

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 6 – SUMMER 2018

FREE

SHEDDING LIGHT

*Investigating factory
farms worldwide.*

#McCHICKENCRUELTY

*Campaigning against McDonald's
treatment of chickens.*

PLANT-BASED FUTURE

*Inspiring India with
Love Veg.*

KATE MARA

*Striking a Pose for
Animal Equality.*





EDITORIAL

This number of *Their Voice* is about you. About thanking you for all the progress you are achieving for some of the most innocent and defenseless beings on our planet: farmed animals.

At Animal Equality we remind ourselves every day that “farmed animals” are so much more than a generic name. “Farmed animals” are individuals. They are the shivering male baby chick who is minutes away from being grounded alive by the egg industry. They are the lamed mother cow who is being forcefully separated from her calf after birth to meet the demands of the dairy industry. They are the fish who asphyxiates due to lack of oxygen in a parasite-infested fish farm.

They only have your voice to protect them.

It has been a hectic past six months for everyone at Animal Equality; we have not stopped. Your commitment to our work deserves nothing less than our very best. Our corporate outreach team has worked around the clock to get companies to eliminate cages for hens from their supply chain, ending extreme suffering for millions of them. Our investigators have carried out nine undercover investigations infiltrating the hermetically closed doors of farms and slaughterhouses

in Mexico, United Kingdom, Italy, and Spain. As a result of their bravery and work, we have achieved groundbreaking long-lasting change for animals. Our legal work is holding governments and politicians around the world accountable for not protecting animals. And our online and offline education initiatives in nine countries, including China, have inspired thousands to commit to trying plant-based food or eliminating animal products from their diet entirely, thanks to our cutting-edge virtual reality project, iAnimal and our Love Veg project.

For the next six months, we have big plans to meet our ambitious 2018 goals. We will be presenting new undercover investigations, start to focus more on chickens raised for meat with our corporate and legal work, and we will also assess and improve our educational initiatives to reach more people better than before.

But for now, I hope you enjoy reading this number of *Their Voice*. Read and celebrate how much you have achieved. The difference you are making to the lives farmed animals is outstanding.

Never forget that thanks to your support today, fewer farmed animals will live a life in horror tomorrow.

For all of this and in the name of our volunteers and staff.

Thank you!

—
SHARON NUNEZ
President





Calling all Californians

Animal Equality is part of a coalition working to pass an initiative that will ban the production and sale of meat and eggs from animals who suffer in extreme confinement. Thanks to a dedicated network of volunteers, in collaboration with other groups, we successfully gathered more than 600,000 signatures, all but guaranteeing that this historic initiative will be on the ballot in California this November!

Animal Equality is excited for the next phase of this monumental campaign and we want you to be on this side of history –on the side of farmed animals! Join the team making history for farmed animals: preventcrueltyca.com

In addition to our iAnimal outreach tour, Animal Equality's staff continues to present at conferences and events around the world, such as Vegan Life in the UK, Veggie Planet in Italy, and Minding Animals in Mexico—one of the largest international events focused on the protection of animals. In the past six months, two of our founders have also been featured speakers at Harvard Animal Law Week in the US and TEDxManzanaras in Spain.



**66 CORPORATE
COMMITMENTS TO BAN
CAGES FOR HENS**

**100+ INVESTIGATIONS
THAT TELL THE STORIES OF
ANIMALS IN NEED**



**132,196 PEOPLE HAVE
VIEWED IANIMAL**

BBC

The New York Times

THE TIMES OF INDIA

DER SPIEGEL

EL PAÍS

CORRIERE DELLA SERA

**Aristegui
NOTICIAS**

1 BILLION+ MEDIA REACH



Shedding light on factory farming worldwide

In the past six months alone Animal Equality has made headlines with nine hard hitting investigations that are helping to educate the public and prosecute some of the perpetrators. Without your support this would not have been possible.

A first for Mexico



Animal Equality investigators became the first to infiltrate the Mexican chicken industry and reveal what would otherwise be kept hidden from the public.

Alongside photographer Jo-Anne McArthur, the team captured the entire cruel cycle that these intelligent and sensitive birds go through from the day they are born to the moment that they end up on the plates of consumers, including the excessive use of antibiotics to accelerate growth.

The heartbreaking sight of day-old chicks squashed between the container boxes in which they were being transported from the incubators to the farms shocked people, as did the brutal handling, overcrowded conditions and other atrocities that these animals endure.

By making the national news in the country, including the important media outlets Aristegui Noticias, SinEmbargoMX and Notimex, Mexicans were able to see the aggressive handling of these birds during their capture, transport and slaughter—including that some birds are not stunned, but slaughtered fully conscious. The investigation also revealed a severe breach of Mexican Official Norm—official, compulsory standards and regulations—regarding humanitarian care in the mobilization of animals.

The investigation also captured lame birds and birds slowly dying on their backs, unable to move due to their accelerated growth, birds unable to stand and reach water and food, and others suffering from breathing difficulties and raw red ammonia burns because they are forced to sit, eat and sleep in their own waste. Not even those suffering the most painful injuries and illnesses receive veterinary attention.

“During this investigation we saw hundreds of birds hurt or in agonizing pain inside these farms. The chicken industry in Mexico is cruel. For every Mexican there are 13 chickens suffering in farms. Most of the land animals killed for food in Mexico are chickens,” said Dulce Ramírez, Executive Director of Animal Equality in Mexico.

Jo-Anne McArthur added: “Working with Animal Equality on this project, I visited farms with 300,000 birds per shed. It’s bewildering that these animals are worth so little, that the carnage of the dead and dying are strewn everywhere: just the cost of doing business.”

As news of the investigation spread, Animal Equality launched a campaign to reduce the consumption of chicken meat in Mexico—by far, the best way to help animals in a country where there is virtually no legislation to protect animals and the few that exist are not enforced.





All eyes are on El Pozo



An endless scandal continues to plague Spanish company El Pozo, one of the biggest meat companies in a country that slaughters 50,000 pigs a week.

After releasing three investigations into the Spanish pig industry and using drones to expose the dire environmental consequences of factory farming, Animal Equality is ratcheting up the pressure on El Pozo. In February 2018, the national television program Salvados emitted our images of sick and deformed animals from a farm which supplies El Pozo. As a result, the company has faced a brand crisis that has crossed borders, including Belgian supermarkets withdrawing El Pozo products from their shelves.

The findings of our investigation ties El Pozo to another Spanish farm, El Escobar, from which two workers were convicted of animal cruelty and sentenced to the maximum penalty allowed by law. El Pozo continues to source animals from the El Escobar

farm, despite the presence of potentially toxic waste exposed by our drone investigation and the immense suffering endured by the animals on this farm.

This new chapter proves El Pozo's unwillingness to work with farms that strictly comply with animal welfare and environmental regulations. Animal Equality continues to pressure El Pozo into giving a public response about why they continue to work with this farm despite the 2012 scandal.

Our campaign, supported by people like you, requires El Pozo to commit to an animal welfare policy that includes:

- *The prohibition of the gestation and farrowing crates in which mother pigs spend weeks without even being able to turn around.*
- *Elimination of painful mutilations, including tail cutting, trimming of teeth, and castration.*
- *Eliminating the use of electric shocks, blows, dragging or other cruel treatment in the handling of animals.*
- *A policy of zero tolerance with regards to animal abuse and a requirement to cancel contracts with suppliers whose workers have been caught abusing the animals.*

These demands are supported overwhelmingly by the Spanish public, 84% of which demand more protection for farm animals, according to the 2016 Eurobarometer. We continue to keep the pressure on El Pozo: as a leader in its sector, if the company agrees to implement these policies, others will follow their lead.

Animal welfare laws were being routinely broken on a UK egg farm supplying 'Big & Fresh' eggs, which are stocked by several major UK retailers. Our hidden camera footage revealed that caged hens were only checked on once in four days by farm staff, along with many other shocking revelations:

- *Many birds suffering from severe feather loss – some nearly bald – with red, raw skin.*
- *Dead birds left in cages with the living, some being cannibalised.*
- *Birds with visible wounds from being pecked by cage mates.*
- *Tubs holding dozens of dead birds left in the sheds overnight.*

Around half a million birds are housed in eight windowless sheds on this site, laying around 140 million eggs a year for the UK's largest egg producer, Noble Foods, which operates multiple brands including Big & Fresh (eggs from caged hens) and the free-range Happy Egg Company. Noble Foods was the subject of an ongoing campaign by The Humane League UK because it claims to put the welfare of its 'girls' first for Happy Eggs while simultaneously forcing 4.3 million hens to suffer and die in cages for its Big & Fresh brand.

As a result of additional pressure on the back of Animal Equality's investigation, and in a move that is sure to shake up the egg industry in the UK, Noble Foods announced a policy that will have them 100% cage-free by 2025.

This is an important step toward improving conditions for animals who suffer tremendously on factory farms. Cramming birds in cages is a horrific practice. Studies have shown that birds are social and sensitive creatures with intelligence on par with a toddler. Yet they are forced to live in filthy wire cages unable to engage in most natural behaviours.

We are incredibly proud to have played a part in this landmark decision and congratulate our friends at The Humane League UK for their tireless efforts over the past six months to make this happen.



Progress for millions of hens

Petitioning against the expansion of a British pig farm



Last autumn, Animal Equality's investigators uncovered severe animal suffering and public health violations on Poplar Pig Farm—a Red Tractor certified farm in the East Riding of Yorkshire in the UK. Our findings made national headlines and more than 10,000 people have since signed our petition calling on the government to fully enforce UK welfare laws that prohibit many of the practices we documented on this farm.

Just one month after we released our investigation, Poplar Pig Farm applied for a permit to expand their facilities and raise an additional 2,500 pigs every year. We sent our findings to the Environment Agency (EA) and urged them to deny the permit as the Poplar farm had been shown repeatedly violating animal welfare and public health regulations. You also took action, with more than 1500 people writing to the EA to object to this permit.

In Sweden, Norway, Denmark and the Netherlands, fully-slatted floors have been banned for several years because it is not possible to comply with the EU requirement to provide permanent access to straw in this housing system. It is therefore extremely disappointing to see new pig sheds erected in Britain with fully-slatted floors, especially on farms where welfare violations have recently been documented.



Farm hands face prosecution



Our tireless investigators in the UK released shocking scenes of animal abuse filmed on Fir Tree Pig Farm in Lincolnshire, which is owned by Elsham Linc, one of Britain's largest pig producers. The story was covered by scores of media outlets, including the BBC and Sky News.

The investigation, which resulted from an anonymous tip-off, revealed serious and repeated violent abuse of the animals by several members of staff, including:

- *Kicking pigs in the face and head, often violently and repeatedly, with over 100 incidents recorded in 10 days.*
- *Jabbing pigs repeatedly with the tines of a mucking out fork.*
- *Transporting an injured pig in the bucket of a tractor and hitting it repeatedly (by kicking and with a gate) when it couldn't move into a pen.*
- *Spraying marker paint directly up a pig's nose.*
- *Slamming gates on pigs' heads.*
- *Hitting pigs in the face and head with heavy plastic boards.*
- *Workers laughing about the abuse and swearing at pigs.*
- *Leaving a 'downed' pig without veterinary care for 48 hours before shooting him.*

Investigators made multiple visits to Fir Tree Farm – which holds 10,000 pigs – between 1st – 27th April, 2018, and placed hidden cameras in the buildings where violence had been reported. They also documented dozens of pigs with severe tail biting wounds, some critically infected, as well as many heavily scarred pigs and several with hernias.

Animal Equality passed all of the evidence to the RSPCA, which is investigating. We understand that the workers have been dismissed and will be prosecuted. We expect them to face the full force of the law for this sickening abuse which, without the courage of the whistleblower and our investigators, would still be happening today.

British consumers were also reminded by Dr. Toni Shephard, Animal Equality's Executive Director in the UK, that they can help end this cruelty by trying the increasing variety of plant-based foods available in shops and restaurants across the UK, which are often healthier than meat as well as cruelty-free. Our LoveVeg.uk website is helping many to get started.

This is the third time that Animal Equality has filmed workers violently abusing animals on British farms. In 2016, a worker on Pyrland Dairy Farm in Somerset was filmed slamming newborn calves to the floor and kicking cows in the face just hours after they had given birth. He pled guilty to two cruelty charges in April 2017. In 2012, two workers were filmed beating piglets to death with a metal bar on Harling Farm in Norfolk. Both men pled guilty to cruelty charges and one was sent to prison for 18 weeks.



In April, Animal Equality released shocking new material on the living conditions of Italian chickens, hundreds of millions of animals that are slaughtered each year for their meat after a life of atrocious suffering.

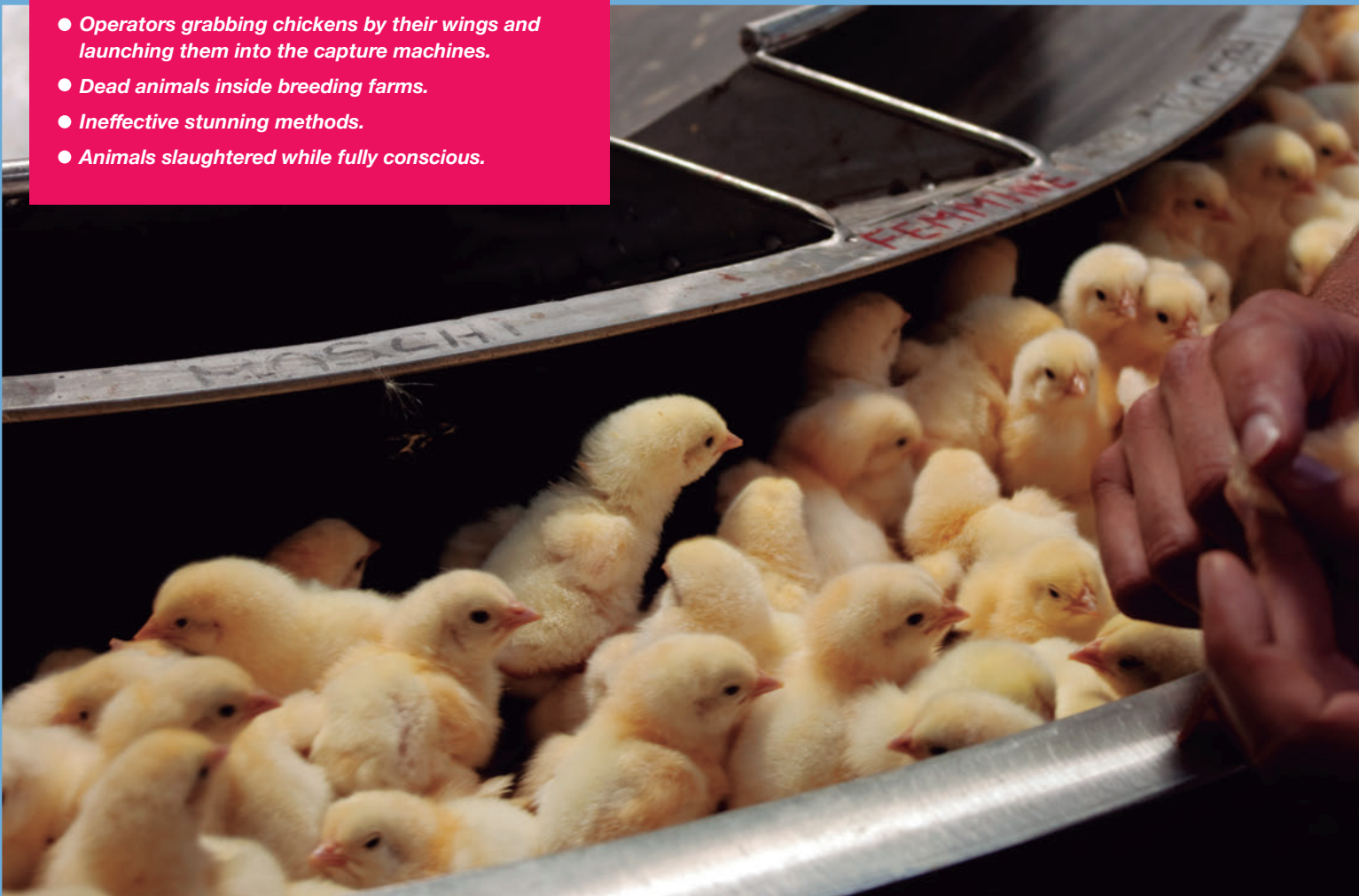
Our team in Italy told their story beginning with scenes of the incubators in which millions of chicks are born with only one destination, the slaughterhouse. Our footage showed that from the moment their lives began these birds are handled as if they were mere objects, launched on conveyor belts without care and, in some cases, left to die on the floor of the hatchery.

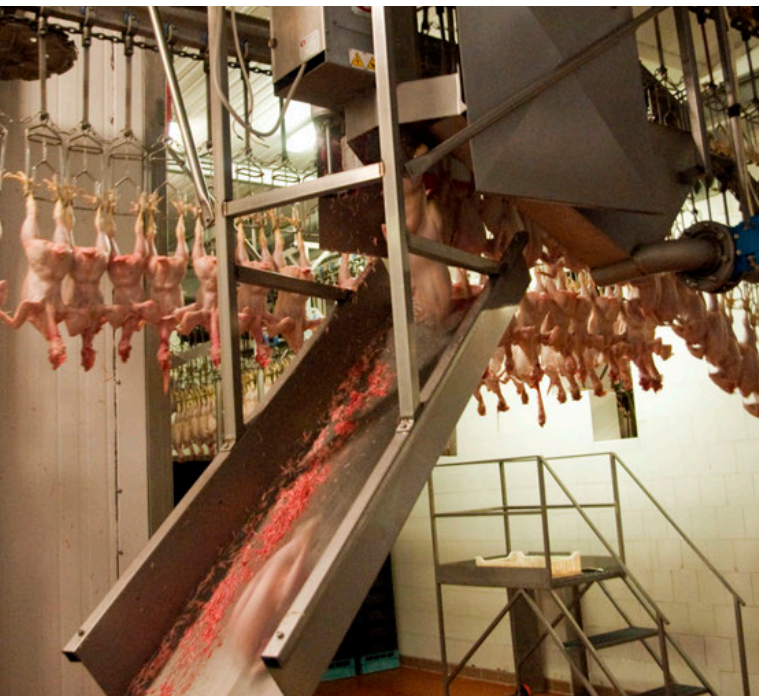
The images, obtained thanks to the work of various undercover investigators, revealed everything that happens during the short life span of these delicate animals. The chickens live on average just six weeks and are subjected to mistreatment and incredible violence throughout their short lives.

The scenes our investigators documented included:

- *Operators handling chicks without care.*
- *Chicks abandoned to die in the corridors of the hatchery.*
- *Operators who mistreat animals by hitting them violently.*
- *Young, sick, and suffering chickens deprived of any kind of veterinary assistance.*
- *Operators grabbing chickens by their wings and launching them into the capture machines.*
- *Dead animals inside breeding farms.*
- *Ineffective stunning methods.*
- *Animals slaughtered while fully conscious.*

Life and death: Italian chickens





In Italy alone there are more than 500 million chickens that are slaughtered every year, but in all of Europe, there are billions that are systematically subjected to violence and illegality.

While Italian law requires that animals are stunned before slaughter, the method of electrified baths used by the chicken meat industry is inadequate, and often there is no stunning at all.

Italy is one of the largest producers of chicken meat in Europe, accounting for almost 10% of total production and with a sector turnover of 4.6 billion euro in 2016.

Animal Equality has been working to reduce the suffering of these animals for some time now, most recently with a petition addressed to Unaitalia—a trade association that represents poultry meat and egg producers—calling, among other things, for a suspension of ineffective methods of stunning and the use of fast-growing breeds.

“The consumption of chicken meat has grown dramatically in recent years, and the entire sector has focused on a constant search for profit and speed at the expense of these poor animals.”

“Our investigation makes clear that the suffering of chickens happens through the whole production chain. We must move quickly to solve these serious problems and we hope that the institutions and trade associations will take action to change this unacceptable situation.”

Matteo Cupi, Executive Director of Animal Equality Italy.

Further undercover work near Brescia, Italy, by Animal Equality investigators revealed the horrific conditions in which rabbits are bred and then slaughtered.

These fragile creatures are kept in cages at just 12 weeks old. They are sent to slaughter, often without prior stunning, due to the failure to adhere to the proper controls.

Thanks to your support, we were able to release a video of what our team captured and a petition calling for an end to this torture. In addition to operators systematically failing to stun the animals before slaughtering, workers were captured breaking the animals' necks with their bare hands while those next in line watched on, screaming in terror.

Stunning is mandatory for all animals before slaughter in Italy, but—according to Italian law—there are only administrative

penalties for those who violate the requirements on the slaughter procedure, penalties that in the most serious cases provide for a pecuniary fine of 6,000 euro.

This lack of concrete penal consequences, together with the total absence of strict controls, leads to inadequate management by operators working in slaughterhouses and, as our investigations show, animals suffering atrocious torture.

Matteo Cupi, Animal Equality's Executive Director in Italy, told the public: "While the European Parliament voted in favor of banning cages for rabbits after an intense campaign by Animal Equality and other groups, this is no solution for the millions of rabbits still being slaughtered. The only way that we can help them is by avoiding or reducing our consumption of meat."

We have been working for years in Italy to reduce the suffering of animals during slaughter and have launched a peti-

tion addressed to Parliament to secure, among other requests, the installation of CCTV cameras in slaughterhouses and respect for stunning without exception.

While this is far from the ultimate solution, we are willing to do everything we can to improve the lives of animals that are being killed right now, until, together, we can stop this.

We are grateful to the more than 60,000 people who signed our petition and stand shoulder to shoulder with us in this fight.

Brutal treatment of rabbits



Lambs to the slaughter



Animal Equality has once again infiltrated the Italian lamb meat industry with an investigation into one of the roughly 200 abattoirs in the country that are allowed to slaughter without pre-stunning.

The footage, filmed through the use of hidden cameras, shows how workers systematically break health and hygiene regulations and ignore existing standards for the protection of animals. These brutal scenes may have remained behind closed doors and chain-link fences if not for your support.

Animal Equality is asking the Italian Parliament to introduce a law that would criminalize animal abuse in slaughterhouses. We are also asking that video surveillance be mandatory in all slaughterhouses.



“Even in slaughterhouses operating according to regulations, animals feel fear and suffer beyond imagination. In a civil society such as ours, it is inadmissible that there isn’t any law that punishes people who harm animals unnecessarily and on purpose. It’s time to put an end to this.”

Matteo Cupi, Executive Director of Animal Equality Italy.





THE TRUTH BEHIND McDONALD'S UNHAPPY MEALS

On May 24, pedestrians and motorists passing by McDonald's new Chicago headquarters, formerly the historic Harpo Studios, encountered an unusual spectacle.

The famous restaurant's iconic golden arches were on display, formed out of balloons covered in fake blood. A scary version of the restaurant's mascot Ronald McDonald stood alongside another kind of mascot: the broken-winged and blistered Abby the Abused Chicken, a representative of the chickens McDonald's raises for meat. Nearly 20 protesters held posters featuring disturbing images of distressed chickens while a mobile billboard stating "Learn the Truth," circled the building. Overhead, a plane flew with this sign trailing behind: "McChickenCruelty.com: Animal Abuse is Bad Business."

This was an apropos message for McDonald's on the day of its annual shareholders meeting, attended by the company's most important investors and executives. Since March, thousands of consumers have participated in a robust campaign by Animal Equality and other animal protection organizations calling on the fast food giant to make changes that would reduce the suffering of the hundreds of millions of chickens raised annually for McDonald's menu items.

Animal Equality's campaign, McChickenCruelty.com, has included: a petition reaching McDonald's executives, social media actions, demonstrations in front of McDonald's restaurants and at the McDonald's Worldwide Conference in Orlando, and the creative use of Animal Equality's pioneering virtual reality experience, iAnimal, to depict the miserable life of chickens like those in the McDonald's supply chain.

Chickens raised for McDonald's are bred to grow so large, so fast, their legs can't support their own bodies. Neither can their organs—the birds often suffer heart attacks. Leg deformities are common and the birds experience pain so severe they can barely walk. The birds are also crammed into dark sheds and trapped in filth. Their litter is rarely changed, forcing the chickens to sit, eat, and sleep in their own waste. Because the birds are too heavy to lift off the ground, the ammonia-laden litter burns their bellies, causing feather loss and boils. The putrid air stings the birds' eyes. Rarely able to engage in most natural behaviors such as perching, pecking or dust-bathing, these normally curious baby birds rot in boredom.

On March 25, Animal Equality and a coalition of leading animal protection groups ran a full-page open letter in The New York Times announcing a joint coalition effort from some of the nation's largest nonprofits to ask McDonald's to implement better standards for its chicken supply chain. More information can be found at the coalition's website, TruthAboutMcDonaldsChicken.com.

Since then, Animal Equality has launched a campaign to inform consumers about the cruelty in the McDonald's supply chain.



Nearly 90 companies—including many of McDonald's competitors such as Burger King, Subway, and Jack in the Box—have already committed to making meaningful changes that will improve the lives of these smart and social animals. Meanwhile, McDonald's continues to drag its feet.

But you can help! Join our national network of volunteer "Animal Protectors" who take easy online actions, such as sending emails or posting on social media, that make a big difference for animals: AnimalProtectors.us. In addition, sign our petition at McChickenCruelty.com!

"This cruelty is unacceptable.

As one of the world's most notable brands, McDonald's has the power to eliminate the cruelest farming practices used by its producers and reduce the suffering of hundreds of millions of animals.

I have worked for many years in nonprofit advocacy, building my skills in fundraising and messaging. I am so excited to use these skills to amplify our message to McDonald's.

Utilizing videos and compelling imagery are crucial to telling the birds' stories. I take great pride in documenting our events and sharing them on social media to show that we are united in asking McDonald's to change.

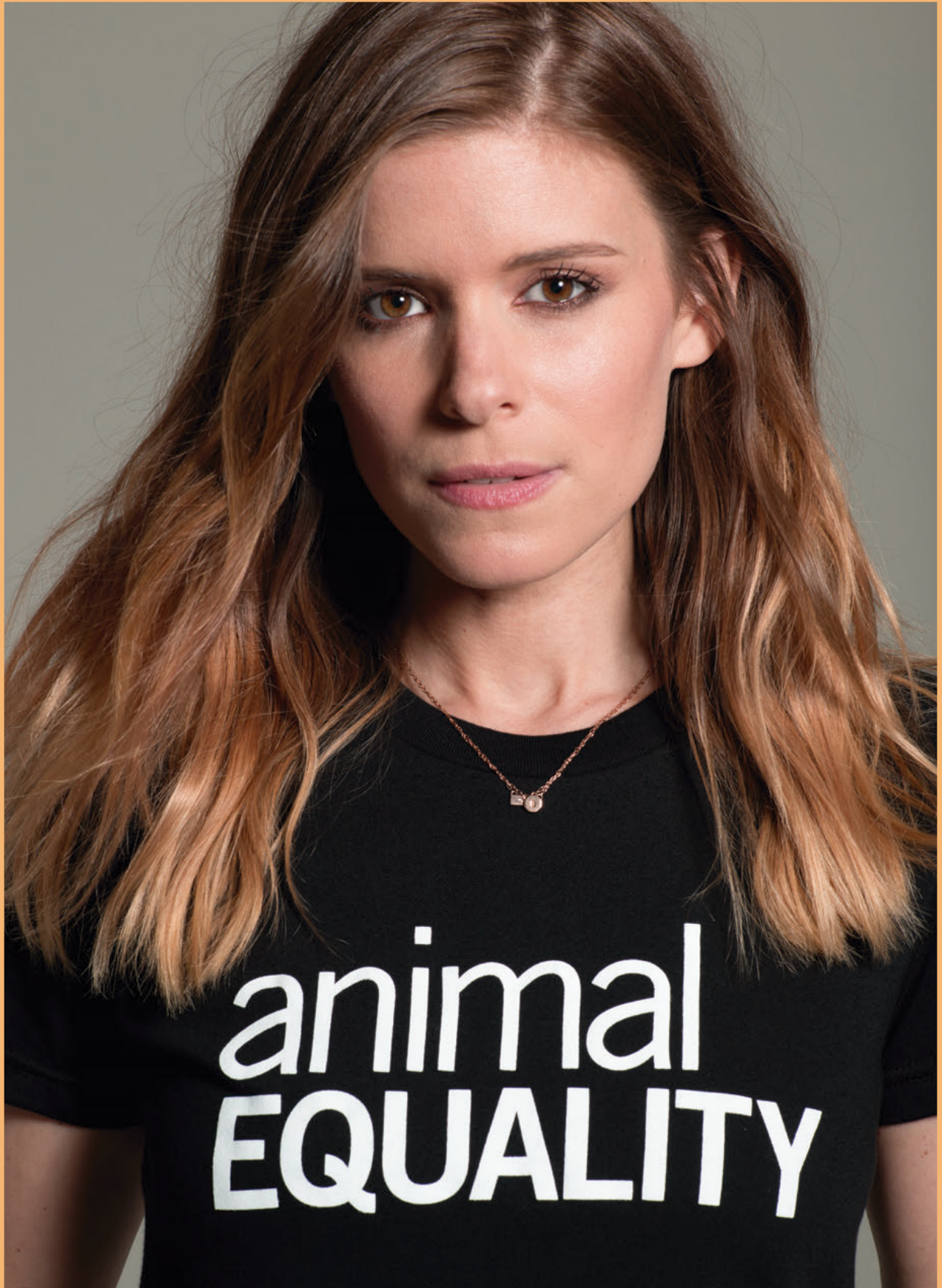


The best part of my job is working with our amazing volunteers –our Animal Protectors.

These committed and passionate advocates are the heart and soul of our campaign. I am so impressed by their dedication and willingness to speak on behalf of the hundreds of millions of chickens who are suffering. We are only able to make a difference when we have people standing with us and I am confident that changes will happen thanks to their hard work and unrelenting spirit."

–

Ollie Davidson
Animal Equality's Corporate Campaigns Coordinator



KATE MARA

We recently spent the afternoon with actress and animal advocate Kate Mara, most widely known for her roles in *House of Cards*, *24*, and *American Horror Story: Murder House*. Warm, positive and generous with her time in support of Animal Equality's work, Kate was a proud model of the vegan clothing brand Hiraeth, which was created by her sister and fellow actress Rooney Mara and Sara Schloat, for this issue of *Their Voice*. In addition to telling us about her starring role in *Pose*, Ryan Murphy's newest high-profile series for FX, Kate shared her vegan journey, go-to foods and top tips for new vegans.

Who or what inspired you to go vegan and were you able to make the transition immediately, or was it a more gradual process?

I have always been an animal lover and was a vegetarian for a while off and on. When I read my friend Kimberly Snyder's book called 'The Beauty Detox Solution' it solidified my belief that we aren't meant to consume animal products (whether you're an animal lover, activist or not). Learning about the process that our bodies go through to digest meat and dairy was eye opening for me. My love of animals and animal activism has grown over the years so it was a no brainer for me to become a vegan. It took me a little while to fully give up cheese; otherwise, it was easy.

When did you first connect with animals?

I grew up with dogs and lived on my grandparents farm for a short time as a child, so I've always had a passion for animals. I was a horseback rider and my mom has had therapy dogs throughout my life so I actually feel uneasy when there aren't animals around.

Do you have any favorite vegan cheeses or other plant-based products you'd encourage others to try that might help them to ditch meat and dairy?

Absolutely! Beyond Meat is an incredible company that I support. Their burgers and sausage are incredible. I usually use Follow Your Heart cheese or Miyoko's cheese, both delicious. I love to make homemade almond milk (which is way easier than it seems) and I learned how on Google. Giving up half-and-half was a struggle for me at first, but I recommend Better Half as an alternative for any coffee lovers. It's my favorite non-dairy alt for coffee.

When you're busy filming, or traveling, what are your go-to vegan snacks?

I love Vegan Rob's cauliflower puffs and Earth Balance vegan cheese puffs. Mary's Gone Crackers and hummus are an easy snack to travel with, as well.

What are some of your favorite spots to eat out, or meals you enjoy making at home?

Crossroads is one of my favorite restaurants for dinner in LA. Cafe Gratitude for lunch. And I make a GGS (glowing green smoothie) for breakfast most mornings! The recipe is in 'The Beauty Detox Solution.'

As an organization that believes in equality for all, we're excited to hear about your new show *Pose*! Tell us a little about it and what equality means to you?

Pose is a show that features the largest LG-BTQ cast and crew, on and off camera. It explores the ballroom culture in NYC in the 1980's. I'm excited to be a part of a series that will educate people about an amazing community that has been marginalized for so long. It's funny and heartbreaking, but at the end of the day the show is about family and how no matter where you come from or what gender you may be, we all just want to belong to something and feel love.

Why is it important to you to advocate for animal as well as human rights?

I feel it is my moral obligation to give a voice to animals because they cannot fight for themselves. They do not choose to be ripped from their families or trapped in cages their entire lives. If we aren't trying to help others (whether human or animal) and give back in some way, then we shouldn't expect the world to be a very nice place to live.

Finally, what are your top tips for new vegans, or those trying to veganize more aspects of their life?

Don't punish yourself for having cravings or not being perfect all the time. Changing your lifestyle can take time and I've seen many people try to change too quickly and then give up because it was too difficult. The more we educate ourselves on where our food comes from (and what it took to get to our plates) the more thoughtful and considerate we should be in the choices we make. I found it easy to make healthy choices once I understood why being a vegan is not only good for animals but good for your body and good for our planet.

Photography: Don Flood

Hair: Mara Roszak for Starworks Artists

Makeup: Coleen Campbell-Olwell for Exclusive Artists

Wardrobe: Hiraeth

The future of food



Investors are taking stock in changing minds and attitudes—literally. Both Bill Gates and Leonardo DiCaprio have invested in Beyond Meat. Even meat giants Tyson Foods and Cargill have invested in plant-based or clean meats, leaving the public and the industry shocked. But while seemingly unlikely, these investments are a smart response to a changing market that may, in our lifetimes, bring an end to cruel factory farming.

Plant-based eating has exploded in popularity in recent years, especially among younger people. In fact, The New York Times recently reported that just 1% of Baby Boomers and 4% of Gen Xers were 'faithful vegetarians' compared to 12% of millennials.

Animal Equality launched Love Veg in 2017 and it has become a leading resource for all things plant-based. Love Veg is working to show a new generation the joy and ease of switching to a cruelty-free diet with tasty tips, thousands of recipes, advice from plant-based celebrities and nutritionists, and even a customizable meal planner. Love Veg is now available in the US, UK and India, with the Mexican platform coming soon!

Meal planner

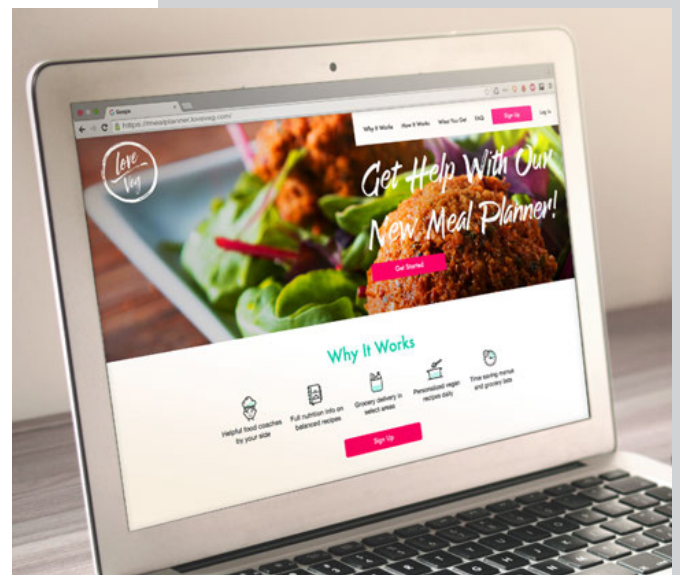
When we created Love Veg, we aimed to make it your go-to community for all things plant-based. Your support and feedback has been so wonderful and has pushed us to keep improving your experience!

And now we've done it!

We are excited to introduce a new feature to our Love Veg website: the meal planner!

This meal planner will transform your life by helping you to create quicker, smarter, and healthier meals. There are over 2,000 recipes that can be catered to your needs, your palate, and even your appetite!

Whether you're looking to encourage others to explore more plant-based options or to blow your family and friends away with new healthy and delicious vegan dishes, this meal planner is for you!



Check out mealplanner.loveveg.com



Bollywood star introduces india to Love Veg

What Ayesha's eats

"I love to eat," Ayesha told us. "I'll have oatmeal or a bowl of fruits for breakfast. For tea, I make my own milk at home either from almond, soy or cashew. It is so easy! Tofu scramble is an option for people who like bhurji or omelet. Tofu is great and it's high in protein as well."

"I love fruits and veggies. I have a buddha bowl or a salad, or a tofu steak or something like that over lunch, with a nice big juice. I will binge once in a while—french fries or a veggie burger. For dinner I have brown rice with veggies."

"There are a million things we can eat. Indian food: daal and sabzi and rice and roti is basically vegan, if you leave out the ghee and dahi. There's a lot we can eat."

Bollywood actress Ayesha Takia Azmi, best known for hit films like *Wanted* and *Dor*, is promoting Animal Equality's Love Veg website and Instagram account in India. A vegan and strong advocate of the animal protection movement for the past eight years, Ayesha told our growing Love Veg subscriber base: "A vegan diet is basically taking vegetarianism one step forward. No animal products at all. People turn vegan to save animals, their health or the environment."

When asked what inspired her to turn vegan, Ayesha said: "The main reason is animals. I feel veganism is the most compassionate lifestyle choice for animals. I don't like the idea of my food choices contributing to the suffering of animals. A vegan lifestyle also helps in saving the environment. And has plenty of health benefits."

She added, "I think being vegan in India is so easy. A lot of Indian food we eat everyday is vegan by default. One just needs to replace milk and milk products with vegan alternatives. And for the people who can't let go of meat, there are plenty of mock meats available in the market."

"I think people feel usually that vegans have very limited food choices, and that's not true at all. I wouldn't be vegan here for the 8th year now."

Ayesha's tips for new vegans

Ayesha says, "For people who want to try vegan, the first step should be to identify your motivation—it could be animals, health, the environment, or all of this. I wish for everyone that animal cruelty should be the motivation, but for some people, knowing that it's so great for your health would be a reason to turn vegan. So find a reason that works for you."

"And then take 'baby steps.' When you try to do everything all at once and all of a sudden, I think you are more prone to failure. Just cut out a few animal products to begin with and leave your favourite things for the end. And when you are more than halfway there, you'll notice that it becomes easy as your dedication develops with time. So take baby steps."

Follow [loveveg_in](#) on Instagram *for more from Ayesha!*

Empowering people to create change for animals



Support for policies that protect animals in India

In March, The Times of India published a survey by Animal Equality which found Indian consumers supported stronger animal protection policies.

Our survey revealed that 86% of people polled agreed that animals killed for food should not be tortured.

This survey, carried out by IPSOS—a global market research and consulting firm with its worldwide headquarters in Paris—was of one thousand urban adults in 11 cities, including Pune, Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi, Goa, Guwahati, Jaipur, Mumbai and Shillong.

More than four out of five respondents said they prefer food companies that follow animal welfare standards. In addition, 82% said they would choose food companies that adhere to animal welfare standards over a companies that do not.

Amruta Ubale, Executive Director of Animal Equality in India, says: “These policies prevent the unnecessary suffering of animals and are in line with the companies’ sustainability, environmental, and other corporate social responsibilities policies. We have reached out to more than 50 food companies requesting them to introduce policies to reduce the unnecessary suffering of animals.”

As much of the animal agriculture business in India follows the factory farm model, she added: “Factory farming is not just cruel to animals but also devastating to the environment. Intensive animal production is a key contributor to air, water and soil pollution, greenhouse gas emissions and deforestation.”



The impact of using and sharing virtual reality technology

In 2015, Animal Equality pioneered the use of virtual reality as a tool for educational outreach. The response to our 360-degree films has been overwhelming.

As an effective altruist organization, we want to make sure we are using our resources and your donations as effectively as possible. So with help from Faunalytics and additional support from Statistics Without Borders, we conducted a research study to determine two things:

1- Which of two video media (360-degree virtual reality or a 2D experience) results in greater change in self-reported pork consumption and, secondarily, attitudes toward pork and pigs?

2- Do these video media result in greater change in self-reported diet and, secondarily, attitudes toward pork and pigs than a control condition?

Animal Equality hired four staff members to manage outreach booths and over 65 volunteers engaged with research study participants at distinguished university campuses including Stanford, UC Berkeley, Princeton, Harvard, and Columbia. Initial data obtained from 3,068 participants with follow-up responses from 1,782 people were used in the final analysis. Both the 360 and 2D groups watched the same video on factory farmed pigs and completed a survey. The control group completed the survey only. Both groups took an additional survey one month after intervention.

Relative to the control condition (students who received no intervention), both the 360 and 2D videos improved participants' pork-related attitudes immediately after watching and, most importantly, one month later—meaning they felt it was important to reduce their consumption of pork and/or that eating pork directly contributes to pig suffering both immediately after and a month after the intervention.



Action alerts for animals

This year Animal Equality began sending action alerts in the US. These alerts provide our supporters with the opportunity to contact their state and federal government representatives regarding various legislative and regulatory proposals affecting farmed animals. So far supporters have contacted the USDA in opposition to a proposed rule that would weaken protections for pigs during slaughter and also contacted federal representatives in opposition to harmful additions to the 2018 Farm Bill that could potentially invalidate numerous state law protections for animals.





FOIE GRAS FREE GB



The Labour Party in Great Britain has announced that it will ban foie gras imports as part of its Animal Welfare Plan on the back of our year-long campaign, which gained more than 50,000 signatures, as well as support from celebrities such as Ricky Gervais, Joanna Lumley, Peter Egan, Steven Berkoff and Bill Oddie (pictured).

Foie gras is a 'delicacy' made from the diseased livers of ducks or geese who have been repeatedly force-fed. It is illegal to produce foie gras in Britain because of the extreme suffering caused by this brutal process, known as 'gavage.' However, Britain still imports nearly 200 tonnes of foie gras from mainland Europe every year for sale in high-end shops and restaurants.

Britain leaving the EU in 2019 gives the country a unique opportunity to rid itself of this extraordinarily cruel product. National laws rightly declare foie gras production too inhumane to take place on its shores, yet it is still allowed to be imported and sold. Animal Equality has filmed inside more than a dozen foie gras farms in France and Spain and found extreme suffering and death in every single one. We are calling for a complete import ban to come into effect upon Britain's exit of the EU.

If you haven't done so yet, add your name to our petition and help to keep up pressure for an import ban and a #FoieGrasFreeGB!



HONORING YOU AND ALL THOSE WHO STAND UP FOR ANIMALS

Animal lovers came out in force for Animal Equality's Inspiring Global Action Gala at the Beverly Hilton on December 2, 2017, with few dry eyes in the house during the evening's emotional and impactful speeches. Throughout the night we looked back on an incredible year full of cutting-edge campaigns, which, thanks to you, brought about monumental change for animals around the world.

The event—hosted by the amazing Michelle Forbes—featured a gourmet plant-based dinner sponsored by Miyoko's Kitchen, Hungry Planet, and Harmless Harvest; a phenomenal awards show; a silent auction; and a star-studded guest list.

Award presenters, including Moby and Kat Von D, spoke of the organization's immense impact in preventing animal suffering in the United States, United Kingdom, Mexico, Brazil, Spain, Italy, Germany, India, and China.

Miyoko Schinner, founder of Miyoko's Kitchen, was awarded the Compassionate Company Award by 16-year-old singer-songwriter Shannon K (Shannon went vegan after attending Animal Equality's 10th anniversary gala last year).

Also honored were Prince Khaled bin Alwaleed, who received the Visionary Leader Award from Animal Equality's Co-founder and President, Sharon Nunez and TV personality, public speaker, and

animal activist Marco Antonio Regil, who took home the Animal Hero Award, which he received from Kat Von D. Moby presented Ariel Nessel with the Philanthropic Impact Award. On receipt of his award, Mr. Nessel pledged to match all donations made on the night.

Speaking about the work of Animal Equality's brave investigators around the world, Marco Antonio Regil said: "After watching these videos I knew this was something I couldn't be aligned with. It was in this moment that I decided to change. It was a difficult choice, but I knew that this was something I had to do as it was in my heart and it feels amazing because I can work with organizations like Animal Equality."

Other celebrities who lent their support to Animal Equality's life-saving work included the following: Kat Von D, Evanna Lynch, Moby, Shannon K, Lisa Edelstein, Lesley Nicol, Seba Johnson, Jayde Nicole, Stephanie Corneliusen, Jon Mack, and Jona Weinhofen.

The success of our celebration and our work is in no small part thanks to people like you, and it was an absolute honor to be able to spend an evening looking back on the work our supporters help make possible.

SUPPORTER IN FOCUS

Lucas Freitas, a software engineer at Google, shares why he supports Animal Equality's work.

How and when did you first become aware of factory farming issues?

About three years ago I got my dog Cosmo from a breeder in Brazil. I'd always wanted a French bulldog to cuddle up at night and keep me company. When I got Cosmo, I had somewhat of a culture shock. I thought I was buying a new toy, but realized that Cosmo was an individual with a vivid and complex personality, with a lot of love and stubbornness. I started questioning whether animals were indeed "irrational," as I was taught in school in Brazil.

Shortly after, I went to Thailand and had the privilege of visiting Elephant Nature Park. On our way to the sanctuary, its instructional video talked about the horrific abuses that elephants go through for tourism, and I was shocked to realize that if it wasn't for my friends taking me there, I'd probably be one of the people riding elephants and supporting that evil industry.

I also noticed that the sanctuary was home to chickens, pigs, and other so-called food animals. That got me thinking... What is happening behind the scenes for the meat I was eating to get to my plate?

Back in California, I resorted to YouTube for an answer. That made me encounter Gary Yourofsky's talk "The Best Speech You Will Ever Hear," which blew my mind about the lies and apathy I was indoctrinated by in order to not care about animals. That video got me to watch Earthlings, and from there, I entered the vegan rabbit hole. That very night I grabbed a garbage bag, trashed all the animal products in my pantry, and never looked back.

Did you grow up with any animals?

I lived on a farm for part of my childhood. We had chickens, ducks, and fish. I used to be really close to them and would refuse to eat the ducks, since I saw them as my pets. I remember questioning why we killed animals and getting the familiar answers: that they didn't feel pain, didn't think, that we needed to, that things had always been that way.

My brother and I had a rescued dog, Chiclete, but once we moved, my dad abandoned him on the streets. I remember my

brother and I being extremely sad about it, and I know that my dad now regrets that immensely. He's now one of Cosmo's favorite people and a proud vegetarian.

When did you learn of Animal Equality? Have you ever experienced iAnimal?

I learned about Animal Equality shortly after going vegan, due to its amazing and impactful investigations in factory farms.

The same year I went vegan, I experienced iAnimal for the first time. A friend took a photo of me watching the video and my mouth was wide open. As I watched the experience, I felt like I was there, living with all the pigs, prisoners of a barbaric crime we've been committing for so many decades. Even though I had already seen dozens of other videos about factory farming by that point, iAnimal was the most visceral and eye-opening film I've seen about the reality that animals go through on their way to our plates.



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

Besides being extremely inspired by Animal Equality's investigations and by iAnimal, I was really happy to see its focus on Latin America. Being from Brazil, a country in which eating animals is so centric to its culture, I am happy to see organizations like Animal Equality investing in moving the Animal Liberation Movement forward in some of the countries that "produce" and consume the most animal products in the world.

More importantly, I decided to support Animal Equality because their tactics and efforts work. Inspired by their recommendation

as a top charity by Animal Charity Evaluators and after reviewing their evaluation myself, I feel confident that my donations are going towards highly-effective and research-motivated tactics to move our movement forward. Finally, I am inspired by Sharon Nunez's leadership and feel very compelled to support organizations led by women, who I believe should be at the center of our movement.

SAVE THE DATE!

Animal Equality is hosting its annual gala celebration on Saturday, October 27, 2018 at the iconic The Beverly Hilton in Beverly Hills, California. Invitation and details to follow.

COME CELEBRATE WITH US!

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.



“I can’t think of anything better
in the world to be but a vegan.”

—
ALICIA SILVERSTONE

animal**EQUALITY**