

Power to the people!



Years of relentlessly exposing the conditions endured by mother pigs in factory farms to consumers is paying dividends.

An end to the use of sow stalls — one of the cruellest factory farming practices — is now firmly in sight due to Animals Australia's public awareness campaigns and the efforts of our supporters and colleague groups.

In recent significant developments, Coles announced that its *Coles Butcher* range pork products will be 'sow stall free' by the end of 2014 — becoming the first Australian supermarket to take an ethical stand against sow stalls. This followed an announcement by *Australian Pork Limited* (APL, the industry's representative body), that the entire industry would 'voluntarily' undertake a review of the use of pregnant sow stalls.

In announcing the Coles decision their spokesman Mr Watson said, **"Our customers are becoming increasingly interested in welfare issues surrounding pig farming, with the use of sow stalls their greatest concern."** Coles confirmed that they had received thousands of customer feedback forms expressing concern about the treatment of pigs in factory farms. Thank you Animals Australia supporters for diligently providing your views to Coles! Woolworths have also announced that they are acting on consumer concerns and will be 40% sow stall free by the end of the year.

Speaking on ABC radio, APL CEO Andrew Spencer acknowledged, "Public attitudes have changed and producers will be asked to consider other options. There is a premise on the

BELOW: Scenes from Animals Australia's powerful TV commercial, *"You didn't know ... did you?"*



table, whether it's right or wrong, that the way that the industry uses gestation stalls will never be properly understood by consumers and will ultimately result in rejection by consumers, so that is an unsustainable situation."

Mr Spencer is very right. The response to Animals Australia's campaign and to our *60 Minutes* exposé has been outrage surrounding the abuse suffered by animals in factory farms — in particular that mother pigs can be confined barely able to move for weeks and sometimes months on end. As Animals Australia's Communication Director Lyn White explained, "Twelve months of behind the scenes work went in to making the *60 Minutes* segment a reality. The end result was well worth it with over a million viewers witnessing the miserable lives that mother pigs endure. Backed up by our powerful *'You didn't know... did you?'* television commercial, the pig industry has had no choice but to accept that their practices will not be tolerated by an

informed community."

The announcement by Coles and APL followed the decision by Australia's largest piggery, *Rivalea*, which houses over 40,000 breeding sows, to voluntarily ban sow stalls by 2017. Rivalea Managing Director Paul Pattison explained the decision saying, "There is no point trying to defend a production system which, in the eyes of the consumer, is indefensible."

A drop in sales of factory farmed pig products was another strong sign that caring consumers were becoming more informed — and even making the compassionate choice to take pigs off their plates.

These positive developments and the Tasmanian government decision to ban sow stalls (see page 5) would not have occurred without the critical financial support of our members that has enabled us to conduct crucial investigations and high impact public awareness campaigns.

Exposing poultry's *dark side*

— an Animals Australia Investigation



In a strategic campaign to mislead consumers, the chicken meat industry has been using terms such as 'free to roam' and 'cage-free' to deceptively depict their industry as welfare-friendly. Nothing could be further from the truth.

A recent investigation by Animals Australia into one of Australia's largest chicken meat producers has revealed shocking and routine animal abuse. In a shed containing over 40,000 chickens, our investigators witnessed dead and dying birds sitting in their own waste and suffering from heart failure, lameness, starvation and trampling. **The reality is that chicken meat from all major brands, including Steggles and Inghams, comes from factory farms such as this.**

Intensification of the meat chicken industry started in the late 1950's. Back then it took 98 days for a chicken to grow to 1.6 Kg in weight. As a result of selective breeding, chickens raised for meat can now reach slaughter

welfare of animals. Investigation evidence showed crippled baby birds whose bodies were unable to cope with their rapid growth rate. For some birds, walking — and even standing — was difficult due to lameness or dislocated joints. Other birds were in a state of collapse, struggling to breathe, suffering from heart failure, thirst, trampling and starvation.

Selective breeding for rapid growth has led to an inability of the heart to adapt to the rapid increase in the body size. Up to half of the birds that die in factory farms each year die from heart attacks or a fluid build up around their lungs and heart that makes it difficult for them to breathe.

The greatest indictment on this inhumane industry is that under these intense conditions **some 20 million chickens are expected to die in sheds each year** from illness and starvation or thirst through being too lame to reach food or water.

The discomfort and physical pain endured by those birds who survive only to be slaughtered is a further condemnation of this industry. Extreme selection pressure for large breast muscles has further distorted the anatomy of birds and puts great pressure on their developing legs. Investigators witnessed birds with leg problems crouched down to rest their large breast on the floor. This frequent contact with the damp ammonia-soaked litter

can lead to painful ulceration of the skin known as 'breast blister' as well as 'hockburns' on legs.

With up to 60,000 birds in a typical shed, sick birds are rarely identified, never given individual veterinary treatment, and are routinely left to die; their bodies often only disposed of once the shed has been cleared and surviving birds sent for slaughter.

YOU can help!



Video and photos obtained by Animals Australia's investigators graphically reveal the cruelty inherent in an industry that has thrived on keeping consumers ignorant. **Please inform friends, colleagues and family members** of the truth behind intensive chicken production and ask them to use their power as consumers to vote against animal cruelty.

While 'free range' systems afford birds more space and access to outdoors, they too use chickens that have been bred to grow unnaturally fast. As such, if you love animals, the best choice you can make to protect them from harm is simply not to eat them. Not sure where to begin? For tips and recipes visit **WhyVeg.com** or try meatless schnitzels, veggie luncheons, or faux 'chicken' nuggets instead — available at all good supermarkets.

Every year in Australia 488 million chickens endure brutally short and undeniably cruel lives inside factory farms.

weight at 35 days of age. To cut production costs further, chickens can legally be crammed into sheds with each bird given less space than a single A4 sized piece of paper.

The modern phenomenon of 'cheap chicken' comes at enormous costs to the

See the investigator's video at **AnimalsAustralia.org**



The 'Cruelty-Free Project' goes live

Animals Australia was delighted to have the recent opportunity to help produce a new radio campaign that aims to inspire Australians to adopt cruelty-free lifestyle choices: The Cruelty-Free Project.

Eight unique minute-long radio spots were produced to raise community awareness about critical consumer issues including animal testing, pet overpopulation, dairy, battery hens, animal circuses, and factory farming.

The campaign is expected to reach over 6 million listeners as it airs throughout the *Australian Community Radio Network* for the next 6 months. An engaging multimedia website has also been created to assist those interested in taking steps to help animals, TheCrueltyFreeProject.com

We would like to thank our collaborators *Voiceless*, *Compassion in World Farming*, *Animal Liberation QLD*, *Animal Liberation NSW*, *Brightside Farm Sanctuary* and the *Community Broadcasting Association of Australia* for making this inspiring project possible.

'Little Lucy' is back!

Now airing!

In 2008 *Animals Australia* made front-page headlines with the first ever nation-wide radio campaign that broke the silence on the misery endured by thousands of pigs in Australian factory farms. Three cleverly produced ads revealed the remarkable intelligence of pigs by telling the chilling story of factory farming through the voice of a three-year-old child.

"It is commonly accepted that a pig has the intelligence of a 3 year old child."

Animals Australia was inundated with calls and emails from shocked listeners who previously had no understanding of the cruelty embodied in most pork, bacon and

ham products. Once informed, many listeners donated to keep Lucy's important message on air, enabling us to sustain the campaign on prime time for an unprecedented 6 weeks!

Thanks to the support of *Animals Australia* donors, **we were thrilled to be able to bring Lucy's message back to the airwaves in July this year**, and hope to keep her message on air as long as possible.

With consumer pressure building to force a ban on the use of sow stalls throughout the country, Lucy's voice comes at a critical time in the campaign to end this cruel practice once and for all.

To listen to Lucy's ads, and other successful radio campaigns, visit AnimalsAustralia.org



A most inconvenient truth

The United Nations has declared 2010 to be the *International Year of Biodiversity*. In Australia, our unique flora and fauna play a defining role in our cultural identity, and are a major attraction for international visitors. Yet, last year **Australasia was singled out for having the highest rate of species extinction in the world**. How could this be happening? And how can we tread more lightly?

Many responsible Aussies are already taking action to save the planet — buying energy efficient appliances; turning off lights; taking shorter showers; driving less; and buying more fuel-efficient cars. But is there more we can do?

According to the U.N., livestock production is among the leading causes of land clearing (the main driver of species extinction), and greenhouse gas emissions worldwide. A recent documentary titled '*Meat the Truth*' reveals the full story behind the livestock industry's hidden environmental toll, and shows how each of us can help save the planet with what we choose to eat.

Did you know, for example ... if every Australian reduced their meat intake by **just one day per week**, the savings in greenhouse gas emissions would be the equivalent to the greenhouse gases emitted from **seven million plane trips** between Brisbane and Perth?



What our Facebook followers are saying about '*Meat the Truth*':

"What an amazing film!!!!"

"So glad I watched this - thank you! I didn't realise how much I alone contributed without knowing - not any more! We all should know how our choices affect us, others and the planet."

**Watch the feature length documentary
'Meat the Truth' online at AnimalsAustralia.org**



Animals Australia Unleashed **turns one!**

Last year Animals Australia launched its youth arm, *Unleashed*, to inspire young people to take action for animals. One year on and Unleashed has grown into a community of over 2,500 motivated young people across Australia. And everyday more new members are joining the

community; learning about important animal issues and being inspired to speak up!

To celebrate Unleashed's first birthday and to help spread the word, we launched 2 new adorable t-shirts. If these tees are just too cute to pass up, you can get your hands on them by ordering from the merchandise form in this update, calling the office (1800 888 584) or by visiting unleashed.org.au



Relief in sight for factory farmed sheep

Animals Australia's campaign against factory farming of sheep for 'ultra fine wool' recently achieved an important success...

The world's largest purchaser of ultra fine wool, Italian fashion designer Loro Piana, announced they would stop purchasing wool from single penned sheep after Animals Australia informed them of the cruelty inflicted on these animals. Piana also announced that they would exclude this cruelly produced wool from their prestigious *Wool World Record Challenge Cup* awards.

An Animals Australia investigation in 2005 at the appropriately named 'Wool Factory' in Victoria revealed hundreds of sheep confined in a shed in tiny individual pens in

order to produce ultra fine wool. Investigators documented distressed sheep chewing on the bars of their pens in stress, frustration and boredom.

Last year another Animals Australia target in this campaign, famous Italian Fashion House *Ermenegildo Zegna*, announced that fleeces from facilities that use single penning will no longer be eligible for their prestigious *Vellus Aureum Trophy*.

Our campaign has dealt a significant blow to an industry already suffering from a bad image and waning demand. Our next task

is to convince Zegna to follow Loro Piana's leadership and extend their ethical position to not purchasing wool from facilities that use single penning.

You can help to end the factory farming of sheep by taking part in our online campaign to urge Ermenegildo Zegna to commit to not purchasing wool from facilities that confine sheep in single pens.

FREMANTLE

BACKS LIVE EXPORT CAMPAIGN



The live export trade was rocked recently when the City of **Fremantle** **voted unanimously to call for an end to the trade.** Fremantle port is the departure point for roughly 80% of animals exported live from Australia.

Fremantle Mayor, Brad Pettitt said, "The time has come for this cruel and unnecessary live sheep trade to be phased out and replaced with a trade that supports local jobs".

Opposition to the trade is continuing to grow. Joining the

City of Fremantle in taking a stand against live exports are Federal Labor MP for Fremantle Melissa Parke and local State Greens MP Lynn McLaren.

On the ground in Fremantle and Perth, volunteers from Animals Australia and Stop Live Exports have been doing a wonderful job of spreading the message that live exports are cruel and must be stopped. Regular petitioning, banner hangings, and Animals Australia's mobile billboard have raised the profile of the campaign in WA and have helped increase the pressure to end this cruel trade.

Tas sow stall VICTORY!

Following a state-wide newspaper advertising blitz by Animals Australia and Brightside Farm Sanctuary, Tasmania's Primary Industries Minister Bryan Green announced in parliament on June 10th 2010 that Tasmania will become the first state to ban cruel sow stalls!

'Sow stalls' are typically used in factory farming operations across the country to confine and isolate mother pigs during pregnancy. The national Code of Practice permits these animals to be confined in tiny crates, unable even to turn around for months on end, denying them exercise and any quality of life. As a result, pigs suffer painful physical ailments and even depression.

Following the National Code review the *Tasmanian Animal Welfare Advisory Committee* (AWAC) conducted its own extensive review of the use of sow stalls. Animals Australia's nominee to the AWAC, Dr Malcolm Caulfield, provided crucial input on the scientific arguments against confining sows in tiny stalls. The AWAC subsequently recommended to the Primary Industries Minister, Bryan Green, that Tasmania phase out sow stalls.

Despite heavy lobbying from Australia's intensive pork industry, Minister Green accepted this recommendation, encouraged

by a flood of supportive letters and e-mails from thousands of caring Animals Australia supporters. The Minister said the stall ban 'clearly puts Tasmania ahead of other States in improving the welfare of pigs'.

Animals Australia would also like to acknowledge the courageous efforts of Tasmanian member society *Brightside Farm Sanctuary* founder Emma Haswell and investigator Diana Simpson. Their evidence of horrendous cruelty in an intensive piggery in Tasmania led to the closure of this piggery, a successful prosecution for animal cruelty, and widespread publicity which raised community awareness in Tasmania.

Minister Green, please end our suffering

Primary Industries Minister, Bryan Green has the opportunity to end one of the cruellest practices ever inflicted on

Tasmania is able to set its own animal welfare standards. It is not obliged to implement a flawed national code that allows such obvi

Consistent with international precedents, the Tasmanian government will implement a phase out of sow stalls with a total ban in 2017. Animals Australia has begun lobbying other state governments to follow the precedent established in Tasmania.

In addition, Animals Australia will continue to highlight to consumers in Tasmania and throughout Australia that they have the immediate power to object not only to sow stalls, but other cruel factory farming practices such as farrowing crates and surgical procedures without pain relief — simply by refusing to purchase factory farmed products.

Governments refuse to review poultry standards

For the 11 million hens confined in battery cages around Australia, hope of a kinder world should have been on the horizon. The EU is banning the battery cage from 2012 on the grounds of unacceptable cruelty — an obvious precedent that Australia should be following.

Instead Australian governments are refusing to review the 'Poultry Code' despite a commitment made in 2001 that the battery

hen system would be reviewed in 2010. Once again we have a clear example of politicians' unwillingness to prioritise animal welfare issues, instead preferring to maintain their strong alliance with cruel animal industries.

Whilst we will continue to work towards the goal of a legal ban on the battery cage, in the interim Animals Australia will again focus on consumer pressure forcing industry changes.

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Outraged? Be heard! Sign an instant letter to state ministers at AnimalsAustralia.org/take_action

Introducing the card that says 'you care'...

Your generous contributions allow us to grow and strengthen, enabling us to continue to investigate and expose animal cruelty through our critical public awareness campaigns.

Without our loyal and passionate members, Animals Australia could not be the proactive and influential organisation it is today.

In recognition of this loyalty and support, Animals Australia is introducing a membership card. The membership card will also help members keep track of their membership status, provide discounts at Animals Australia's online shop and, over time, will offer you

exclusive cruelty free deals from our partner businesses and other supporting companies.

We will be rolling out the membership card over coming months with renewal notices.

An Animals Australia membership card is just a small way to thank our members and recognise their invaluable support.



Seeking justice for animals

The Animal Justice Fund (AJF), an important new presence in animal protection in Australia, has recently been launched. The AJF will promote the cause of animal welfare through strategic litigation, public awareness campaigns and the prosecution of persons or businesses who commit offences against animals used in intensive farming or through commercial and/or recreational practices.

Businesswoman Jan Cameron established the AJF motivated by the lack of legal protection for animals raised for food.

"Just because animals are raised for food doesn't lessen their ability to suffer or our ethical responsibility to protect them from harm. Australians don't realise that legislators have been selective about which animals our laws will protect from cruelty and which they won't. To compound the injustice, in many states, governments have limited the powers of policing bodies to conduct unannounced inspections of factory farms despite the fact that these facilities can house many

thousands of animals" said Ms Cameron.

Animals Australia is administering the AJF, which will offer rewards of up to \$30,000 to industry workers for information that leads to successful prosecutions or significant animal welfare outcomes.



Meet Lucy, Animals Australia's largest (and most huggable) weapon against factory farming! She's been busy visiting supermarket managers, delivering a personal plea to Coles and Woolworths to end their support of factory farming. Lucy and her team of helpers have also reached thousands of shoppers with a message of kindness to animals.



ANIMALS AUSTRALIA AGM 2010

The Animals Australia AGM will be held on the Gold Coast on Saturday 23 October. Financial members who wish to attend should call the office for details on 03) 9329 6333.

Leaving a legacy of kindness

Animals Australia is internationally respected for its commitment to investigating and exposing animal abuse.

Our small team of experienced campaigners and investigators works tirelessly and effectively to raise public awareness and campaign for change, with an uncompromised vision to end the abuse of animals in Australia and beyond.

One important way that you can help us achieve this vision is by remembering us in your will. Your gift will ensure that our vital work is able to continue whilst providing a lasting personal legacy towards creating a kinder world.

For more information on leaving a bequest to help animals, please call the Animals Australia office on 1800 888 584.



T-shirts



Animals Australia Tee

Ladies sizes: XS (6) S (8), M (10), L (12), XL (14) **Unisex sizes:** XS, S, M, L, XL

Price: \$30

Code for Ladies: AALSHIRT

Code for Unisex: AAUSHIRT



"Caged Eggs' Are A Life Sentence' Ladies Tee

Newly styled best seller!

Sizes: 8, 10, 12, 14, 16, 18

Price: \$30 **Code:** CESHIRT



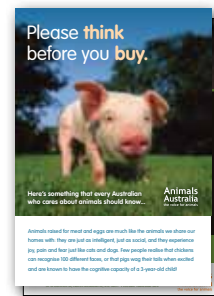
'Tread Lightly, Eat Kindly' Ladies Tee

WhyVeg.com design

Sizes: 8, 10, 12, 14, 16, 18

Price: \$30 **Code:** WVSHIRT

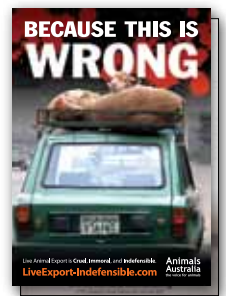
Getting Active



'Think before you buy' flyers

Pack of 50 flyers to inform consumers about factory farming.

Price: \$4 **Code:** FFLEAF



Live Animal Export flyers

Pack of 50 flyers to inspire people to use their power to help end live export.

Price: \$4 **Code:** LELEAF

Gifts



Pure Gaisha Solid Perfume

Fragrance: White Tea & Ginger

Price: \$15 **Code:** PGSP



Perfect Potion Vanilla Bean Lip Balm

Price: \$12 **Code:** PPLB



Natural Soy Candles

Price: \$25

Sandalwood & Amber: SACAN
Wild Frangipani: WFCAN



Campaign Sticker Pack

Show you care with these high quality campaign stickers. 15 striking designs in total!

Price: \$10 **Code:** CSTP

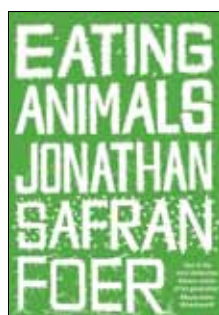
Books & DVDs



Live Export Campaign DVD Video

Documentary film about live animal export and Animals Australia's Middle East investigations in Kuwait, Bahrain, UAE, Egypt, Qatar, Jordan and Oman. Narrated by Animals Australia investigator Lyn White.

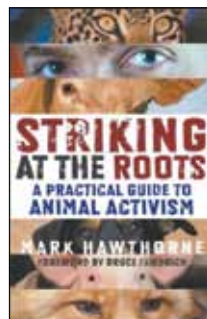
Price: \$5 **Code:** LEDVD



'Eating Animals' by Jonathan Safran Foer

A uniquely passionate, powerful and provocative exploration of what we eat, and why, by the bestselling author of Everything is Illuminated and Extremely Loud and Incredibly Close. Jonathan Safran Foer.

Price: \$36 **Code:** EABOOK



Striking At The Roots

This book brings together the most effective tactics for speaking out for animals and gives voice to activists from around the globe, who explain why their models of activism have been successful — and how you can get involved.

Price: \$35 **Code:** SRBOOK



Compassionate Shopper Bag

Our most popular 'green bag'. Show you care with every shop!

Price: \$6 **Code:** CSBAG

Ethical Shopping List

Handy 15-leaf shopping list doubles as a powerful statement against factory farming. Reverse side of the list acts as a note to the supermarket manager objecting to factory-farmed products. Hand it over at the checkout. Easy!

Price: \$2 **Code:** SHPLIST





'Be a Lifesaver!' Designer Ladies Tee

Sizes: 8, 10, 12, 14, 16, 18

Price: \$40 Code: **BLSSHIRT**



'Kicking Ass for the Animals' Unisex Tee

Sizes: XS, S, M, L, XL

Price: \$40 Code: **KAUSHIRT**



'Kicking Ass for the Animals' Ladies Tee

Sizes: 8, 10, 12, 14, 16, 18

Price: \$40 Code: **KALSHIRT**



Unleashed Sticker Pack

Collection of 12 glossy Unleashed campaign stickers. A favourite!

Price: \$3 Code: **UNSP**



Kick-Ass Drink / Stubby Cooler

Keep your cool with Unleashed's new 'Kicking Ass for the Animals' cooler.

Price: \$7 Code: **COOL**



Causebands

"100% Cruelty-Free" **G-BAND**

"Stop Animal Tests" **K-BAND**

"Meat-Free Zone" **B-BAND**

Price: \$5



Unleashed Badge Value Pack

Designs include: 'Animal Cruelty Sucks', 'I Heart Animals', 'Give Leather the Boot!' & 'Why Love One, and Eat Another?'

Price: \$6 Code: **UNBDG**



Unleashed CD-Rom: Factory Farming Exposé

Darren Cordeux (of Kisschasy) exposes Australian factory farms — and what we can do to stop them — in this interactive CD-Rom featuring exclusive videos and interviews.

Price: \$5 Code: **UNCD**

Shop online at AnimalsAustralia.org and get 5% off!* Voucher code: **SHOPKIND2010**

*Minimum purchase \$20 Expires January 1st 2011

ORDER FORM

Code	Description	Size	Quantity	Unit Price	Total
				\$	\$
				\$	\$
				\$	\$
				\$	\$
				\$	\$
				\$	\$
All prices include shipping within Australia or NZ					
I would like to add a donation to my order:					\$
TOTAL:					\$

Please complete the order form then post or fax it to: Animals Australia, 37 O'Connell Street, North Melbourne, VIC 3051 • fax: (03) 9329 6441 • ph: (03) 9329 6333

Full Name: _____

Postal Address: _____

State: _____ Post Code: _____ Day Time Phone: _____

E-mail: _____

We will send campaign updates to your e-mail address if supplied.

☐ I enclose my cheque or money order (payable to 'Animals Australia')

OR Please debit my ☐ VISA ☐ Mastercard ☐ Diners ☐ AMEX

Card Number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _

Name on card: _____

Expiry Date: _ _ / _ _ Signature: _____