

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 8 - SUMMER 2019

FREE

WE DID IT!

Cruelty to farmed
animals now a crime
in Jalisco

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ACTION**

Suing Pilgrim's Pride

**MAYIM
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Dear friend,

Many years ago, while considering co-founding Animal Equality in Spain, I was met with skepticism and told that nothing could be achieved for animals. This was the country of bullfighting, a country with the worst animal protection laws in Europe...

Today, we have presented over 60 undercover investigations in Spain, revealing some of the first footage inside cruel farms and slaughterhouses in the media. The footage turned stomachs and awakened minds, sparking an unprecedented debate on the conditions of animals raised for food. On the back of that work, we have convinced some of the most prominent retailers in the country to eliminate cages from their supply chain, with commitments that affect 15.5 million hens. Spain's plant-based market is also growing at a staggering rate.

A few years later, in the UK, we heard similar arguments. While some tried to stop us from defending farmed animals, we stood firm in our convictions, knowing that animals needed us. A few months after its foundation in the UK, Animal Equality presented one of its most shocking undercover investigations inside a British farm, a horrific facility where pigs were beaten and abused. The exposure of this footage resulted in the longest prison sentence for animal cruelty in the history of the UK. Since then, we have



presented several investigations that have resulted in extensive media coverage and change for animals. In 2019 our undercover footage inside one of the biggest chicken producers in the country was covered in a two-page article in The Mirror. Consumers can't look away, and the industry can't ignore us any longer.

Today, Animal Equality is a global force for animals, working in Asia, Europe, and the Americas to create a world where all animals are respected and protected. The industries that keep animals confined in tiny cages, that mutilate them when they are babies and kill them while they are still fully conscious, continue to speak against us and against animals. They use the media, lawyers, and any tool in their toolbox to silence us...

But we have the most potent defense -- you.

You have made animal cruelty a crime in the Mexican State of Jalisco, providing protections to 210 million animals that had no laws protecting them until you stepped in.

You have banned the use of cages in the entire state of California.

You have convinced over 100 companies to ban cages for hens, affecting millions of animals.

You have convinced major chains such as Denny's to protect chickens, and are powerfully raising your voice to demand that McDonald's do the same.

You are educating millions on the plight of animals in factory farms, and encouraging them with a helping hand to reduce their consumption of animal products.

You are standing between the abusers and the animals.

I am honored to raise my voice alongside yours, and though there is still so much work to do, I know that together we are shining a light in the darkness of animal abuse and bringing about real change for farmed animals.

In solidarity,

SHARON NÚÑEZ
President

On the Road with

[iANIMAL]

Animal Equality's iAnimal Outreach Tour hit the road this spring with a route through Texas for the first time since our virtual reality experience debuted in 2016. The crew visited over 20 college campuses in the state, including Rice University, The University of Texas at Austin, and Texas A&M University. During this tour alone, nearly 2,000 students experienced what life is like for the billions of pigs, chickens, and cows living on factory farms.

In addition to educating college students and faculty, the tour crew made a stop in Austin in March to host a booth at South by Southwest for the third consecutive year. In April, iAnimal was also featured at EarthX in Dallas, which has been hailed as the world's largest environmental conference, expo, and film festival. Attendees

visiting Animal Equality's booth were able to learn about animal agriculture's devastating impact on the planet, while witnessing firsthand the cruelty inherent in the meat and dairy industries.

The spring iAnimal Outreach Tour was not only a huge success in the Lone Star State, but elsewhere, too. Thanks to your support, nearly 223,000 people so far this year have experienced this cutting-edge, immersive experience.

SHEDDING LIGHT ON ANIMAL SUFFERING

Animal Equality works hard to defend people's right to know what happens on farms and in slaughterhouses so that they can make more informed and compassionate decisions. We've taken the iAnimal experience to college campuses and events in the United States, the United Kingdom, Germany, Spain, Italy, and Mexico, and we're not stopping there! Because it's our goal to raise awareness about the reality of farms and slaughterhouses throughout the world, we're working to translate iAnimal into more languages so that we can make the truth about what goes on behind closed doors accessible to everyone.

Most recently, we've worked with a group in Sweden called Djurens Rätt (a.k.a. "Animal Rights") to translate the immersive chicken experience, *42 Days In The Life Of A Chicken*, into Swedish. Already, people in Sweden have been able to experience what life is like for chickens in the commercial meat industry, and with the help of our supporters we can continue to translate the life-saving technology into more languages and make it accessible to ever more people.

For more information about iAnimal, visit iAnimal360.com



WHY PILGRIM'S PRIDE SHOUDN'T BE SO PROUD

In a first for Animal Equality, our legal team has teamed up with Richman Law Group to represent Food & Water Watch and Organic Consumers Association (OCA) in a lawsuit against Pilgrim's Pride Corp. for the deceptive marketing and advertising of its chicken products.

The suit was brought up in D.C. Superior Court, under the D.C. Consumer Protection Procedures Act, in early February. The nonprofits allege that Pilgrim's falsely claims that the birds used in its products are fed "only natural ingredients," "treated humanely," and produced in an environmentally responsible way, when, in fact, Pilgrim's systematically raises, transports, and slaughters chickens in inhumane factory-farm conditions that include the routine use of antibiotics, synthetic chemical disinfectants, genetically modified crops, growth-promoting drugs, and other unnatural substances.

Pilgrim's Pride uses antibiotics, synthetic chemical disinfectants, genetically modified crops, growth-promoting drugs, and other unnatural substances.



The groups also accuse Pilgrim's Pride of the abuse of chickens by its contractors and employees, the use of toxic chemicals and the emission of large amounts of pollutants, and the use of artificially-selected, fast-growing, breast-heavy chicken breeds that have chronic and debilitating health conditions.

THE LITIGATION WAS FEATURED BY BLOOMBERG.



"Consumers are unable to determine for themselves whether an animal was 'treated humanely' or fed 'only natural ingredients' and must rely on the representations of the producer. Pilgrim's Pride is deceiving consumers in order to sell its products. There's nothing humane or natural about the way these chickens are raised."

Cailen LaBarge, Animal Equality's General Counsel

EXPOSING FACTORY FARMS WORLDWIDE

ITALIAN MEAT AND DAIRY CRUELTY EXPOSED

The US isn't the only country in which your support has helped us shed light on factory farms this year. Investigations in Italy and the UK also sparked public debate after significant mainstream media coverage. The following pages highlight what we were able to expose, thanks to your compassion and kind donations.



Every day, meat and dairy producers use deceptive ads and flowery labels to convince consumers that the products they're buying are humanely raised and cruelty-free. Our recent investigations in Italy, which you have generously supported, prove otherwise.

Rather than finding animals happily roaming farmlands, content and cared for, our

courageous investigators exposed terrible suffering in Italian slaughterhouses and the horrors of the country's dairy industry.

In December of 2018, Animal Equality Italia released new videos that were shot inside a cattle slaughterhouse in the Northern Italian region of Lombardy. The images obtained by our investigators revealed what happens during the slaughter of cows, showing numerous instances of workers blatantly disregarding laws on humane animal care and the rampant abuse of the animals in the facility.

In response to the cruelty exposed by this investigation, over 100,000 Italian citizens signed our petition calling for an end to the abuse. The petition, addressed to ministers of the Italian Parliament, demanded immediate changes, including the installation of CCTV cameras inside slaughterhouses and the mandatory enforcement of current local stunning laws.

WHAT WE FOUND:

- Operators mistreating animals by pushing and pulling them violently.
- Operators hitting cows on the head with forks and bars.
- Animals without proper medical care.
- Animals terrified and slaughtered without effective stunning.
- Still-conscious animals slaughtered and left to agonize for minutes.



Matteo Cupi
Executive Director of
Animal Equality Italy

“Our investigation shows that it is necessary to introduce specific rules to minimize the suffering of all those animals that are condemned to slaughter every year in our country.”

“The truth about the milk industry is kept hidden, and advertising portrays the false message that these animals enjoy a life that is far different from the daily reality they are forced to endure.”

Matteo Cupi
Executive Director of Animal Equality Italy

In February of 2019, we released another report on Italy’s milk industry, revealing controversial practices that the sector often tries to hide from consumers. The footage we obtained from our investigative work on several farms in Northern Italy exposed what actually happens inside dairy farms, compared to the farms advertise. What the footage shows is the tragic exploitation of cows, with endless amounts of suffering.

All these practices demonstrate one thing: that the image conveyed daily by the dairy industry is not the reality cows live in. This form of extreme exploitation causes cows enormous suffering, quickly consuming their bodies and leading to premature death within just a few years.

With supporters like you joining our advocacy and readily pressuring companies to enact meaningful changes, our Italian investigations have shown once again that cruelty has nowhere to hide.

OUR INVESTIGATION SHOWS:

- Calves taken from their mothers a few hours after birth.
- Calves and cows living in cramped and unsanitary conditions, covered with feces and mud.
- Farmworkers performing illegal preventive practices and care without veterinary supervision.
- Cows with mastitis and very serious wounds, including wounded hooves illegally covered with scotch tape.
- Cows “grazing zero,” which means they do not have access to pastures, as opposed to what is constantly shown in the advertisements of dairy farms.

INVESTIGATION REVEALS CANNIBALISM AND TURKEYS LEFT TO SUFFER

ANIMAL EQUALITY BEGAN 2019 WITH THE RELEASE OF OUR SHOCKING INVESTIGATION INTO GROVE SMITH TURKEYS, LTD., AN AWARD-WINNING FARM IN THE UNITED KINGDOM WHICH SUPPLIES “ENGLISH ROSE” TURKEYS TO HIGH-END RETAILERS, BUTCHER SHOPS, AND EATERIES.

In late 2018, our investigators worked tirelessly to obtain eyewitness footage at the farm. What they documented revealed a heartbreaking scenario that is far from the “prestigious” and “high-welfare” image that the company had been marketing to customers.

Following the release of our investigation, we contacted authorities in the UK and passed the horrific footage on to the RSPCA, The Essex Trading Standards, and Defra’s Animal and Plant Health Agency, who are investigating.

Animal Equality’s investigation into Grove Smith Turkeys, Ltd. garnered widespread media coverage in the UK and around the world, showing the public that this farm’s “high-welfare” claims were not what they were marketed to be.



WE RECORDED THE FOLLOWING:

• *Birds who were unable to walk, being pecked and eaten alive by their flock-mates – an unnatural behavior resulting from extreme psychological distress and confinement.*

• *Multiple birds languishing with pus-filled wounds on their heads and eyes. The animals received no veterinary care, and some had gone blind as a result.*

• *Dozens of dead birds left to rot and decompose among the living.*

• *Birds kept in crowded, filthy sheds, without any enrichment or ability to engage in activities that are natural and important to them.*

• *Workers using a hot blade to cut off part of the birds’ sensitive beaks with no anesthesia or pain relief. The workers neglect to check on the animals daily, resulting in some animals enduring prolonged suffering and a slow death from untreated injuries.*



IN THE LAST ISSUE OF THEIR VOICE, WE WERE PROUD TO ANNOUNCE THAT AS A RESULT OF YOUR SUPPORT FOR AN ANIMAL EQUALITY INVESTIGATION, THREE FARM EMPLOYEES WERE CONVICTED OF CRUELTY TO ANIMALS.

FARM WORKERS CONVICTED OF CRUELTY

The horrific footage we obtained on Fir Tree Farm in the United Kingdom included farm workers violently kicking pigs and jabbing them with pitchforks, slamming heavy metal gates onto their heads, and laughing as the terrified animals endured the abuse with no way to escape.

During the sentencing, which took place in February, the farm employees were convicted and District Judge Daniel Curtis expressed his disgust with the crimes.

Despite the judge’s comments, we’re disappointed to report that none of the abusers had to serve real prison time. Each had to pay court fees, serve an eight-week suspended prison sentence (during which they were allowed to live at home), and complete 100 hours of community service.

Our investigative work in this case resulted in exposure of the reality of factory farming practices and the conviction of three animal abusers, but their measly sentences show that there is more to be done to hold perpetrators of animal abuse accountable. We will continue to push hard for strict laws and penalties that protect animals from abuse, and to expose animal cruelty wherever it occurs.



“THE FOOTAGE IS SICKENING TO WATCH. I DON’T DRAW ANY DISTINCTION BETWEEN ACTS OF VIOLENCE AGAINST HUMAN BEINGS AND ANIMALS, IN SOME WAYS, IT IS WORSE THAT THEY ARE AGAINST ANIMALS AS THEY ARE DEFENCELESS.”

–Daniel Curtis, District Judge

We Did It! Cruelty to Farmed Animals is Now a Crime in Jalisco, Mexico

AFTER A HARD-FOUGHT CAMPAIGN BY ANIMAL EQUALITY, A HISTORIC VOTE BY CONGRESS IN THE MEXICAN STATE OF JALISCO HAS MADE CRUELTY AGAINST FARMED ANIMALS A CRIME.

An overwhelming majority of lawmakers approved our initiative Jalisco Without Cruelty, which makes cruelty to farmed animals a crime punishable by up to four years in prison, and prevents those found guilty from working with farmed animals for three years. In the case of a repeat crime, it bars abusers from working with animals again.

The initiative, originally presented by deputy Salvador Caro Cabrera on February 20th, was created, after a year of campaigning, in response to the findings of our investigation into Jalisco's slaughterhouses.

For the first time, the protection and welfare of animals killed for food has been considered by Mexican legislation. The initiative also forces slaughterhouses to comply with federal regulations that ensure that animals are not victims of extreme cruelty, which includes mutilation, veterinary negligence, and the abandonment of animals on farms (a frequent complaint).

This reform also mandates that all farm animals be stunned prior to slaughter, which will directly affect 210 million animals in the state of Jalisco alone.

In addition to the cruel practices exposed by our investigation, our undercover investigators also observed the presence of minors at slaughterhouses and witnessed them abusing and killing animals. Because of this, the initiative also ensures that if a minor is directed to commit animal abuse, or if animal abuse is committed in the presence of a minor, the penalty, including its aggravating factors, will be applied to the adults involved in those crimes.

“This is great progress for farmed animals, animals who have never been considered for legal protection in Jalisco. Thanks to Animal Equality, more than 210 million animals killed each year in the state will have more protections.”

Dulce Ramírez
Executive Director of Animal Equality Mexico



What comes next:

While this was a tremendous victory for farmed animals in Jalisco, hundreds of millions more in other parts of the world are still suffering without legal protections. With your help, we will create more initiatives like Jalisco Without Cruelty through our important investigative work.

Investigations Create Change

In August 2018, Animal Equality investigators revisited Mexican egg production facilities in the state of Jalisco. This latest footage, narrated by actor Eugenio Derbez, showed the cruel reality caged hens endure during their short lives.

Currently, more than 200 million hens are living inside cages in Mexico. It is investigations like these that you have helped fund, which led lawmakers in Jalisco to make cruelty to farmed animals a crime.



PROTECTING DUCKS AND GEESE ON BOTH SIDES OF THE POND

Peaceful protest outside top restaurant Duck and Waffle in London, calling on it to take foie gras off its menu.



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In January 7th, 2019, the Supreme Court denied a petition from the foie gras industry that attacked the constitutionality of a unique law in California which banned the sale of foie gras. Thanks to the Court's decision, the sale of this extremely cruel product is now prohibited in the Golden State.

Foie gras is a 'delicacy' made from the diseased livers of ducks and geese who have been repeatedly force-fed and mistreated. This process causes such extreme and prolonged agony to the birds that foie gras production is illegal in many countries, including Israel, Germany, Australia, and the United Kingdom.

Thanks to donors like you, Animal Equality has been at the forefront of exposing this cruelty, and has been ensuring that laws banning this terrible product are passed and upheld across the world.

In April, we held a Day of Action in the UK. Animal Equality supporters took to the streets to demand a #FoieGrasFreeGB. Volunteers and local activist groups held events in ten cities across the UK, educating the public about the cruelty involved in foie gras production and gathering petition signatures. Our petition calling on the government to ban foie gras from being imported into the UK has now passed 140,000 signatures.

We are also working with New York City's Council Member Carlina Rivera, a true champion for animals, to promote her bill (Intro 1379) that would prohibit the sale of foie gras from force-fed ducks and geese in NYC.



In May, animal activists gathered at the Dallas-Fort Worth Airport to protest McDonald's yearly shareholders' meeting and call out the cruel treatment of chickens in the restaurant's meat supply chain.

Incredibly, more demonstrators than shareholders were on site to greet individuals at-

tending the meeting in a bid to show investors that animal abuse is bad business. Animal advocates held distressing images of chickens like the ones suffering in McDonald's supply chain. This year, the company discretely held its annual shareholders' meeting at the Grand Hyatt hotel inside the airport, rather than its Illinois headquarters where the meeting is traditionally held. Observers took note of this unusual move, perhaps in reaction to our large shareholders' meeting demonstration last year.

"This move by McDonald's seems to be a way to avoid the constant pressure from a coalition of organizations calling on the company to eliminate some of the worst abuses for chickens in its supply chain, including being bred to grow so large so quickly that their own bodies often can't support themselves, and forcing them to live in their own filth, since they're unable to even walk."

MARAL CAVNER

Animal Equality's Corporate Campaigns Coordinator

NO FLIGHT FROM OUR DEMONSTRATION FOR MCDONALD'S SHAREHOLDERS

In the week leading up to the shareholders' meeting and in collaboration with members of our coalition, similar demonstrations were held at McDonald's headquarters and its locations all over the country. Animal Equality also placed an advertisement in the Dallas Morning News that read "McDonald's: Ban Chicken Abuse," showed digital campaign-related ads to tens of thousands of airport visitors, and published an open letter in The Chicago Tribune calling on the Illinois-based company to ban its suppliers' worst farming practices. The week before the shareholders' meeting, 750 posters calling for McDonald's to change went up around Chicago, along with mobile billboards circling the company's headquarters. These advertising tactics supported our campaigners, who were present at the headquarters daily, advocating to McDonald's employees as they came and went.

For too long, McDonald's has valued profit over basic animal protections. Over 200 food brands – including many of McDonald's competitors, such as Burger King, Subway, and Jack in the Box – have already committed to adopting policies that will improve the lives of chickens used for meat. Meanwhile, McDonald's failure to make the same meaningful changes shows that it continues to ignore the extreme cruelty from which these birds suffer. It's time for that to change, and nearly 300,000 supporters from all over the world have signed a petition asking McDonald's to do better for chickens and end #McChickenCruelty.

The hundreds of millions of chickens killed for McDonald's menu items suffer tremendously. These smart and social animals are bred to grow so unnaturally big that their own legs can't support their weight, and they often suffer heart attacks from the stress this rapid growth puts on their bodies. These innocent birds are crammed into dark sheds and

trapped in filth, unable to engage in even the most natural behaviors. These horrific conditions are unacceptable. By banning the cruelty in its supply chain, McDonald's would end some of the worst abuses chickens face every day.

HOW YOU CAN HELP?

Join the Animal Protectors to take easy, online actions to help animals, and sign the petition calling on McDonald's to publicly adopt higher science-based standards to reduce the horrific suffering of the millions of chickens in its meat supply chain. For more information about the campaign and how you can advocate for chickens that need your help, please visit McChickenCruelty.com



Celebs who Love Veg

Interview
with Mayim Bialik

Actress, author, and neuroscientist Mayim Bialik graciously sat down with us to discuss the power of veganism in her life and her hope that more people will realize how easy it is to switch to plant-based living.



Who or what inspired you to choose a vegan lifestyle?

First, it was discovering that my allergies my whole life were exacerbated by dairy - thanks to the UCLA doctor I went to with repeated sinus infections in college. And my friend Denise was the one who was raising vegan kids joyfully and on a budget - that was the inspiration I needed.

How has being vegan improved your life?

Well, sinus infections from dairy are gone! And my allergies have improved overall. I also don't feel guilty when I eat anymore...I used to feel guilty for all of the animals being used for my meals, and now I don't!

Do you have any advice for those who are curious about switching to a plant-based diet?

Take it slow. Don't go "whole hog"! Find ways to enjoy salads and pastas and things like Asian foods, which don't rely on dairy and can be delicious without meat. And don't try for "imitation" stuff right away -- your palate needs to "forget" a little bit before you venture into substitutes!

What are some of your favorite vegan products?

The Beyond Burger! Kite Hill cheeses. Those are game changers. And whoever makes the vegan Buffalo Wings at "Something Vegan" in Toluca Lake is my favorite person ever.

If you could debunk a single myth about veganism, what would that be?

That it's only for rich white people. All kinds of people make the choice to be vegan and it doesn't have to be expensive!

Many of your colleagues on *The Big Bang Theory* and throughout the entertainment community embrace a meatless and more eco-conscious lifestyle, inspiring fans around the globe to do the same. How awesome is that?

Ha! I am the only vegan here, but it's still awesome to have so many animal lovers around for sure!

What recommendations do you have for parents who desire, but might be nervous, to switch their children to plant-based meals?

Get educated! I wrote a cookbook with Dr. Jay Gordon with recipes and all of the health and nutrition info parents need to understand what it means to be vegan and raise a healthy vegan kid. It's not that hard, I promise!

What do you hope to see more of in the animal advocacy community?

My dream is for large charity dinners and corporate events to stop serving meat. It's a no-brainer to me; there are ways to feed guests at events without all of those chickens and cows losing their lives. So many people don't even eat their main courses; it would save so much money and so many lives. Let's get on it, fellow advocates!

"This recipe for cashew cheese is something I use all the time. It's basically like ricotta and it's easy and inexpensive and doesn't need any 'weird' ingredients that can be hard to find. I use this in filo pastry combined with spinach when I make spanakopita [Greek spinach pie] and I use it in my lasagna. It can also be used as a spread for crackers or to spruce up a veggie sandwich. Yum!"



Preparation:

Soak the cashews in 1 cup of water for at least 2 hours. Drain. Place the cashews, lemon juice, and nutritional yeast in a blender and blend until smooth, adding 1 tablespoon of water at a time, up to 1 cup, to make the cashew mixture creamy but not runny. Season to taste with salt and pepper. Refrigerate until cool.

Variation: To make herbed cashew cheese, add 2 tablespoons of chopped fresh rosemary and 2 tablespoons of chopped fresh dill, stirring them in with a spoon.

Ingredients:

- 1 cup raw cashews
- Juice of ½ lemon
- 1 tablespoon nutritional yeast
- Salt and freshly ground black pepper

In Germany and Mexico, we've published several Love Veg cookbooks this year, reaching more than 330,000 people in Mexico alone. In the US, we launched a Celebs Who Love Veg Series, featuring interviews and recipes from Tia Blanco and Daniella Monet, in addition to Mayim Bialik.

For more celebrity interviews, recipes, and plant-based blogging visit our LoveVeg.org!

ENDING CAGES WORLDWIDE

In late 2018, our corporate outreach department reached an impressive milestone: 100 policies achieved to ban cages for egg-laying hens across the U.S., Spain, Italy, Brazil, Mexico, and India. Coupled with our collaborative work

with the Open Wing Alliance, and including our most recent successes, that number has grown to 121 policies (as of this writing). This number is remarkable, considering that we started the corporate outreach department from scratch in November 2016 and launched our first campaigns in March 2017. In just over two years, we've

reduced the suffering of tens of millions of hens every year by developing a presence in seven countries and working with local companies and lawmakers to enact change. All of this is truly phenomenal and would not have been possible without your incredible support and action during our campaigns. Here's a look at some of the most prominent policies we've achieved in the last few months:

MEXICO

Our work in Mexico is challenging due to the lack of consumer awareness about animal welfare issues, but thanks to our efforts many food companies are going cage-free, with consumer packaged goods giant Ferrero the latest to follow suit.

U.S.

We achieved another milestone by securing our first U.S. corporate outreach success with the recent announcement of a new animal protection policy by Denny's, followed by a similar policy from organic meal kit company Sun Basket.

SPAIN

Aside from our continued success in the Spanish retail sector, we joined other animal protection organizations in presenting the End the Cage Age initiative to the Spanish Senate to convince the egg industry to move from caged to cage-free systems.

ITALY

Our corporate outreach work in Italy has also been enormously successful, achieving 31 policies since the department's founding and being directly responsible for securing cage-free policies from 5 of the top 6 retailers in the country.

BRAZIL

Despite the country's challenges, including its lack of cage-free egg supply, volatile government and economy, and dangerous environment for activism, Brazil has secured a whopping 46 policies since the department was created two years ago.

INDIA

At the request of the Law Commission of India, we have developed a study which explains how companies can transition from caged to cage-free housing systems, leading over 10 companies to start piloting cage-free egg production.

SUCCESSES

NOVEMBER

- Animal Equality's president Sharon Núñez is featured in one of Spain's most significant newspapers, *El País*.
- Animal Equality delivers 200,000 petition signatures to the German Parliament calling for the end of cruel castration without anesthesia to piglets.



DECEMBER

- For the fourth year in a row, Animal Equality was named a Top Charity by Animal Charity Evaluators, which means we are one of the most effective farmed animal organizations in the world.
- Working with the Italian animal protection organization ENPA, Animal Equality successfully lobbied the Italian chicken producer Amadori to change its advertising language, as it was not reflective of the terrible conditions that chickens killed for Amadori products lived in.
- Following a short public campaign by the Open Wing Alliance, a coalition of 63 nonprofits that includes Animal Equality, Marriott International committed to going 100% cage-free in all locations globally, giving annual public reporting, and translating the policy in major languages across the globe.

FEBRUARY

- Animal Equality and the Richman Law Group started representing Food & Water Watch and Organic Consumers Association (OCA) in a lawsuit against Pilgrim's Pride Corp. for the deceptive marketing and advertising of its chicken products.
- Animal Equality Brazil hit 600,000 organic followers on its social media accounts.



JANUARY

- In the U.S., Animal Equality helped defeat the King Amendment, which threatened to prohibit states from passing new animal protection laws and would have negated existing state laws protecting animals.
- Our Animal Protectors program hit 5,000 active volunteers taking actions to protect farmed animals in the U.S.

MARCH

- Animal Equality in Spain started an exciting collaboration with VICE, a digital media company favored by young people, called "Uncaged." Our goal is to reach this audience through our investigations and campaigns, giving a voice to the voiceless: farmed animals.
- Animal Equality in India launched a new campaign to eliminate eggs from India's school meal program to help combat the environmental damage and animal suffering their production causes.



APRIL

- After a hard-fought campaign by Animal Equality, a historic vote by the Mexican state of Jalisco's Congress made cruelty against farmed animals a crime.

MAY

- After another brief campaign, the Open Wing Alliance persuaded Hilton Worldwide, one of the world's leading hospitality companies, to commit to using only 100% cage-free eggs in its facilities all over the world.

Hilton



LAUREN HERRSCHAFT DEDICATED ADVOCATE FOR ANIMALS

How did you first become aware of factory farming issues?

In late 2016, my husband and I added a member to our family: our dog Cali, rescued from the pound. Shortly after, at the beginning of 2017, I made a conscious decision to take action and get healthier in my mind, body, and spirit. I quit some bad habits and started attending a wide variety of classes, such as Intro to Meditation and Buddhism, reading books on health and wellness, and watching documentaries like Cowspiracy, What the Health, and Forks over Knives.

The more I learned, the more I became acutely aware of the positive power of a whole-food, plant-based vegan lifestyle and the horrific nightmare that is factory farming. I serendipitously got involved in some local animal rescues and was no longer okay with engaging in and paying for animal exploitation and murder.



“THE MORE I LEARNED, THE MORE I BECAME ACUTELY AWARE OF THE POSITIVE POWER OF A WHOLE-FOOD, PLANT-BASED VEGAN LIFESTYLE”

Tell us about how you came to be involved in animal protection.

After my husband and I rescued our “fur baby,” I questioned why we loved her so fiercely, but so easily and regularly ate the meat and secretions of other animals who were just like her. I came to realize that we are trained to eat this way, but, in reality, do not need animal protein in our diets to thrive (quite the opposite). We visited farmed animal sanctuaries, joined social media support groups, and, in December 2017, after taking the Rip Esselstyn Engine 2 Rescue Diet, were able to ditch meat, eggs, and dairy for good. I have since followed my passion for animal protection and never looked back!

What inspired you to support Animal Equality?

My husband and I attended our first National Animal Rights conference in 2018 in L.A. and learned about many animal rights organizations, including Animal Equality and Animal Charity Evaluators. When we got home, we decided to take a percentage of our income and give it back to the animal rights organizations who were having the most positive impact, and Animal Equality was on the top of our list!

Do you have any companion animals?

Yes! We have a 3-year-old Chiweenie pup, Cali, and two rescue cats, Lucky & Charm. We have dreams (and plans) in the near future of purchasing and micro-farming land, as well as creating a sanctuary for rescued farmed animals.

Tell us about your favorite veg foods.

Honestly, I love potatoes-- in all forms! But I also love stir fry, a big bowl of salad, and veggie-based soups (especially in the cold months). Beyond Meat is a favorite in our house when we do eat processed foods!

A

t Animal Equality, our work on behalf of farmed animals is made possible through the generosity of amazing supporters like you. For this issue of Their Voice, we asked Pennsylvania-based activist **Lauren Herrschaft** about her favorite animal rights documentaries, veg food, and what inspired her to give to Animal

Equality. Lauren is a proud member of Animal Allies, Animal Equality's monthly giving program. Thank you, Lauren!

ANIMAL ALLIES

Join **Animal Allies!** Did you know you can help even more animals each month by becoming a member of Animal Equality's Animal Allies? Animal Allies are determined, compassionate supporters -- like you! -- who donate monthly to fund Animal Equality's work toward a world where all animals are respected and protected. When you join the Animal Allies, you join a special community of animal advocates. You will receive monthly impact reports so you can see the historic changes that you are creating for farmed animals globally. It's easy to join: head over to animalequality.org/animalallies to learn more and make another brave choice to help animals.



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!

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***"Three times a day,
I remind myself that
I value life and do
not want to cause
pain to or kill other
living beings."***

***—
Natalie Portman***

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