

ANIMAL EQUALITY'S MAGAZINE N° 9 – WINTER 2019/2020

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THE PLANT-BASED REVOLUTION

Takes the World by Storm

DEFORESTATION OF THE AMAZON

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There is still much work to be done. As you will read throughout the magazine, 2019 has been a great year, but we need to work harder in 2020. Animals need more from us! We are committed to doing so and with you by our side, we know we will continue to change and save lives.



Dear Friend,

Just like you, I love animals. I always have. My life changed when I was 21 and I first read the story of Luna, a baby cow who was separated from her mother minutes after she was born and whose life was cut short by the cruelty of the dairy industry.

Luna's mother was sent to slaughter when she couldn't produce any more milk and was of no value to the dairy industry. Luna would also follow the same fate as her mother-after she could no longer make money for the industry, she was sent to slaughter.

This story changed me forever. I immediately ditched dairy and decided to dedicate my life to saving animals. Speaking out against animal cruelty and suffering became my life's mission.

I co-founded Animal Equality in 2006 for animals like Luna. Luna was also on my mind as I headed into one of my first investigations on a dairy farm with calves that were just weeks old. As I walked through the rows of young calves crying out for their mothers, they reached out to me in hopes of getting their mother's milk-something they would never receive. I was brokenhearted.

That experience will stay with me forever. It drives me to tell the animals' stories. It drives me to expose the horror, suffering, and cruelty animals endure on factory farms.

Investigations have always been at the heart of Animal Equality's work. In 2019, Animal Equality presented seventeen undercover investigations around the world and surpassed an important milestone: over 100 investigations released since our founding in 2006. By exposing the truth of the suffering that animals endure, Animal Equality can convince companies, legislators, and the public to change policies and make more compassionate decisions.

While I write these lines, a brave undercover investigator, armed with nothing but a camera and her sense of justice for animals, is getting ready to go into a farm and film, and our team in India is waking up at dawn to document the brutal ritual killing that takes place at the Gadhimai festival in Nepal.

During those long days and many sleepless nights of remembering what they witnessed, our investigators have told me that they believe they can change things for animals. They also say that it's only because of your support that they can do what they do.

Thank vol

Sharon Núñez President Animal Equality

JULY

Animal Equality releases an investigation that reveals cruel and illegal practices at egg farms across India.

Animal Equality co-represents nonprofit consumer groups in a lawsuit filed against Tyson alleging deceptive marketing practices.

Animal Equality's first U.S. investigation is released, showing shocking cruelty at a calf ranch that supplies Bel Brands, producer of Babybel.

In collaboration with Italy's national media outlet, Tg2, Animal Equality publishes an investigation exposing atrocities inside an Italian pig farm.

SEPTEMBER

With Just Salad announcing a commitment to use only cage-free eggs by 2024, our U.S. corporate outreach department secures its sixth commitment from a major corporation in 2019, a list that includes policy changes from Denny's, Sun Basket, Blue Sushi, Legends Hospitality, and &pizza.

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JUNE

Animal Equality releases a new investigation with footage of horrifying conditions and extreme animal suffering on three chicken farms in Lincolnshire, England.

Animal Equality, joined by a trio of public interest groups, challenges Arkansas' Ag-Gag law in an effort to remove the veil of secrecy over the state's factory farms.

AUGUST

In collaboration with other groups, Animal Equality files an amicus brief in the District of Columbia Court of Appeals in support of a false-advertising lawsuit against Hormel Foods, which alleges the company is misleading consumers through deceptive marketing.

Animal Equality releases an investigation inside an Italian slaughterhouse showing the brutal killing of pigs, resulting in a petition asking for better oversight that gathers over 140,000 signatures in just a few weeks.

OCTOBER

After devastating fires set by cattle farmers destroyed large areas of the Amazon Rainforest, Animal Equality sent investigators to Northern Brazil to document the area's increased deforestation and the connection to animal agriculture.

Animal Equality releases a new investigation which documents the horrors of buffalo mozzarella production in Italy, showing intense suffering, including male buffalo calves left to die of hunger and thirst after being torn from their mothers.

NOVEMBER

An investigation from Animal Equality filmed inside a British sheep slaughterhouse is released and details unimaginable cruelty and immense suffering at Farmers Fresh Wales, a supplier for customers in the U.K. and across continental Europe.

Animal Equality releases its second investigation of 2019 in Mexico, focusing on the country's illegal backyard slaughterhouses and bringing to light the cruel treatment and slaughter of lambs and sheep.

DECEMBER

Animal Equality works with local authorities to end animal sacrifice at the Gadhimai festival, where every five years tens of thousands of animals are violently transported and brutally killed during the two-day event held in Southern Nepal.

Animal rights activist and actress Rooney Mara joins Animal Equality for an investigation called "With My Own Eyes," going inside two factory farms to reveal animals living in horrific conditions.

In just three years (from 2014 to 2017) the number of people who eat plant-based in the United States rose by 600 percent.



KFC announced a partnership with Beyond Meat and tested their vegan fried chicken for one day only in Atlanta. The result? Lines that stretched around two blocks for hours.

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After testing out their Beyond sausage breakfast sandwich in New York. Dunkin' debuted the new menu item in all locations.





PLANT-BASED REVOLUTION



Le Pain Quotidien has begun offering a Belgian style "tartine" using Freeline cheese, as well as an eggfree frittata made with mung beanbased egg replacer JUST Egg.





The once elusive plant-based burger

from Impossible Foods, the Impos-

Wendy's guietly added a plant-based burger called the

Plantiful to some of its restaurant menus in Canada.







lianza Alimentaria, which translates to Food Alliance, has based its strategy on the United Nations' Food and Agriculture Organization's (FAO) concept of a "sustainable diet," defined as "diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets

are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources." (FAO 2012)1

Alianza Alimentaria's goal is to implement programs aligned with this concept of sustainability and address two different action items: climate change and consumer health. By reducing the use of animal products, as well as other foods that negatively impact the environment and public health, companies and institutions can positively affect their communities. Simultaneously, it will lessen the suffering of farmed animals, who are being bred for human consumption.

To ensure that Alianza Alimentaria's recommendations are successfully implemented, we are developing our policies to be culturally acceptable, affordable, and easy to adopt. By suggesting a gradual reduction of harmful foods, we can provide an attainable way to live healthier and more compassionately. This method is especially effective in Mexico, where plant-based meals are not yet associated with benefits to the environment or health.

(1) FAO 2012, Sustainable diets and biodiversity:Directions and solutions for policy, research and action. http://www.fao.org/3i3004e/i3004e.pdf

Giacomazzi Dairy, one of the oldest dairy farms on the West Coast, has announced that they're leaving the dairy business to focus on plant-milk.



– Food Policies for a more sustainable and compassionate world

After analyzing food choices in public and private dining rooms across Mexico, Animal Equality has launched a new organization, Alianza Alimentaria. The enterprise aims to make food sustainability more attractive for the country's corporations and institutions by connecting food choices with public health and environmental protection.



The launch of Alianza Alimentaria creates new opportunities to impact the lives of farmed animals. By shifting companies and institutions away from the use of harmful animal products, we will not only provide customers with more sustainable and healthier food choices, but also reduce the suffering of farmed animals used in the global food supply.

To learn more, please visit: alianzaalimentaria.org

Katrina González Bret,

Executive Director of Alianza Alimentaria

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BABYHELL FREEZES OVER FOR CALVES AT NEBRASKAN FARM

Animal Equality achieved an important milestone in the summer of 2019, as we released our first U.S. investigation.

cer of Babybel and The Laughing Cow.

n shocking scenes filmed last winter by an under- The undercover footage exposed the prolonged suffering of dozens cover investigator, our footage revealed a pattern of of calves, whose ages ranged from one up to 150 days old, showing neglect at Summit Calf Ranch in Nebraska, which them freezing to death in temperatures that dropped to -20F with the houses around 11,000 calves. The facility is owned wind chill. The calves' repeated exposure to extreme temperatures by Tuls Dairy and is a supplier of Bel Brands, produ-resulted in frozen limbs and the separation of the hoof from the leg in several animals. Some even died in agony.





EXTREME NEGLECT:

Among the cruelty witnessed, our investigator found:

- Workers shoving, jabbing, and hitting calves • with sorting sticks as the manager's dog lunged and bit the backs of their legs
- The painful removal of calves' horn buds using hot irons
- Calves dying of scours and pneumonia after being left outdoors in freezing temperatures
- Sick cows, left alongside dead cows, receiving no veterinary care
- Hernia repair, banding (castration) and other painful procedures without pain medication

"Our investigation revealed a shocking lack of meaningful care provided to baby calves. We documented sick newborns surrounded by their already dead pen mates in an area referred to as the 'hospital' where they were left to suffer for days and in many cases finally die."

Sean Thomas, International Director of Investigations for Animal Equality.

You can access the video for this investigation using your QR reader here or by visiting bit.ly/BabyhellVideo. Please be advised that the footage might be disturbing to some viewers.



CHANGING LAWS FOR ANIMALS WORLDWIDE



MEXICO

nimal Equality recently participated in the first forum focused on animal rights in the Mexican Senate. Organized by Senator Rocío Abreu Artiñano, the forum introduced an initiative to change the Mexican constitution and facilitate

the protection of animals. Currently, no federal animal welfare law exists in Mexico, as deputies and senators are not authorized to create federal laws for animal protection. The proposed initiative would empower Congress to legislate for companion animals, and our participation in the forum sent a strong signal to also consider farmed animals in this reform.

"While these laws have and will bring change, it is not an easy journey. To be successful, we need knowledge, preparation, stamina, and discipline. Throughout this journey, Dulce Ramírez and the team at Animal Equality Mexico have proven their perseverance and authority on this topic, supported by scientific evidence that pushes forward the reforms

that we seek, while also changing the social paradigm towards animals."

Claudia Murguía, legislator in the Congress of Jalisco.





UNITED KINGDOM

Animal Equality's #FoieGrasFreeGB campaign launched in 2017 and has been featured in The Independent, The Mirror, The Guardian, and The Observer. We organised a Day of Action in April 2019 that generated over 1,000 postcards, which we delivered to the Environment Secretary. Five major London restaurants dropped foie gras from their menus.

ITALY

Animal Equality Italy has begun working with an Italian parliament member, Carmen Di Lauro, to draft a proposal to eliminate all exemptions for stunning before slaughter. Slaughter without stunning is unacceptable and causes infinite pain to the animals. The proposal, drafted by our legal team in Italy, also focuses on the removal of current exemptions for ritual stunning. We are asking the Italian parliament to vote for the annulment of this practice, which is already forbidden in many other European countries. MAKE BRITAIN FOIE GRAS-FREE ON MARCH 29TH 2019

animalEQUALITY

Foie Gras is produced primarily in France by restraining and force-feeding ducks and geese with a long metal feeding tube. This practice is designed to fatten the liver to ten times its natural size. Often kept in cages and unable to carry out their natural behaviour, these terrified birds frequently suffer serious pathological bone and liver changes, as well as oesophagitis, dermatitis, wing lesions, and weeks of severe psychological trauma.

INDIA

The findings of two Animal Equality India investigations into egg and chicken farms were presented to the Law Commission of India, which included some of our asks in their recommendations to the Government of India. The Law Commission recommended two new rules protecting both egg-laying hens and broiler chickens, specifically a ban on cages used in egg farms and an end to the slaughter of chickens in street markets.

FAR REACHING CHANGE THROUGH LEGAL ADVOCACY

Our legal advocacy department has been hard at work challenging misleading corporate advertising, advocating for new laws that protect animals, and pushing back against unconstitutional Ag-Gag laws. Here's some of what our team has been up to:

CALIFORNIA

We are intervening in a lawsuit to protect California's Proposition 12 from a constitutional challenge brought by the meat industry.

Prop 12, which passed in California in 2018, establishes minimum space requirements for certain farmed animals raised in the state. It also bans the in-state sale of animal products not raised accordingly.



"The legal system provides a variety of powerful tools for animal advocates, but because there are very few laws directly protecting farmed animals, animal lawyers need to get creative. At Animal Equality, we pursue legal action for farmed animals using existing laws in innovative ways, while simultaneously striving to get stronger laws on the books." Sarah Hanneken, Associate Counsel

ARKANSAS

We are continuing to litigate our case against the State of Arkansas to strike down its unconstitutional Ag-Gag law.

and unethical practices.

NEW YORK

The people of NYC have spoken, and they DON'T want foie gras. The New York City Council voted in October to ban the sale of this cruel delicacy. The production and sale of foie gras has already been outlawed in severa countries, as well as in California.

MICHIGAN



In response to Animal Equality's action alerts, our Michigan supporters contacted their elected officials and asked them to oppose a prolonged phase-in period for legislation banning the production and sale of eggs from hens confined in cages! The bill was amended in committee to expedite the ban, and the much-improved version passed out of the Michigan Legislature unanimously.

We successfully mobilized our supporters to contact their elected officials to ensure an important bill for hens will be considered during the next legislative session. The bill would ban the use of cruel cages and prohibit the in-state sale of eggs from caged hens.

MASSACHUSETTS

We also sent a letter in support of HD.4517, a bill that would mandate that hens receive access to enrichments critical for their well-being.

WASHINGTON, D.C.

We are pursuing legal actions against companies like Tyson for marketing their products with misleading and deceptive claims about their animal-welfare practices.

The Department of Agriculture finalized a new rule that eliminates maximum line speeds for pig slaughter operations. Faster line speeds will inevitably result in higher rates of improper stunning, putting millions of pigs at risk of having their throats cut while fully conscious. Animal Equality is pursuing legal avenues to prevent this atrocity



Farmed animals everywhere rely on you to make their voices heard by lawmakers. Sign up for our action alerts here: animalprotectors.us



THE HORROR OF **MEXICAN BACKYARD SLAUGHTERHOUSES**

Animal Equality released its second investigation of 2019 in Mexico, focusing on the country's illegal slaughterhouses and bringing to light the cruel treatment and slaughter of lambs and sheep within states which have the largest number of these animals in the country.



eleased through the renowned news outlet Aristegui Noticias, Animal Equality investigators documented the horrible killings of lambs and sheep in backyard pens and underground slaughterhouses in the Hidalgo and Mexico states, where the animals were destined to be used for the popular barbecue dish Barbacoa

de Borrego. Our footage shows the brutality with which these sensitive animals are killed, and documented:

- Animals dragged by their limbs and violently slaughtered
- Lambs fully conscious as they are tied up and decapitated
- Workers violently transporting lambs
- Workers killing more than three lambs at the same time, one next to the other
- Minors witnessing the killings and in some cases, carrying out the slaughter of the animals
- Animals mortally injured and left to bleed to death
- No veterinarian present

"This investigation once again shows the urgent need for legislation for animals exploited for meat, and toughening penalties for those who do not comply with the official standards is an important first step. We cannot close our eves to this brutal reality-it's not only violence against animals, but it's also a serious public health problem and society has the right to know about it,"

Dulce Ramírez, Executive **Director of Animal Equality** in Mexico.



WHAT COMES NEXT:

In response, we've presented Mexico City Congress with a bill that could help put an end to some animal slaughter practices that cause prolonged and painful deaths by holding abusers accountable for their actions. If approved, those who run unregulated slaughterhouses could face up to five years in prison and those who work in such a facility could face up to four years.

You can access the video for this investigation using your QR reader here or by visiting bit.ly/MXLambsVideo. Please be advised that the footage might be disturbing to some viewers.



ROONEY MARA JOINS ANIMAL EQUALITY TO INVESTIGATE FACTORY FARMS

tress Rooney Mara joined Animal Equality for an investigation inside two factory farms. The video footage, narrated by Mara, reveals pigs and chickens who are raised for meat, languishing in abhorrent conditions. The investigation, called "With My Own Eyes," encourages viewers to examine the harsh and painful reality of billions of animals and the many reasons the global community must break its dependence on animal products.

nimal rights activist and ac-

DEPLORABLE CONDITIONS:

The conditions inside the massive factory farms were shocking to the actress, causing her to break down into tears when she saw a severely ailing chicken who had flipped over and was stuck flapping her wings in panic.



UNIMAGINABLE CRUELTY:

The investigation captured scenes filmed in June 2019 inside one farm confining over 3,000 pigs and another cramming in over 50,000 chickens, with all of the animals found to be experiencing extreme distress. According to the chicken farm's own records, 1,936 birds died within the first seven weeks of their life, averaging 42 dead birds per day. The investigation's findings also show:

- Chickens bred to grow so large, so quickly, that their legs and organs cannot keep up, making heart attacks, organ failure, and painful leg deformities common
- Chickens, injured and unable to move, left to die from starvation and thirst
- Mother pigs confined in small crates, unable to turn around or adequately nurse their young, crushing their newly born piglets due to lack of space and inability to move
- Dozens of weak and dying piglets receiving no veterinary attention

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Nothing prepares you for looking in the eyes of a mother pig whose life is to be impregnated and left in a cage until she's slaughtered. As I saw the mother pigs confined in the cages, I kept thinking about my sister who had just had a baby, and how beautiful that instant desire to nurture and protect your child was. I can't imagine how awful it must be to be literally trapped and crushing your own babies and to not be able to do anything about it. That was probably the worst place I've ever been to.

ROONEY MARA



90%: According to the USDA, 9 billion chickens and 121 million pigs are slaughtered every year for their meat, with 90% of these animals raised on factory farms. Advocating against this immense cruelty, Animal Equality urges consumers to replace animal proteins with nutritious and delicious plant-based alternatives.

You can access the video for this investigation using your QR reader here or by visiting animalequality.org/rooney. Please be advised that the footage might be disturbing to some viewers.





ROONEY MARA INTERVIEW

What did you learn from this investigation?

Even though I've seen a lot of that kind of footage, I really wanted to see it for myself and hopefully make something that could impact other people to want to change their minds as well. Nothing really prepares you for seeing it in person. It's really so much more awful than you can even imagine. But I'm really happy that I was able to go. This is horrific abuse that is happening and it's destroying our planet. That maternity ward was just... especially the mother pigs. That was probably the worst place I've ever been.

What would you say to people who don't want to see investigative footage?

You have to meet people where they are and you can't force people to change. All you can do is be an example. If you can't find the empathy for the animals just for the cruelty and the pain and suffering... do it for your health, do it for the planet, do it for the environment. There are so many different reasons to not keep animals in this way.

How did you become an activist?

I've always loved animals since I was little. I've just been obsessed with them and I wanted to be a pet shop lady my whole life. I just wanted to be around animals.

Seven and a half years ago someone sent me an undercover video of a pig farm and I was already vegetarian at the time, but I was so devastated by it and it led me down this YouTube rabbit hole of watching videos of dairy farms and egg farms.

PROGRESS **FOR HENS** AND CHICKENS

While the world is changing, there are still billions of animals trapped on factory farms every day. Consequently, we continue to work tirelessly to reduce their suffering.

Since June, Animal Equality has convinced over 28 companies meat and hens used for eggs because of the huge numbers of

WORLDWIDE IMPACT:



Animal Equality received cage-free commitments from 22 companies, including two in association with the Open Wing Alliance.

Total: 2,329,950 hens affected since June 2019

Animal Equality received commitments from six companies for chickens used for meat, one of them in association with the Open Wing Alliance.

Total: 11,962,800 chickens affected since June 2019



items. Animal Equality U.K.'s investigation of British launched our campaign in the U.K. this October. chicken farms gave us direct evidence of chickens





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McDonald's has ignored calls from hundreds of suffering at one of McDonald's many suppliers. We thousands of consumers to eliminate some of the have used this footage in our campaign to educate worst cruelty inflicted on the chickens killed for its menu consumers about the company's lack of progress and

GET INVOLVED:

Thanks to the efforts of our Animal Protectors over the last six months, hundreds of thousands of hens used for eggs will no longer live in small wire cages. Through our Animal Protectors programa, volunteers have sent thousands of emails and performed easy online actions demanding change from some of the world's most powerful companies, adding up to a big difference for millions of animals. By joining our volunteer team, you can also make a tremendous impact and change the course of history for farmed animals across the world!

To join the Animal Protectors program, visit AnimalProtectors.us.

UNDERWATER SUFFERING EXPOSED

ost of the fish eaten today are raised inland or on ocean-based fish farms, spending their entire lives confined in crowded environments. In factory farms, fish suffer for up to two years in water poisoned with ammonia and nitrates. Groups of fish regularly

become infested with parasites and bacterial infections run rampant.

In the United States, fish are not covered by the Humane Slaughter Act. This results in a wide variety of cruel slaughter methods. Fish are removed from the water and left to suffocate. Larger animals, such as tuna and swordfish, are clubbed, which often leaves them injured, but alive, with the process needing to be repeated several times.

In June 2012, Animal Equality documented the cruel slaughter of tuna in Italy. Our investigators went underwater and filmed bluefin tuna brutally torn from the ocean and pulled onto boats, There, these fish struggle, choke, and bleed to death after being violently struck with harpoons. The shocking footage was featured in the 2014 award-winning documentary Cowspiracy.

In 2018, in one of our most daring undercover investigations to date, we exposed the brutality and destruction caused by trawling in the Mediterranean Sea. The video shows millions of fish being hoisted onto a boat, where they squirm and gasp for air. The majority of these individuals are gutted alive or put in a freezer, where they suffer a slow and painful death. Many non-target fish are thrown back into the ocean with most injured or already dead from shock, exhaustion, or sudden pressure changes that can forcefully push their organs out of their mouths.

FUTURE EFFORTS

We are constantly working to improve the lives of fish and our investigative teams are currently in the field documenting the horrors and abuses of commercial fish farming. We will not rest until these amazing creatures are afforded the protections that they inherently deserve.

You can access the videos for these investigations using your QR reader here





or by visiting bit.ly/Tuna2012

or bit.ly/Trawling2018.

Please be advised that the footage might be disturbing to some viewers.





It's Ofishial **8** Reasons to Protect Fish

THEY FEEL PAIN AND ACTIVELY TRY TO AVOID IT

Lynne Sneddon has conducted multiple experiments that prove that When fish's lips were given a painful stimulus, they would try to find relief by rubbing their mouth against the tank, just like we might rub our elbow or toe.



member predators for months hooks for up to a year after being caught on one.

THEY CAN EXPERIENCE A **RANGE OF EMOTIONS**

such as being caught in a tight net for 15 minutes, their bodies heat up, just like ours.

THEY HAVE **PROBLEM-SOLVING ABILITIES AND USE TOOLS**

Fish have repeatedly been observed to use rocks to crack open clamshells

THEY LEARN FROM THEIR PEERS

cordingly. Siamese fighting fish will attack other members of their species if they have seen them lose in prior fights.



THEY HAVE GOOD MEMORIES

THEY COOPERATE 6 WITH ONE ANOTHER

better than two!



THEY ARE CAPABLE OF DECEIT

Cleaner fish, which remove parasites from larger fish, have been observed to cooperate more with their clients when other potential clients are watching. This improves their image and future client base.

THEY MAKE NOISES

Just because we cannot hear them doesn't mean fish do not communicate. While they do not have vocal cords, they can use other parts of their bodies to grunt, hiss, and shriek.



Fish are Friends, not Food

In recent years, fish has been advertised as the new superfood, paign has caused tremendous suffering in our oceans, not to mention the toxins humans ingest by eating fish, including mercury, antibiotics, and microplastics contamination.

body needs without harming a single friend. Here are the most

VITAMIN B-COMPLEX

Why do we need Vitamin B-complex? Vitamin B is essential for energy production and creating red blood cells.

Plant-based sources:

Whole grains, legumes, seeds, nuts, dark leafy vegetables, citrus, avocado, and ba-nana. Nevertheless, a B12 supplement

OMEGA 3-FATTY ACIDS

Why do we need Omega 3-Fatty Acids? Omega 3 reduces inflammation in the body and the risk of heart disease, and linked to a reduced risk of depression.

Plant-based sources:

and hemp seeds. Algae supplements are available if your doctor recommends them.

IODINE

Why do we need lodine?

mones to control the body's metabolism.

Plant-based sources:

Seaweed, iodized salt, and some types of fortified plant-based milk.



SELENIUM

Why do we need Selenium?

immune system.

Plant-based sources:

Only two Brazil nuts per day cover your total intake of selenium. Chia, flax and sunflower seeds, tofu, mushrooms, and on the soil that they grew in.

IRON

Why do we need iron?

Amongst other functions, iron is needed to make hemoglobin, which delivers oxygen to the body while simultaneously removing carbon dioxide from it.

Plant-based sources:

Animal iron (haem iron) is actually linked seeds, pulses, and tofu. Vitamin C increases its absorption. Avoid tea and coffee while eating iron-rich foods.



Ocean Hugger Foods

Sustainable company making "ahimi," the world's first plant-based alternative to raw tuna, and "unami," an alternative to freshwater eel.



Plant Based Foods

Shop for vegan caviar called Cavi-art that comes in four different varieties.



Good Catch Foods

Carries plant-based tuna in three different flavors and soon expanding to offer fishfree burgers, sliders, and crab-free cakes.



Ouorn

Offers a few plant-based seafood products, like vegan Fishless Sticks.



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Fish Alternatives







May Wah Vegetarian Market

Feast on seafood alternatives including plant-based squid and salmon.



Gardein

Plant-based line offers Fishless Fillets and Crabless Cakes.



Sophie's Kitchen

Specializes in seafood alternatives, including fish fillets, crab cakes and smoked salmon.



Loma Linda

Offers plant-based tuna ("Tuno") in five varieties.



New Wave Foods

Innovative startup creating plant-based shrimp.



Compassionate meals con sabor

ddie Garza is not only a fabulous chef who makes mouths water-he is also leading the movement to reform food systems in Hispanic communities. We had the opportunity to ask him about his favorite cold-weather comfort foods, products he uses every day, and expert tips for the vegan home cook.

What is your favorite cold-weather recipe that can feed a crowd?

Like most Mexican families, we're all about tamales during the holiday season. Since I was a kid, I've been making tamales for gatherings and to give away as holiday gifts. I make them with various fillings, including jackfruit enchilado (spicy jackfruit), cashew cheese and jalapeños, and even sweet tamales with chocolate and cinnamon. My favorites are still classic black bean tamales, which are packed with protein and super budget-friendly!

On cold winter days, what warm drink makes you feel all festive and fuzzy?

You can't have tamales on a cold day without a hot mug of champurrado. Champurrado is a thick, ancient Mexican hot chocolate and corn masa drink. In Mexican households, it's still common to enjoy this spiced drinking chocolate around Christmas Eve and New Year's.

What are your favorite supermarket products that make every vegan chef's life easier?

I tend to stick to grocery basics in my kitchen. There's so much we can do with fresh veggies, legumes, and grains. I love mushrooms for a host of recipes like pozoles, ceviches, and even to make crispy bacon strips for breakfast burritos. And I use all sorts of legumes for sausages, stews, and meat-free crumbles. You can find my recipe for a "Garbanzorizo" (Mexican chickpea chorizo) in my book, ¡Salud! Vegan Mexican Cookbook.

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Champurrado

Bring 4 cups of soymilk, 2 1/2 cups of water, one cinnamon stick, 1 8-oz cone of piloncilo and 5 1/2 oz of Mexican chocolate to a boil, then simmer until piloncillo and chocolate have dissolved. Stir consistently. Slowly add 1/2 cup corn masa flour using a whisk until chocolate has thickened.

Black Bean Tamales

Yield: 12 large tamales Prep time: 90-100 minutes Cook time: 35-40 minutes

INGREDIENTS:

Filling:

- 2 tbsp canola oil
- 1 small yellow onion, diced
- 2 medium serrano peppers, finely diced
- 1 large clove garlic, minced
- 1 15-oz can of black beans
- 1/2 cup cilantro, chopped
- 1 cup water

Salt to taste

PREPARATION:

Batter:

- 3 cups corn masa flour
- 1 tsp baking powder
- 1 tsp salt
- 4 tbsp olive oil
- 1 guajillo chili, rehydrated, ground into a paste
- 2 ³⁄₄-3 cups warm water

In a large pot, submerge corn husks in hot water for 1 hour to make pliable. Pat dry 12 husks and set aside.

Sauté onion until translucent. Add serrano and garlic and sauté until pepper turns bright green. Add black beans, cilantro, and water. Reduce heat and simmer for 10 minutes. Mash beans, keeping some whole. Add salt to taste.

Combine dry masa flour, baking powder, and salt. Mix well. Add olive oil and use hands to combine. Add water and chili paste and mix until batter is consistent in color.

Place about 3-4 tablespoons of batter in center of corn husk. Spread evenly across the wide end of the husk. Place a line of filling in the center. Gently roll husk over to surround the filling. Fold the bottom under to finish forming tamale. In groups of three, tie tamales together using twine.

In a large deep steaming pot, place tamales upright on their folded ends, tightly packed together. (Tip: Fill empty space with heat-resistant mug, but leave room for steam to move around the pot). Cover and steam for 35-40 minutes. Remove from heat and let sit uncovered in pot for 15 minutes or until tamales are firm and pull away from husks easily.

Serve with red salsa.

THE PERSON BEHIND THE CAMERA

AN UNDERCOVER INVESTIGATOR INTERVIEW

Why have you chosen to work undercover?

Giving a voice to the voiceless is the most important reason I do it, though it's impossible to briefly explain the complexity of my involvement, emotionally and physically. What I capture on film is just a brief glimpse of the ongoing atrocities in these places and this truth is so staggering that bringing it to the public is often very challenging.

What do you hope to accomplish?

As someone who has lived through it, though only for a short period and not as the victim, I feel obliged to shout it out loud and bring the pain and anguish I have seen in farmed animals' eyes to the public. Unfortunately, most people would prefer to look the other way and not know about it, which is very frustrating for me.

What is one of the most difficult challenges you have encountered?

In the media, the truth is often diminished and the footage you will see on mass media will pale in comparison to the reality. On social media, it's often censored and ignored by those who don't want to hear about it. I don't think we would treat any other ongoing atrocity in this way and in my view, this is the most difficult part—KNOWING that animals' voices will not be heard as they should be and realizing that people will do almost anything not to know, using any excuse to justify what's happening. I think these things expose the hypocrisy of our society towards animals.

How do you stay focused and cope with what you encounter every day?

While working undercover in these places, you have to switch to survival mode. You block out your emotions and you have to focus on the job–I can't think of any other way to do it. I have had a few very rare and brief moments when I allowed myself to have feelings about the situation—it's like taking a gasp of air while trying to hold your breath. I don't know the toll it takes on me, but it definitely has an impact on my life in some ways.

How does this work impact your everyday life?

For me, the real challenge is not while I'm there, but when I take those visions with me into the "real" world. The first time I realized it was at a family dinner with my cousins. That night they served meat and everyone was happy and flattering the cook, but all I could see were those animals a few moments before they would be slaughtered—seeing the fear in their eyes, hearing their screams. Some of them licked my hand seconds before their throat would be slashed. All of this reveals the raw reality of where meat comes from and it can't be accepted anymore. The hardest part for me at this moment is my family revelling in all this horror. As someone who believes in rational behavior, all I could do was look down at the table and once again contain my feelings.

Our investigations are the most important work that we do and have the greatest impact on the lives of farmed animals. If you want to be the change for these animals and become an undercover investigator for Animal Equality, apply today by visiting bit.ly/AEInvestigator or scanning the QR code.





HOW ANIMAL AGRICULTURE IS BURNING DOWN OUR RAINFOREST

In September 2019, Animal Equality sent investigators to Northern Brazil to document the increased deforestation of the Amazon rainforest and its connection to animal agriculture. Our footage shows that the devastation of the Amazon rainforest is extreme and far-reaching.

DAY OF FIRE:

In August, a group of farmers set fire to the Amazon rainforest. This action, now known as "Dia do Fogo" (Day of Fire), caused a 300% increase in active fire spots in the area. Immediately after this horrendous act, Animal Equality Brazil launched a campaign encouraging people to reduce or stop eating animal products. The campaign also highlighted the fact that aside from animal farming, deforestation is also used for the growth of soybeans to feed other farmed animals used for human consumption.

INTENTIONALLY SET:

Animal farming is mostly responsible for deforestation, with fires intentionally set as the last stage of the process to turn forests into pasturelands or soy plantations. According to Brazil's National Institute for Space Research (INPE), deforestation in the Amazon grew 50% in 2019 with farmed animals occupying 80% of the deforested area, according to the 2015 Environmental Report from Brazil's Federal Prosecutor's Office.

YOU CAN MAKE A DIFFERENCE:

We will continue to investigate and expose the truth about the meat industry and how its destructive actions impact the environment. Help us end deforestation by eliminating or reducing the consumption of animal products like meat, milk, and eggs. Please, take the Amazon off your plate!

You can access the video for this investigation using your QR reader here or by visiting bit.ly/AEAmazon. Please be advised that the footage might be disturbing to some viewers.





CAMPAIGNING **TO END ANIMAL** SACRIFICE AT THE **GADHIMAI FESTIVAL**





on all animal sacrifice at the Gadhimai festival. As of this writing, our petition to end the festival's cruelty received over 100,000 internation signatures. We also collaborated with the Red Cross Society of Nepal to organize a blood donation camp where devotees could give their blood to honor the festival's rituals instead of sacrificing animal blood.

"It is undisputed that the ritual of animal sacrifice is part of our human history. However, it should definitely not be a part of our present or future. As we evolve, we must discontinue traditions which involve the senseless torture to sentient beings,"



Amruta Ubale, Senior **Director of Public Affairs** of Animal Equality India.



In early December, Animal Equality was once again on the ground working to end animal sacrifice at the Gadhimai festival, an event where thousands of animals were brutally slaughtered by festival attendees in Southern Nepal. The religious festival happens every five years and has been subject to intense backlash from animal protection organizations like ours.





HORRIFIC CRUELTY:

Utilizing drones and on-the-ground investigators, we documented the various horrific and illegal practices taking place at the festival, including:

- Animals hacked to death and decapitated using machetes
- Sexual abuse of some of the animals at the Gadhimai temple
- Starving animals without enough food or water
- Devotees cutting the ears off goats and buffaloes, leaving them to bleed

OUR WORK IN 2014:

Thanks to our tireless campaigning and collaborative efforts during the last festival in 2014, there was an estimated 70 pared to 2009, where approximately 200,000 animals were sacrificed. According to some reports, the total number of animals sacrificed at the festival in 2014 was around 30,000.



Sign the petition to ban animal sacrifice at the next Gadhimai Festival using your QR reader here or by visiting animalequality.org/gadhimai.

SUPPORTERS IN FOCUS

KATARINA KUCKUCKA & IGOR DRASKOVIC

ANIMAL ADVOCATES IN CROATIA



All the work we do for farmed animals is only possible thanks to our generous supporters, like you. In this issue, we are getting to know the Croatia-based couple, Igor and Katarina, and discovering more about their outreach using iAnimal, why they support Animal Equality, and their favorite post-workout foods.

How and when did you first become

aware of factory farming issues? Igor: I have been vegan for close to ten years now, but was unaware of all the industrial farming practices at the beginning of my journey. Footage from undercover investigations was an eye-opener. I started doing my own research, which pushed me into activism, impact investing, and supporting organizations like Animal Equality.

Katarina: The day I set up my Facebook account is the day I stopped eating meat eleven years ago. The network connected me with many vegans, who shared videos on the treatment of farmed animals. I went vegan soon after.

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

Igor: Just knowing the immense amount of suffering that humans cause animals made me want to do whatever I could to stop it. It is very frustrating to realize that change will not come overnight, perhaps not even in our lifetimes, but I know it will come. What motivates me is seeing the vegan movement grow, consumer preferences shifting, and more than anything else, being surrounded by changemakers.

Katarina: I became involved in 2008 when I found a little black one-eyed cat under the dumpster. I started by helping cats and dogs and ended up meeting a group of vegans at a dog shelter in Eastern Croatia. They introduced me to activism and now I do it all: social media, signature gathering, marches, outreach, lecturing, and administrative support for animal rights organization. And then, some things I cannot talk about publicly. ;-)

Have you ever experienced iAnimal? If so, what impact did it have on you? Igor: I first saw iAnimal in 2018, at a vegan festival in Zagreb, and cried. Most

people did. It is impossible to watch the footage without being impacted. Shortly after, we purchased our own headset for our own outreach.

Katarina: Since I have witnessed the horrors first-hand, I am avoiding the virtual reality experience. It is too fresh in my mind and I still struggle with nightmares.



Do you have any companion animals?

We adopted four stray cats, two of them blind. All of them were saved from certain death on the streets. We did not plan on having cats long-term but started fostering occasionally. There was a special connection with our cats and now we're stuck with them.

What is your favorite veg food?

Igor: Hummus and avocado are on the top of my list. One of my go-to foods, especially after a good training run, is kebab with mashed potatoes, broccoli, and salad.

Katarina: Potatoes prepared any way, hummus, strawberries, peanut and pea tempeh, and, of course, a soy latte.

ANIMAL PROTECTION INACTION

6 Ways to Maximize your Impact with Non-Vegans through Language

Be inviting and friendly-don't use messaging that could turn people away. Meet people where they are to have the biggest impact.

Keep your message simple and memorable-people unfamiliar with veganism will get overwhelmed easily. Think about your most important message and stick to it.

Be personal-why did you become a vegan? Share your personal reasons and make a human connection.

Be as informed as possible-study up! To be comfortable sharing your knowledge, make sure you have the basics down. "Where do vegans get their protein?" and "Is factory farm cruelty a standard practice?" are two questions you will hear regularly.

Make being vegan sound easy and delicious-mention all the great foods we get to eat and the health benefits we enjoy.

Applaud people for the effort they are making-it's not about being perfect, it's about doing what we can. If someone tells you they switched to freerange eggs, say "That's great that you're trying to choose more compassionate products. Do you know what "free-range" means?" Labels are confusing, purposefully so. Give them a pat on the back while explaining how we are being duped.

Book Recommendation

We Are the Weather by Jonathan Safran Foer

Jonathan Safran Foer uncovers this global climate catastrophe in a personal and urgent manner, exposing human unwillingness to forego immediate gratification for the future. This book will alter readers' relationships with food and therefore makes a great gift for an omnivore near you.





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Ani<mark>m</mark>al Allies

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

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Did you know you can help even more animals each month by becoming a member of Animal Equality's Animal Allies? These dedicated advocates 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 quarterly 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/animal-allies to learn more and make another brave choice to help animals.

Animal Equality

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"One person asked me, how can you get as strong as an ox without eating meat? And my answer was, have you ever seen an ox eating meat?"

Patrik Baboumian, World Record-Holding Strongman

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