

## Follow-up questions for AnimaNaturalis (2017)

### **How many volunteers do you have?**

Each of our local teams—active in relevant cities—has between 6 and 10 volunteer members. We have 7 local teams in Spain, 4 in Venezuela, 2 in Colombia, 2 in Mexico and 1 in Argentina, Chile and Ecuador. In addition, each of them has a wide network of volunteers for specific actions, such as protests, cyberactions and demonstrations. These networks vary by country. Spain has the largest list, with more than 35 thousand, followed by Mexico, with more than 14 thousand.<sup>1</sup>

### **About how many leaflets will AnimaNaturalis distribute in 2017?**

We only have data from Spain and Mexico. The brochures were distributed in shares, tables and left in the premises of companies of our network of Friendly Companies. In Spain were distributed 20,000 leaflets on veganism and animals on farms, 5,000 on bullfighting and 2,000 on animal skins. In Mexico, I am informed that this year a little more than 30 thousand leaflets were distributed in total, especially of veganism and companion animals.<sup>2</sup>

### **Do you have any formal policies in place to prevent harassment or discrimination?**

Our teams are formed without any racial discrimination or sexual orientation. Our internal regulations establish the protocols to handle any abuse of power that can lead to this type of bad behavior.

Most of our members are women, we have people of different ethnic origin, sexual orientation, religion and political position. Until now, we had never thought that this had any importance, but we understand that from the USA has much more relevance.<sup>3</sup>

### **Will your campaign to end government subsidies to farms be national or regional?**

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<sup>1</sup> Original text: “Cada uno de nuestros equipos locales -activos en ciudades relevantes- cuenta con entre 6 y 10 miembros voluntarios. Tenemos 7 equipos locales en España, 4 en Venezuela, 2 en Colombia, 2 en México y 1 en Argentina, Chile y Ecuador. Además, cada uno de ellos cuenta con una red amplia de voluntarios para acciones concretas, como protestas, ciberacciones y demostraciones. Estas redes varían según país. España cuenta con el listado más amplio, con más de 35 mil, seguido por México, con más de 14 mil.”

<sup>2</sup> Original text: “Sólo contamos con datos de España y México. Los folletos fueron repartidos en acciones, mesas y dejados en locales de empresas de nuestra red de Empresas Amigas. En España fueron repartidos 20 mil folletos sobre veganismo y animales en granjas, 5 mil acerca de tauromaquia y 2 mil acerca de pieles de animales. En México, me informan que se repartió este año poco más de 30 mil folletos en total, especialmente de veganismo y animales de compañía.”

<sup>3</sup> Original text: “Nuestros equipos están formados sin ningún tipo de discriminación racial o de orientación sexual. En nuestro reglamento interno se establecen los protocolos para manejar cualquier abuso de poder que pueda llevar a ese tipo de malos comportamientos.

La mayoría de nuestros miembros son mujeres, contamos con personas de diferente origen étnico, orientación sexual, religión y posición política. Hasta este momento, nunca nos habíamos puesto a pensar en que eso tenía alguna importancia, pero entendemos que desde USA tiene mucha más relevancia.”

Exactly it is something that we are beginning from this year, joining forces with other organizations like CIWF. It is these subsidies that keep the industry, and most of them come from the European Union through the Common Agricultural Policy (CAP).

For example in the case of pigs: although domestic consumption of meat in Spain has decreased, production has increased considerably because it is exported. Countries like France have reduced their production, precisely because they are supplied by Spain. This country has laws of environmental protection and animal welfare very mediocre, cheap labor and long extensions of land without productive activity. It is becoming one of the largest concentrations in Europe of industrial farms.<sup>4</sup>

### **How many media views (excluding social media) will AnimaNaturalis' content have in 2017?**

According to Google Analytics, [AnimaNaturalis.org](http://AnimaNaturalis.org) had 1,246,786 page views [from January 1 to October 7, 2017](#). And [HazteVeg.com](http://HazteVeg.com) had a total of 2,452,079 page views [from January 1 to October 7 2017](#). Those two are our most visited websites.<sup>5</sup>

### **What does the organization do to create or revise the strategic plan, or to set strategy if no formal plan is used? How often?**

Our strategic plan dates back more than five years, and we prepare it as an internal guide. Thanks to the advice of some consultants, we are currently working on a new strategic plan, which we believe will take us about three months or more to complete. What we do is prepare it in a team of three people, plus external consultants, and then work on some parts with all team members. Each year we hold a meeting with all members to implement the annual objectives in an annual action plan, usually in February.<sup>6</sup>

### **Do you have a board? If so, please provide a list of board members and brief descriptions of their occupations or backgrounds. How is the board involved in decision making?**

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<sup>4</sup> Original text: "Exactamente es algo que estamos comenzando desde este año, uniendo fuerzas con otras organizaciones como CIWF. Son estas subvenciones las que mantienen la industria, y en su mayoría provienen de la Unión Europea a través de la Common Agricultural Policy (CAP).

Por ejemplo en el caso de los cerdos: a pesar que el consumo interno de carne en España ha disminuido, la producción ha aumentado considerablemente, porque se exporta. Países como Francia han reducido su producción, precisamente porque son abastecidos por España. Este país tiene leyes de protección medioambiental y bienestar animal muy mediocres, mano de obra barata y largas extensiones de terreno sin actividad productiva. Se está transformando una de las concentraciones más grandes en Europa de granjas industriales."

<sup>5</sup> Original text: "De acuerdo a Google Analytics, [AnimaNaturalis.org](http://AnimaNaturalis.org) tuvo 1.246.786 páginas vistas [desde el 1 de enero al 7 de octubre](#) de 2017. Y [HazteVeg.com](http://HazteVeg.com) tuvo un total de 2.452.079 páginas vistas [desde el 1 de enero al 7 de octubre de 2017](#). Esas dos son nuestras webs más visitadas."

<sup>6</sup> Original text: "Nuestro plan estratégico data de hace más de cinco años, y lo preparamos como una guía interna. Gracias al asesoramiento de unos consultores, en este momento estamos trabajando en un nuevo plan estratégico, que creemos que nos demorará unos tres meses o más en terminar. Lo que hacemos es prepararlo en un equipo de tres personas, más consultores externos, y luego trabajar algunas partes con todos los miembros de los equipos. Cada año realizamos una reunión con todos los miembros para aplicar en un plan de acción anual los objetivos generales, usualmente en febrero."

We do not have a board. I understand that it is a group of notable people associated with the organization, but they do not hold positions in it. We only have one board of directors, which includes each of the local directors plus the international charges. That is, there are 7 directors, the president and international director. It is the council that takes decisions and resolves conflicts at the international level. Within each country, they have a council of at least 3 people (and a maximum of 5), to make local decisions. In Spain, we are currently 2 people, because the third left us recently to resume his academic career.<sup>7</sup>

**You do many different kinds of advocacy, including public outreach, corporate outreach, and legal outreach. Do you think these are all equally effective or do you think some are more effective than others? How do you determine how much of your resources to allocate to each?**

The most effective way to achieve results is to work with politicians and legal teams. However, if we do not get the attention of the press before we approach them, we can expect little. So in each campaign we allocate resources to attract the attention of the media, and then we follow the way in the dispatches of authorities.

Typically, we are looking for ways for those media-driven actions to fund themselves through the sale of merchandising, charities, or other sponsorship. The money from donations we try to be directed to those less visible activities, such as legal work.

In this way, we have managed to block bullfighting in Catalonia and Balearic Islands, and now we are going to Asturias. We have managed to ban the use of animals in circuses in Catalonia, Balearic Islands and Galicia, plus hundreds of municipalities in other locations. The media campaigns generate attention, but only the most discreet legal work allows us to achieve objectives.<sup>8</sup>

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<sup>7</sup> Original text: "No contamos con un "board." Entiendo que se trata de un grupo de personas notables asociadas a la organización, pero que no ocupan cargos en ella. Sólo contamos con un consejo de directores, que incluye a cada uno de los directores locales, más los cargos internacionales. Es decir, son 7 directores, el presidente y director internacional. Es el consejo que toma decisiones y resuelve conflictos a nivel internacional. Dentro de cada país, tienen un consejo de al menos 3 personas (y un máximo de 5), para tomar decisiones locales. En España, actualmente somos 2 personas, porque la tercera nos dejó recientemente para retomar su carrera académica."

<sup>8</sup> Original text: "La manera más efectiva de conseguir resultados es trabajar con los políticos y equipos legales. Sin embargo, si no conseguimos la atención de la prensa antes de acercarnos a ellos, poco podemos esperar lograr. Así que en cada campaña destinamos recursos para llamar la atención de los medios, y luego seguimos el camino en los despachos de autoridades.

Por lo general, buscamos maneras para que esas acciones dirigidas a los medios de comunicación se financien a sí mismas, a través de venta de merchandising, comidas benéficas u otro tipo de patrocinio. El dinero de las donaciones intentamos que sea dirigido a aquellas actividades menos visibles, como el trabajo legal.

De esta manera, hemos conseguido bloquear la tauromaquia en Catalunya e Islas Baleares, y vamos ahora por Asturias. Hemos logrado prohibir el uso de animales en circos en Catalunya, Islas Baleares y Galicia, más centenares de municipios en otras localidades. Las campañas mediáticas generan atención, pero sólo el trabajo legal más discreto nos permite alcanzar objetivos."

**Does AnimaNaturalis worry that focusing on banning some of the most extreme confinement practices could lead to complacency with other forms of suffering farmed animals endure or with meat consumption?**

Yes. We recently joined CIWF to get past E.U. regulations to eliminate rabbit breeding cages across the continent. Right now we are preparing a campaign to change the rules of live transport across the E.U. We are part of the Open Wing Alliance against the production and consumption of eggs from battery farms.<sup>9</sup>

**Some of your activities (particularly protests) have the potential to backfire. Is AnimaNaturalis concerned that they might negatively affect public opinion of animal activists or cause legal or political backlash?**

In the last ten years, we have received much criticism from the animal rights movement itself, but also a lot of recognition from political parties and even police, who congratulates us on organization and order. We have not detected that our protests produce a legal retreat or contact with the authorities.

In the early years, we very much mimicked the kind of PETA protests, which helped us to have a certain level of visibility. However, we have long been extremely careful that our activities do not contain that level of hypersexuality and superficial message. The use of nude is still a good tool, but we use it less and less, and each time with a higher level of internal discussion.<sup>10</sup>

**There are many more farmed animals than there are animals used in entertainment. AnimaNaturalis seems to direct fewer resources towards advocacy for farmed animals than they direct towards advocacy for animals used in entertainment. Why is this?**

So far, AnimaNaturalis has mainly focused on helping animals in entertainment, e.g. circuses, water parks, bullfighting, etc. This is because it used to be very difficult to make progress promoting veganism in Spain. Now it's much easier; in fact, according to a recent [survey](#), 8% of Spaniards claim they are vegetarians, so it seems like veganism is becoming much more widely accepted. However, given that AnimaNaturalis is finally getting results helping animals in entertainment, they have decided not to abandon their original focus area. They started running these kinds of campaigns ten or fourteen years ago, and last year they started making real

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<sup>9</sup> Original text: "Sí. Recientemente nos unimos a CIWF para lograr pasar en la UE normativas para eliminar las jaulas de cría de conejos en todo en continente. Ahora mismo estamos preparando una campaña para cambiar la normativa de transporte en vivo en toda la UE. Somos parte de Open Wing Alliance contra la producción y consumo de huevos de granjas en batería."

<sup>10</sup> Original text: "En los últimos diez años, hemos recibido mucho criticismo por parte del propio movimiento por los derechos de los animales, pero también mucho reconocimiento por parte de partidos políticos e incluso policía, que nos felicita por organización y orden. No hemos detectado que nuestras protestas produzcan un retroceso legal o contacto con las autoridades.

En los primeros años, imitamos mucho el tipo de protestas de PETA, que nos ayudó a tener cierto nivel de visibilidad. Sin embargo, desde hace ya mucho estamos siendo extremadamente cuidadosos para que nuestras actividades no contengan ese nivel de hipersexualidad y mensaje superficial. El uso de desnudo sigue siendo una buena herramienta, pero la usamos cada vez menos, y cada vez con mayor nivel de discusión interna."

progress. However, the organization aims to eventually spend at least half of their time promoting veganism, and the other half campaigning against animal use in entertainment.<sup>11</sup>

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<sup>11</sup> The original Spanish text for this answer is unavailable.