

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 5 - WINTER 2017

FREE

GLOBAL INNOVATION

*Putting technology to work
for animals.*

CHANGE AGENTS

*Combating cruelty to farmed
animals in India.*

TOP CHARITY

*Animal Equality recognized
for its global impact.*

MARCO ANTONIO REGIL

*Advocating for farmed
animal protections in
Mexico.*





ANIMAL EQUALITY NAMED TOP CHARITY 2017



Animal Equality is thrilled to have been awarded Top Charity status by independent organization Animal Charity Evaluators. This is the fourth consecutive year that Animal Equality has been named one of the most effective animal advocacy organizations in the world, and the third year we have been considered a Top Charity. ●

“Animal Equality achieves significant successes with very small amounts of money; in particular, they have conducted undercover investigations for a fraction of the cost of some other organizations. They have a strong understanding of success and failure and are continually setting goals to improve their performance and increase their impact. As Animal Equality has expanded internationally, they’ve hired local advocates with strong cultural knowledge and contacts in each country.”

—
ANIMAL CHARITY EVALUATORS

Together, we will continue to improve our performance and impact for animals and create a more just and peaceful world.

MARCO ANTONIO ADVOCATES FOR CHANGE



ANIMAL EQUALITY'S WORK IN MEXICO HAS HAD A FAR-REACHING IMPACT.

Late last year, Animal Equality conducted investigations inside 31 farms and slaughterhouses across seven Mexican states. Our findings revealed cruel and illegal practices at each of the facilities we visited.

The first-of-its-kind investigation ignited a national conversation on the way farmed animals are treated in Mexico, and was instrumental in getting a historic initiative introduced in the Mexican Senate that will criminalize improper handling of farmed animals. The bill, introduced by Senator Diva Gastélum, will relieve over 657 million animals from extreme suffering and pave the way for further legislation and positive changes for animals. It also gained the support of actor, activist, and this year's recipient of Animal Equality's Animal Hero Award, Marco Antonio Regil.

Animal Equality's initiative has advanced through the senate committee, and we are taking proactive measures to ensure that it is soon voted upon by the full chamber. ●



iANIMAL MAKES AN IMPACT AT THE MEXICAN SENATE

October 19th was another historic day for animals in Mexico. Animal Equality hosted a groundbreaking event by presenting our virtual reality series, iAnimal, before the nation's leading policy makers.

Animal Equality called on legislators to end cruelty to animals in Mexico by passing our initiative, which is supported by over 100 other animal protection organizations.

Television presenter and activist Marco Antonio Regil; Senator Diva Gastélum, who has sponsored the legislation; as well as Dr. Giuliana Miguel-Pacheco, professor of animal welfare and behavior, each gave an impassioned speech underlining the need for all animals to be protected under the law. ●



SEEKING JUSTICE IN JALISCO

To complement our efforts at the federal level, Animal Equality is working in the Mexican state of Jalisco to pass animal protection reforms. Our initiative in the state is similar to the one we introduced at the federal level. However, introducing this initiative in Jalisco, which is the nation's leading agricultural state and one of the most economically important, helps add additional pressure to our campaign in the Senate.

The state initiative, introduced by Deputy Alejandro Hermosillo, will amend two of the current articles within the Jalisco State Criminal Code. It will ensure that the state complies with the mandatory federal rules that govern farmed animal protections.

Once approved, this initiative would help ensure that more than 187 million animals - who currently have zero legal protections - are protected from cases of abuse and cruelty. ●

“Jalisco has the capacity and the commitment to be an example for the rest of the country in terms of compliance with federal regulations, to ensure animal welfare and, of course, the well-being of all Mexicans.”

—
DEPUTY HERMOSILLO



Actress and model **Yasmin Brunet** is very committed to helping animals and has been generously donating her time to support Animal Equality's work in Brazil, including narrating iAnimal. As a creator of amazing content about plant-based foods and lifestyle, she shares one of her favorite recipes with *Their Voice*. For more recipes and amazing content follow Yasmin on Instagram @yasminbrunet1

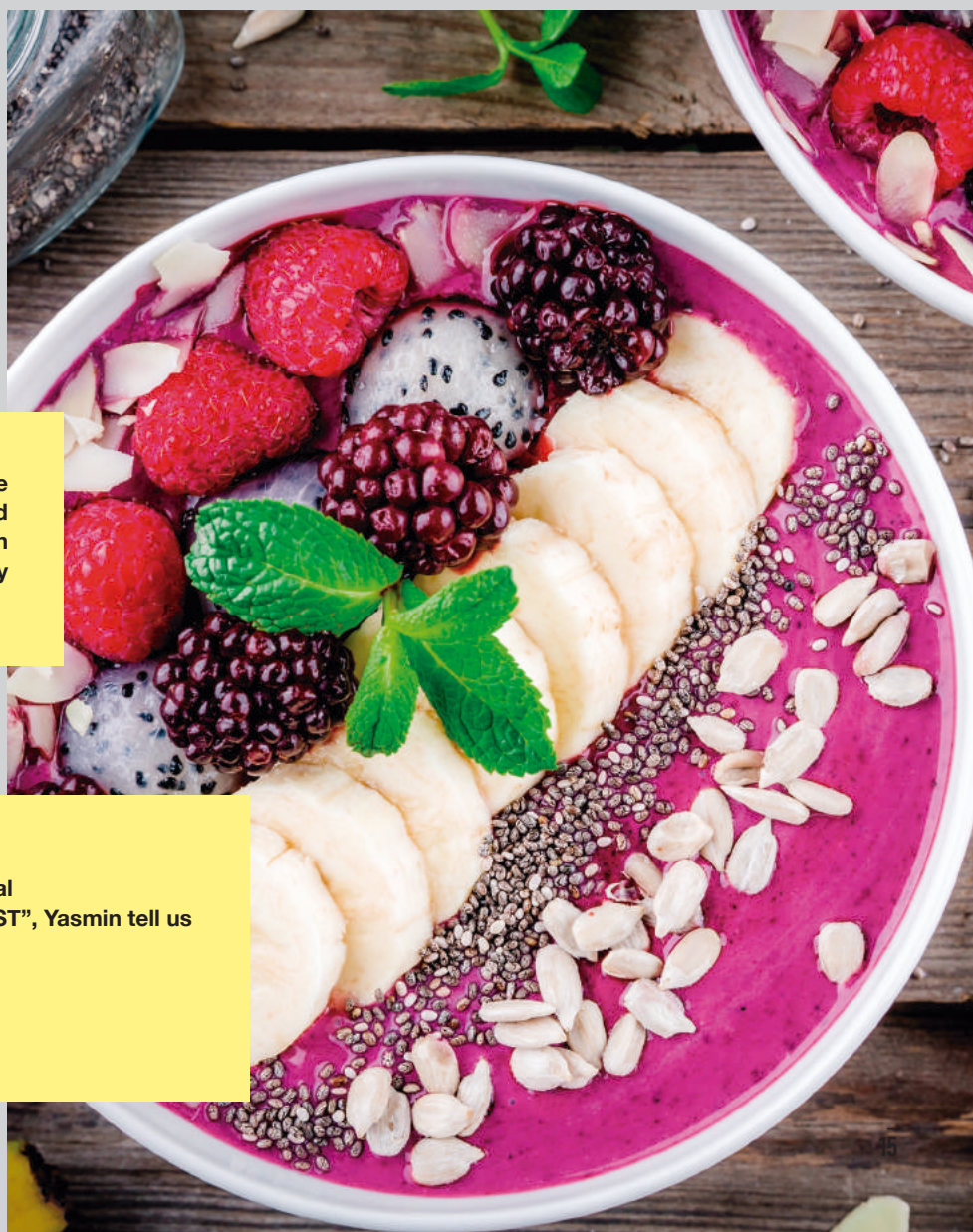
Pitaya Protein Bowl

Directions:

Simply blend the fruit and your favorite vegan protein powder with a little almond milk and top with hemp seeds, pumpkin seeds and dry coconut. So simple, healthy and delicious!

Ingredients:

- 2 frozen bananas
- 1 pitaya or dragon fruit - frozen or natural
- 1 scoop of vegan protein - "I love NUZEST", Yasmin tell us
- Handful of blueberries and blackberries
- Almond milk
- Hemp and/or pumpkin seeds
- Dry coconut





BEING THE MOST EFFECTIVE WE CAN BE FOR ANIMALS

Animals' lives depend on us. That is why we take great care to be data-driven and as effective as possible in creating a more just and safe world for them.

Animal Equality has commissioned several studies to help inform our work. Most recently, we received the results of a study, conducted in the UK and Spain, to measure the effect of leafleting. The results show that sharing literature with people can be a very effective method of outreach.

In Spain, our study involved 769 university students divided into two samples and two control groups. After having received our guide, nearly 10.2% of participants said they intended to try a vegetarian diet the following year, while 5.2% said they intended to go vegan, and 25.4% intended to reduce their consumption of meat.

We also found that more than 28% of people said they were eating less pig, 26% less veal, 24% less fish, and 17.5% less dairy compared to the previous year. When asked to directly rate the guide's influence on these behaviour changes, 50% said the leaflet had an impact on them.

Our study in the UK was conducted at University of York and consisted of more than 800 students. It found that after receiving the guide, nearly twice as many people marked that they "strongly" intend to reduce their consumption of eggs and dairy products. People who read the guide for more than five minutes were also more likely to directly attribute the guide to their desire to reduce their consumption of eggs and shellfish. ●





“This data suggests that leaflets can be an effective tool to help increase awareness around the issues farmed animals face and the solutions that are available to help them.”

–Dane Charbeneau
Campaigns Manager

Spain



Italy



Mexico



Brazil





ADVANCING ANIMAL PROTECTIONS IN CALIFORNIA

California prides itself on its progressive values and stringent laws that protect farmed animals. However, even in California millions of animals still languish in confinement and are often subjected to abuse.

Animal Equality, as part of a new coalition of farmed animal protection groups, is striving to hold the animal agriculture industry accountable by establishing more rigorous animal welfare laws in the Golden State through an initiative called Prevent Cruelty California.

The coalition has filed a ballot initiative with the state's Attorney General so that a statewide campaign can help get the measure on the ballot. The initiative, called the Prevention of Cruelty to Farm Animals Act, prohibits the confinement of pigs and calves

who are exploited for their meat. It will also ban the sale of eggs that come from hens who live their entire lives in cages.

"California has often led the way in terms of protections for farmed animals in the United States, but there is much more work to be done," said Jose Valle, Animal Equality's co-founder and Director of Investigations. He added: "We recognize that cage-free doesn't mean cruelty-free, but for millions of animals this measure is a giant step in the right direction."

And as Prop 2, which laid out minimum cage sizes, passed with 64% of the vote in California in 2008, we feel confident this measure will be approved by compassionate voters in 2018. ●

[i A N I M A L]

2017

has been a momentous year for our virtual reality film series, iAnimal. In July, we released our third film in the series, *iAnimal: The Dairy Industry in 360°*, narrated by Harry Potter actress Evanna Lynch. The film has empowered even more people to make the switch to a plant-based diet.

An enthusiastic team of activists has also taken iAnimal on the road to colleges and universities across the country. They've

In China, our outreach with iAnimal continues to grow and is inspiring positive behaviour change. Recently, Grace Han and her team have shared the experience with students at Tsinghua University, a premier institute of technology. iAnimal has also been featured at ChinaFit, a vegan conference in Beijing; Go Plantopia, an eco-design fair in Shanghai; and at Shanghai's first-ever vegan and animal rights art exhibition.

iAnimal was also nominated for an award at Raindance, the UK's leading independent film festival, and at New York's



visited more than 40 cities helping educate our future generation on the issues that farmed animals face and the positive effects that reducing or eliminating animal products from their diet would have.

Thanks in part to our collaboration with other groups, iAnimal has been viewed by over 41,000 people at nearly 700 different events around the globe.

Chelsea Film Festival where Animal Equality's President, Sharon Nunez, spoke on a panel to discuss the effects of factory farming on climate change.

Without your support, we would not be able to reach tens of thousands of people worldwide with this unique educational outreach tool. ●

SUPPORTER IN FOCUS

Animal Equality relies on the generosity of you and our other gracious supporters. Our work is made possible through your contributions.

*In this issue of Their Voice, we are delighted to speak with **Johanna Andris**, a monthly supporter from California who hosted Animal Equality activists during iAnimal's West Coast tour.*



When did you get involved with Animal Equality?

A little over a year ago, I had the unique and rewarding experience of hosting Animal Equality activists who were touring with the iAnimal campaign. The activists stayed with us for several days as they visited the local colleges and university.

And what was that experience like for you?

I was impressed with the campaign and how effectively the activists communicated about the atrocities that occur in animal agriculture. I had the opportunity to volunteer with them one day, and experienced firsthand how the campaign was received by participants and the effective dialogue that followed. What impressed me the most was how much these activists sacrificed, constantly on the road, visiting college campuses day after day, with minimal financial support, all because they care so deeply for the cause of reducing animal suffering.

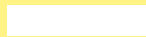
What helped inspire you to become a supporter of Animal Equality's work?

Having a full-time job and a family to care for makes it impractical for me to become a full-time activist. I have been organizing intermittent outreach events locally to raise awareness for the past several years and spreading the compassionate message at every opportunity, yet there is always more I could be doing. I decided I needed to become a monthly donor. As long as Animal Equality is able to create ingenious outreach campaigns like iAnimal and enlist motivated activists willing to sacrifice their time, the least I can do is contribute financially to the effort. ●

WE WANT TO TAKE THIS OPPORTUNITY TO THANK ALL OF OUR WONDERFUL SUPPORTERS.

The work we do for animals is shaped by compassionate influencers, celebrities, and advocates from around the world.

In particular, we'd like to offer a heartfelt thank you to Marco Antonio Regil for supporting our Mexican Senate initiative; Evanna Lynch for narrating our iAnimal dairy film; Ricky Gervais for his support of our Foie Gras Free Britain campaign; Isabelle Drummond and Yasmine Brunet for supporting our work in Brazil, Kat Von D, Moby, Peter Egan, Michelle Forbes, Elaine Hendrix and others for being constant cheerleaders of our work; Grace Han for her amazing outreach work with iAnimal in China, and, most of all, you, our valued friends and supporters.



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

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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.
TAX-ID: 47-2420444



— “ —
*“It is not an act of kindness to
treat animals respectfully.
It is an act of justice.”*

—
TOM REGAN

— ” —

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