

ANIMAL EQUALITY'S MAGAZINE - Nº 11

# CELEBRATE WITH US!

Compassionate Holiday
Recipes from our Staff

WET MARKETS: STILL A THREAT

We Returned to China and Found Business as Usual

CAMPAIGNING FOR HENS & CHICKENS

And the Cruelty Award Goes to...

LET'S END CONSUMER DECEPTION

Our Legal Department Needs Your Help!

animalequality

#### SUCCESSES

Round-up of Our Important Work This Year

#### NEWS

6 Good News For Animals

#### LIFESTYLE

**R** Compassionate Holidays **Around The World** 



#### CAMPAIGNS

12 Campaigning For A Better Life For Hens & Chickens

1/4 The Problem With The Chicken Industry



#### COLLABORATE

15 Animal Allies

#### ANIMAL PROTECTORS

16 Animal Protection In Action



#### **TEAMS**

18 Bem-Vindo À **Animal Equality Brasil** 

#### INVESTIGATIONS

**M** UK Chicken Abuse Linked To **Known McDonald's Supplier** 

**77** Enemy Of The Planet

#### LEGAL ADVOCACY

24 Protecting Consumers From **Deceptive Marketing Practices** 

26 Tipping The Scales For Animals Worldwide

#### **WET MARKETS**

28 Wet Markets: Still a Threat



# INNOVATION

32 Impact Through Innovation

#### INTERVIEW

34 Supporters in Focus

ear Friends,

Happy holidays to you all! I hope this message finds you safe and peaceful despite what has been a very challenging year. And though there has been much difficulty, there has also been reason to hope.

We have all seen or read stories of inspiring animal resilience. When I hear these tales of perseverance, my heart is warmed knowing there is still so much good in this world. I want to share one such story with you.

After being in a cage for over six months, Olivia had very few feathers left on her body. She had a severe beak deformity due to it being cut when she was still a baby chick—a fate billions of hens before her had suffered. To stop hens like Olivia from pecking on other hens due to the extreme confinement and stress of living on a factory farm, these birds' beaks are sliced off with a burning razor blade.

This mutilation made it difficult for Olivia to eat. She could only consume about half the amount of food as most of the other hens, which made her fragile and her body weak. But she was not fragile or weak

I saw Olivia as soon as I arrived at the factory farm, finding her immediately with my torch as I scanned the cages for weak or sick hens. The moment I found her I knew I would rescue her.

She was frightened and shivering as I softly drew her out of the cage. But after a moment, she slowly nestled into my arms, sensing that she was now safe. Immediately, I took her to a vet, who proclaimed, "she is a survivor." Hours later, she took her first steps on soft grass and felt the sun for the first time.

Resilience is defined by the capacity to recover quickly from difficulties or adversity. And of that, animals can teach us a lot. Beaten to death when they are sick or injured; locked in small cages; slaughtered while still conscious. It is difficult to imagine a life worse than that of those raised and killed for food. However, anyone who has rescued or worked with animals will tell you stories of resilience, such as Olivia's.

As we face incredible challenges as a society, I find that focusing on animals, especially on their individual stories, gives me hope.

But it's people like you who also give animals hope—a hope for a better tomorrow, where we are all respected and protected, regardless of our species.

Over the last six months, we have told and changed the stories of countless animals. And thanks to your continued support, our team has impacted the lives of millions of animals in 2020, with our investigations, corporate outreach, legal advocacy, and innovative programs creating a better world for farmed animals every day.

As the year comes to a close, I reflect on all we have accomplished together this year and know that the hope for a better tomorrow is on the horizon—for animals and people, alike.

Thank you.



SHARON NÚÑEZ PRESIDENT, ANIMAL EQUALITY



SUCCESSES SUCCESSES

## SUCCESSES

#### JUL

Thanks to the work of Animal Equality Mexico, a new animal protection regulation is approved by the Government Council of Zapopan, Mexico, that establishes protections for farmed animals and criminalizes farmed animal cruelty.

In footage captured by Animal Equality investigators in Brazil, animals raised for human consumption are shown being treated cruelly on industrial farms in Brazil. The investigation—with a version narrated in Portuguese by Brazilian actress Ellen Jabour—shows pigs being abused and exposes the unsanitary conditions of industrial pig farms.





#### **AUGUST**

In an effort to denounce the serious environmental risks caused by pig farms in Mexico, Animal Equality releases a short investigative documentary titled Enemy of the Planet. The film showcases footage taken by drones that flew over two industrial pig farms in Jalisco, with the goal of publicizing the damage caused by industrial livestock farming.

Animal Equality releases distressing scenes of severe animal suffering on eight UK chicken farms, with undercover filming revealing hundreds of birds suffering agonizing deaths each day. Some of the farms are operated by Moy Park, one of the UK's largest chicken producers and a known supplier to McDonald's, as well as to UK supermarkets such as Tesco and Ocado. The investigation was featured as an exclusive in The Independent.

Animal Equality, as part of a coalition, files an emergency petition with the U.S. Department of Agriculture (USDA) to prevent COVID-19 relief funds, resources, and any other forms of support from facilitating or compensating for the costs of ventilation shutdown or water-based foam "depopulation"—the mass killing of animals on factory farms.

#### **SEPTEMBER**

Animal Equality launches a campaign targeting meal service companies Gooble, Home Chef, and Yumble for their lack of a public commitment to higher animal welfare standards in their chicken supply chains. The campaign includes petitions calling on company executives to take animal welfare seriously by making a public commitment to higher animal protection standards, which would reduce the suffering of potentially millions of chickens killed for their menu items.



#### OCTOBER

In collaboration with The Daily Mail, the UK's most widely read newspaper, Animal Equality UK releases a new investigation with distressing scenes of animal suffering covertly filmed inside Kinswood Eggs, an egg farm in West Sussex, England. The farm, which supplies a number of UK wholesalers and local catering companies, confines around 320,000 hens who lay a staggering 72 million eggs every single year.

Animal Equality Spain releases a new investigation that depicts the brutality and mistreatment suffered by animals exported from Spain during transport and slaughter. The investigation, carried out by Animals International and Animal Welfare Foundation, and in collaboration with Animal Equality and Compassion in World Farming, reveals the enormous suffering of live animals during their transport from Spain, as well as the cruelty of their killing in the slaughterhouses of Lebanon.



#### NOVEMBER

Nine months after the World Health Organization declared COVID-19 a pandemic, Animal Equality releases a new investigation that shows China's wet markets are still in operation. The footage was filmed in China in May 2020, with the help of local activists, and reveals that despite the pandemic, live animal markets continue to sell animals such as turtles, frogs, ducks, geese, pigeons, and others, bringing together species that in nature would never live together. Scientists believe COVID-19 originated in a wet market, and research shows that the terrible confinement conditions and mixed-species within these markets create the perfect breeding ground for animal-borne diseases.

NEWS NEWS



Beyond Meat and KFC brought their collaboration to 50+ Southern California KFC locations in August. Most locations ran out of the mouth-watering plant-based nuggets after about a week.

A first-of-its-kind law passed in San Francisco that will help curb greenhouse gas emissions by reducing the consumption of animal-derived products in city jails and public hospitals.



A new study has found that 23 percent of Americans are eating more plant-based foods since the COVID-19 pandemic — a positive change for animals suffering on factory farms.



Actors and activists Rooney Mara and Joaquin Phoenix are producing a documentary titled The End of Medicine, which explores the threat of animal farming to human life through the spread of animal-borne infectious diseases, like COVID-19, swine flu, and avian flu.

Beginning in 2023, egg-laying hens will no longer be confined to cages thanks to a new law recently passed in Colorado, joining a growing number of states enacting similar legislation.



The Chinese government recently announced that the country will gradually phase out and eventually stop the sale of live chicken, ducks and other birds at wet markets and wildlife markets amid virus concerns

# GOOD NEWS FOR ANIMALS

Gathered Foods, owner of vegan seafood brand Good Catch Foods, has recently opened a huge fish-free seafood production facility in Heath, Ohio, which aims to make \$100 million in plant-based





Eat Just Inc. partnered with business directory app Yelp to send vegan egg kits to the top 100 restaurants known for serving omelets. Eggcellent!



Beyond Meat launched an online store making their products available to customers nationwide.



Nestle is launching a new vegan tuna called Sensational Vuna, which reportedly mimics the taste and the flakey texture of tuna.

#### **NETFLIX**

The Netflix series, "Travelers," predicts what many of us believe to be true—the future is vegan! There are clues throughout the series as characters who travel back in time cry at the sight of animal flesh in the freezer, and are shocked to find cow's milk in their coffee.

Due to the ongoing pandemic, China's government recently removed dogs from an official list of animals that are allowed to be commercially bred and sold for food.

The Czech Republic has passed a new law that will ban cages for hens after 2027, joining Luxembourg, Austria, Slovakia and Germany who have similar bans.

••••••



The third season of the critically acclaimed Future Perfect podcast tells stories about how the meat industry affects farmed animals, farmers and factory workers who raise and slaughter those animals, and the impact on the environment. Available for streaming now!

6

# COMPASSIONATE HOLIDAYS AROUND THE WORLD

hatever you celebrate, the holidays are an occasion to reflect back and look forward. They are also the time we use to set intentions, reconfirm our values, and ensure what is to come is better than what we are leaving behind. Knowing the devastating effects of animal agriculture on human health, the planet, and most importantly, the animals, our team has compiled its favorite cold-weather recipes. From India to the Americas to Europe—your taste buds are in for a cruelty-free culinary roller-coaster ride.

Whether you are able to celebrate with the entire family, in a small circle, or virtually, we sincerely hope that you can find comfort during this holiday season. Happy Holidays from our global team at Animal Equality!





• 1 garlic clove

• 1 tbsp olive oil

Salt to taster

by Paula, Digital Marketing Coordinator in Spain

#### **INGREDIENTS**

- 7 oz cooked chickpeas10 oz cooked beetroot
- 10 02 COOKed Deelloot
- Juice of half a small lemon
- 1 tsp dried cumin powder

#### **PREPARATION**

Start by finely grinding the garlic in the food processor, then add chickpeas and beetroot. Lemon juice, oil, spices, and salt go in last.



## Vegan Cashew & Broccoli Lasagna

by Renata, Education Coordinator in Brazil

#### **INGREDIENTS**

- 2 jars of your favorite marinara sauce
- 2 ¼ cups raw cashews, soaked for 1 hour in hot water, then drained
- 3 ½ tbsp lemon juice
- 4 tbsp nutritional yeast (plus more to taste)
- 3/4 tsp garlic powder
- 1/3 tsp sea salt
- 1/3 3/4 cup water
- 1 10-oz box vegan-friendly lasagna noodles
- Chopped broccoli

#### **PREPARATION**

Grab your oven dish and start with a layer of marinara sauce. Follow with a layer of lasagna noodles, a layer of white sauce and raw broccoli. Repeat the process until your dish is full ensuring your top layer is white sauce, as it browns beautifully.

Cover the dish tightly with aluminum foil. Bake for 25 minutes at 425° F , rotate the pan 180° and continue cooking without the foil for 5 to 10 more minutes, until it's steaming and lightly bubbling in the corners.

# preparation

#### Pour in

• Half a cup of vegetable milk

Salt and pepper to taste

• Vegan lasagna noodles

Vegetable oil for frying

Nutmeg

• Vegetable broth

Add oil to a pan on medium heat. Add flour and whisk vigorously. Pour in the non-dairy milk and continue to whisk, allowing the sauce to thicken. Remove from heat. Add spices to taste.

#### Meat sauce according to the traditional Italian Bolognese recipe

Chop the carrot, celery and onion. Heat a few tablespoons of extra virgin olive oil in a pan and add the veggies. Cook until the onion is translucent then add the vegan mince. Fry for 5 minutes. Add the chopped tomato and half a cup of non-dairy milk and enough vegetable broth to cover everything. Simmer for one hour adding veggie broth as needed. Season with salt, pepper and nutmeg.

#### Assembly

9

Grease a baking dish and start with a layer of béchamel sauce. Follow with pasta, béchamel, and meat sauce. Continue in this order, but make sure the final layer is meat sauce sprinkled with vegan parmesan cheese to create a delicious crust. Put in the oven at 350 degrees Fahrenheit for 30-40 minutes.

#### Lasagna with Homemade Bolognese Sauce

by Greta, Social Media Coordinator in Italy

#### **INGREDIENTS**

- 3 tbsp olive oil
- 2 tbsp all purpose flour
- 2 Cups non-dairy milk
- 1 carrot
- 1 celery stalk
- I Celery Staik
- Half an onion
- 1 lb of vegan minced meat
  - inced meat Vegan parmesan
- 1 tomato





by Dane, Campaigns Manager in the US

#### **INGREDIENTS**

- 5 medium potatoes (I use russet)
- 1 small onion, finely diced or grated
- 2 tsp salt
- 1 tsp ground pepper
- 2 tbsp flour
- Oil, for frying

#### **PREPARATION**

Grate potatoes coarsely using a grater or food processor. Place them on some paper towels to remove

In a large bowl, combine onion, potatoes, pepper, and enough flour (about 2 tbsp) to make the mixture bind together. Do not add salt until you are ready to form latkes as salt will make the potato mixture release moisture. Heat up a non-stick or cast iron pan. Pour enough oil to completely cover the bottom of the pan. Place a tablespoon of the mixture on the oil and flatten it.

Do not flip the latkes over until the edges turn brown. Remove from pan and place on a plate lined with clean paper towels to soak up excess oil.

Top with parsley and vegan sour cream, or apple sauce. (As a kid I used ketchup - that's ok, too).

( I grew up culturally Jewish, and one of my favorite holiday traditions was cooking potato latke's with my mom and Polish grandma. ))

## Gajar Ka Halwa

by Aman, Education Coordinator in India

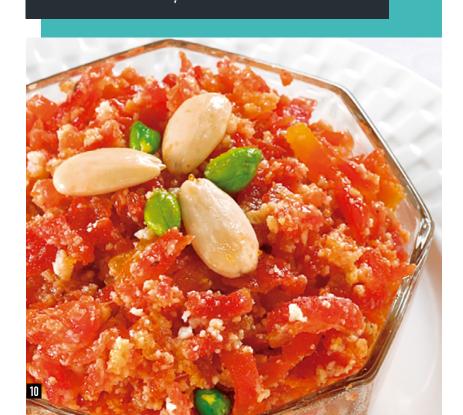
#### **INGREDIENTS**

- 1 tbsp Coconut oil
- 1 quart Almond milk
- 1 lb Carrots
- 1/2 cup of Sugar
- 2 to 4 tbsp Powdered cardamorr
- Roasted nuts for garnishing

#### **PREPARATION**

Peel and grate carrots and fry in coconut oil for 5 - 6 minutes. Bring almond milk to a boil in a separate pot. Add the cooked, grated carrots and stir until it thickens. Continue stirring while adding the sugar, ensuring it melts completely. Add powdered cardamom and garnish with roasted nuts.

( My favourite festival is Diwali, one of the biggest festivals in India, which is celebrated in fall. Houses are lit up with lights, candles, and clay lamps, and people prepare traditional delicacies to share with family and friends.





Pineapple Cake

by Tim, Development + Data Coordinator in the UK

#### **INGREDIENTS**

- 2 cups of wheat flour
- 1 tsp baking powder
- 1/2 tsp baking soda
- 1/2 tsp sea salt
- 1/2 cup vegetable oil
- 1/2 cup of sugar
- 7 oz of water
- 7 oz of pineapple juice
- Pineapple chunks to taste

#### **PREPARATION**

Preheat the oven to 350°F. Sift the flour, baking soda, baking powder and salt. Separately, combine the water, oil, juice and sugar. Stir well until the sugar is dissolved and pour over the flour mixture. Beat until all the ingredients are combined and you see bubbles. Stir in a few pineapple chunks and pour into a plastic oven proof mold. Bake for 50 min, let cool and enjoy.

# Carlota, de Limón

it going over well with my family, this

cake became my go-to choice.

by Ady, Administrative Officer in Mexico

#### **INGREDIENTS**

- 1 block of tofu
- 2 packages of vegan graham crackers
- 3 lemons
- ¾ cup non-dairy milk
- 1 tsp vanilla extract
- 6 tbsp of agave syrup • 1 cup of walnuts

#### **PREPARATION**

Blend tofu, non-dairy milk, vanilla extract, agave syrup and lemon juice to a thick mixture. With a spatula, scoop some of the mixture into a dish, sprinkle with nuts and a cup of crushed grahams. Repeat this process ensuring the crackers are completely covered each time. Garnish with lemon zest and refrigerate for four hours.







12

ife for chickens and hens in the meat and egg industries is full of endless suffering and abuse. In the United States, the country with the largest chicken meat industry in the world, over 9.2 billion chickens were killed for meat just in 2019. At chicken farms, scenes of overcrowded enclosures and lame, crippled chickens were commonly filmed by our investigators. American hens used for eggs don't fare any better, with 76% of them confined to tiny cages so small that they couldn't even flap their wings. To combat this constant mistreatment, we have launched three important initiatives to change the industry and improve the lives of hens and chickens in the U.S..

#### **QUESTION CHICKEN**

QuestionChicken.com details the many problems of the chicken industry. From animal welfare and worker safety to sustainability, Question Chicken is a powerful resource that shows why such a destructive industry should not be supported.

With chicken being the most consumed meat in the U.S., it will be difficult for any one group or resource to completely alter consumers' behaviors. However, we expect the campaign to challenge the protein's popularity, through unbiased sources and information about the industry that's usually hidden or underreported.





#### THE MEAL KIT CRUELTY AWARDS

In September, we launched a campaign targeting three meal service companies for their lack of a public commitment to higher animal welfare in their chicken supply chains. Gobble, Yumble, and Home Chef, have all either refused to disclose any chicken welfare policy they may have, or adhere to a policy below their customers expectations.

The campaign website, MealKitCruelty.com invites the public to vote for the worst meal kit company for animals. Petitions are included for each, calling on company executives to take animal welfare seriously by publicly committing to the Better Chicken Commitment that would reduce the suffering of millions of chickens killed for their menu items.

#### **CHICK-CULLING**

Every year around the world, billions of male chicks are killed in the egg industry. Male chicks are considered useless by both egg and poultry producers since they do not lay eggs and are not the breed used for meat production. The practice of chick-culling includes the method of live-shredding, where chicks are ground up alive just hours after birth.

Thankfully, due to industry advancements, this practice can be avoided. A technology called "in-ovo sexing" makes it possible to determine the sex of chicks within the eggs, enabling workers to terminate the eggs of male chicks before the birds can feel pain. In a new campaign, slated to launch in January 2021, Animal Equality is asking the U.S. government to pass legislation that would require the American chicken industry to adopt in-ovo sexing technology and spare the suffering of tens of millions of baby chickens. Similar campaigns are active in Europe, India and Latin America.









































#### **OUR CORPORATE OUTREACH WORK FROM** JULY TO NOVEMBER 2020 WILL AFFECT

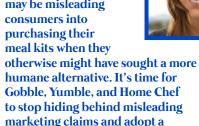






282,187,000 **CHICKENS** 

**♦** We're worried that these companies may be misleading consumers into



meaningful chicken welfare policy".

Dane Charbeneau. Campaigns Manager U.S.

13

## The Problem with the Chicken Industry

CHICKENS ARE BRED TO GROW AT AN ALARMINGLY UNNATURAL RATE, WHICH CAUSES LEG DEFORMITIES, ORGAN FAILURE, AND HEART ATTACKS IN THESE BABY BIRDS.



EACH FLOCK, WHICH CONSISTS OF TENS OF THOUSANDS OF BIRDS, IS KEPT IN DIM, WINDOWLESS SHEDS UNABLE TO PERFORM NATURAL BEHAVIORS.

tens of 1 FLOCK thousands of birds

**SELECTIVELY BRED TO** PRODUCE THE MAXIMUM NUMBER OF EGGS, HENS SPEND **UP TO TWO YEARS PACKED IN WIRE CAGES WITH ABOUT FIVE** OTHER BIRDS.

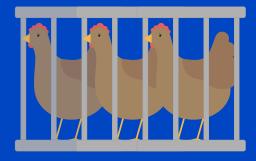


BIRDS AT THE SLAUGHTERHOUSE ARE VIOLENTLY SHACKLED UPSIDE DOWN AND THEIR THROATS ARE THEN SLIT. OFTEN WHILE THEY'RE STILL CONSCIOUS.





CHICKENS ARE FORCED TO LIVE IN THEIR OWN WASTE WITH AMMONIA LEVELS SO CONCENTRATED THAT MANY SUFFER FROM PAINFUL **CHEMICAL BURNS.** 



THE CAGES **ARE SO SMALL** AND CROWDED THAT HENS **CANNOT EVEN** SPREAD THEIR **WINGS OR EXHIBIT** OTHER NATURAL BEHAVIORS.

TO PREVENT ABNORMAL PECKING BEHAVIORS FROM BEING IN SUCH INTENSE CONFINEMENT, **WORKERS CUT OFF A PORTION** OF THEIR SENSITIVE BEAKS WITHOUT ANY PAINKILLERS.



# ANMAL ALLES

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.

Did you know you can help

even more animals each month

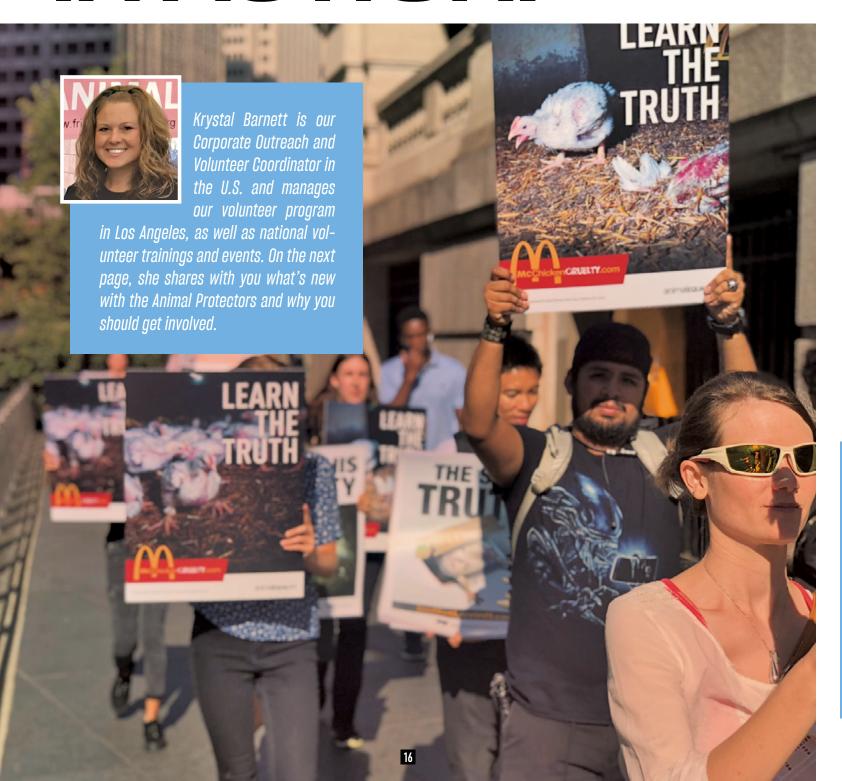
by becoming a member of Animal Equality's Animal Allies?

Head over to animalequality.org/animalallies to learn more and make another brave choice to help animals.



ANIMAL PROTECTORS
ANIMAL PROTECTORS

# ANIMAL PROTECTION IN ACTION!



#### WHY WE NEED YOU AS AN ANIMAL PROTECTOR

As an Animal Protector, you have the opportunity to stand up for animals wherever you are! You instantly become part of our team of passionate activists demanding change from the world's biggest companies. The only requirement is a few minutes of your time each week. These actions make a big difference for the millions of animals currently suffering on factory farms all over the world.

#### HOW ANIMAL PROTECTORS CREATE CHANGE

Once you sign up to become an Animal Protector, you'll automatically join our tremendous Online Action Team. Through quick and easy online actions—such as sending an email or posting on social media—you will demand change that can impact millions of animals!

#### ANIMAL PROTECTORS IN ACTION

In July 2020, we called on one of the UK's biggest pizza chains, Pizza Express, to adopt a meaningful animal welfare policy. Thanks to the efforts of our Animal Protectors, Pizza Express committed to the Better Chicken Commitment in a matter of days! Their commitment to this policy will impact 500,000 chickens per year and is a huge step in the right direction as we continue working to bring an end to factory farming. We couldn't have done it without your support!



#### **MORE WAYS TO HELP!**

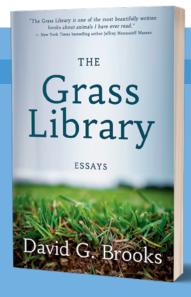
If you're interested in being more involved as an Animal Protector, we offer several different options.

#### From your home or city:

If you love being out in public and educating people about farmed animals and plant-based diets, then leafleting is a great option. When it's safe to do these activities again, we'd love to send you a box of leaflets and to provide tips for making an impact. We're also always looking for people who have experience working remotely to help with tasks that can be done from the comfort of home.

#### In the office/at events:

Our U.S. office is currently closed and our public-facing events have been momentarily placed on hold. Once normal activities resume, Animal Equality would love to have you join us at a protest or a tabling event near you! Roles while tabling include talking to the public about who we are and what we do, inviting attendees to sign up for our newsletter, and asking people to try our iAnimal virtual reality experience. Volunteers with photography experience are also highly sought after for our events. If you're based in the Los Angeles area, we could use your help with administrative tasks, as well as with events at our office in Hollywood.



#### **Book Recommendation**

After his partner declares over dinner that she can no longer justify eating animals, Australian writer David Brooks finds himself, at first reluctantly, embarking on his journey towards a compassionate, plant-based life. Soon after leaving the city of Sydney for an old farm in the Blue Mountains, their family is joined by two rescue sheep, the pioneers of what will become an array of non-human companions. In The Grass Library, Brooks lyrically explores his realignment of values to live in ethical harmony with his furry companions, and the challenges of writing on behalf of other creatures. It will inspire you to examine your own relationship with nature and all living things around you. The compilation of interrelated essays is not about veganism, but an invitation to challenge some fundamental assumptions in an engagingly witty, yet vulnerable, debate about animal rights and human practices.



# BEM-VINDO À ANIMAL EQUALITY BRASIL

nimal Equality has offices in eight countries
around the world,
all who are working
together on behalf of farmed
animals. In this issue, we want to
introduce you to our incredible
team in Brazil and our brand new
Executive Director, Carla Lettieri.
Carla joined Animal Equality in
July and has hit the ground running. Read on to get to know our
Brazilian team members and find
out what Carla has planned for
the future.

#### MEET CARLA LETTIERI

Carla has a bachelor's degree in Language and Arts and a master's degree in international relations from Pontifícia Universidade Católica do Rio de Janeiro. Currently, she is pursuing her doctorate in sociology and law.

Carla spent 14 years working in the nonprofit sector leading projects for children affected by cancer. Searching for deeper alignment of her personal values and professional work, Carla decided to dedicate her management and advocacy skills towards reducing the suffering of farmed animals. She joined Animal Equality to work in a team with a rich exchange of international experiences and a culture of efficiency and objectivity.

The animal protection landscape is very challenging in Brazil and has only become more so with the current public health crisis that highlighted underlying problems in the country like increasing social inequalities. While understanding these issues, Carla also sees tremendous potential as people discover the connection between animal products and zoonotic diseases, global warming, hunger, and the deforestation of the Amazon.

#### **MIRIAM**

I am the Operations Coordinator in charge of implementing and maintaining operations processes and procedures.

I started working for Animal Equality in 2018 and it completely changed my life as I received the support to complete my transition to a vegan lifestyle.

As a team, we are united, especially when action is needed for farmed animals.



#### CAMILLA



In my last year of high school, we built a time capsule for our five-year plan. Recently, I opened it and what

I had written is true: I work for an international animal protection organization, fighting for those who need us the most. I admire Animal Equality for its constant innovation and openness to creative ideas.

#### RENATA

I studied advertising and digital marketing and am currently pursuing my postgraduate degree in Human Rights, Social Responsibility and Global Citizenship. I am the Communications Coordinator for Animal Equality Brazil.

What I appreciate most is knowing that our work really makes a difference in the lives of millions of farmed animals. With determination and unity, we can achieve so much.

#### **JULIA**

I am a Corporate Relations Associate in Brazil. I started at Animal Equality as an intern about a year and a half ago. I live in Sao Paulo with my cat, Shoyu.

I grew up on a farm, which made me stop eating meat and question the way animals are treated early on. The Brazilian's team resourcefulness, motivation and creativity makes us a force for farmed animals!



#### **BRAZIL HIGHLIGHTS**

#### Nov 2016

The office opens in Sao Paulo

#### Dec 2016

First cage-free commitment from BFFC (Bob's, KFC, Pizza Hut, Doggis, Yoggi)

#### May 2017

Animal Equality releases its first investigation inside Brazil's egg farms

#### **March 2018**

Cage-free commitment from Bauducco affecting 1.8m hens

#### August 2018

Cage-free commitment from Carrefour affecting 1m hens

#### Nov 2018

Cage-free commitment from Forno de Minas affecting 1.6m hens

#### October 2019

Drone investigation showing the deforestation caused by cattle farming in the Amazon rainforest

Cage-free commitment from the first egg producer, Ovos Flippsen, affecting 250k hens

#### **July 2020**

Investigation showing the cruelty inflicted on pigs on Brazil's factory farms

#### Nov 2020

After four years of campaigning as part of a coalition, GPA, the second-largest retailer, commits to going 100% cage-free and to ban gestation crates by 2028, affecting 5.7m hens annually

Annually, over 17m hens have a better life due to our corporate outreach efforts



# UK CHICKEN ABUSE LINKED TO KNOWN MCDONALD'S SUPPLIER

nimal Equality has been sounding the alarm for years about the horrible conditions within the chicken industry. Once again, our cameras documented the intense abuse of chickens used for meat. In an exclusive investigation in collaboration with The Independent, we

released distressing scenes of severe animal neglect on British chicken farms, with our undercover filming revealing hundreds of birds suffering agonizing deaths each day.

Some of the farms are certified by the Red Tractor assurance scheme and operated by Moy Park, one of the UK's largest chicken producers. Moy Park is a known supplier of McDonald's, as well as supermarkets such as Tesco and Ocado. The troubling footage, captured covertly by an Animal Equality undercover investigator in late 2019, reveals:

- Chickens deprived of water as drinking troughs are routinely raised to a height that they are unable to reach;
- Hundreds of chickens suffering agonizing deaths each day as workers painfully crush the chicks' necks in their hands;
- Chickens developing raw skin burns on their feet and chests from filthy, urine-soaked floors;
- Chickens bred to grow so big, so quickly, that they suffer from excruciating leg injuries and are unable to carry the weight of their own oversized bodies;
- Chickens crammed into immensely overcrowded barns, barely able to move or stretch their wings.



#### **BUSINESS AS USUAL**

These concerning scenes are reflective of an industry that values profit over animal welfare. Chickens raised for meat have been selectively bred over time to grow extremely large, incredibly quickly. As a result, many of them suffer from weak hearts, lungs, and legs, their bodies burdened by the strain of their unnaturally heavy bodies. After all this, they're killed when they're little more than one month old.

"The abuses we found on
Moy Park's farms are horrific
and this unchecked cruelty must
come to an end. We are calling on
McDonald's to join its competitors
in signing on the Better Chicken
Commitment and to stop these

terrible abuses from happening within its supply chain."

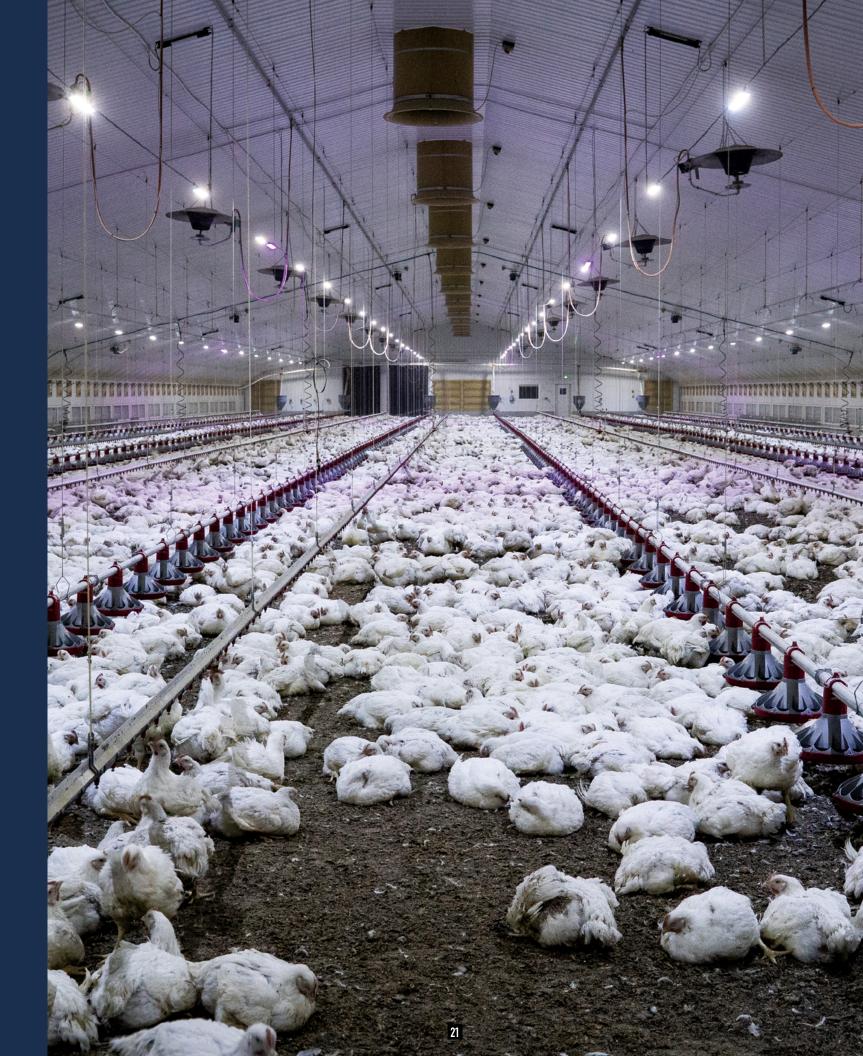
Sharon Núñez, President of Animal Equality

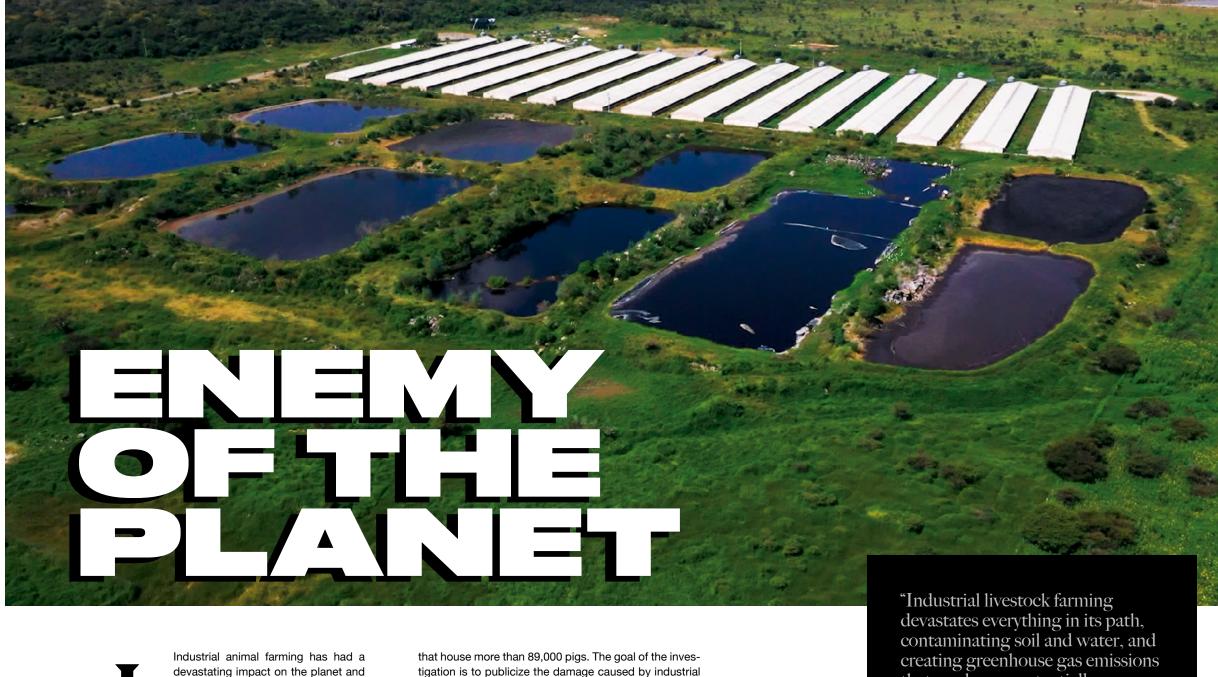


#### **DEMAND BETTER FOR CHICKENS**

McDonald's claims it cares about animals, but it works with suppliers that clearly don't! The chickens raised for food on these farms don't stand a chance. You can make a difference by signing our petition calling for McDonald's to commit to bettering the lives of animals.

Please visit McChickenCruelty.com
to add your name and learn more about how you
can help.





human health, and has been extremely cruel to animals. Most scientists agree that the greatest threat humanity faces today is climate change, and

our current food production system is helping to accelerate potentially catastrophic environmental changes. For example, it is estimated that the process of animal farming contributes to around 15% of total greenhouse gas emissions worldwide. Animal agriculture also is a serious threat to public health, with numerous diseases originating from its practice. These diseases include the swine flu pandemic of 2009 and, most recently, COVID-19, which scientists believe originated from a live animal market in China.

Given the urgency to stop these risks, Animal Equality has released the short documentary Enemy of the Planet. This investigative film was produced using drones that flew over two industrial pig farms in Jalisco, Mexico,

22

livestock farming.

Thanks to reports obtained during this investigation, we were able to expose the magnitude of the risks and environmental damage caused by these industrial livestock farms—farms that do not report the amount of pollution that they emit into the atmosphere and surrounding grounds. In addition, we found discrepancies in the reporting of water consumption and waste management, as well as the lack of clarity on what permits the farms have and who is verifying how they are reporting and

Water is an essential natural resource for human life, and to produce a pound of meat from a pig, 1,500 gallons of drinking water are needed. In national figures, raising pigs for human consumption represents the use of 4% of all renewable drinking water in Mexico.

that can have a potentially irreversible impact on our planet. The practice has also proven to cause disease outbreaks and great suffering to

animals. Now is the time to stop these risks!

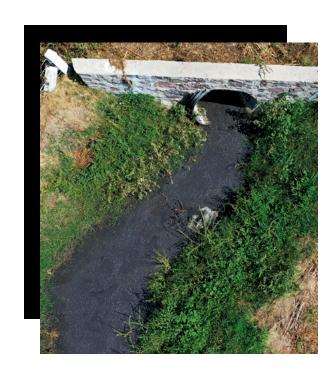
Dulce Ramírez. **Executive Director** of Animal Equality Mexico

#### **BREEDING GROUND FOR DISEASE**

The ponds next to the sheds where the pigs are housed are constantly polluted by excrement-producing greenhouse gases from the pigs' urine and feces in the process-and are a perfect breeding ground for animal-borne diseases. There can be more than 100 different pathogens found in 0.3 ounces of pig excrement, bacteria that can cause illnesses to humans. This unchecked threat of disease is one of the reasons why the Centers for Disease Control and Prevention estimates that 75% of new or emerging infectious diseases in people come from animals.

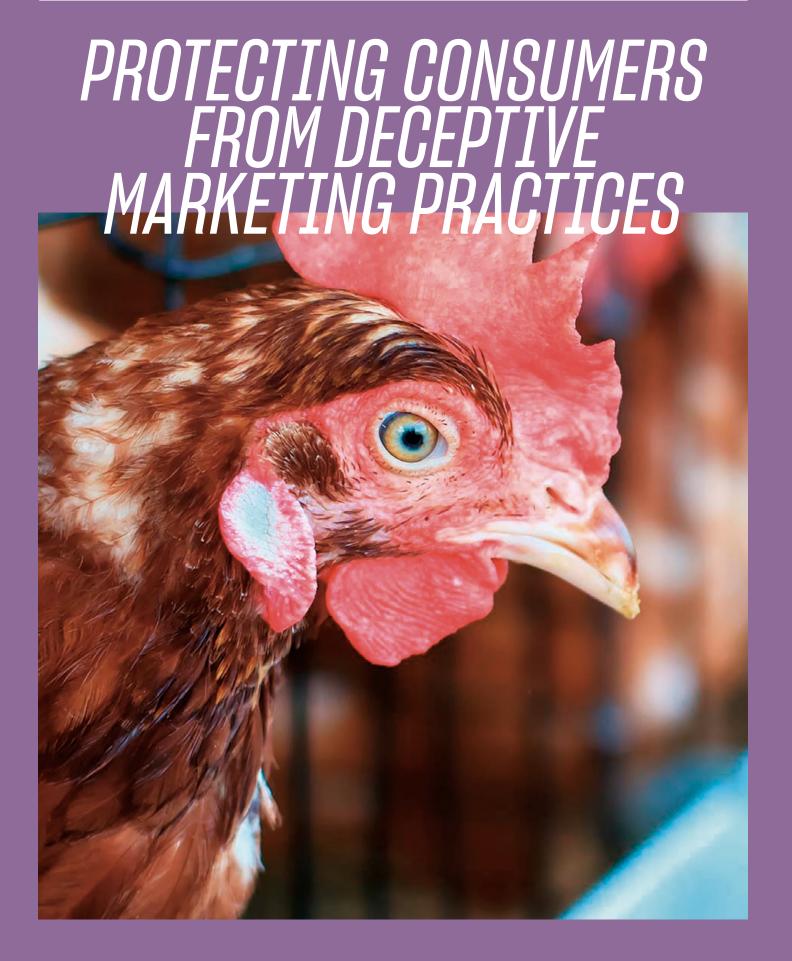
As if these environmental damages and health risks were not enough, the conditions in which farmed animals live on these intensive farms are terribly abusive. As our investigations have shown, animals on these farms suffer greatly, with unrelenting pain and illness accompanying them throughout their short lives, which end in brutal slaughter.

As part of this investigation, Animal Equality in Mexico levied four complaints against these farms for acts and omissions that could produce ecological imbalance and environmental damage in the region. We are requesting the permanent closure of these facilities, as well as the revocation of permits, licenses, and authorizations of their operation. We are also seeking the repair of damages made to the surrounding environment.



23

LEGAL ADVOCACY



nimal Equality's legal team has continued to challenge companies' false and deceptive marketing claims related to animal welfare. For example, while our consumer deception lawsuit against Tyson Foods remains pend-

ing, we also filed a complaint against the company with the Federal Trade Commission, this time challenging marketing claims related to Tyson's "NatureRaised" brand of chicken products—which it markets with lofty statements about animal welfare, environmental sustainability, and the "natural" quality of the products. Tyson makes these claims despite evidence showing that the chickens who become NatureRaised products endure the same kinds of inhumane treatment as the chickens in Tyson's other product lines. It's all factory farming, and consumers mustn't be led to believe otherwise.

Animal Equality also filed a lawsuit against Champion Petfoods for deceptively marketing certain fish ingredients in its products as being "wild caught," when all evidence suggests they are from fish raised on industrial aquaculture farms. According to Sarah Hanneken, Animal Equality's Legal Advocacy Counsel: "Considering the extreme crowding, painful parasites, and other stressors on commercial fish farms, most people realize fish are better off in the wild. For this reason, 'wild-caught' labeling and advertising claims are widespread. Consumers strongly prefer higher-welfare products, but those ads and labels only translate into better welfare for animals if companies are held to account."

If you find our deceptive marketing work exciting, we have good news! You don't have to be a lawyer to help advance the field of animal law: Anyone can submit examples of advertisements, product packaging, or any other marketing material you believe to be false or deceptive, and we will review it as a potential lead for a new false advertising case.

Submit content and learn more at animalequality.org/stop-false-ads

**66** Congress has given the USDA clear instructions to provide for the humane handling of animals at the slaughterhouse. Yet, by reducing federal oversight

and eliminating caps on line speeds, the USDA has unlawfully put industry profits above its statutory obligations.

Sarah Hanneken, Legal Advocacy Counsel, Animal Equality



25



#### **ACTION ALERT!**

The USDA has been working with the meat industry to lift restrictions on slaughterhouses, enabling these operations to run their lines at faster and faster speeds and to kill more animals per hour.

- Increased slaughter line speeds put farmed animals at a greater risk of cruel treatment and abuse and add to the many ways in which they suffer in the meat production industry.
- Animal Equality is suing the USDA in an effort to overturn its recent decision allowing pig slaughter establishments to kill pigs without any cap on line speeds.
- U.S. residents can ask their elected officials to put a stop to this blatant effort to pad industry profits at the expense of animal welfare by taking action at animalequality. org/slaughterhouse-line-speeds

# TIPPING THE SCALES FOR ANIMALS WORLDWIDE

#### UK/BRAZIL

In October, Animal Equality UK and Brazil joined together in an action directed towards the UK Government, which is considering a new law that proposes a UK ban on the import of products linked to deforestation.

Working with a researcher from the University of Oxford, we crafted a response using the production of beef in Brazil exported to the UK market as our example. Brazil is the largest exporter of beef in the world and the largest exporter of beef to the UK outside of Europe.

Our recommendations include a push for improved traceability and law enforcement in Brazil and other producing countries where products could be linked to deforestation. We also called on the UK finance industry to invest only in corporations that have clear policies in place to protect rainforests and asked the UK Government to invest further in plant-based alternatives.

Our team in Brazil coordinated an open letter that was signed by concerned climate experts and animal NGOs, addressed to UK Prime Minister Boris Johnson. Our impassioned letter stated that "our biodiversity is now under severe threat" and appealed to the UK to use its influential relationship with Brazilian President Jair Bolsonaro.

As we await a response from the UK Government, we continue to raise awareness about this important issue.





#### SPAIN

Animal Equality Spain is asking the European Commission to stop the use of public funds to subsidize advertising campaigns that promote the consumption of meat—particularly pork—due to the serious damage that the pork industry inflicts on the environment, animal welfare, and human health. We believe that the European Union's agricultural and food promotion policies ought to be aligned with the objectives of the European Green Deal, as well as the Farm-to-Fork Strategy, to guarantee the sustainability of the European food system, public health, and animal welfare.

Additionally, we are launching a new campaign called A4 Chicken, derived from the European name for a letter-sized sheet of paper—the same size as the space given to hens in confinement. We plan to bring petition signatures that demand the end of cages for hens to the Spanish government.

#### UK

In July 2020, Animal Equality UK launched Phase Two of its campaign to ban the importation of foie gras produced through force-feeding.

Phase One of our campaign saw a number of successes. Two YouGov polls, commissioned by Animal Equality in 2018 and 2019, found that 79% of British respondents are in support of a ban. We also garnered support from celebrities, including Ricky Gervais, Joanna Lumley, and Dev Patel, and over 170,000 Brits joined our call to demand an end to foie gras imports.

Phase Two is focused on urging two key political figures, George Eustice MP and Lord Zac Goldsmith, to enact a ban by December 31st of 2020. British comedian Alan Carr backed our ask, stating that "foie gras is no laughing matter." Actor and animal advocate Peter Egan also took part in a heartfelt online interview with our UK Executive Director, Abigail Penny, describing his personal experience visiting a foie gras facility.

In October 2020, Conservative MP Sir Mike Penning brought this crucial issue to the attention of policy-makers to enact a ban without delay.





#### INTERNATIONAL

Our Legal Advocacy team works closely with our Investigations department to maximize the impact of each investigation we produce. We conducted full legal analyses of the footage obtained in four recent Animal Equality investigations—at a sheep and lamb slaughterhouse in Wales, at a chicken factory farm in England, at a pig slaughterhouse in Italy, and at an egg factory farm in England—and found horrible systematic animal welfare violations at each. We alerted the appropriate authorities and are keeping the pressure on to ensure they take action.

CAMPAIGNS CAMPAIGNS

## WET MARKETS: STILL A THREAT

he risk posed by wet markets is undeniable. Unfortunately, Asia's wet markets are still operating despite media reports and statements claiming otherwise. As these markets are a direct threat to public health, as well as extremely cruel towards animals, we felt it was our obliga-

tion to show the world that these markets are still in business and as such, are increasing the likelihood that another pandemic virus could emerge. That's why in November of 2020, we released our second wet market investigation.

With the help of local activists, we once again filmed the cruelty and danger of wet markets. The investigation was filmed in May of 2020 in China in the cities Wuhan, Guangzhou, Dongguan, Guilin, Nanning, and Liuzhou, and revealed that despite the pandemic, live animal markets continue to slaughter and sell wild and domesticated animals.

We found animals such as turtles, frogs, ducks, geese, pigeons, and others crammed into the markets—species that in nature would never live together. Scientific consensus finds that these markets are the perfect breeding ground for animal-borne diseases, and according to the Centers for Disease Control and Prevention, 75% of all new or emerging diseases in humans come from animals.

#### **BACKGROUND**

In markets across the world, exotic and traditionally farmed animals are traded and brutally slaughtered for customers who desire to eat freshly killed meat. These outdoor shops, called wet markets, get their name from the blood, guts, water, and scales that soak the stalls' floors after live animals are killed once purchased.

In April 2020, Animal Equality launched its first international campaign to ban wet markets. The footage, shot in China, India, and Vietnam, featured images of wild and domestic animals, such as dogs, raccoons, and crocodiles, crammed into filthy small cages in close proximity to each other. We also featured footage from the wet market in Wuhan, China, where scientists believe COVID-19 began.

Animal Equality seeks the closure of live animal markets, which are not only cruel to animals but also pose a substantial risk to human health and safety. A worldwide petition started by Animal Equality in April calling for the end of all wet markets has gathered over 500K signatures, so far.







**575,000**+ people who signed

our petition

**2,155,419** video views



11,980,685

social media accounts reached



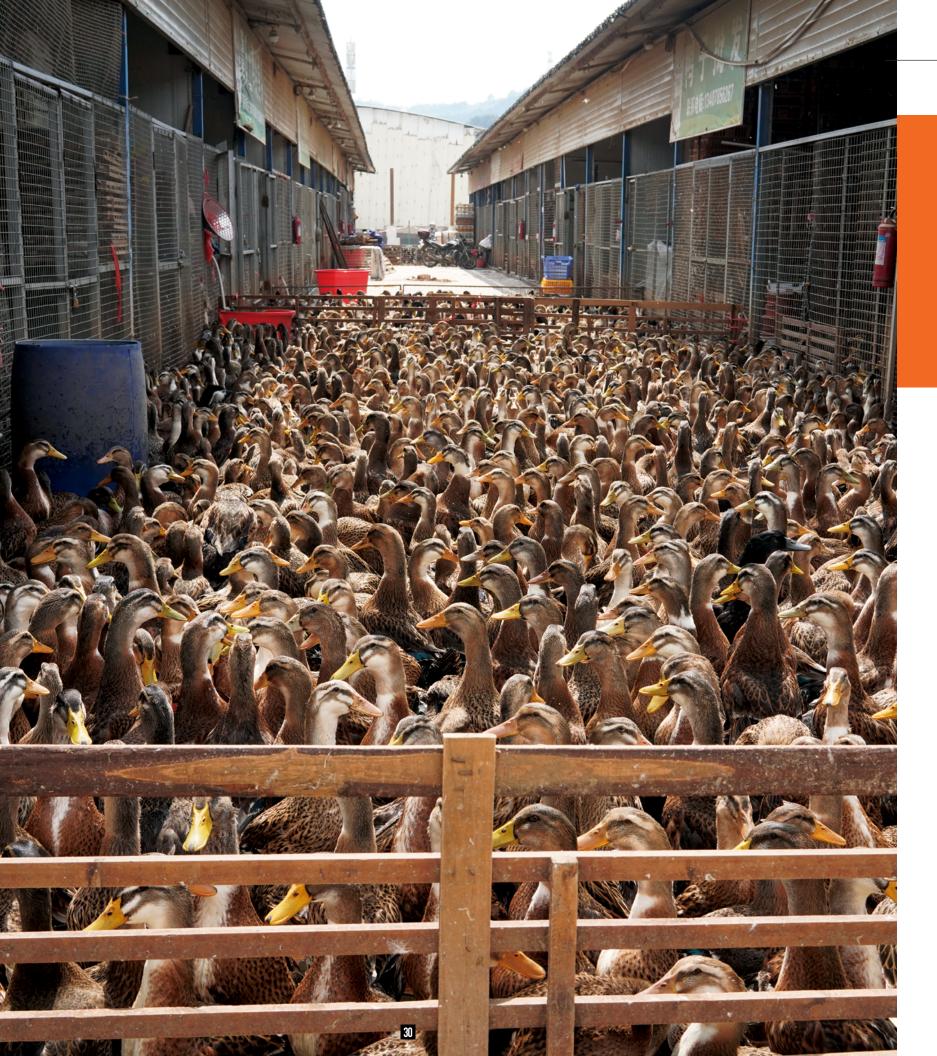
**375,265,526** potential media reach



283

international media stories





#### TAKING LEGISLATIVE ACTION

Animal Equality has a presence in eight countries: Italy, Spain, Germany, the UK, Brazil, Mexico, India, and the U.S. While wet markets tend to be common in the latter four countries, careful examination revealed that India and Mexico represent the largest opportunity for change, due to the political and legislative landscape.

#### **INDIA**

Most animal products are sold by the country's 12 million independent food sellers, often in live animal markets. 90% of chickens are sold at live markets and slaughtered upon purchase. Modern outlets account for only 2% of food retail sales in India. Many of the images used during the first wet market investigation were taken in India.

Indian food safety law permits the killing of animals in licensed slaughterhouses only, which ensures health inspections of the animals. However, the slaughter in wet markets continues.

In 2017, Animal Equality presented investigative footage from wet markets to the Ministry of Environment, Forest and Climate Change, the Law Commission of India, and the Food Safety and Standards Authority of India, along with an appeal to stop the slaughter of animals at these markets. After the launch of the international campaign in April 2020, Animal Equality made an appeal to the Ministry of Health and Family Welfare and the Ministry of Animal Husbandry, Dairies and Fisheries, demanding the end of slaughter at markets.

Animal Equality will continue to lobby the Indian government and attract media attention to stop animal slaughter in markets and stores.

Additionally, a report linking zoonotic diseases to pandemics will be presented to the Indian government in an effort to support new regulations for wet markets.

#### **MEXICO**

Traditional and mobile markets are prevalent in Mexico, offering fresh meat from just slaughtered animals as well as live animals. Vendors do not disclose the animal's health history to consumers. Animals are often taken home alive and butchered on unregulated private properties by people who do not have experience.

That is why Animal Equality has decided to seek the prohibition of the sale of animals, dead or alive, in traditional and mobile markets.

In April 2020, Animal Equality Mexico promoted an initiative at the federal level that would ban wet markets and underground slaughterhouses, prohibiting the killing of animals in public streets and other unauthorized spaces, based on the lack of hygiene and food safety. In August, Mexico City banned the sale of animals at itinerant markets, following the city of Zapopan in the state of Jalisco, which passed a ban on the sale and killing of animals in public after working with Animal Equality. This decision aligns with the reforms made in 2019 to the Criminal Code of the state of Jalisco that criminalizes cruelty against animals.

Moving forward, Animal Equality Mexico will continue working closely with Senator Jesusa Rodrigues on a nationwide ban of the sale and slaughter of animals by unauthorized facilities that cause unnecessary animal suffering and represent a risk to public health.

46 Scientists from around the world are pointing out the hazards of wet markets on public health. We are living in such unprecedented and uncertain times where we are still grappling with COVID-19 despite it being around for a year. If we don't learn now, when will we? This is the time to take imperative steps towards public health and safety."

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



## IMPACT THROUGH INNOVATION

ur team at Animal Equality strives to find new and creative ways to improve the lives of farmed animals. And while our main pillars are investigations, corporate outreach, education, and legal advocacy, we rarely stop there. As we know from our experience, every person has their own aha moment that motivates them to eliminate animal products from their diet and care about improving the protections of animals. That's why we apply a multi-faceted communications approach, utilizing a variety of methods to meet people where they're at. On the next page, you will find just some of our most recent international initiatives.

1 1





#### #EnCasaConLoveVeg oooo

Over 38,000 people signed up to receive free vegan recipes during isolation in Mexico, making En Casa con Love Veg (at home with Love Veg) a perfect example of offering support when people need it.



#### **Voces Animales**

As a new way to give a voice to animals through influencers, Voces Animals was born during the COVID-19 isolation in Spain. Athletes, chefs, actors, writers, and nutritionists met with our Animal Equality team on Facebook and YouTube Live to share the effects of a compassionate lifestyle on non-human animals and our planet.



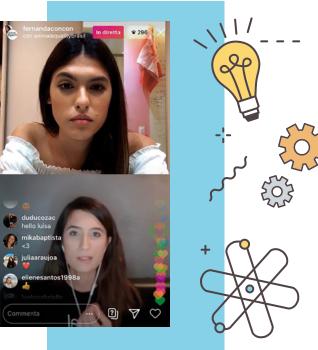
#### Lunch & Learn with Team UK ....

Our team in the UK virtually connected with companies—including big names like PwC—to study the impacts of factory farming on the environment, public health, and farmed animals, and to inspire attendees to consider plant-based options more often.



#### **Encouraging Whistleblowers**

Our investigations and IT teams are collaborating on a mobile website that provides a platform for farm and slaughterhouse workers to anonymously report animal abuse at their facilities directly to Animal Equality. The release is expected for 2021.



#### **Live with Fernanda Concon**

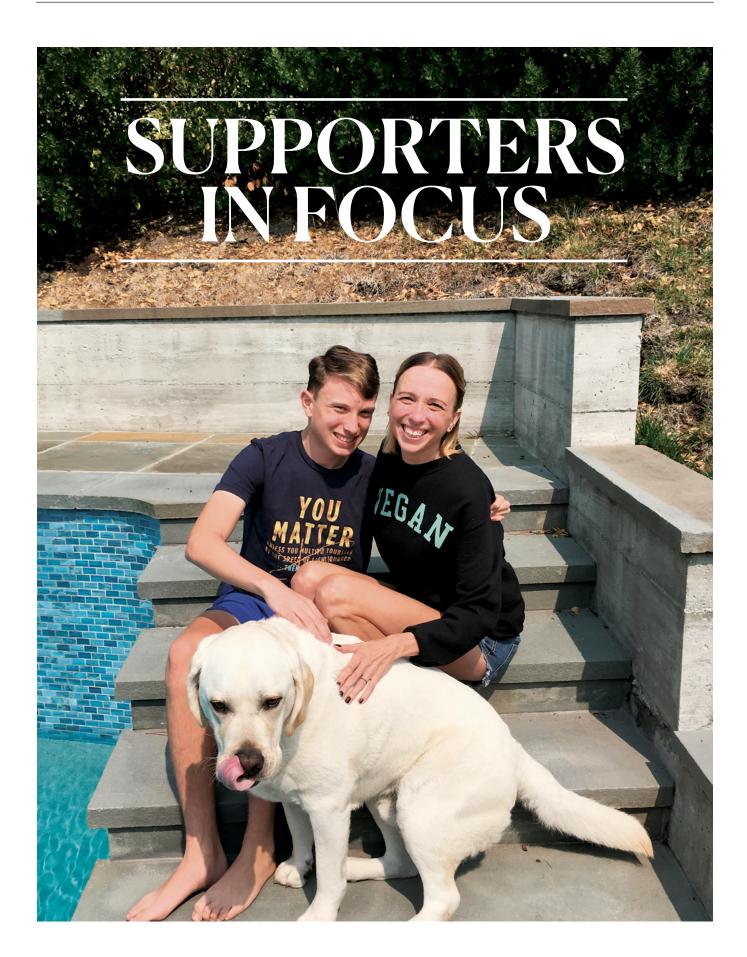
To tap into new followers, our team in Brazil organized an Instagram Live on actress Fernanda Concon's Instagram page, allowing Animal Equality's work to be shared with her 2.9m Instagram and 1.16m YouTube followers. Fernanda launched a campaign urging the Ministry of Agriculture to avoid the depopulation of animals related to COVID-19 and asked her followers to sign Animal Equality's petition, which gained 3,000 signatures in less than 48 hours. Our team performed several online actions following the Instagram Live, which led Tereza Cristina, the Minister of Agriculture, Livestock and Supply, to release a statement on the responsibility to uphold animal welfare during a pandemic.

#### **Educating Young Minds**



In India, our team took to college campuses organizing workshops, documentary screenings, and vegan food tasting stalls supported by leaflets and iAnimal to help introduce vegan items to cafeterias. An overwhelming majority of the students were veg-curious after hearing about the impacts of the meat and dairy industry on climate change and their health and signed up for our newsletters to start their plant-based journey.





All the work we do for farmed animals is only possible thanks to our generous supporters, like you. In this issue, we get to meet Dawn and learn about her food activism, why she supports Animal Equality, radical kindness, and her favorite vegan food spots!

Join Dawn and others who are saving animals year-round by visiting animalequality.org/animalallies

## How did you learn about Animal Equality and what inspired you to become a supporter?

Once I learned about factory farming, I pledged to make it my life's work to help the animals. Images of animal agriculture turned me into a vegan overnight, so I wanted to support an organization that was taking impactful photographs and videos that could influence others to become vegan, too. Animal Equality is the best nonprofit in the world at doing this difficult but vital work. I have so much respect and gratitude for their investigations.

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

In 2017, I was feeling so depressed about the news and decided to pursue "radical kindness" as an antidote to the relentless negativity. I took an inventory of my daily life to see where I could inject some much-needed compassion and quickly realized that the low-hanging fruit was with my oldest son. He had been an ethical vegetarian since kindergarten, yet it had never occurred to me to change my own eating habits to support him. So I became a vegetarian as a kindness to him and the animals and thought my mission was accomplished. Fast forward a few months later, when we were about to go on vacation. I was snuggling my dog goodbye and prayed he'd be treated well at the kennel. Then a revelation hit me like a ton of bricks, and I wondered if dairy cows were treated well in their kennels. I ran to my computer to google it, and after about thirty seconds of seeing the images of factory farms, I knew I'd be a vegan for life.

#### Tell us about your animal advocacy.

Besides supporting the incredibly important work of Animal Equality, my biggest form of advocacy is food activism, which I do mainly through social media. Once I made the decision to be vegan for the animals, I thought, "Now what? What am I supposed to eat?" So I started an Instagram account called "Marin County Vegan" to show all the amazing plant-based menu options at restaurants near me in Northern California.

I also take photos of the vegan food I find on my weekly grocery trips so others can see how easy it is to replace meat and dairy. It is so rewarding to champion all the local businesses that are offering plant-based products.

#### What is your favorite vegan restaurant and why?

I love all the vegan restaurants, but the two that are closest to my heart (and stomach!) are Veggie Grill and Amy's Drive Thru. Veggie Grill is a chain restaurant offering vegan comfort food like burgers and chick'n sandwiches, as well as healthy, plant-protein bowls and salads. They have a new Reuben on rye sandwich that is fabulous. Amy's Drive Thru is a restaurant by the beloved Amy's Kitchen brand, whose products my kids grew up on. The drive-thru has been a godsend during the pandemic, offering delicious veggie burgers, sweet potato fries, vegan grilled cheese sandwiches, and dairy-free milkshakes.

My biggest form of advocacy is food activism, which I do mainly through social media."



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

Before becoming vegan, I was a massive fast food addict and considered the microwave my only essential appliance. Today, I am the proud owner of nearly 100 vegan cookbooks which I'm using to teach myself to make healthy, plant-based meals. As a vegan activist, I always want to be in a position to recommend a great recipe for plant-based bacon or dairy-free mac and cheese so that people know how awesome vegan food is.

#### **Animal Equality**

8581 Santa Monica Blvd Suite 350 Los Angeles, CA 90069 NONPROFIT ORG U.S. POSTAGE PAID HANOVER, PA PERMIT NO.4

