



ANIMALS NOW

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Project Outcomes, 2018

Outcomes of Undercover Investigation Project, 2018

- **Exposing the Fish Industry:** Our team conducted [a groundbreaking investigation](#) that focused on two of Israel's largest fish farms and the "Dagat Haaretz" processing factory. The disturbing findings were broadcasted by a major TV news edition. We also produced a new-media campaign that reached about 1 million views, including a video clip starring Miki Haimovich (then a well-known journalist and currently an MK). More than 2,000 people signed our petition to call on the Ministry of Agriculture to enforce the Animal Protection Act in the fish industry. Eventually, a probe was launched by the Ministry's Central Enforcement and Investigation Unit.
- **Live Transport:** We exposed footage from the quarantine station at Kibbutz Eilat, which documents horrific abuse of calves which were imported in live shipments to Israel. Due to the severity of the evidence, we called for the Ministry of Agriculture to shut down the Eilat quarantine. This caused the ministry to launch an investigation of alleged violations of the Animal Protection Act. The footage was published on Israel's most popular TV news edition, alongside footage from a live export vessel obtained by Animals Australia.
- An Animals Now investigator conducted **a widespread investigation into India's egg industry** in cooperation with PETA India. The footage was used for campaigning and for a comprehensive report that was sent to Indian officials and used for legal and political proceedings. Since the campaign was lead by PETA India, we don't have the exact outreach data (Animals Now's role was running the undercover investigation and obtaining the footage).



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- **Battery Cages:** The Animals Now investigative team collaborated with Sentient in a joint project to obtain unique footage which documented a caged hen's final days from the perspective of the hen. The footage was published on Ynet news portal, and the new-media publications reached about 200K views. Thousands of supporters rallied by signing our petition against the government's plan to invest over 300 million shekels in funding overcrowded cages for hens in the egg industry.
- A historical ruling was made in 2018 following an Animals Now undercover investigation into the Tnuva slaughterhouse: for the first time in Israel, managers in a slaughterhouse were charged with animal abuse.
- A serious indictment was made against Kibbutz Geva in 2018 following an Animals Now investigation published in 2017. The 2017 investigation exposed abuse of sheep at a pen which is a supplier of Tnuva (one of Israel's most prominent dairy brands).
- Following a class action lawsuit which was filed after an Animals Now investigation into Dabbah slaughterhouse a few years ago, in 2018 the court accepted a settlement: Dabbah will pay 1.2 million shekels to a fund which will grant the full amount to non-profit projects that promote the protection of animals in the food industry.

Outcomes of Legislation and Campaigns, 2018

- **Egg Industry Reform:** We garnered support in the government and the Knesset (the Israeli parliament) to fight a plan to use over 300 million shekels in public funds to build overcrowded cages for about 5,000,000 hens in the egg industry. We lobbied, organized demonstrations, initiated 12 press publications and a new media campaign that reached over 400K



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views (including a video featuring actress Orna Banai), and gathered over 11,000 signatures for the petition. As of now, these initiatives led to the plan being removed from the Budget Bill. However, the Ministry of Agriculture is still trying to move it forward. Therefore, we are employing additional legal and political procedures to fight the plan and promote cage-free facilities in the next term as well.

- **Live Transport:** We lead a campaign to end the live transport of cattle and sheep from Australia and Europe to be fattened and slaughtered in Israel. This campaign included more than 100 press publications, a new media campaign that gathered millions of views, a billboard campaign in collaboration with Animals Australia, rallies (the largest including 3,000 people), and intensive lobbying. The campaign generated huge public support: a survey we initiated showed 86% of the public support the bill, over 40K people signed our petition, and we gained support from 245 lawyers (among them Israel's most eminent lawyers) and 60 rabbis (including members of the Chief Rabbinate). The bill we promoted was signed by 28 MK's (Members of the Israeli parliament) from both the coalition and the opposition. We received support from the government to promote the bill: First, the Ministerial Committee For Legislation decided to approve it. Even when the Agriculture Ministry appealed the decision, the government decided to reject the appeal and uphold the bill. The PM and his family published statements supporting the campaign. The bill passed in a preliminary reading. Shortly afterward, the Knesset dissolved. This did not stop our momentum. Our pressure and progress continued into 2019 when our supporters sent about 24K emails to party leaders to continue to demand ending live transport. Four parties published statements saying they support ending the cruel trade. We will continue the campaign until the legislative process is complete.



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- **Animal Protection Act:** We called for the government committee to renew its discussions regarding the jurisdiction over the Animal Protection Act. We provided the committee with extensive information on the deficient implementation of Resolution 833 (which refers to welfare regulations, budgets, and enforcement). Based on this information, we demanded that responsibilities for enforcing the Animal Protection Act be transferred from the Ministry of Agriculture (and their consolidation) to the Ministry of Environmental Protection. Over 6,300 people signed our petition and over 200K people viewed the campaign publications on social media (including a video featuring two well-known comedians - Shy Avivi and Keren Mor).
- **Vegan Celebration at the Knesset:** For the annual Animal Rights Day, Animals Now initiated a vegan celebration in the MK's dining room. The celebration included a 100% vegan lunch provided to 20 MK's. We organized media interviews with to generate discussion about plant-based diets across the country. More than 6 MK's watched Virtual Reality footage, that presented animals used in the food industry. About 300 people attended as audience members and the entire event was covered by the Israeli news.

Challenge 22 outcome for 2018

- Over 150,000 people around the world participated in Challenge 22 this year.
- We expanded our international reach by launching country-specific programs that aim to adapt the Challenge to their specific demographics, products, cultures, restaurants and needs. We initiated this launch in two countries: the US challenge in March and the UK challenge in December.



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- Challenge 22 Community: We launched a unique consultation program to help vegan organizations around the world develop their own local challenges. In its initial stages, we have already guided and trained Taiwanese, Thai and Romanian activist groups to start local challenges. In addition, a Challenge was also launched in Norway, based on the Danish challenge we guided last year. We are in the process of collaborating with other groups from around the world.
- Partnerships: we stand in contact with many organizations and influencers in order to help us promote the Challenge, such as James Aspey, Earthling Ed, Joey Carbstrong, Kinder World initiative and Anonymous for the Voiceless.

Humane Education Project Outcomes for 2018

- 31,000 students were given lectures in the school year of 2018-2019.
- 500 teachers attended at least one of our seminars and trainings. 70 of them joined a full-day seminar.
- 1,000 posters of farm animals were distributed. These posters portray animals used in the food industry captioned: "We have feelings too." The posters were created by us and distributed under the name and operation of the Ministry of Environmental Protection.
- 102 middle schools and high schools marked Animal Rights Day with activities and lectures. We translated our Hebrew lesson booklet for elementary schools to Arabic.
- We have about 3,400 monthly hits to our website "Live Action" aimed to equip teachers with tools to incorporate animal rights into their lesson plans.