

dairy's secrets exposed

The youngest and most abused victims of the dairy industry — 'bobby calves' — have been given centre stage in the media thanks to a new Animals Australia campaign.



■ Newspaper ad

The dairy industry enjoys a carefully crafted public image that leaves many consumers with visions of happy animals and green rolling hills. In reality this image masks a history of animal abuse, which has continued unabated due to a lack of public awareness.

Many milk drinkers are shocked to learn that dairy cows are kept almost continually pregnant in order to maximise their production of milk. Once born, bewildered baby calves are separated from their mothers within hours of birth so that their mothers' milk can be harvested for human consumption.

year some 700,000 unwanted dairy calves are trucked to slaughterhouses at around five days of age.

When the Australian dairy industry began a push for an appalling standard that would make it legal to withhold food from these 'low value' calves for the last 30 hours of their lives, we knew we had no choice but to push back.

The proposal, to amend national transport standards to change the current (unenforceable) recommended time-off-feed limit of 10 hours to an enforceable 30 hours, was due for public consultation in January 2011.

Animals Australia supporters chipped in to secure eye-catching ads in all major state newspapers, which went to print on January 27. The campaign attracted immediate attention, and was followed by newspaper articles, discussion on talkback radio, and a prime-time story on Channel 10's *7PM Project*.

For the first time, the Australian dairy industry had come under intense public scrutiny for its callous treatment of bobby calves.

The Animals Australia office was inundated with calls and e-mails from people who were shocked to discover the brutal truth behind dairy production. Thousands flocked to AnimalsAustralia.org to partake in an online campaign to hold the dairy industry to account. Countless others also began to help by choosing calf-friendly dairy alternatives, and sharing what they'd learned with friends and family.

The public consultation on the bobby calf 'time off feed' limit closed on February 3, but thanks to our campaign, not before thousands of concerned consumers were given the opportunity to have their say.



"It's been happening for 200 years, but I didn't know anything about this. It makes me think twice about milk."

— Dr Andrew Rochford, guest host and medical expert on Ch 10's *7PM Project*.

Cows carry their unborn calves for 9 months and are known to be doting mothers. The separation of a cow from her calf can be profoundly distressing; she will often bellow for her missing baby, sometimes for days.

This practice results in a 'surplus' of calves on Australian dairy farms. Consequently, every

Much like the secrecy surrounding the plight of bobby calves, this 'public consultation' was not made public by either the dairy industry or our government.

When we appealed for help to fund a new bobby calf public awareness campaign, the response was overwhelming. Hundreds of

The Animals Australia team would like to extend a sincere thank-you to everyone who has helped to demand a kinder future for bobby calves. No animal deserves to be treated like a 'waste product'. **Stay tuned to AnimalsAustralia.org for further campaign developments.**

Billboards speak up for animals

In late 2010 Animals Australia's factory farming campaign brought the Australian public face-to-face with animals in need, imparting one all-important message:

"You are my hope for a kinder world."

Eye-catching billboards at railway stations, as well as bus and tram ads appeared across the country, giving commuters a rare glimpse into the conditions endured by most of the pigs and hens raised for food in Australia. The street campaign was backed by the return of our *Old MacDonald's Myth* radio ads, which aired on popular commercial stations nationally. Members of Animals Australia's *Action Network* were also out in force, distributing campaign literature to interested



■ One of two eye-catching billboard designs seen at busy train stations around Australia.

VICTORY!

Coles to drop cage eggs!

In response to customer feedback, Coles has announced a phase-out of their Coles-brand cage eggs, to be completed by 2013! The retail giant also reduced the price of their free-range eggs to encourage consumers to make the switch. These recent developments show that when customers demand kinder products, retailers will listen, and inevitably the egg industry will have no choice but to improve their animal welfare standards.

Animals Australia applauds Coles for this decision, which could mark the beginning of the end for battery cages in Australia.

Sharks swimming on a knife's edge

Sharks have been swimming the oceans for over 400 million years. Yet in the last 30 years, populations of some shark species have dropped by over 90% and may face extinction within our lifetime. The culprit? Shark fin soup.

Once considered an expensive delicacy in China, growing worldwide demand for this dish has caused shark numbers to dwindle. Even worse, the individual sharks that fall victim to this industry can suffer a painfully slow and cruel death. Fishermen often hack off a shark's fins before throwing her — finless, defenceless, and fully conscious — back into the ocean.

Though these cruel 'harvesting' methods are illegal in Australian waters, shark fin soup can still be found on the menus of many Australian restaurants.



■ Shark fin soup

Man and Shark is an informative documentary that will leave no doubt in anyone's mind that these animals deserve our protection. Watch the video at AnimalsAustralia.org/sharks



■ 'You are my hope' bus and tram ads as seen by commuters in capital cities across Australia.



passengers outside busy train stations.

The ad blitz came as a further installment of Animals Australia's ongoing campaign to expose the cruelty of factory farming — reminding consumers of their power to vote against cruelty with what they choose to buy at the supermarket.

And the strategy is clearly working. Coles reported that thousands of complaints about animal welfare were the catalyst for the retail giant's decision to phase out home-

brand pork products from suppliers who use sow stalls (see 'Sow stalls to be history'). In response to customer concerns, Coles also decided to make their home-brand egg range cage-free (see 'Coles to drop cage eggs').

With the support of Animals Australia members and donors, we look forward to launching brand new phases of this landmark campaign during 2011, bringing animals an important step closer to a world free from factory farms.



Possums spared from horror slaughterhouse

After Animals Australia and colleague groups revealed Tasmanian Government plans to allow the trapping, transport and slaughter of possums for the export market, Federal Minister for Environment Tony Burke was inundated with protest letters calling for the plan to be rejected. Over 1,700 letters came from Animals Australia supporters alone!

Lenah Game Meats, the Tasmanian slaughterhouse to be utilised under the plan, had previously been exposed on film for unspeakable cruelty to possums.

Having been made aware of the clear community objection, Minister Burke announced that the cruelest components of

the export plan would be scrapped.

Although Tasmania's possums are now saved from the distressing transport and slaughterhouse process, the remainder of the commercial export plan has been given the green light, using animals that have been shot and killed in the field. This represents a totally unnecessary and unethical exploitation of native animals for profit and serious welfare concerns remain.



If you'd like to express your concern for these possums, who under the government's plan will still be shot for their skins and meat, please send a polite e-mail to the Federal Minister for Environment: Tony.Burke.MP@aph.gov.au

Sow stalls to be history!

VICTORY!

Consumer pressure is responsible for an industry-wide decision to phase out one of the cruellest practices ever inflicted on pigs.

Animals Australia's relentless campaigning to end the cruelty suffered by mother pigs in sow stalls made significant headway in 2010. In our last campaign update, we reported on Coles' announcement to make their *Coles Butcher* range pork products 'sow stall free' by the end of 2014, and the Tasmanian Minister's decision to impose a state-wide ban on the use of stalls by 2017. The momentum of this campaign didn't end there.

Coles later announced an extension of their 'sow stall free' policy to include all Coles brand pork products, including processed bacon and ham, from 2014. And in late 2010, **the pork industry announced a voluntary phase out of the cruel devices, citing consumer unrest!**

The consumer backlash generated by the continual public exposure of the pig industry's cruel practices has been immense — it is a groundswell that governments, retailers and industry alike can no longer ignore.

In response, Australian Pork Limited announced an industry-wide consultation. At their AGM in November, they voted in favour of 'pursuing a voluntary phase out' of sow stalls by 2017, acknowledging 'a growing unrest among customers about the industry's use of gestation stalls'.



ABOVE:
Sow stalls are tiny metal cages with a concrete floor in which a pregnant pig can legally be confined for up to 16 weeks, unable to lie down properly or even turn around. Pigs, who scientists argue are more intelligent than dogs, suffer boredom, lack of exercise and even depression inside stalls.

Sadly the 2017 deadline will still leave hundreds of thousands of mother pigs to suffer in sow stalls for the coming six years. Since there is no legitimate justification for not abolishing sow stalls sooner, Animals Australia will campaign to bring this date forward. We are also lobbying to end the sale of smallgoods that are produced using sow stalls overseas — accounting for some two-thirds of all smallgoods sold in Australia.

Whilst a phase out of sow stalls will see an end to one of the cruellest practices inflicted on pigs in Australia, there is still a long way to go before pigs will be freed from the misery of factory farms. The Code of Practice for pig farming, for example, still advocates confining sows in 'farrowing crates' — cages that confine sows shortly before and after giving birth. It is also still legal to amputate tails, cut through ears, and 'clip' the teeth of piglets without any pain relief.

Compassion and informed consumer choices, such as refusing factory-farmed, and choosing cruelty-free plant based alternatives, will remain the key to ending factory farming. Animals Australia will continue its high profile campaigns to alert consumers and enable them to make these kind choices for animals.

All muscle. No bull.

Brisbane bodybuilder **Billy Simmonds** is smashing stereotypes all the way to the top of his sport. Winner of the 2009 Mr Natural Universe competition, not only does Billy not use steroids, he has also been a passionate vegetarian ever since his teens, and doesn't eat dairy or eggs either!

Billy is by no means the first elite athlete to fuel his super-human feats on cruelty-free food — **Carl Lewis, Greg Chappell, and Martina Navratilova all reached the pinnacle of their sports fuelled by plant-based diets** — but in a sport where muscle is everything, it's refreshing to see Billy dispelling the myth that you need meat to be buff. And winning the Mr Natural Universe

comp was just the beginning: this year, as well as pushing the limits of bodybuilding, Billy will be taking on the world of power-lifting!

While winning Mr Universe may not be a feat all of us can achieve, we each have the power to make a universal difference in the lives of animals. Adopting a cruelty-free plant based diet can save roughly 100 animals' lives every year. Get a taste for compassion and watch our inspiring interview with Billy Simmonds at AnimalsAustralia.org/billy

“ Going veg, I noticed an immediate amount of energy and felt at peace with the world ... I felt a bond with animals, and felt I was making a difference and standing up for something I believe in. ”



Live animal export exposed on national TV

Last December the findings of Animals Australia's seventh Middle East investigation into ongoing cruelty in the live export industry aired on ABC's 7.30 Report. Viewers were outraged by images of Australian sheep being brutalised in Kuwait during the Eid al Adha (Festival of Sacrifice) and inundated Agriculture Minister Joe Ludwig's office with demands for the live trade to end.

This was Animals Australia investigator Lyn White's third investigation in Kuwait since 2003.

"Despite industry claims of improvements, nothing had changed. In the Shuwaikh abattoir, trussed and terrified Australian sheep were being dragged up the ramp into the slaughterhouse right in front of a Meat & Livestock Australia sign saying 'don't drag' animals."

Animals Australia had implored both the Rudd government and LiveCorp/Meat & Livestock Australia (MLA) to at the very least reduce the risks posed to exported Australian animals by ensuring that they were not on-sold to individual buyers — an outcome that they could legitimately achieve through requirements in export permits and exporter/importer agreements. Neither our government nor the live export industry were willing to take this obvious measure to reduce suffering, even though both admitted that religious festivals such as the Eid, where large numbers of animals are sold to individual buyers, presented the greatest risks to Australian animals.



■ Images from Animals Australia's 2010 live animal export investigation, as seen on ABC TV's 7.30 Report.



into car boots. MLA had a cameraman at the feedlot filming the 'success' of their education programme. Had the welfare of Australian sheep been a priority rather than PR spin, they would also have followed these trucks and ascertained that, far from being solved, the problem had just been moved to other locations."

"On the morning of the Eid the streets of the Kuwait livestock market turned into a mass slaughter area for animals. Australian sheep were being purchased, bound with wire and shoved into car boots whilst others were being dragged terrified on their stomachs towards filthy slaughter areas on the side of roads where they waited amongst the dead and dying to have their throats cut. Within 30 minutes of the slaughter starting the streets were running with blood."

Animals Australia's investigators also visited Bahrain where LiveCorp/MLA had lauded the success of their 'in the Ute, not the boot' initiative. Investigators observed MLA staff at the main Bahrain feedlot ensuring sheep were not going into boots, but also observed small trucks laden with sheep regularly leaving the feedlot.

"On following these trucks we saw that other selling markets had been established where Australian sheep were being sold

Animals Australia's investigations in the Middle East have clearly revealed that animals will only be protected from cruelty when legislation is passed to prevent cruel treatment and practices. Current treatment is even contrary to Islamic teachings, yet widespread abuse still routinely occurs. Far from influencing change, Australia's live export industry's willingness to supply animals is contributing to and condoning animal cruelty.

Armed with evidence from the investigation, Animals Australia's investigator Lyn White and Executive Director Glenys Oogjes met with Senator Ludwig late last year. He exhibited a far greater concern at the issues raised and evidence provided than previous agriculture ministers. It is now critical that the momentum created by this investigation and the public backlash that the government received after 7.30 Report is maintained to maximise political outcomes.

Outraged? Be heard! Please remind the Federal Agricultural Minister that the cruelty of live animal export continues to be a serious concern to Australians.

Write to: The Hon. Joe Ludwig, Minister for Agriculture
PO Box 6022, Parliament House, Canberra ACT 2600
Or e-mail: joe.ludwig@maff.gov.au

Cruel fish stunt banned!

VICTORY!



Animals Australia received several complaints from concerned members of the public who witnessed a distressing and cruel act performed by the Moscow Circus in Sydney. The act involved a woman swallowing a live fish and then regurgitating the animal on-stage.

Animals Australia alerted the authorities, and the NSW Department of Industry and Investment swiftly instructed the circus to discontinue the inhumane performance, which contravened not only the NSW Prevention of Cruelty to Animals Act, but also the NSW Standards for Exhibiting Circus Animals.

The ex-circus fish have since been retired and now enjoy a life free from 'performing'!

► The hidden lives of fish

The myth that fish have a 3 second memory has been blown out of the water time and again. Studies have shown that some fish can learn to recognise and avoid dangers such as fishing trawlers and baited hooks. In fact they have even been known to teach these avoidance behaviours to younger generations of fish. Some fish will also tend their own 'gardens' of algae, sing to attract a mate and build nests for their young by moving rocks. Several kinds of fish are able to jump up out of the water and flying fish do just that — they fly!

There is no doubt that the many different species of fish are also blessed with intelli-

gence, a multitude of unique behaviours, and an indisputable capacity to feel pain. Fish have similar nerve receptors in their lips as we do in our fingers, indicating that the suffering of fish hooked and dragged through the water can be immense. This is not a fact that those who enjoy fishing, or those whose income is generated through fishing, necessarily want to know about.

The slimy, scaly, alien world inhabited by fish and other sea creatures can make it difficult for some people to relate to these fascinating underwater animals. But just like land animals, fish share the capacity to suffer, and are deserving of respect. Discover more at www.AnimalsAustralia.org/fish

Getting active ▼

We wanted to tell you about what the Animals Australia Action Network has been up to. But a picture speaks a thousand words, so here are a few photos of our amazing volunteers in action!

Want to get active for animals too?

Join the Action Network!

www.AnimalsAustralia.org/action

Animals Australia and Stop Live Export volunteers received a very supportive response from the crowd as they marched in the Perth Walk Against Warming.



◀ Dean was one of many who took to train stations to distribute leaflets in support of Animals Australia's factory farming billboard campaign.



▲ At events across Australia, volunteers helped us get our message of kindness out to the public. Here Fran and Jackie are ready for a big day speaking up for animals at the Mind Body Spirit Festival in Sydney.



A toast to the animals!

Our good friends David and Ali at Goodwill Wines are showing their support for animals by giving Animals Australia half of the proceeds on selected wines. The wines are specially labelled with a heart-warming reminder that proceeds will be used to support life-saving work for animals. The design features an original watercolour painting, making these bottles a wonderful gift for wine-loving friends and family!

To see their selection of cruelty-free wines and to order, go to AnimalsAustralia.org/wine or call Goodwill Wines on (03) 5962 9155.



Finished reading Animals Australia's campaign update? Pass it on to friends and family!

Shop Kind

All proceeds from the sale of these products go directly to Animals Australia's campaigns to expose and fight animal cruelty.

Animals Australia
the voice for animals

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



"Cage Eggs" are a Life Sentence' Ladies Tee

Newly styled best seller!

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

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



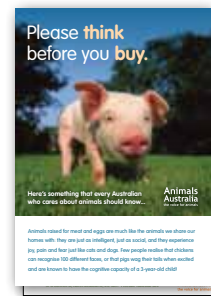
'Tread Lightly. Eat Kindly.' Ladies Tee

WhyVeg.com design

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

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

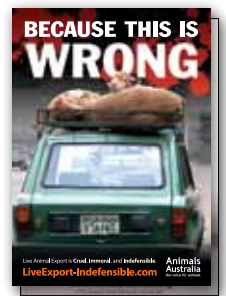
Getting Active



'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

Symbolic Adoptions



These animals are looking for loving homes! Every 'adoption' supports Animals Australia's campaigns to help animals.

Bobby Calf \$43 **Code:** SAB

Piglet \$43 **Code:** SAP

Lamb \$35 **Code:** SAL

Chick \$17 **Code:** SAC

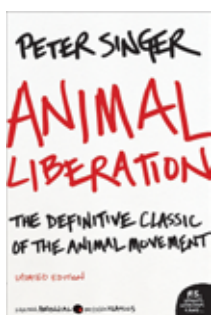


Campaign Sticker Pack

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

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

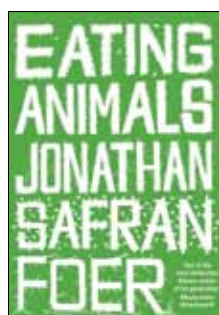
Books & DVDs



Animal Liberation by Peter Singer

Peter Singer is an Australian philosopher and one of the co-founders of Animals Australia. This updated edition of the original classic is a must-read for anyone who cares about animals, or wants to make the world a kinder place.

Price: \$32 **Code:** ALBOOK



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



Vegan Cupcakes Take Over the World

Featuring 75 delectable egg and dairy-free recipes, *Vegan Cupcakes* will tantalise and inspire, especially with the beautiful photos of each recipe!

Price: \$30 **Code:** VCBOOK



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

"Humane Human" O-BAND

"Meat-Free Zone" B-BAND

"Stop Animal Tests" K-BAND

"100% Cruelty-Free" G-BAND

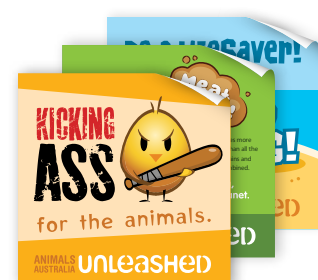
Price: \$5 ea.



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 Poster Value Pack

A pack of three tongue-in-cheek posters that pack a punch for animals! Poster size: 42 x 42cm.

Price: \$20 Code: **UNPS**

Shop online at AnimalsAustralia.org and get 5% off!* Voucher code: **SHOPKIND2011**

*Minimum purchase \$20 Expires September 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: _____



share a little kindness

Bobby calves are among the animals in most need of human kindness. Support Animals Australia's bobby calf campaign today and you'll get more than just a sense of well-being — complete this special donation form and receive an adorable plush bobby calf and adoption certificate!* Read about Bobby's story in the Campaign Update.

Printed on 100% recycled paper

* Donations of \$80 or more are eligible for a free bobby calf symbolic adoption.



YES, I want to support Animals Australia's bobby calf campaign with a donation of:

☐ \$80 ☐ \$150 ☐ Other: \$_____

☐ Please send me my **free bobby calf symbolic adoption**
(for donations \$80 or over)

(Please correct any details if changed)

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 ☐ AMEX
☐ Diners ☐ MasterCard



Card number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _

Name on card: _____

Expiry date: _ _ / _ _ Signature: _____

**Animals
Australia**
the voice for animals

*Please return to: Animals Australia
37 O'Connell St, Nth Melbourne, VIC 3051
For more payment options please call 1800 888 584*