

THEIR VOICE

ANIMAL EQUALITY'S MAGAZINE
Nº 10 - SUMMER 2020

FREE

JOAQUIN PHOENIX

HIS SURPRISE PROTEST WITH ANIMAL EQUALITY

CALLING FOR A BAN
ON WET MARKETS

**For Animals
and Human Health**

LEGAL ADVOCACY

Ending Underground
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Dear Friends,
I wholeheartedly hope that you and your loved ones are staying healthy and safe. My affection and that of everyone at Animal Equality goes out to you.

During these tough times, we have been reflecting on how grateful we are; the first and most important appreciation goes out to you. You allow us to continue our work; you give animals a voice today and every day. Thanks to you, we can ensure farmed animals are not forgotten during this time.

As most of the world has come to a standstill, our joint mission has become more critical than ever. According to health experts, three out of every four new or emerging infectious diseases come from animals.

Animals are also suffering in unprecedented ways during this crisis. In many countries, farmers are cruelly killing animals that are now considered worthless to them as supply chains break down.

In Europe, animals are crammed in transport trucks for days without water and food due to border closures.



And live markets remain open around the world, even when evidence strongly links them to the COVID-19 outbreak.

The way we view and relate to animals demands a change.

That is why in April, Animal Equality launched an investigation and global campaign against live markets. More than half a million people have actively supported the campaign by urging the United Nations to ban wet markets.

In Mexico, our team introduced two critical legislative initiatives in the country. The first one, in the Senate, would make cruelty to animals a crime, protecting animals raised and killed for food on a federal level. Our second legal initiative, introduced in the State of Puebla, would ban illegal slaughterhouses and live markets in the state.

In May, Animal Equality released an investigation into the live transport of lambs from Spain to the Middle East, showing the horrific conditions animals endure during transportation on a painfully long journey ending in countries that offer no animal welfare guarantees.

We have also increased our plant-based work internationally, launching new vegan cooking videos and resources to encourage people to choose plant-based options.

We have not stopped working for animals, and we will continue to do so throughout this year.

The first half of 2020 brought exciting changes at Animal Equality. It is my absolute pleasure to announce that Matteo Cupi, who has been at the forefront of our work in Europe since 2010 and has been serving as Italy's Executive Director since 2015, has accepted the position of our organization's Vice President. Matteo has shown his strong leadership and strategic vision for the past 10 years, and we are thrilled to have him join our international senior leadership team. Italy's Executive Director position will now be held by Alice Trombetta, formerly the country's General Manager. Alice continuously proves her dedication and ability to make decisions that move our vision forward. We are excited to see what both Matteo and Alice will achieve in their new positions to help farmed animals in Italy and worldwide!

On behalf of all of us at Animal Equality, I want to thank you for keeping animals in your heart during this time. Wishing you continued health and safety.

Warmly,

A handwritten signature in black ink, which appears to read "Sharon Núñez".

Sharon Núñez
President
Animal Equality

SUCCESSES



JANUARY

Animal Equality Germany's newly formed corporate outreach team records its first success, leading to French restaurant conglomerate Groupe Le Duff and its German subsidiary Kamps joining the European Chicken Commitment.



FEBRUARY

A new investigation from Animal Equality reveals thousands of animals were again mutilated and slaughtered at a 2020 Gadhimai festival event.

Joaquin Phoenix joins Animal Equality for a protest in London in advance of the 73rd BAFTA awards for a daring action to draw attention to animal agriculture being a leading cause of climate change.



MARCH

After Joaquin Phoenix's stirring speech at the 2020 Academy Awards, during which he brought attention to the plight of dairy cows and calves, Animal Equality purchases a billboard in Hollywood to further shine a light on the horrors of the dairy industry.



APRIL

In response to the COVID-19 pandemic, Animal Equality launches an international campaign to ban wet markets across the world, with a petition addressed to the United Nations surpassing 500,000 signatures in just a few weeks.

Footage from Animal Equality's investigative work into Asia's wet markets is featured on CBS' news program 60 Minutes, reaching over 9 million viewers nationwide.

In a historic move, Animal Equality presents two groundbreaking legislative initiatives in Mexico: One to ban the sale of live animals in the country's markets and another to mandate the closure of all illegal slaughterhouses, as well as to prosecute those who operate the underground facilities.

White Castle, the oldest fast-food chain in the U.S., adopts the Better Chicken Commitment, which will impact 419,000 chickens per year.

The German fast-casual restaurant chain dean&david announced its commitment to the European Chicken Commitment, which will affect approximately 565,000 chickens.



JUNE

Animal Equality, along with Spanish online newspaper Público, releases an investigation into a factory farm in Spain that documents the cruelty of the environment and rapid growth that chickens suffer for Spanish meat production



MAY

A new investigation into live transport from Animal Equality Spain shows the pain and torment of lambs as they are shipped to countries without animal protections to be violently slaughtered without stunning.

Animal Equality's corporate outreach work in Spain has led to a decreased percentage of caged hens, with a new report showing that 77% of hens were caged in 2019, compared to 93% in 2017, when the team's work began.



PROTESTING ANIMAL AGRICULTURE WITH JOAQUIN PHOENIX

In a daring action to draw attention to animal agriculture being a leading cause of climate change, Joaquin Phoenix joined Animal Equality on Tower Bridge in London in advance of the 73rd BAFTA ceremony.

Joaquin and other activists dropped a 390 square-foot banner from the iconic bridge that read “Factory farming is destroying our planet. Go vegan.” as a plea to the public to break its dependence on animal products. Throughout the action, Joaquin and other Animal Equality activists also held placards showing the suffering of animals on factory farms, as well as the devastating impacts of animal agriculture on the environment and climate. He also handed out leaflets and talked with people passing by about a plant-based diet.



“I think we have a personal responsibility to take action right now and one way that we can mitigate climate change is by adjusting our consumption and by going plant-based. And so I feel sometimes like it’s not being talked about enough. So I’m just encouraging people to learn more about eating plant-based and to make a difference, to make whatever personal impact they can on the climate emergency.”

Joaquin Phoenix



Anti-dairy billboard in Hollywood.

Joaquin added, “When you witness the horror that really happens behind closed doors and slaughterhouses to farm animals all over the world, it’s impossible not to be affected by it and to realize that we have to do something drastic to stop it. So I’m just doing my part and trying to amplify the voices of these activists that are out every day, doing something, taking action, and the least I can do is take some time off today and come here to talk about this issue.”



Joaquin Phoenix and Animal Equality’s co-founders Sharon Núñez, Jose Valle, and Javier Moreno.

Joaquin followed up this protest with a stirring speech at the 92nd Academy Awards. In his acceptance of the Best Actor Oscar, Joaquin talked about important societal issues, including farmed animal exploitation, and gave a heart-wrenching account of the perils of the dairy industry. Going into detail, Phoenix brought light to the cruel process of taking milk meant for calves from mother cows and how both suffer when they are forcibly separated. In coordination with Phoenix’s speech, Animal Equality took out a billboard in Hollywood to bring further attention to the issue of dairy cruelty.

“Joaquin’s dedication to animals and the environmental cause is extraordinary. He sees the absolute need for us to have serious conversations around the devastation that factory farming is having on animals, our planet, and our health.

Sharon Núñez
President of Animal Equality.

THE PLANT-BASED REVOLUTION

Michelle Obama's organization, Partnership for a Healthy America, partnered with plant-based food company Beyond Meat to help make nutritious food more accessible to everyone.



MOOve over butter! Plant-based alternatives are here to stay. According to The Good Food Institute, the market for vegan butter is worth 198 million dollars and growing rapidly.

Back in 2017, dairy-free milk company Oatly started a revolution when it began supporting a dairy farmer in his switch to farming oats. The farmer decreased his emissions and increased profits. Now, the project is helping 10 other farmers and they've reportedly had interest from over 100 more!



China's fast food is going veg! The country's largest restaurant chain, KFC, is launching plant-based chicken in its stores! And to add to the excitement, coffee giant Starbucks is now offering plant-based meat from brands Beyond Meat and Ompork, as well as milk from Oatly, at its Chinese locations.

Senator Cory Booker's anti-factory farming bill just got new backing! Senator Elizabeth Warren has agreed to co-sponsor the bill, and Rep. Ro Khanna has introduced an identical bill in the House. This legislation would ban large factory farms by 2040.



Plant-based product sales skyrocketed amid the start of the COVID-19 pandemic. According to the Financial Times, U.S. sales of plant-based meat grew 200 percent in the week ending April 18th, compared with the same period last year.

Plant-based company Impossible Foods debuted at Kroger, hitting the shelves of about 1,700 stores. Compassionate shoppers can now find an array of vegan burgers at their local Kroger, including brands MorningStar Farms, Lightlife, Sweet Earth, Beyond Meat, and the chain's house brand, Simple Truth.



HOW TO CLOSE OUT SUMMER COMPASSIONATELY

Cool Down, From the Inside

Nothing says good times like ice cream! And with tons of plant-based options these days to choose from, you can get your fill without the cruelty.



• With So Delicious you can pick your ice cream based on your favorite non-dairy milk, as they offer oatmilk, cashew milk, soymilk, almond milk, and coconut milk versions. Their frozen mousses are only 330 calories per pint.



• Ben and Jerry's now has close to 20 vegan flavors to choose from. They also just released vegan cookie dough chunks.



• Another low-calorie option is available from Halo Top in flavors including birthday cake, peanut butter cup, and classic chocolate.



• Pick up an ice cream cookie sandwich from Coconut Bliss to relive those childhood summers. And while you are there, why not grab a raspberry acai chocolate bar, because, why not?

Conscious Camping

If you are itching to travel but still unsure about joining the crowds, camping with a small group of friends is the best way to have an adventure in solitude. Prep your meals at home so you have more time to explore nature.

1. Wrap your grilled cheeses in aluminum foil and throw them right on the grill when hunger strikes.
2. Hold on to that empty small water bottle. Fill it with your favorite plant milk and leave the big carton at home. Bottles are also perfect for pancake mix!
3. You can also bring cake batter in a water bottle. Pour it in a ceramic mug when you are ready to bake it on the grill.
4. For a quick breakfast, pre-mix all your ingredients for tofu scramble in a tupperware container. Add some tomatoes, onions and kale to ensure you get your veggies. In the morning, simply heat up and enjoy!



Your Farewell to Summer Soundtrack

Every summer needs its soundtrack and for 2020 it is Moby's new album All Visible Objects. As with most of his work, Moby is donating 100% of this album's profits to animal charities, with the track Rise Up In Love dedicated specifically to Animal Equality.



Al Fresco



Few things mean summer as much as heating up the barbecue and dining al fresco. Katya Ramirez is the creative force behind Love Veg Mexico and whips up healthy and delicious recipes that appeal to Mexican and American taste buds alike. Impress your family with these easy and flavorful 100% plant-based recipes.



Grilled Eggplants with Avocado Crema

INGREDIENTS

- 2 large eggplants
- 2 medium avocados
- ½ cup of coconut milk
- 1 tsp of ground pepper
- 1 tsp of garlic powder
- 1 tsp of vegetable stock powder
- 2 cups of cherry tomatoes
- 2 tbsp of black sesame seeds (toasted)

PREPARATION

Peel the eggplants and cut each into four "steaks". In a deep plate, mix pepper, stock, and garlic powder and sprinkle on the eggplants. Barbecue on medium until they are soft and browned. Mash the avocado with the coconut milk and add salt, pepper, and garlic powder to taste. Serve on top of the grilled eggplants and garnish with chopped cherry tomatoes and black sesame seeds.



Katya Ramirez
Love Veg Mexico

INGREDIENTS

- 3 mangos
- 2 tomatoes
- ½ cucumber
- 1/4 red onion
- 1/2 bunch cilantro
- Juice from two lemons
- Salt and pepper to taste

PREPARATION

Peel the mangos and cucumber and chop into small cubes. Chop the onion and cilantro finely, remove the seeds of the tomatoes and cut into small pieces. Mix everything with the lemon juice and season with salt and pepper.



Mango Ceviche

HOW OUR MOVEMENT STEPPED UP DURING THE COVID-19 CRISIS

Made in Hackney, a London-based community vegan cookery, delivered free food to those in need.

Members of the vegan community in Worthing, U.K., launched a vegan food bank collaborating with local vegan businesses. The food bank provided food and hygiene products to anyone, vegan or not.



Malik “Shake” Milton partnered with HipCityVeg to bring 500 vegan burgers and shakes to front-line workers at local hospitals in Philadelphia.

Beyond Meat launched its Feed A Million+ campaign to send more than a million vegan Beyond Burgers to those in need. As part of the campaign, Kyrie Irving, the Brooklyn Nets’ point guard, donated 200,000 vegan Beyond Burgers to the Food Bank.



Vegan superfood chain **Blue Bowl** raised over 16,000 dollars through a GoFundMe campaign to deliver nutrient-rich food to local healthcare workers.



Novak Djokovic and his wife donated 1 million euros to his native Serbia to purchase ventilators and other medical equipment.

Plant-based nutrition company **Kate Farms** donated 500,000 dollars worth of meal replacement shakes to Meals on Wheels, equivalent to 100,000 meals.



Miyoko's Creamery put their national grilled cheese tour on hold to deliver 1,500-2,000 grilled cheeses per week to hospital workers and people in need.



Atlanta-based fan favorite **Slutty Vegan** donated vegan burgers to a local senior care facility, as well as healthcare workers at Northside Hospital's Women's Center.



The **Meatless Farm** donated 20,000 **PLANT-BASED SAUSAGES** to the British nonprofit **Help NHS Heroes**. The sausages were distributed to pop-up supermarkets and cafés erected at hospitals to feed healthcare workers.

Plant-Based Party combined promoting plant-based businesses and feeding those in need. Between May 1st and 3rd, everyone was encouraged to purchase a plant-based meal and post it to social media with the hashtag #plantbasedparty. Beyond Meat donated one meal to organizations in need (up to 100,000 meals) and DoorDash donated five dollars to vegan initiative Support + Feed (up to 30,000 dollars) for each mention.

INVESTIGATOR CLOSE-UP

Investigators are our heroes. While undercover, pretending to be someone they are not, they exhibit a physical and mental strength that is unfathomable to most of us—all to create a better world for the suffering individuals they film every day. Here's a firsthand account from a chicken farm.

“

When I get asked about chickens in breeding farms I always think of a white sea of feathers trapped within mechanical sounds: animals that never get the chance to breathe fresh air, look at the sky, or peck a blade of grass, not even once, during their short lives.

I remember a chick in an intensive breeding farm, moving slowly towards my hand. Seeing him climb on my warm palm and lie down there, feeling him breathing slowly. Next to me, I observed another in spasms, with leg convulsions and blank eyes, its beak just ajar until it opened again with continuous shots. Shortly after, motionless, the tiny, soft, yellow feathers reclined imperceptibly along the body.

Then focusing again on the other chick, feeling him still in the palm of my hand and wishing to be able to protect him from that same suffering, and from the life of hardship and endless waiting that would only lead to his death within just a month.

Constant light, dry and dusty air, the acid and penetrating smell of ammonia coming from the litter which is always completely covered in feces, the constant noise coming from the ventilation vents, and the repetitive mechanical sounds of the feeders being refilled. But also, the rustling sound of the feathers and their fragile chirping



while they snuggle closer to each other and try to sleep and rest under the artificial light.

For me, what is really shocking is to conceive a life with the sole purpose of killing it to make it a product, and the impossibility on my part to protect these lives from a production chain that does not look anyone in the face, least of all them.”

ASKING FOR A GLOBAL BAN ON WET MARKETS

Citing public health and safety, Animal Equality launched a world-wide campaign and petition calling on the United Nations (UN) to immediately close wet markets across the globe. Not only do these markets pose an immediate danger to humans, they are also intensely cruel and abhorrently inhumane to animals. Due to the public health crises these markets cause, as well as the intense suffering inflicted on farmed animals, we are urging that all wet markets be banned.

A BREEDING GROUND FOR DISEASE

Wet markets get their name in part from the blood, guts, scales, and water that soak the stalls' floors: remnants from animals brutally killed for customers who desire to eat freshly killed meat. In these markets, exotic and traditionally farmed animals are mixed together in cramped cages and unsanitary enclosures, creating the perfect breeding ground for zoonotic diseases. In exclusive footage shot by Animal Equality at wet markets in China, Vietnam, and India, animals such as deer, raccoons, crocodiles, chickens, goats, cats, and dogs are shown living in filthy conditions, suffering from dehydration, starvation, and disease. It is in these unregulated markets where diseases like SARS originated, and where scientists believe the spread of COVID-19 began.

It's still not completely clear where the outbreak of COVID-19 began, but researchers speculate that the virus originated from a seafood market in Wuhan notorious for also trading in wild animals. This wouldn't be the first time that a deadly virus was linked to animal trade and consumption—H1N1 Flu (Swine Flu) and Middle East Respiratory Syndrome (MERS) are two other recent examples of viruses that likely originated in animals and then jumped to humans, causing dangerous outbreaks.



A THREAT TO ANIMALS AND PEOPLE

Wet markets represent a direct threat to animals and, based on the previously mentioned related outbreaks, present a major public-health risk. For animals, the prospect of abuse and suffering on factory farms has been well-documented. For people, the issue becomes the exposure of customers and purveyors to living and dead animals at unhygienic markets, creating a greater likelihood that animal-borne diseases will make the leap to humans.

“Wet markets have no place in our society and should be immediately closed. Not only are these markets extremely cruel to animals, scientific research has shown their connection to animal-borne disease outbreaks, proving they are also an immediate threat to public health and safety”

Sharon Núñez,
President of Animal Equality.

INFLUENTIAL ACTIVISTS EXPOSE DANGERS OF WET MARKETS AND EATING ANIMALS

The response to our campaign calling for a global ban on wet markets has been phenomenally received by conscientious people from all over the world. As of this writing, over 500,000 people have signed our petition demanding the ban and over one hundred media outlets (with a potential reach of more than two hundred million people) have covered the story.

We've also been inspired to see so many activists, experts, and politicians echoing the dangers of factory farming and drawing attention to the exploitation of animals. Here is a list of just a few.



ROONEY MARA AND JOAQUIN PHOENIX

Activists Rooney Mara and Joaquin Phoenix are once again using their tremendous platform to call attention to the worst abuses in our food system. While mentioning the dangers of wet markets, they also highlighted numerous issues plaguing the animal agriculture industry in an op-ed that appeared in *The Washington Post*: "Less notorious but much more commonplace threats to public health are the 'concentrated animal feeding operations' (CAFOs) scattered throughout the South and Midwest. These factory farms warehouse thousands of animals that wallow in their own waste with limited or no air-space, routinely creating conditions for the proliferation of superbugs and zoonotic pathogens."

POLITICIANS AND EXPERTS, TOO:

Not only has there been an outpouring of support from activists and influencers, there has also been a groundswell of action from US lawmakers and scientific experts. In a bipartisan letter sent to members of the UN and WHO, over 60 congressional leaders demanded the closure of wet markets, citing their impact on public health. This letter was on the heels of comments by Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases, who said, "I think we should shut down those things [wet markets] right away. It boggles my mind how when we have so many diseases that emanate out of that unusual human-animal interface, that we don't just shut it down. I don't know what else has to happen to get us to appreciate that."



PAUL MCCARTNEY

Legendary musician Paul McCartney, known also for his advocacy on behalf of animal rights, sounded the alarm on the threat of wet markets. In an interview with Howard Stern on his Sirius XM radio show, McCartney talked about the closure of these "medieval" markets: "I think it makes a lot of sense... when you've got the obscenity of some of the stuff that's going on there and what comes out of it, they might as well be letting off atomic bombs. It's affecting the whole world."



EDIE FALCO

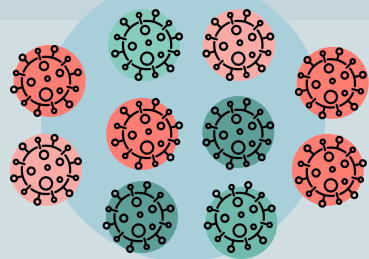
Actor and activist Edie Falco recently wrote a letter to New York Mayor Bill de Blasio, comparing New York City's live markets to those in Wuhan, China, where experts believe COVID-19 began. In her plea, she wrote, "...may I urge you to take whatever action is necessary to effect the immediate and permanent closure of all live-animal markets in our city? That step could be pivotal in stopping other deadly viruses from ever jumping to humans."



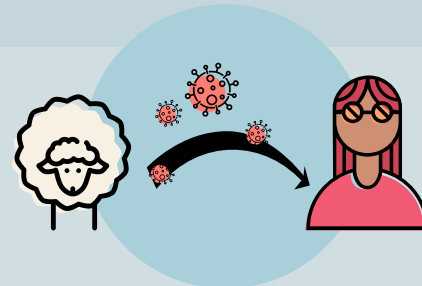
RICKY GERVAIS

Actor and comedian Ricky Gervais passionately called for the closure of live animal markets. In speaking to *The Mirror*, Gervais also lamented our treatment of animals and the planet: "We can't carry on exploiting animals, eating wildlife and trashing the planet. The wildlife trade and markets have to close, otherwise it will be a case of when, and not if, we have another global pandemic."

HOW COMMON ARE ANIMAL-BORNE DISEASES?

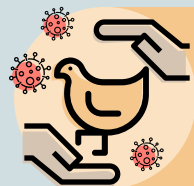


Scientists estimate that **more than 6 out of every 10** known infectious diseases in people can be spread from animals.



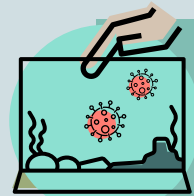
3 out of every 4 new or emerging infectious diseases in people come from animals according to the CDC.

HOW DO GERMS SPREAD:



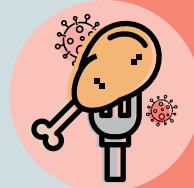
DIRECT CONTACT

Coming into contact with the saliva, blood, urine, mucous, feces, or other body fluids of an infected animal. Examples include petting or touching animals, and bites or scratches.



INDIRECT CONTACT

Coming into contact with areas where animals live and roam, or objects or surfaces that have been contaminated with germs. Examples include aquarium tank water, pet habitats, chicken coops, barns, plants, and soil, as well as pet food and water dishes.



FOODBORNE

Eating or drinking something unsafe, such as unpasteurized (raw) milk, undercooked meat or eggs, or raw fruits and vegetables that are contaminated with feces from an infected animal. Each year, **1 in 6 Americans** get sick from eating contaminated food.



WATERBORNE

Drinking or coming in contact with water that has been contaminated with feces from an infected animal.

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
Allies

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



THE SUFFERING OF LAMBS DURING LIVE TRANSPORT

A new investigation from Animal Equality shows the pain and torment of Spanish lambs as they are shipped to countries without animal protections in the Middle East to be violently slaughtered without stunning.

In distressing footage shot by our investigators, we documented the brutality with which lambs, all less than a year old, are treated during their live transport from Spanish farms. Tens of thousands of lambs are first shipped hundreds of miles by truck to Spanish port cities and then forced to travel by sea to countries in the Middle East to meet the demand for meat coinciding with Ramadan and the feast of the Sacrifice of the Lamb. Lambs are particularly sensitive animals that become paralyzed when they are afraid. During the journey, workers are shown throwing the animals and grabbing them by their legs to prevent them from retreating.

Once the lambs are loaded onto the ships, they have to endure a 10-day journey in which there is no guarantee that the basic animal welfare standards set by the European Union will be met. To those in charge of their fate, it doesn't matter if the lambs are injured during the journey or are in an advanced state of pregnancy—the only requirement is that they arrive at their destination alive. When they reach the country that purchased them, the lambs will then spend between 15-21 days in quarantine until they're taken to slaughterhouses, where they'll endure an agonizing death.

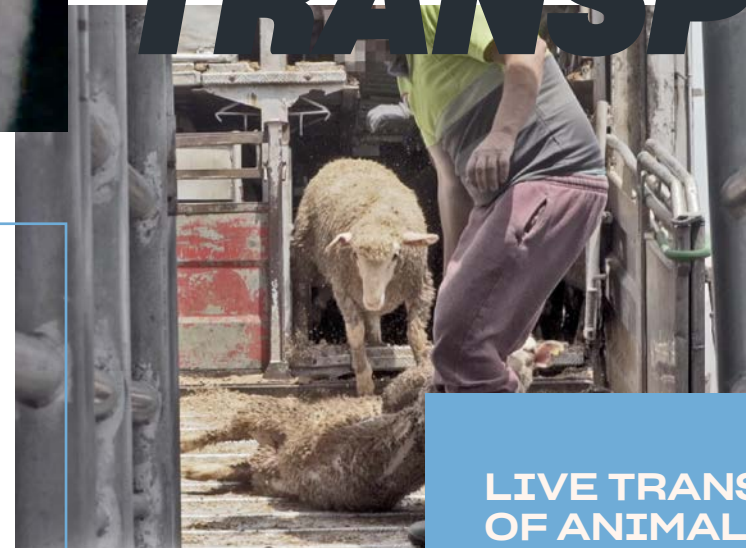
According to ritual slaughter rules to ensure the meat is halal, the lambs will be sacrificed with their throats slit and left to bleed out to death while fully conscious.

The meat industry is utilizing the export of lambs to Middle Eastern countries as a way of compensating for the lack of domestic demand due to the COVID-19 pandemic, as 90% of these animals are consumed in bars and restaurants. Data indicates that during this year alone more than 250,000 lambs will be sent to countries in North Africa and the Middle East for Ramadan celebrations.

Worldwide, more than two billion farm animals undergo long-distance travel each year as a means of transporting live meat. Thousands also die during long sea journeys, with their bodies thrown overboard, appearing on beaches days later. In a 2019 report following an accident in which 14,000 sheep drowned in the Black Sea while being transported from Romania to Saudi Arabia, the European Commission acknowledged numerous deficiencies in this type of long-distance transport. The report points out that the welfare of these animals depends largely on the conditions of the ship, and because there are no suitable inspections carried out, there are no guarantees that these ships have adequate drainage or ventilation systems. In fact, on ships bound for Saudi Arabia, port operators or livestock owners are not even allowed access to the vessels' interiors.

“Our investigations have clearly documented the mistreatment of lambs on these trips. It’s time to demand that both the Spanish government and the European Commission ban long-distance travel of live animals”

Silvia Barquero,
Executive Director of
Animal Equality Spain



LIVE TRANSPORT OF ANIMALS OUTSIDE OF THE EU MUST END

In Europe, Animal Equality launched a petition addressed to the European Commission and the Ministry of Agriculture, Food and Fisheries calling for an end to long-distance transport to countries that do not guarantee basic EU animal welfare standards. We are hopeful that our efforts will lead to much-needed change and will prevent the suffering of hundreds of thousands of animals every year.

THE POWER OF LEGISLATION FOR ANIMAL PROTECTION

The enactment and enforcement of adequate laws is critical to achieving a world where farmed animals are protected and respected. Just like any vulnerable population, animals raised for food depend on enforceable legal protections to shield them from unfettered exploitation and abuse. At Animal Equality, we recognize animal protection laws are sorely lacking across the globe, especially for animals in agriculture. This is due in part to the sheer power of the meat, dairy, and egg industry lobbyists.



“Tyson’s attempt to cultivate a positive brand image on the issue of animal welfare completely misrepresents the reality of its factory-farming practices. Few consumers would consider it ‘humane’ or in any way ‘ethical’ to cram hundreds of thousands of birds in unthinkable crowded, ammonia-laden sheds for their entire lives, trapped in bodies designed to grow so large, so fast, that they suffer from debilitating pain, deformities, and organ failure. A business built on such practices cannot reasonably call itself a ‘world leader in animal welfare.’”

Sarah Hanneken
Legal Advocacy Counsel

Fortunately, public opinion is on our side—on the animals’ side—so we continue to fight for better legal protections in all eight countries where we operate. One law can affect millions of animals, and that is why Animal Equality’s legislative team is continuing to create change through legislation.

In the U.S., Animal Equality is working as part of a coalition of animal protection groups to pass laws in various states banning the egg industry’s cruel practice of confining hens in cages. In line with this effort, we continue to advocate for statewide bans on the use of gestation pens for pigs and veal crates. In states where we have successfully passed such legislation, we are working to protect it. In California, for instance, we have intervened in a lawsuit to defeat the meat industry’s attempt to strike down Prop 12, the state’s progressive ban on the sale of eggs, pork, and veal products from animals confined in a non-complying manner.

In addition to working with governments to improve existing legal protections for animals, Animal Equality works within the judicial system to ensure the enforcement of laws. We apply creative litigation and mediation, including the use of consumer protection statutes to adjudicate animal welfare issues in court. For example, Animal Equality is litigating a case against Tyson Foods for the misrepresentation of its chicken products as “humane.” We are also suing the U.S. Department of Agriculture for unlawfully allowing pig slaughter operations to increase their line speeds, to the detriment of animal welfare.

Cory Booker

Back

Booker Introduces Bill to Boost Safety and Protect Meatpacking Workers From COVID-19

The Safe Line Speeds in COVID-19 Act will suspend and prohibit USDA “line speed waivers” that endanger workers at meatpacking plants

JULY 28, 2020

WASHINGTON – Today, U.S. Senator Cory Booker (D-NJ) introduced the Safe Line Speeds in COVID-19 Act to protect worker, consumer, and animal safety by suspending all current and future USDA waivers and regulations that allow companies to increase production line speeds at meatpacking plants during the COVID-19 pandemic. Reps. Marcia L. Fudge (OH-11), Rosa DeLauro (CT-3), and Bennie Thompson (MS-2) have introduced companion legislation in the House of Representatives.

Across the country, many meat processing plants have become COVID-19 hotspots. To date, more than 30,000 meatpacking workers have tested positive for COVID-19 and more than 168 have died, according to the Food and Environment Reporting Network.

“Since mid-March, outbreaks of COVID-19 have continued to surge in meatpacking plants across the country, infecting tens of thousands of workers and tragically killing more than 168. The majority of these workers are from immigrant communities and communities of color,” said Senator Booker. “The situation has only worsened since the USDA has approved nearly 20 requests from meatpacking plants to exceed

MEAT+POULTRY

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Special interest groups accuse Tyson of misleading marketing claims



Source: Organic Consumers Association

07.16.2020 By Erica Shaffer

WASHINGTON – Animal welfare and environmental advocates filed a formal complaint with the Federal Trade Commission (FTC) against Tyson Foods Inc. earlier in July. The groups allege that Tyson is fraudulently advertising its chicken products as produced “...in a natural, environmentally responsible and humane way.”

Tyson declined to comment on the matter through a spokeswoman.

Nonprofits Ask FTC to Investigate Tyson for Misleading Product Claims

July 2, 2020 · 2 mins read

Nonprofits Ask FTC to Investigate Tyson for Misleading Product Claims

PR Newswire

WASHINGTON, July 2, 2020

Tyson's natural, environmentally responsible and humanely raised marketing claims are false and deceptive, groups allege.

WASHINGTON, July 2, 2020 /PRNewswire/ -- In a complaint filed with the Federal Trade Commission, Organic Consumers Association, Animal Equality and Food & Water Watch accused Tyson Foods of misleading consumers by falsely claiming that Tyson chicken products are produced in a natural, environmentally responsible and humane way.

The complaint, filed on behalf of the groups by [Richman Law Group](#), asks that the FTC investigate and take action to enjoin Tyson from making false and misleading product

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Nonprofits Ask FTC to Investigate Tyson for Misleading Product Claims

Tyson's natural, environmentally responsible and humanely raised marketing claims are false and deceptive, groups allege.

By Organic Consumers Association;Tyson Foods;Animal Equality;Food & Water Watch; Jul 2, 2020

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WASHINGTON, July 2, 2020 /PRNewswire/ -- In a complaint filed with the Federal

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BY ROY GRABER ON JULY 19, 2019

Lawsuit accuses Tyson Foods of deceptive marketing

Food & Water Watch and the Organic Consumers Association allege company's claims of welfare-minded, environmentally friendly production are untrue

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Tyson Foods is being sued by Food & Water Watch and the Organic Consumers Association, with both organizations accusing the largest poultry company in the United States of deceptive marketing and advertising.

The two organizations filed their suit in D.C. Superior Court.

In the complaint filed in court, the plaintiffs

24

25

LEGISLATIVE PROGRESS WORLDWIDE

SPAIN

In Spain, Animal Equality met with the General Direction of Livestock of the Ministry of Agriculture, who confirmed that they are working with the four chicken incubators, which Animal Equality investigated, to implement in-ovo sexing. This measure is estimated to be effective by 2021 and will affect 35 million chicks.

Furthermore, Animal Equality was invited to discuss a legal ban on cages for hens, as the Ministry of Agriculture is implementing alternative systems to cages. Thanks to Animal Equality's work in Spain, 45% of eggs available in supermarkets are already coming from hens not confined to cages.

In-ovo sexing, or identifying the sex of a bird whilst inside the egg and before hatching, would save approximately 7 billion male chicks from being killed each year, as they're deemed worthless by the egg industry. There are currently several in-ovo sexing technologies available on the market, including both invasive and non-invasive procedures, and varying in timescale from the first day of laying to the 9th day of incubation. Animal Equality supports in-ovo sexing before the 7th day of incubation, when an embryo's sensitivity starts to develop and therefore would be at risk of feeling pain.

GERMANY

Each year in Germany, almost two million sows spend weeks confined in battery cages so small that they cannot even turn around. These metal frames were deemed illegal by the highest court and ordered to be phased out by 1992, without success. Germany's Federal Minister for Food and Agriculture plans to extend the transitional period by another 15 to 17 years. Animal Equality, in coalition with ten other organizations, is campaigning to stop this regulation from being passed, and ultimately for a complete ban of gestation crates, through a petition that has gathered over 270,000 signatures at the time of this writing, conversations with politicians, and emails to members of the Federal Council. In June, these signatures were handed over to the leader of the green party and the Federal Council's decision was postponed.

INDIA

In 2017, Animal Equality India presented its investigation into live animal markets to India's animal welfare department, along with a request to stop the slaughter of animals at these markets and shops. The Indian Food Safety Laws prohibit meat shops from slaughtering animals and our investigations highlighted the lack of health inspections conducted at these sites.

In light of COVID-19 and its presumed relationship to wet markets, Animal Equality India once again appealed to the Minister of Health and Family Welfare and the Minister of Animal Husbandry, Dairies and Fisheries to stop the slaughter of all animals at markets and shops immediately.

HISTORIC ACHIEVEMENTS IN MEXICO



In 2019, for the first time, the protection and welfare of animals killed for food have been considered by Mexican legislation in response to the findings of Animal Equality's investigation into Jalisco's slaughterhouses and a year of campaigning in the state.

Due to Animal Equality Mexico's work, an overwhelming majority of lawmakers approved Jalisco Without Cruelty, a historic initiative making cruelty to farmed animals a crime punishable by up to four years in prison.

This year, Animal Equality Mexico is presenting initiatives on the federal and state level to ban underground slaughterhouses and instill sanctions for those in breach of the law. Other initiatives aim to close wet markets due to the cruelty to animals and risk to public health they represent.

We sat down with Dulce Ramirez, Executive Director of Animal Equality Mexico, to talk about the strategy resulting in legislative success.

What are underground slaughterhouses and why are we asking for a ban?

Underground slaughterhouses are non-regulated facilities that operate without laws or inspections. We are asking for a ban for two main reasons: The slaughter methods used at these facilities do not comply with procedures dictated by the law and cause an immense amount of unnecessary suffering for the animals. Additionally, they represent an imminent public health threat as they do not meet food safety standards and lack health inspections.

What are the conditions at wet markets in Mexico?

In Mexico, stationary live markets and markets on wheels, where chickens are sold and slaughtered for human consumption, are still very popular. Commonly, various types of animals including goats, sheep, dogs, and even wild animals are crammed together in small spaces. Many of them suffer for days and often die of diseases before being sold. They don't receive veterinary attention. When you walk past these markets you see the dead bodies on the side of the road. It is a huge health risk.

By when do you hope the new laws will pass?

For the laws to be officially approved they have to go through two stages. We hope that the Senate will approve them during its next session, which lasts from September to December. However, after that the Chamber of Deputies will also have to vote, which we anticipate will happen in 2021.



Dulce Ramírez,
Executive Director
of Animal Equality
Mexico



What are the biggest hurdles when you try to introduce new initiatives?

In Mexico, the concept of animal protection is fairly new and the majority of legislators do not consider it as part of their agenda. The few that do have rarely included farmed animals on their list of animals worthy of protections. It is a very novel issue and we are starting from the bottom to get legislators to understand and act on the problem of farmed animal suffering.

Animal Equality Mexico is very successful in achieving legislative change in Mexico. Why do you think that is?

I believe that our success is the result of multiple wheels turning in unison at the right time, enabling us to move forward. Most importantly, we have been very patient and wait for the most favorable time to present each initiative. We have also spent much time on developing relationships with legislators that acknowledge our dedication and vision. We have been careful not to commit to one specific political party, but instead we study all lawmakers' agendas for opportunities for animals to find the right path for our work. Last but not least, we have an incredibly talented and committed team here in Mexico that combines many skill sets into a force for the animals.

What else is Animal Equality working on in Mexico?

We are analyzing the laws in regards to farmed animal recognition. Currently, their legal personality is very limited as they are defined as objects. We want them to receive rights and are considering our next legislative and judicial moves to help reduce their suffering.

CORPORATE OUTREACH

MAJOR MILESTONES FOR ANIMALS IN 2020

Throughout the year, Animal Equality's corporate outreach team works with major food stakeholders to reduce the suffering of chickens used for meat and hens used for eggs. In 2020, we helped secure multiple commitments to the Better Chicken Commitment (BCC) from the top 200 restaurants here in the U.S. and abroad.



Saving Chickens From Cruelty In The U.S.

In the United States, we worked with executives from White Castle, Cooper's Hawk Winery & Restaurants, and Which Wich securing animal welfare policies that will positively impact approximately one million birds per year.


Our International Outreach Work

Our U.K. outreach staff negotiated with Papa John's to secure a European-wide policy impacting 700,000 chickens every year. Following dialogue with our team in Germany, the fast-casual restaurant chain dean&david announced its commitment to the European Chicken Commitment, which will affect approximately 565,000 chickens yearly.

Protecting Hens Used For Eggs

Our outreach team in Italy was able to make a giant step forward for hens used for eggs by negotiating that Metro - a huge grocery store overseas comparable to the U.S. Costco - sign a cage-free commitment. Metro even decided to implement the commitment globally across Europe, as well as their stores in Asia, over the next seven years.

JANUARY
THROUGH
JUNE 2020:


111,533
HENS IMPACTED


3,390,826
CHICKENS
IMPACTED

The Better Chicken Commitment and European Chicken Commitment can both be defined as the set of welfare standards for chickens used for meat that guides the food industry through the implementation of higher welfare practices.

COMMITMENTS WON JANUARY THROUGH JUNE 2020:



Quiz: Cat or Chicken ?

1. Which animal purrs?
☐ Cat ☐ Chicken
2. Who is more social?
☐ Cat ☐ Chicken
3. Who expresses more empathy for their own kind?
☐ Cat ☐ Chicken
4. Who is the chattiest Kathy?
☐ Cat ☐ Chicken
5. Who is intelligent?
☐ Cat ☐ Chicken
6. Who is cherished in many homes across the world?
☐ Cat ☐ Chicken



1. Both. Scratch a chicken and it will purr like a cat.
2. Chickens take the win on this one. Hens and chicks like to spend their days together, scratching for food, dust bathing, roosting in trees, and lying in the sun.
3. Chickens take the win on this one, too. Chickens are known to help their own kind when they sense danger.
4. Both animals are very vocal. Chickens can make 30 different sounds.
5. If you have a cat, you already know how intelligent (and sneaky) they can be. But did you know that chickens show many complex skills as well? They have demonstrated their ability to problem solve, be creative, and even do some basic arithmetic! They can also recognize up to 100 individuals in a group.
6. Both animals are cherished in homes, unfortunately for different reasons. While we love our cats, most chickens only enter homes as food.

SUPPORTERS IN FOCUS



Jasmine Samra and Anne Crawford are animal advocates from Los Angeles who choose to apply an effective altruist approach to their giving. They joined Animal Allies to achieve the biggest impact for animals. When they are not busy participating in animal rights marches or vigils, they like to join our volunteer events, eat Ethiopian food, and indulge in plant-based TexMex.

How did you both learn about Animal Equality and what inspired you both to become members?

A few years ago, we were learning about effective altruism and wanted to do the most good we can with the resources we have. In the course of our research we came across Animal Equality and were immediately struck by the quality of their work. Their pioneering use of iAnimal is transforming the public's awareness of animal agriculture. They have made so much progress for animals through corporate outreach and legal advocacy and continue to do so year after year. It was a really easy decision to become monthly donors.

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

Jasmine: My parents raised me in a vegetarian household, so I grew up cognizant of animals' capacity to suffer and always believed that they deserve protection. In high school I learned about modern CAFO practices, which eventually led me to adopt a plant-based diet and start engaging in animal activism.

Anne: Like a lot of consumers, I trusted that labels like "humanely raised" or "free range" meant that I could consume animal products ethically. After I met Jasmine, she pointed out that this is rarely the case. That set off a natural progression for me; I always believed that animals shouldn't suffer, and so when I realized that consuming animal products wasn't compatible with that, I gave them up and transitioned to a plant-based diet.

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

We started getting involved in the growing animal rights advocacy community in Los Angeles by engaging in marches, protests, and vigils for factory farmed animals. However, we decided that the most important thing we could

do for animals is help support the work of organizations like Animal Equality. They are compassionate, dedicated people doing the tough work every day of creating long-term positive change for animals. It is a quiet, but absolutely central, part of our activism.

What is your favorite vegan restaurant, dish, or food and why?

Jasmine: I love Ethiopian food. There are so many amazing vegan options in Ethiopian cuisine! It's a lot like Indian food, which is what I grew up eating—lots of lentils and veggies cooked into hearty stews with a complex mix of spices—but with a totally different flavor profile. It feels like home and something new at the same time.

Anne: Nachos loaded with beans, Daiya cheese, salsa, and plenty of guacamole is my favorite comfort food. I gave up dairy long before I became vegan because of an allergy and thought this meant Tex-Mex (I grew up in East Texas) was out of my life forever. I actually got back a lot of those dishes after going vegan and discovering the world of plant-based cheese!

Tell us something about yourselves that people will be surprised to hear!

Jasmine: I can't stand peanut butter! I know PB&J is such a staple vegan food, but I just can't stomach it.

Anne: I grew up in a town with a population of fewer than 300 people. We didn't even have a stoplight.





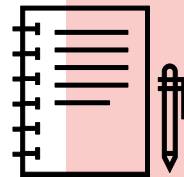
ANIMAL PROTECTION IN ACTION

How to organize a protest

Holding a public demonstration can be an engaging, effective tool to bring awareness to animal protection issues. Follow the below steps to prepare and implement your next action.

Develop a Plan

- Take time to create and plan the message, strategy, and actions. Figure out all the details of the protest such as the location, materials, and tasks for yourself and your team. You can usually contact non-profit organizations that work on the issue for free materials and guidance.
- Generally, free speech is protected in public areas and permits are not required. But look into your local laws to make sure your planned actions are allowed.



Advertise the Event



- Create a Facebook page for your demonstration and publicize it on other social channels such as Instagram, Twitter, and via email.
- Invite key groups of people including supporters, allies, other organizations, and potential speakers.



Before the Protest

- Make sure to have all the materials and information ready.
- As the host, plan to arrive at least 30 minutes before the protest is scheduled to begin.



During the Protest

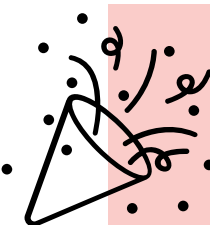
- Have a designated group of people for passing out leaflets and a majority facing the public and holding signs. Take plenty of photos and videos!

Stay Calm and Polite

- It's important to always be polite and interact with people in a friendly manner.
- If police arrive, kindly remind them that you are not violating any local laws.

After the Protest

- Congrats on a successful event! Thank everyone involved and then you can start planning the next one!
- Don't forget to upload your photos to social media and share with attendees.



Book Recommendation



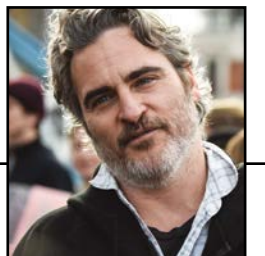
More Plants Less Waste, Max La Manna

Max La Manna is a vegan zero-waste chef who inspires people worldwide to rethink their daily routine and consumption by ditching plastic and repurposing those leftovers that no one wants to eat.

His new book includes healthy plant-based recipes for money and food-saving meals, DIY all-natural home products and a 21-Day Zero Waste Challenge. Do you accept?

“And I think that’s when we’re at our best—when we support each other. Not when we cancel each other out for past mistakes, but when we help each other to grow, when we educate each other, when we guide each other towards redemption. That is the best of humanity.”

Joaquin Phoenix, from his Oscar acceptance speech



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***"Do the best you can
until you know better.
Then when you know
better, do better."***

—

Maya Angelou



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