

# Animal Equality Achievements

Completion of the information for assessment by ACE - Part 03

to be sent by Monday 6th October

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\*Voiceless Friends Campaign

## Achievement in 2014

### Spain

**Rabbit Investigation Spain:** In May 2014 Animal Equality presented an extensive investigation into rabbit farms in Spain. The investigation had a national and international media impact. Appearing in media such as El Pais or The Sunday Times. Following the investigation several of the restaurants connected to the farms including the [Terrace, at the National Theatre in London, Los Molinos, in Hammersmith, and the Queen's Head and Artichoke](#), stopped dealing with their suppliers and serving rabbit meat. Over 13,800 people signed a pledge to stop eating meat. These people have received newsletters that help them switch to a more compassionate diet since the day they signed the petition.

In September the investigation was linked to several fashion brands that use fur from the farms investigated. The investigation appeared in the media again reaching International media such as Die Zeit, El País, Vogue amongst others and reaching more than 100,000 signatures in the first two weeks after the release.

### Info stalls

More than 120 info stalls, many of them with screenings, informed the public about the situation of animals sharing footage about our investigations in farms and slaughterhouses, distributing more than 60.000 leaflets to the public.



### Veg booklets

Animal Equality Spain gave out more than 8,500 veg booklets at University in Madrid, with information about how to help animals by a plant-based diet.

The goal of this first leafleting at University campaign was to analyze the impact of this booklets in student's habits and perceptions. So we started a study to get this date with a professional sociologist to evaluate the efficiency of this work.



### Social media

During 2014, the Spanish Facebook page of Animal Equality reaches 1 million followers, becoming the most popular NGO on Facebook of all the country in Spain. It got a lot of media attention because for the first time, an animal rights organization became the most followed one in Spain.

## Actions

During the first part of 2014, Animal Equality Spain organized two big anti-bullfight events in Pontevedra (Galicia) and Seville were organized, getting a lot of media attention and thousands of people participating on it.



## World Day of Laboratory Animals (demo in Barcelona)

Our team worked on this big demo in Barcelona with hundreds of crosses with photos of animals simulating a big graveyard to show how animal testing hurts animals.

This demo got a lot of local and national media attention.



## **UK**

### **Rabbit meat investigation: impact in the UK**

Research showed existing links between the rabbit farms investigated in Spain in May 2014 and several distributors and restaurants in the UK. The story was picked up by The Sunday Times and Evening Standard reaching 16,154,000 people.

. Following the investigation and thanks to the campaign pressure all restaurants broke all negotiations and dealings with the companies involved and not only did they stop selling

rabbit meat but incorporated it as a company's policy. The restaurants were the [Terrace, at the National Theatre in London, Los Molinos, in Hammersmith, and the Queen's Head and Artichoke](#). Over 13,800 people signed a pledge to stop eating meat. These people have received newsletters that help them switch to a more compassionate diet since the day they signed the petition.

### **Rabbit meat investigation: impact in the UK**

In September the investigation was also linked to several fashion brands that use fur from the farms investigated. The investigation appeared in the media again reaching International media such as Die Zeit, El País, Vogue amongst others and reaching more than 100,000 signatures in the first two weeks after the release.

### **Animal Equality On Campus**

As part of our Compassionate Outreach Campaign '**Animal Equality on Campus**' was launched.

Animal advocates have handed out our [NEW Veg Booklet](#) to over 30,000 students at more than 10 universities around the UK.

Studies have been carried out in the university of York - results still to be released - where over 384 students were surveyed before and after handing out the booklet, with a control group of 100 students.

### **Italy**

After the amazing results from the "Salva un Agnello" campaign in 2013, where lamb consumption was reduced by 40% during the Easter Holidays, Animal Equality Italy published in 2014 the findings of it's new investigation inside lamb farms and slaughterhouses located in Lazio and Lombardia. The release coincided with the beginning of the Holiday Season, when lamb is traditionally consumed.

The presentation of the investigation got huge media coverage appearing on the Il Corriere della Sera, La Repubblica, Leggo, Brescia Oggi, Si24, Articolo Tre Plus, La Stampa amongst others and reaching 50 million people through media. The video got 47,472 views of youtube.

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Cosa resterà di noi? I tecnofossili dell'antropoco



«NON SI TRATTA DI CASI ISOLATI: FERMIAMO TUTTO QUESTO DOLORE»

## La macellazione choc dei capretti: «Appesi e sgozzati ancora coscienti»



Nuova investigazione di Animal Equality: gli attivisti sotto copertura raccolgono le immagini di allevamenti e macelli in vista della Pasqua



di Beatrice Montini

MALTRATTAMENTO ANIMALI

(+4)



Un'immagine del video di Animal Equality



Select Your Age:

-	26	27	28	29
30	31	32	33	34
35	36	37	38	39
40	41	42	43	44
45	46	47	48	49
50	51	52	53	54
55	56	57	58	59

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Thanks to the campaign in 2014 Animal Equality managed to reduce lamb consumption 50% in Italy during the Easter holidays, which is over 320,000 animals saved. 13,585 people signed our two petitions where they pledged to either not eat lamb meat during the easter or give up lamb meat for good.

## #SalvaUnAgnello – La campagna per chi non può difendersi

Animal Equality ha continuato senza sosta il lavoro investigativo per mostrare la realtà che si cela dietro la produzione di carne d'agnello e capretto, rivelando una realtà che neanche lontanamente riusciresti ad immaginare. **Un nuovo sconvolgente video, accompagnato dalla voce narrante dell'attrice Claudia Zanella** e frutto di un'indagine sotto copertura, **svela tremendi atti di crudeltà e maltrattamenti** perpetrati nei confronti di agnelli e capretti all'interno di allevamenti e macelli italiani **a ridosso della Pasqua 2014.**

[Leggi di più sulla campagna >](#)

13.585 persone già si stanno impegnando. **Firma anche tu!**



Social media:

Animal Equality Italy reached 9,355,944 people on social media in 2013. Getting shared by 135099 people.

Grassroots outreach: Animal Equality Italy did 15 stalls in 4 different cities in 2013 distributing 3,000 leaflets.

Germany

In 2014 so far the major part of Animal Equality's work in Germany is based on two investigations, which have resulted in huge media repercussion.

## Investigations

### Organic hens

Expenses: 12,000€

Time spent by volunteers: 80h

People reached: 2,477,000 (through tv coverage and online newspapers)

Investigation reveals horrific truth within free-range egg industry in Germany.

Animal Equality Germany investigated four farms located in the state of Baden-Württemberg, where thousands of animals live out their entire lives crammed into barns, some farms housing up to 12,000 hens. This is truly egg production on an industrial scale, but these aren't factory farms.

Two of the farms investigated have been certified with high welfare schemes, which are considered to provide the highest standards for organic food in the world. The other two are labelled with the regional high quality schemes. These farms also supply major supermarket chains.

The investigation showed that buying so called free-range or organic hens does not impede animal suffering and informed the public about the a plant-based diet as a way to help end this cruelty.

**SWR** Fernsehen

**SWR Landesschau** aktuell BADEN-WÜRTTEMBERG

**Nachrichten**

- Baden-Württemberg
- Bodensee
- Heilbronn
- Karlsruhe
- Rhein-Neckar
- Stuttgart
- Südbaden
- Tübingen
- Ulm
- Über uns
- Rheinland-Pfalz
- Deutschland und die Welt
- Sport

E-Mail

Baden-Württemberg

Video herunterladen (5,81 MB | mp4)

Wenn Verbraucher jetzt ihre Ostereier kaufen, können sie nicht sicher sein, dass diese von glücklichen Hühnern auf grünen Wiesen kommen. Denn was die Verpackung suggeriert, entspricht oft nicht der Realität.

### Edeka Gutfleisch

Expenses: 15,000€

Time spent by volunteers: 105 hours

People reached: 68,565,215 (through media coverage and Youtube/Vimeo)

The well-known German supermarket chain Edeka (3rd biggest in Germany as far sales are concerned) advertises its own branded meat program "Gutfleisch" with words like transparency, local origin as well as high quality and hygiene levels which supposedly ensure the health of animals. "Gutfleisch" has won several awards and exceeds standards stipulated by the industry according to their own statements. Their websites creates transparency by allowing consumers to check which stable animals originate from that are sold on the shelves of Edeka branches.

In every farm investigated has been found major deficiencies in hygiene, alarming conditions and animal suffering. Photos of 6 pig fattening and piggery enterprises document the cruelties pigs and piglets are exposed to in this industry daily.

Animal Equality is requesting Edeka to stop the branded meat program "Gutfleisch" since the prevalent conditions mean obvious animal suffering, disastrous hygienic standards and a deception of consumers.

Furthermore Animal Equality is calling upon Edeka to increase its assortment of plant-based alternatives to facilitate the consumption of more animal friendly food.



The screenshot shows the website 'DasErste.de' with a navigation bar at the top containing links for 'ARD Home', 'Nachrichten', 'Sport', 'Börse', 'Ratgeber', 'Wissen', 'Kultur', 'Kinder', 'ARD Intern', 'Fernsehen', 'Radio', 'ARD Mediathek', and the 'ARD' logo. Below the navigation bar is a search bar and a secondary menu with 'Startseite', 'Sendungen', 'TV-Programm', 'Service', 'Über uns', 'Mediathek', and 'Live'. The main content area features the 'mittagsmagazin' logo and a sub-navigation bar with 'Startseite', 'Live', 'Sendungen', 'Videos', 'Team', 'Podcast', 'Gewinnspiel', and 'Kontakt'. The featured article is titled 'Anzeige gegen Schweinemastbetrieb' with the subtitle 'Gutfleisch von Edeka-Nord im Visier'. It includes a video player showing a pig with a visible wound, with the source cited as 'Quelle: Animal Equality Germany'. To the right of the video, the broadcast schedule is listed as 'Mo, 11.08.14 | 13:00 Uhr' on 'Das Erste'. Below the video, there are buttons for 'ANDERE THEMEN', '< VORHERIGES', 'NÄCHSTES >', 'ALLE THEMEN DIESER SENDUNG', and 'ALLE SENDUNGEN'. At the bottom right, there is a section for 'WIRTSCHAFTSFAKTOR' with a small image of pigs.

## Educational work

An important part of our work is providing the public with background information on the animal exploiting industries and showing that a respectful co-existence and a more just society are possible:

### Info stalls

Several info stalls, many of them with screenings or food giveaways, informed the public about the circumstances animal live in in our society.



### Social media

In order to reach as many people as possible as efficiently as possible, we use social media like Facebook, Twitter, Google+, Vimeo, Flickr or YouTube and share investigation findings, thought-provoking contents or videos, that give an insight into the personality of so called farmed animals.

### **Actions**

#### Animal corpse action in Berlin

Expenses: 4000 €

Time spent by volunteers: 500 hours

People reached: 5,924,000 (through media coverage and Youtube/Vimeo)

One hundred protesters holding the corpses of common food animals rallied in front of the Brandenburg Gate in Berlin in March 2014, protesting against the treatment of farmed creatures. The demonstrators stood for an hour in silence as they drew crowds.



## Further actions

Info stalls and talks at three major vegan street festivals, poster actions



## **Mexico**

**Circus: Campaign against the use of animals in shows**

*#JaulasVacias 2013-2014 Documentation and reporting 12 circuses installed in Jalisco*

6 Documentation and rescue animals in Circus Ixtlahuacán of Quinces, Jalisco (a lion, one tiger, a spider monkey, a horse, a buffalo and a boa).

The case was emblematic nationwide, thanks to photography, rescue and recovery of animals living situation of animals in circuses, after the case exposed circuses that use animals in more than 10 states of Mexico were banned socialized.

Installing circuses that use animals is prohibited in Tlajomulco, El Salto and Guadalajara. Guadalajara being the second largest and most important of Mexico City after the Federal District.

Currently there is an initiative that seeks to ban statewide, in Jalisco. Produced by Animal Equality Initiative and supported with our documentation.

## **Tauromaquia and cock fighting**

A bullfight was documented in Cancun, achieving the realization of a video which helped boost in Jalisco the initiative to withdraw subsidies to bullfighting in Guadalajara, and the closure of taurine Academy, currently these initiatives are in the local congress and work in the widest possible dissemination to victory. In the same initiative abolishing cockfighting was presented.

First media event with a plane flying over the bullring in Guadalajara

## **Campaign "A message of respect, live vegan"**

We document a secret trail in the State of Mexico, the first for Igualad Animal Mexico, and a chicken farm in Cancun. Just as a video of a piglet castration at the ranch at the University of Guadalajara, for undergraduate students in agronomy (not yet been published).

In 2013 we attended the Nutrition Seminar of the Mexican Social Security Institute talking about nutrition and vegan food, offering a tasting, which led to the IMSS publish vegan recipes on your fan page, and perform tastings at universities, specifically events nutrition, food and medicine.

We conducted numerous workshops vegan food. What has allowed us to get private donations directly to IAMéxico.

## **General**

We managed to have the raw material for workshops, information tables and specific events (tarps, tables, awning, screen, projector, etc.)

We increased the number of weekly volunteers and activists who want to collaborate with us, We started on Facebook and Twitter.

## **India**

2012 to 2014

### **Campaign: No more bullying**

**Region:** State of Maharashtra

**Topic:** Petition filed in Honourable Supreme Court to ban bullock cart races

**People reached:** 200,000

**Animals concerned:** 15 000 every day

**Through what means:** Television news, print media and social media



In a landmark victory a nationwide ban on performances of bulls including bullock cart races was introduced by the Hon. Supreme Court on 7th May 2014.

Amruta Ubale of Animal Equality collaborated with Gargi Gogoi, Anil Kataria, Ajay Marathe and team to tackle various issues related to animal rights. The collaboration witnessed its first success in March 2012, when the Hon. Bombay High Court directed the Maharashtra State Government to ban bullock cart races. Following the court order the state government banned bullock cart races in Maharashtra.

In November 2012, the Hon. Bombay High Court was moved to review its order banning races but the court declined the review application on various grounds. The court also rejected the state government's suggestions to allow races by enforcing regulations to prevent cruelty to bulls.

Late in 2012, four petitions challenging the Bombay High Court order dated 12<sup>th</sup> March 2012 which banned bullock cart races were filed. We approached senior lawyers/advocates Mr. Harish Salve, Mr. V A Mohta and Mr. Colin Gonsalves, who agreed to argue our case.

During the two year fight our team highlighted to the court how every guideline introduced by the court to prevent cruelty to animals was violated by the organizers of the race, with the help of the data gathered from letters of Maharashtra state officials of all 35 districts. We also showed to the court- photos of the cruelties inflicted on animals such as twisting and biting of tails, electro shock, whipping, beating, force feeding of alcohol, prodding, use of torture instruments, etc.

The court accepted our arguments that performance can be derived only by means of torture and that bulls are not anatomically designed to run and that such performances violate the Article 51A (g) and (h) of Constitution of India and Prevention of Cruelty to Animals Act, 1960. The court introduced a complete ban on all performances of bulls. Animal Equality believes in transforming orders into action. In spite of the ban, the races are still conducted. Our team has been working with police to stop the races from taking place. We have managed to stop every single race which has been brought to our attention.

#### Documents:

Application submitted by our team to the court: (Ctrl F: Amruta in the document to see AE's involvement)

<http://www.animalcharityevaluators.org/wp-content/uploads/2014/11/SC-Draft-Application-Jan-2014-Copy.doc>

Written submissions given to the court after the last hearing:

<http://www.animalcharityevaluators.org/wp-content/uploads/2014/11/Written-Submissions.doc>  
[x](#)

Supreme Court judgement banning performances of bulls:

<http://www.animalcharityevaluators.org/wp-content/uploads/2014/11/SC-judgement.pdf>

Impact of that work / victory on the animals: Unlike the other events involving bull performance which take place once in a year, bullock cart races take place every day. There are at least 300 races which take place on any given day all throughout the state of Maharashtra. Every race has at the least 50 bulls participating. That means on an average 15,000 bulls saved from torture every day. The bulls used for races are of a particular breed called 'khillari'. Since the ban, breeding and sale of this breed has reduced.

In this landmark judgement the court re-affirmed the basic rights of animals and said that it expects the Parliament to amend the Prevention of Cruelty to Animals Act, 1960 to "provide an effective deterrent to achieve the object and purpose of the Act". It further sought "adequate penalties and punishments" for violations of the Act.

What is most significant about the judgment is that it sought the elevation of the rights of animal to that of constitutional rights to "protect their dignity and honour". It further directed the government to take disciplinary action against erring officials.

**Campaign: Ban import of foie gras**

**Region:** Whole of India

**Topic:** Appeal made to Government of India to ban import of foie gras

**People reached:** 500,000

**Through what means:** Television news, print media and social media

Our action

Following Animal Equality's appeal, the Director General of Foreign Trade on 3rd July 2014 issued a notification stating that the import of foie gras is revised from 'free' to 'prohibited'. With this prohibition, India becomes the first country to ban import of foie gras.

This prohibition is an outcome of the two year campaign of Animal Equality. In 2012, AE presented the findings from their investigation of foie gras farms in Spain and France

from where foie gras is imported to India. The investigation revealed the cruel conditions in which the ducks were kept and slaughtered.

Following the investigation, Animal Equality made an appeal to the Minister of Commerce to ban the import of foie gras. Animal Equality presented extensive data which included photos and videos of the cruel conditions in which the ducks and geese are kept and slaughtered, reports from various committees like the Food and Agriculture Organisation of United Nations, *European Scientific Committee on Animal Health and Animal Welfare*, veterinary experts, etc.

The ban received extensive media coverage worldwide with prominent newspapers and media channels covering it in France, Spain, Italy, Indonesia, Belgium, Malaysia, Australia, USA, Canada, Denmark and New Zealand.

Copy of Notification banning import of foie gras:  
<http://dgft.gov.in/exim/2000/NOT/NOT13/not8713.htm>

Letter from Ministry of Commerce proving the ban was a result of the work done by AE:  
<http://www.animalequality.net/sites/default/files/imagesimages/Foie%20gras%20MoC%20.jpg>

Media coverage:  
<https://www.facebook.com/media/set/?set=a.902855659731255.1073741830.360055177344642&type=3>

Impact of that work / victory on the animals:

With this notification the Government of India has also taken a step towards ending unnecessary animal suffering as the decision to ban import was driven due to animal welfare concerns. Since India is the first country to ban the import of foie gras, it has set a precedent for the other countries which allow the import of foie gras.

According to the Department of Commerce website data, India has imported 1450 kgs of foie from EU countries since 2005. Kilogram to grams conversion of this is **1450000**, divided by **300** (considering it as average weight of each liver), it would mean **4833** were slaughtered for foie gras for India.

**Campaign: Worship Without Sacrifice**

**Region:** State of Bihar, Uttar Pradesh and West Bengal

**Topic:** Appeal made to Government of India to ban transport of animals from India to Nepal during the Gadhimai festival

**People reached:** 250,000

**Through what means:** Television news, print media and social media

#### Our action

*The Indian Ministry of Home Affairs on request of Animal Equality issues a directive to restrict movement of animals across Indo-Nepal border during the Gadhimai festival of Nepal.*

The Gadhimai festival takes place every five years in Bariyarpur, Bara District of southern Nepal. It has gained the title '**World's largest animal sacrifice**'. Around 200,000 (the only estimate we have, unknown uncertainty) animals such as buffaloes, pigs, rats and pigeons were sacrificed during the 2009 festival.

Since 70% of the visitors to the Gadhimai festival are from bordering Indian states and they carry animals with them across the Indo-Nepal border, Animal Equality met with the officials of the Ministry of Home Affairs (MHA) and requested them to stop the movement of animals across the border during the days of the festival.

In a prompt action, the MHA issued a directive stating that the border security force, SSB to put all Border Posts on high alert and sensitize the troops to restrict movement of animals during the Gadhimai festival.

We are now working towards implementation of this directive. In September 2014, our team has conducted a fact finding mission by visiting the Indian villages which participate in the animal sacrifice, studying the border to establish the frequently used routes to enter Nepal, interviewing and collecting the facts of animal sacrifice from the Gadhimai temple priests, etc.

We have also met with the State Government, Customs and SSB officials to personally request them to implement the directive. In addition, we are building international pressure on the Nepal government to withdraw its monetary support from the festival by lobbying the government of countries like Germany, who provide financial aid to Nepal. We have also launched a petition (which is currently signed by 161'200) requesting the Nepal government to withdraw support from the festival and introduce a blood donation camp, symbolic sacrifice as an alternative to animal sacrifice. Additionally we are planning to conduct awareness program for the Indian villages which participate in animal sacrifice at Gadhimai festival.

Copy of the Ministry of Home Affairs directive:

[https://drive.google.com/file/d/0B8syPzFs\\_oDxcU5ZQ1NtZnpqTTg/edit?usp=sharing](https://drive.google.com/file/d/0B8syPzFs_oDxcU5ZQ1NtZnpqTTg/edit?usp=sharing)

Impact of that work / victory on the animals:

With the effective implementation of this directive, we can estimate that there will be a reduction by 50% in the number of animals sacrificed at the Gadhimai festival 2014. If 200,000 animals are planned to sacrifice, the number may come down to 100,000.

## Achievements in 2013

### Spain

**Camarles, macaque farm for experiments.**

*(10/02/2013)*

Animal Equality Spain presented an investigation about macaque farm in Camarles, one of the most important suppliers of monkeys to experimentation in Europe. The investigation showed images never seen before about this place, and it was ran by one of the most important newspaper in Spain "[El Mundo](#)". The investigation also appeared in the main TV channels and reached more than 10 million people, generating debate in Spain about animal experiments.

Thanks to the investigation, the Agriculture's Department of Catalunya inspected the farm. The petition online has more than 45.000 signatures, and we are still in contact with politicians to get the ban of the farm.

### Publications

Animal Equality Spain presents a book collection titled "Liberánima" with the goal of reaching the Spanish-speaking public by translating referent books about animal rights, looking for a long-term impact on habits and perceptions about vegetarianism and veganism.



The first two books of this collection were: “Green is the New Red”, by Will Potter and “Why we love dogs, eat pigs and wear cows” by Melanie Joy, being distributed internationally as e-book and printed version as well. Both presentations included a visit from the authors and conferences in Madrid and Barcelona, getting great media impact like back-cover of of El Pais about both events, La2, etc.



## Educational work

### Info stalls

During 2013, Animal Equality Spain worked in social education by more than 300 info stalls in Madrid, Barcelona, Sevilla, Santiago de Compostela and Vigo.

Our team gave out more than 180,000 leaflets about different campaigns based on our investigation work and farmed animals situation.



### Social media

During 2013, Animal Equality worked to reach more than 200,000 followers on Facebook, and had managed different social media as Twitter, Youtube, Vimeo and Flickr to share our investigation and educational work with millions of people (more than 120 millions of people reached in 2013 on Facebook)

## Actions

### Corpse protest in Madrid

During 2013, Animal Equality Spain organized big protests as the corpse protest in Madrid with more than 400 activists from all over the country participating at it and also with the collaboration of author Melanie Joy.



### Anti-bullfight demo around Pontevedra's bullring

In August of 2014, Animal Equality Spain organized a protest around Pontevedra's bullring in an anti-bullfight demo, which had a big media coverage and hundreds of people participating on it.





## Protest in Seville against bull-fight

Also in Seville, Animal Equality managed an anti-bullfight protest during 2013 which had a big impact on social media becoming trending Topic during the protest on Twitter in Spain.



## **Italy**

In 2013 an Animal Equality investigation revealed the shocking torture to lambs raised for their meat in Italy. For over a year, undercover investigators captured shocking footage never seen before by the Italian public.

Every year, in Italy during the Easter Holidays, over 4 million lambs, sheep and goats are slaughtered. This is due to the consumption of this meat being a tradition to celebrate the holidays. The extortionate number of lambs killed every year is horrifying and forms part of a cruel massacre. This figure is even greater if we consider sheep and goats, which are exploited equally during this period of the year. The overall number of slaughtered animals prior to Easter totals approximately 800.000. Thanks to the “**Salva un Agnello**” (Save a

lamb) campaign, which had a great impact on Italian society, lamb consumption was reduced by 40% during the Easter Holidays. An estimate of 800,000 lambs are killed during the holiday season, and more than 3,000,000 in a year.

Animal experts such as after DR. ADELE LLOYD, Vice President of Sentient, The Veterinary Institute for Animal Ethics, BERNARD ROLLIN, distinguished professor of animal sciences at Colorado State University, JOHN SORENSON, Professor Department of Sociology Brock University Germany and DR. LORELEI WAKEFIELD, founder of the University of Pennsylvania Veterinary Animal Welfare Society, watched the images and were shocked with the findings.

## Germany

In 2013 Animal Equality in Germany worked for a more just world for animals through a detailed investigation, educational work and various forms of actions:

### Investigation: Schwabenpark (zoo and amusement park)

Animal Equality's ten month investigation into Schwaben Park, reveals archaic and cruel chimpanzee circus shows, and sick and mentally impaired animals:

[ww.schwabenparkrecherche.com](http://www.schwabenparkrecherche.com).

Animal Equality documented the situation through detailed notes, [350 photographs](#), and more than 500 minutes of video footage. Schwaben Park houses over 40 chimpanzees, making it one of the largest private collections of chimpanzees in Europe. Other animals at the park include Siberian tigers, goats, sheep, alpacas, pigs and birds. Many of the inhabitants perform in circus shows.

Animal Equality's findings are supported by [leading captive animal and chimpanzee rehabilitation experts](#), such as Dr. Lorraine Doherty (MONA Foundation), Prof. Marc Bekoff, Dr. Jonathan Balcombe, Dr. Theodora Capaldo (President of the New England Anti-vivisection Society), and Dr. Andrew Knight (Veterinarian and Fellow of Oxford Centre for Animal Ethics).

Animal Equality aims to bring an end to the exploitation of animals at this facility, and is still lobbying for the following demands to be put into practice: An immediate end to all animal shows, an immediate end to the breeding of animals, the relocation of existing animals to a non-commercial, non-breeding sanctuary.



## Educational work

An important part of our work is providing the public with background information on the animal exploiting industries and showing that a respectful co-existence and a more just society are possible:

### Info stalls

A number of info stalls, many of them with screenings, informed the public about the circumstances animal live in in our society



### Talk tour

The spokesperson for Animal Equality in Germany did a talk tour, stopping in five major German cities. He informed the audiences the current situation of animals in our society, explained speciesism and the work of Animal Equality.



### Social media

In order to reach as many people as possible as efficiently as possible, we use social media like Facebook, Twitter, Google+, Vimeo, Flickr or YouTube and share investigation findings, thought-provoking contents or videos, that give an insight into the personality of so called farmed animals.

### Nick Cooney's talk tour

Animal Equality in Germany supported Nick Cooney's tour in Europe, where he gave talks on 'The Science of Animal Advocacy: What Psychology and Research Can Teach Us About Persuading The Public'. In Germany he talked in Stuttgart and Berlin and reached a wide audience with his thought-provoking talk.



## Actions

### Open rescue

Animal Equality activists in Germany have rescued 6 hens, from a free-range farm.

The activists have documented the conditions at this facility, where thousands of hens were held captive in a crowded confinement. After entering one of the sheds via an unlocked door and without having to use any type of force, the activists rescued six hens, who were later examined by a vet, and now enjoy a life in freedom in a sanctuary, where compassionate people will take care of them.

With this rescue, we not only want to help these particular individuals, but also to get society to reflect on how we treat and consider animals in today's society. The open rescue has been shown on national TV (RTL).



### Animal corpse action in Berlin

Protesters holding the corpses of common food animals rallied in front of the shopping center KaDeWe in Berlin, protesting against the production of foie gras. Together with demonstrators holding posters showing animals mistreated in the foie gras industry, the protesters demanded no further selling of foie gras at KaDeWe and informed the public about the production of foie gras.



### Crime scene action

As part of the campaign against foie gras following the extensive investigation released by Animal Equality in Spain in 2013, the Animal Equality group in Berlin staged a crime scene in front of the very well-known shopping center KaDeWe. This protest drew attention to the fact that this shopping center is selling a product whose production is considered illegal in Germany and forbidden in many other countries due to animal abuse. We ask the shopping center with actions like these and with an online petition to take a stand against animal abuse and to stop supporting the foie gras industry: [www.stopfleber.org/kadewe](http://www.stopfleber.org/kadewe)



*Further actions:* poster actions, painting for kids, activists forming a sentence with letters on posters: “Zur Verteidigung aller Tiere - in defense of all animals”



**Mexico**  
(see 2014)

**India**  
(see 2014)



## International Victories

### **\*Voiceless Friends Campaign**

In 2013, Animal Equality released an international undercover investigation into the dog and cat meat trade in China. This investigation consisted in two parts. The first one was presented on April 2013 where the markets and slaughterhouses in Guangdong were investigated; and the second one, presented in September of the same year, was focused in the “Three Birds of Dali Markets”, placed in Nanhai -Foshan (Guangdong province) as well as in two breeding and fattening farms of the region.

Animal Equality rescued Vita, a dog who was in a slaughterhouse minutes before she was going to be killed. She was brought to Spain where she already had a safe foster home. The story of Vita and the findings of the investigation reached millions of people through the most important media in the world, such as TG1, Telecinco, Cuatro, Diario Público, CNN and Sky News.

The campaign obtained more than 390,000 signatures to urge the authorities of the country to ban the dog and cat meat trade in China.

Thanks to the international work and the footage obtained during the investigation, **33 stalls of dog and cat meat of the “Three Birds of Dali Market” and a dog slaughterhouse, all of them in Nanhai – Foshan (Guangdong province) were shut down** by the Chinese authorities following Animal Equality’s investigation.