

ANIMAL EQUALITY'S MAGAZINE Nº 5 - WINTER 2017

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 Advocating for farmed animal protections in Mexico.

FREE

EDITORIAL

ear friend, The world is changing. I am sure you have noticed. People speaking about animal protection at the cafe, more and

more plant-based options at your supermarket, your relative who started eating plant-based food because she watched a documentary.

Change is here.

Globally, forward thinking companies and governments are improving their animal protection policies and laws, committing to reducing meat consumption and investing in plantbased options and clean meat.

We are at a turning point for animal protection. And this is happening because of you.

With your support, Animal Equality has been a

key driver of change. 2017 has been a phenomenal year for us. Our teams around the world have worked tirelessly. As a result, we have presented 21 investigations in seven different countries, convincing 34 corporations worldwide to end cruel confinement in cages for hens, and educated tens of thousands of students around the world. Our work with governments has resulted in a historic vote at the European Parliament that will pave the way to getting 390 million rabbits out of cages in Europe, and in India and Mexico we have helped to introduce significant reforms for animals through the Senate and Law Commission.

Our campaigns and investigations have been covered by *The New York Times, The Times, BBC, ARD, Corriere della Sera, Times of India* and dozens more media outlets around the world. Our efforts have resulted in Animal Charity Evaluators recognizing Animal Equality as a Top Charity in 2017 for the third year.

Always at the forefront of our minds are animals like Grace, a pig I met in a factory farm I was investigating years ago. She was a gentle and intelligent mother to her piglets, and like most pregnant pigs spent most of her pregnancy in a gestation crate in which she could only stand up and lie down. She spent her entire pregnancy, up to 90 days, like this, and was impregnated several times during her life, before she was sent to slaughter.

Animals like Grace are the reason we wake up every morning at Animal Equality. We will not give up and we are grateful to stand shoulder to shoulder with you.

Here is to a 2018 full of accomplishments for animals.

SHARON NUNEZ President

Thank you,

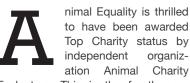






ANIMAL EQUALITY NAMED TOP CHARITY 2017





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.



21 investigations that tell the stories of animals in need

49,837 people have viewed iAnimal



34 corporate commitments to ban cages for hens



The New York Times Mirror EL PAÍS

BUSINESS INSIDER ITALIA

670 million media reach



TOGETHER WE TELL THEIR STORIES

With your support, Animal Equality released 21 investigations in 2017. Thank you for helping us to tell the stories of more animals than ever before.



ANIMAL EQUALITY COMBATS FACTORY FARMING IN INDIA

bleak existence awaits animals who are raised for food across India. It's a reality far different than what many would expect from a predominantly vegetarian country. Fueled by the influence of western culture, rising disposable incomes, and an expanding middle class, meat consumption is on the rise.

Although India's animal cruelty laws are already among the world's most progressive, Animal Equality's recent investigations into chicken and dairy farms underscore the vital importance of animal protection efforts to help curb and reverse these deadly trends.

Thanks to you, our work in India will bring much needed relief to farmed animals who are suffering without hope.

MARKETS OF MISERY

he vast majority of chickens used for meat are slaughtered in roadside markets because Indian grocery stores don't typically carry meat products. A meat market is a grisly scene - one that our investigators recently encountered in India. Chickens are packed into rusted cages full of feces, selected by customers, and then grabbed and violently slaughtered.

Animal Equality's team of investigators infiltrated the Indian chicken meat industry to bring these animals' stories to light. They braved the gruesome reality of chicken farms and meat markets to expose cruel yet standard practices that occur every day.

- Chickens were crippled under the weight of their own bodies.
- Many would fall ill or die of starvation, while others died of heart attacks and respiratory infections.
- During slaughter, their throats are slit and they are thrown into drain bins where they languish in pain for several minutes before they die.

Our team investigated facilities in the the states of Delhi, Haryana, and Maharashtra. We presented our findings to the federal government, along with a list of recommendations, which have largely been included in the government's proposed new rules for the welfare of chickens.

THE DAIRY INDUSTRY: A STORY OF HEARTBREAK

ruelty is the norm across the Indian dairy industry, yet few are aware of the true story that exists in a glass of milk.

In the story our investigation tells, the bond between mother and calf is immediately broken. Babies are dragged away from their mothers so that the milk they would drink can be sold to humans. Others are brutally hit with sticks or chains, punched, kicked, and fingers or sticks are shoved into their genitals.

On the kill line, we found many buffaloes paralyzed by fear as it was considered routine to kill an animal in full view of others. Some slaughterhouses practice barbaric 'hammer slaughter,' in which an individual animal is repeatedly bludgeoned with a hammer on the head until she falls unconscious. We also documented many incidents in which animals were skinned alive.

Everything we witnessed was commonplace across the 135 facilities we visited. These practices are blatant violations of India's Prevention of Cruelty to Animals Act and violate several orders from various High Courts and the Supreme Court of India.



OUTRAGE OVER CHICKEN FARMS MAKES PRIMETIME NEWS IN ITALY



nimal Equality's investigators provided a nightmarish glimpse into the facilities of four of Italy's largest chicken meat producers, and helped propel the stories of these sensitive animals into the national spotlight.

The investigation, conducted in September 2017, occurred at eight facilities across the Emilia Romagna and Lombardy regions of Italy, and included both breeding and slaughterhouse facilities of companies that supply Italy's leading brands. Our findings show a reality that is far different from what the big brands advertise.

The footage, which also includes shots from drones, represents the lives of 95% of all chickens who end up on the dinner tables of Italians. Our investigators captured images of dark and barren sheds packed with tens of thousands of birds; animals suffering from severe respiratory problems, skin diseases, and deep sores; dead birds in advanced stages of decomposition left among the living; and instances of fully conscious birds being slaughtered.



CHICKENS LEFT FOR DEAD ON UK FARM

isturbing scenes were captured on a chicken farm investigated by Animal Equality UK in June 2017. The facility, which supplies some of the nation's largest supermarkets, houses more than 150,000 birds in

four barren sheds across just one farm. The team exposed:

- Birds in obvious pain, attempting to walk but unable to move.
- Raw painful sores on the legs, wings, and bodies of birds due to the filthy ammonia-soaked litter under their feet.
- A worker caught kicking birds.
- Hundreds of dead chicks callously dumped every day.
- Bins full of tiny bodies, still with their yellow baby feathers.

The shocking footage suggests that the UK is not a 'leader in animal welfare' as claimed in the current debate over US imports. Thankfully, we all have the power to end this sad story by simply choosing to leave chicken off our plates.



Our investigation was featured by TG1, one of the most significant broadcast media in Italy, and the online edition of *La Repubblica*, one of the two most read newspapers. This resulted in public outrage over the cruelties we uncovered and drew the attention of Eleonora Evi, a Member of the European Parliament, who told Animal Equality that she is planning to present a document regarding minimum welfare standards for farmed chickens.



SYSTEMATIC ANIMAL ABUSE IN GERMAN CHICKEN FARMS

Imost 100% of all chickens in Germany are raised on factory farms. In an undercover investigation carried out in Lower Saxony, our team visited two farms in which more than 200,000 animals were living. These farms breed chickens for their meat for Germany's two largest meat producers: Wiesenhof and Rothkötter.

Sick and injured chickens who were barely clinging to life were left to die or thrown away alive into garbage bins. Workers were seen kicking and throwing animals while loading them into transport boxes. The footage we obtained shocked the German public when it was featured on several renowned television networks, as well as in print and online media. Animal Equality has since filed charges against these farms.



SHOWING THE REALITY OF BRITISH PIG FARMS



Hidden camera footage revealed these pigs were continuously confined for at least five days. The stress and frustration caused by this extreme confinement was obvious, as many pigs were pacing and biting the bars of their cages.

On another farm, one that supplies UK supermarket chain Morrisons, we found bored and frustrated pigs driven to chewing pen mates' ears - a common sight on factory farms where there is little to occupy these active minds.



And on an 'award-winning farm,' we filmed pigs living in dilapidated, leaking buildings covered in slurry. Many had no dry place to rest in their filthy, concrete pen. Some clearly found these harsh conditions extremely stressful.

And on all of these farms, ill and injured pigs were left to suffer. Many didn't survive. Sadly, this is the dark reality pigs face on farms in the UK and all around the world.

EXPOSING A NATIONAL SCANDAL IN SPAIN

n Spain, Animal Equality released its most recent campaign. The investigation was conducted on an industrial pig farm located in the south of Spain. It is one of the worst farms our investigators have ever visited.

The pigs living in this farm suffer from unimaginable cruelty. Their bodies are deformed with painful abscesses and giant hernias. Exposed ulcers are infested with flies and larvae and decomposing corpses are scattered among the living. Others suffer from so much stress that they engage in cannibalism - an unnatural behavior that is extremely rare in pigs. All of these animals are left in agony without any veterinary care.

It's worth noting that these sick and injured animals are still sent to slaughter to end up as meat on people's plates. It's a true scandal not only of animal welfare, but also of public health.

Animal Equality has already taken legal action against the farm and is cooperating with local authorities to ensure it is shut down.

"The living conditions these animals face is among the worst we had ever witnessed. We will pursue every legal option we have to ensure the authorities close down this farm," said Javier Moreno, Animal Equality's Executive Director in Spain.



EYES IN THE SKIES

nimal Equality took to the skies in July 2017 to expose the severe environmental consequences of pig factory farms in Catalonia, Spain. Using drones, we captured never-before-seen footage that documents the pollution of aquifers and rivers throughout the region by factory farms.

Shocking images of 'waste lagoons', which are giant outdoor pools filled with animal waste, made it onto the screens of tens of thousands of viewers. The overflow of these lagoons causes serious environmental and public health issues. In fact, more than 41% of the region's waterways are contaminated by suspected runoff from these facilities, which has led to the Catalan government having to supply drinking water to affected residents.

DRONES HELP CAPTURE THE MAGNITUDE OF FACTORY FARM DESTRUCTION

Innovative investigations such as this one receive outstanding media coverage and help illustrate the connection between factory farming, animal cruelty, and environmental degradation.

BRUTALITY IN MEXICAN SLAUGHTERHOUSES CAUGHT ON CAMERA

ur team in Mexico is dedicated to telling the stories of animals who languish on farms and slaughterhouses. Not only have we introduced two historic legislative initiatives, but we've also launched cutting-edge investigations into farmed animal facilities.

In August, our investigators once again infiltrated Mexican slaughterhouses, and what they discovered provides further evidence of the urgent need for animal protections to be codified into law.

They discovered that torture and extreme cruelty towards animals are common practices and that animal welfare regulations are routinely violated. Within the walls of these dark places, animals are the victims of brutal yet systemic violence.

- Animals are routinely left conscious as they're slaughtered.
- Pigs were stabbed in groups, leaving them to look on in horror as others slowly bleed to death.
- A worker was seen cutting open a live pig, who then attempted to flee and had his organs empty from his body - finally killing him.
- Workers were seen inserting their fingers into cows eyes, causing extreme pain.
- Cows were often skinned alive after a violent attempt to kill them.

Animals desperately need cruelty such as this to be considered a crime. That is why Animal Equality is fighting to change Mexican law and protect farmed animals.



LIBERATING ANIMALS THROUGH TECHNOLOGY

Technology has become an integral part of Animal Equality's campaigns. Whether it is virtual reality, drones, or speaking out in support of clean meat, Animal Equality has become synonymous with innovation and helping create a brighter future in which there is no place for cruel factory farms.



FORGING THE FUTURE OF FOOD

s it really possible that we might soon live in a world where no animals are harmed for meat?

Biologists are growing what is being called 'clean meat' – real meat produced without the cruelty of raising and killing billions of animals, or the environmental consequences that factory farming is causing our planet. But, you may be asking, how is it made?

Clean meat is 100% real meat that is created from cells taken painlessly from a live animal and put into a culture medium where they start to proliferate and grow. Companies such as Memphis Meats and Mosa Meats have taken this process to create beef, chicken, and duck. Another startup, Finless Foods, is focusing on fish.

In 2013, the world's first clean burger, created by Dr. Mark Post, made up of tens of billions of cells grown naturally, debuted in London to rave reviews. Taste testers praised the burger for its realistic texture and flavor.

Like clean meat, plant-based meat alternatives are created with the goal of replicating the taste and texture of conventional animal products. Food scientists at companies such as Impossible Foods and Beyond Meat examine plants at a molecular level and source plants with similar proteins. By extracting proteins from peas or soy, these and other companies have developed products that mimic the flavor and feel of animal products. Innovative startups are attempting to disrupt the world's current food system and are building sustainable new infrastructure to take its place. They are helping to ensure that healthy and humane products are the new norm, not the alternative.

With you on our side, we are confident that the future of food is the one without cruelty to animals.

THE CHANGE WE NEED



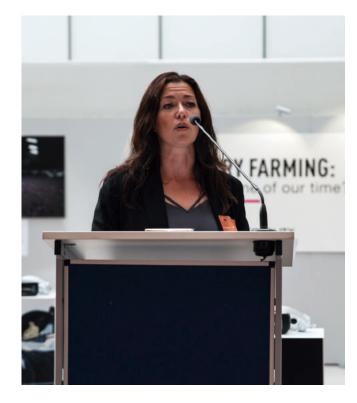
nimal agriculture is devastating to the environment. Could cultured meat solve the problem?

Compared to meat from slaughtered animals, burgers grown from cells:

 GENERATE 78-96% FEWER GREENHOUSE GAS EMISSIONS
REQUIRE 90% LESS LAND
USE 82-96% LESS WATER

RAISING AWARENESS: WE ARE THE VOICE OF FARMED ANIMALS







PARTNERS IN Progress

nimal Equality is proud of the relationships we forge inside and outside of the animal protection movement. Following a successful debut of our virtual reality film, *iAnimal: The Dairy Industry in 360°*, at the Chelsea Film Festival, Animal Equality was invited to attend a meeting with Google to discuss our innovative film series. We are excited for this development and look forward to bringing you more great updates from our relationship with the tech giant. nimal Equality again made history as we presented a first-ofits-kind installation at the European Parliament. Our exhibition, entitled "Factory Farming: Greatest Crime of Our Time?", highlighted images and research from our numerous investigations across Spain, the UK, and Germany.

We also offered those who attended the opportunity to experience iAnimal - our virtual reality film that transports viewers into factory farms and slaughterhouses. Several Members of the European Parliament (MEPs) experienced it for themselves, including Dimitrios Papadimoulis, Vice President of the EU Parliament.

MEP Stefan Eck of Germany, who last year lobbied Parliament to introduce regulations to protect rabbits, said this of iAnimal: "Animal Equality's virtual reality experience gives an extraordinary look into the lives of so-called farmed animals. It shows that European animal welfare laws aren't worth the paper they're written on."

Toni Shephard, Animal Equality's Executive Director in the UK, also gave an impassioned speech before lawmakers and other important dignitaries. She said: "If we dare to act with bravery and urgency, I know that we will live to see the end of factory farming. And we will be able to look our grandchildren in the eye and say, 'Yes we did wrong, but we were unwavering in our efforts to put it right."

Members of government and their staff have the ability to affect change for hundreds of millions of animals. Exhibitions such as this one are vital in raising awareness and ending animal suffering.

MARCO ANTONIO ADVOCATES FOR CHANGE



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

ate 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

ctober 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

o 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 Jalis-

co, 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



n a few short months, Love Veg has become a leading resource on all things plantbased! Our Love Veg website, which launched in August, features plant-based recipes, informative blog posts, recipes from vegan celebs, and tips on transitioning to a cruelty-free diet. We've also launched Love Veg on Instagram, where our beautiful images are showing how easy, delicious, and fun it is to make compassionate choices for animals. We encourage you to follow the action: **@loveveg_us**

Not only is this content inspiring future generations of vegans here in the United States, but we're also excited for its upcoming launch in several of the countries where Animal Equality has a presence. Love Veg will soon be launching in India, Mexico, and Brazil - enabling us to foster more compassionate choices all around the world.

Let us introduce you to the dynamic duo of Love Veg in the United States.



Dane Charbeneau Campaigns Manager

Favorite Food? Sandwiches! Put something tasty between bread and I'll devour it.

What inspired you to make the switch to go vegan? Growing up in Dallas I was the little girl that moved bugs from the sidewalk to the grass, so saving animals was always a part of me. Once I realized that I could do the most good for animals by leaving them off my plate, that's exactly what I did.

What do you do when you aren't saving animals? Living in LA means having awesome weather all of the time so I usually spend my free time hiking. I'm also happy watching a movie at home with my two cats, Salvador and Dali.

Favorite food? Umm... anything that's spicy! I love living in LA where we have so much great Thai and Mexican food. What inspired you to make the switch to go vegan? I grew up watching this show called Kratt's Creatures. It was just a kids show but it really helped me look at animals in a different light and had me wondering why I had a dog that I loved and cared for, but we ate chickens and cows. Once I made that connection it was easy for me to leave animals off my plate.

What do you do when you aren't saving animals? Eating out and enjoying amazing food is high on my list, but nothing beats an evening at home cuddled up with my BFF Julian, a nineyear-old dog.



Justin Lessner Communications Coordinator



ctress 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



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
- $\cdot \mathbf{1}$ scoop of vegan protein "I love NUZEST", Yasmin tell us
- ·Handful of blueberries and blackberries
- ·Almond milk
- ·Hemp and/or pumpkin seeds
- ·Dry coconut



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nimals' 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.

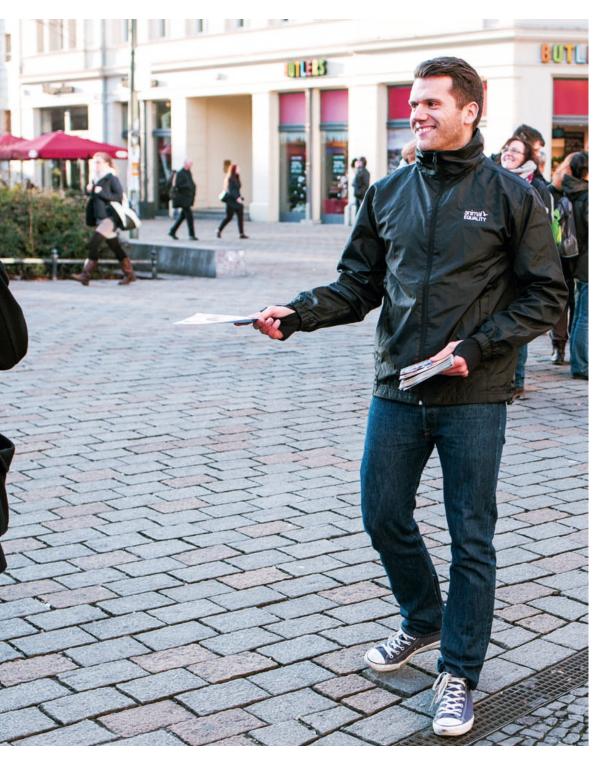
Animal Equality has commissioned several studies to help inform our work. Most recently, we received the results of a study, conducted in the UK and Spain, to measure the effect of leafleting. The results show that sharing literature with people can be a very effective method of outreach.

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

KICKING CAGES TO THE CURB AT THE WORLD'S LARGEST CORPORATIONS

Progress for farmed animals keeps on coming. It's hard to keep up these days with the growing list of major restaurants, grocers, and other food providers who have taken a stand against one of the worst forms of animal cruelty to hens in the egg industry.

n addition to the 34 corporate policies we've already obtained in 2017, Animal Equality is also actively engaged in a variety of campaigns to convince some of the world's largest companies.

In Spain, as part of our "Week Against El Corte Ingles," we conducted high-profile protests, leafleting, call-ins, letter-writing, signature-gathering on our petition, and much more. Our campaigners also projected footage from a Spanish caged hen farm directly onto one of El Corte Ingles' most highly-trafficked buildings. This occasion marked the first time this action was taken in Spain.

Our team is working in Italy to secure animal protection policies from Eurospin, a leading national supermarket. We held a protest at the last stop of the Giro d'Italia, the second most famous race in Europe after the Tour de France, which is sponsored by Eurospin. Our protest was covered in seven news articles, including two in the renowned publication *Milano Today*. We've also increased our pressure on Soriana, one of Mexico's largest retailers, with powerful but unique actions. In Monterrey, we took our message to the company's executives by placing a giant billboard above the main highway they take to get to work. And in a somber display of compassion for animals, more than 50 volunteers held dead hens in a protest at a historic plaza in Mexico City.

In India, our campaign against McDonald's has received coverage in the *Hindustan Times* and the *Daily Pioneer*, garnering a potential reach of more than 13 million people.

All of this incredible progress for animals has been made possible by the work of our ambitious corporate outreach department, which is dedicated to ending cages for all animals.











ANDERSON'S

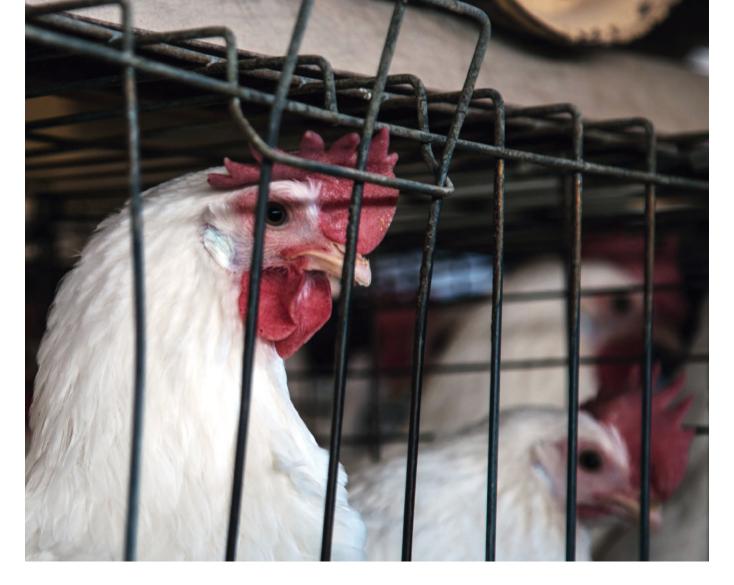
Brazil











ADVANCING ANIMAL PROTECTIONS IN CALIFORNIA

alifornia 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.

[ianımal]

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.

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.

W

hen 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 cam-

ists 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 fulltime 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.



SUPPORTER IN FOCUS

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.

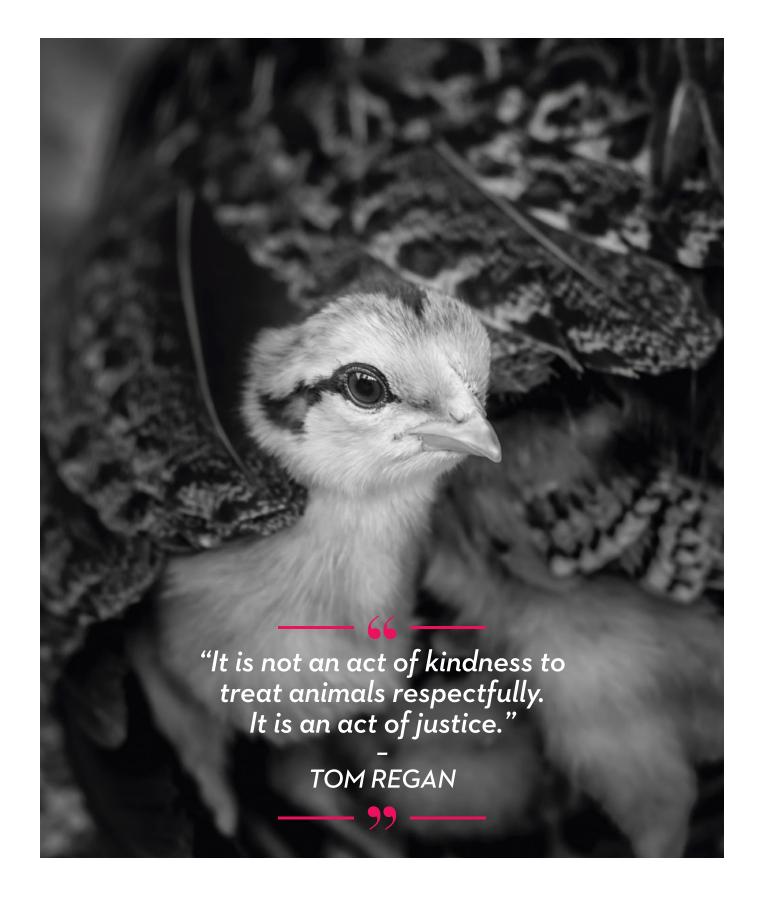
Thank you for being by the side of the defenseless and for being part of our team. You are changing the world for animals and that deserves our full admiration.

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



animalequality