



animaleQUALITY



# STRATEGIC PLAN 2020

# OUR VISION

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Animal Equality's vision is a world in which all animals are respected and protected.

# OUR MISSION

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Animal Equality is an international organization working with society, governments, and companies to end cruelty to farmed animals.

# OUR VALUES

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Animal Equality's values are compassion, determination and effectiveness.

# INTRODUCTION

*Animal Equality was founded in 2006 and has been making progress for animals ever since. As an international animal protection organization, we are dedicated to protecting farmed animals.*

Today, the organization has nearly one hundred staff members in 13 cities across eight countries. These dedicated individuals believe that every animal deserves a life free of pain and suffering and work tirelessly to achieve this by inspiring actions that will protect them.

The organization's primary focus is farmed animals as it constitutes the greatest amount of human caused suffering in the world. There is much to do, but we are in a strong position to make a difference, having already impacted millions of animals by working with society, companies and governments.

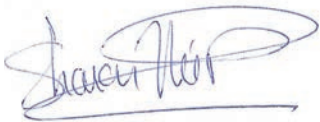
Key to this is the work carried out by our investigators to expose cruelty to farmed animals. By revealing what the meat, dairy and egg industry try to hide, we are inspiring more

and more people to make compassionate food choices. We are also generating the necessary debate in boardrooms and among politicians that will change policies and laws that adversely affect animals.

Through our education programs we are also encouraging people to adopt a more compassionate lifestyle, through our investigations into farms and slaughterhouses and by promoting the benefits of a plant-based diet.

We are determined to create a more compassionate and sustainable world for all.

This strategic plan sets out how Animal Equality intends to inspire the paradigm shift needed to secure a healthier, more compassionate and sustainable world for all.



Sharon Nunez  
President  
Animal Equality







# THE PROBLEM

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More than 56 billion farmed animals are killed every year by humans after having lived in harrowing conditions -- a staggering amount of suffering that does not include the suffering of fish and other sea creatures whose deaths are so great they can only be measured in tonnes. An animal's life is as important and irreplaceable to them, as ours is to us. A rapidly rising population means that factory farms are the fastest growing system of animal production. It is not only animals and the environment that are being affected: Factory farms also pose a serious threat to public health. Diets high in animal fat and meat—particularly red meat and processed meats, have been linked to obesity, diabetes, cardiovascular disease, and certain types of cancer.

\*Worldwatch Institute, February 3, 2017, Rising Number of Farm Animals Poses Environmental and Public Health Risks

Factory farming is failing to feed the world. The system requires more food than it produces and is as cruel and unnecessary as it is unsustainable.

The solution is to end factory farming and in order to do that we work tirelessly to ensure it is of increasing importance on the public and political agenda.





# OUR PRIORITY

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*Animal Equality's priority is to protect those farmed animals that suffer and die in the greatest number: Hens, chickens and fish. We will primarily focus on these animals in order to have the greatest possible impact, but also expose the suffering of rabbits, pigs, cows, and other farmed animals that we uncover.*

## CAGED HENS

There are 6.6 billion hens worldwide, producing more than 1 trillion eggs each year. Most of these animals are confined in battery cages, no bigger than an iPad, unable to even spread their wings. Our investigators expose the horrific conditions these birds are kept in. Even in the EU, where battery cages were banned in 2012, so-called 'enriched cages' are still prolific and cause intense suffering. All commercial hens used for eggs start out life at hatcheries. Since male chicks don't lay eggs, and are not used in the meat industry (instead, faster growing birds are used for meat), they are considered 'useless' and are suffocated, gassed or minced alive at a day old. Commercial hens are kept alive on farms for their ability to produce eggs. As soon as hens pass their peak and start laying fewer eggs than before, they are slaughtered. It is Animal Equality's strategic priority to work with politicians, companies, and citizens to eliminate cages for hens.





# CHICKENS BRED FOR MEAT

Each year more than 50 billion chickens are raised and killed for meat. Upwards of 250,000 chickens crammed into one factory farm.

Selectively bred, these birds grow so rapidly that their legs often cannot support the weight of their oversized bodies, and many suffer crippling leg disorders or heart attacks.

Chickens are intelligent, sociable creatures who like to forage, to be with their companions, to bathe in sand, and bask in the sun. For these reasons they suffer enormously when they are deprived of their freedom and devoid of the opportunity to exhibit natural behaviours, just as we would suffer if we were unable to do what we longed to do.

*It is Animal Equality's strategic priority to work with politicians, companies, and citizens to reduce the suffering of chickens by advocating for animal welfare improvements and encouraging the reduction of chicken meat consumption.*



# FARMED FISH

So great are the numbers of fish that die for human consumption that it is difficult to calculate just how many. Despite the numbers in which they are caught and how they are regarded, fish are individuals with the capacity to experience pleasure and pain, as confirmed by numerous scientific studies.

On fish farms many thousands of fish are crammed together and forced to swim in circles. Parasites and infections run rampant on fish farms, and can spread to wild fish.



# OUR PLAN

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*This three-year strategic plan lays out how Animal Equality intends to drive positive change for the billions of animals exploited on factory farms so that together we can break the cycle of violence that harms animals, humans and the environment.*





# OUR KEY AREAS OF FOCUS

## 1 *Focus on animals raised and killed for food who suffer the most, and die in the largest number.*

Animal Equality will focus on the three largest groups of farmed animals: hens used for eggs, chickens raised for meat and farmed fish, as they are those who die in the largest numbers, with very little protection and with few organizations dedicated to their welfare.



## 2 *Focus on bringing about incremental change for farmed animals.*

Animal Equality's first priority will be to end the worst forms of animal abuse on factory farms and on encouraging people to reduce their consumption of animal products. Studies and recent victories in the movement indicate that an incremental approach to diet and policy change generally brings about the most significant and sustainable long-term change.



## 3 *Focus on the reasons why change is needed and how to create it.*

Focus on the need for people, companies, and governments to change and assist in this process.







# 4

*Focus on expanding into countries where there is the greatest opportunity to protect farmed animals.*

Animal Equality will expand to those countries where the greatest change for farmed animals can be accomplished, taking into account:

- Number of farmed animals and their degree of suffering
- Animal welfare standards
- The scope for meaningful, positive change.

# 5

*Focus on revealing the cruelty behind factory farming*

Animal Equality will carry out investigations inside factory farms to support its education, corporate outreach and legislation initiatives.



# 6

*Focus on research-based interventions.*

Animal Equality will focus on researching, analyzing and applying the most effective approaches to its work.



# OUR STRATEGIC FRAMEWORKS AND GOALS

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*Each of our offices around the world will work within one or more of the strategic frameworks outlined below, to help Animal Equality achieve its vision and mission.*





## SF1 EDUCATION

*Encourage people to make compassionate food choices.*

**GOAL 1.** Raising awareness of the plight of animals raised and killed for food.

**GOAL 2.** Providing effective tools that support long-term behaviour change.



## SF2 CORPORATE OUTREACH

*Influence companies to make positive changes for animals.*

**GOAL 1.** Driving companies to improve their animal welfare standards across the globe.

**GOAL 2.** Encouraging companies to replace or eliminate animal products and/or increase plant-based and clean meat options.



## SF3 LEGISLATION

*Influence policy-makers to take action to protect animals raised and killed for food.*

**GOAL 1.** Encouraging institutions to introduce initiatives that reduce the consumption of animal products.

**GOAL 2.** Improving standards for animal protection and strengthen laws that criminalise farmed animal abuse.





*The objectives of this strategic plan will be revised annually and amended as necessary to reach Animal Equality's goals.*

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