as a vegan aboard Navy ships. It's where I found my voice as an activist for animals.

I started organizing animal protection campaigns as soon as I got out of the Navy. I crisscrossed the country talking about factory farms and veganism. I never imagined that these campaigns would one day lead to a career in fundraising for animals. I, like most people, misunderstood fundraising. For example, we've all recommended a book, a movie, or a restaurant to someone we know. That's fundraising for the company that sells the book, the movie theater,

or the restaurant. We fundraise for others without giving it much thought. Why would I then feel uneasy about fundraising for animal protection, something that I am passionate about and believe deeply in?

I soon realized that fundraising is about building relationships with people who also believe in our mission of preventing cruelty and reducing suffering. I work with people who want to partner in our work, and who want to join us in our mission for the animals. Working with our supporters has provided with me a deep appreciation for their important role in our work. Before I was in fundraising, I never considered who supported me in my campaigns, who paid for the leaflets, the banners, my salary—everything. I was only able to run my campaigns because of their philanthropic support. Fundraising is absolutely critical in carrying out our mission. Our donors make all of our work possible. A lesson I learned from working with donors is that giving to Animal Equality brings them a lot of joy. They're proud and happy to be a part of something so powerful and important. Fundraising is not about giving us money—it's about changing the world. I'm so thankful for that lesson. ●



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.***



We would love to hear your opinion!

Animal Equality

**8581 Santa Monica Blvd, Ste. 350
Los Angeles · CA 90069 · USA
info@animalequality.org / + 1 (424) 250-6236**

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

Photo credit: Pg. 2: Yulia Grigoryeva / Shutterstock.com. Pg. 5: Jon Amad / Animal Equality. Pg. 12, top right: Jon Amad / Animal Equality.
Pg. 12, bottom right: Jo - Anne McArthur / Weanimals. Pg. 22, 23: Jo - Anne McArthur / Weanimals. Pg. 24: Jo - Anne McArthur / Weanimals.



— “ —

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

—
MOBY

— ” —

animaleQUALITY