

Australians unite against **live exports**

■ Lyn White speaks to thousands at the national ban live export rally in Melbourne
PHOTO: Rowena Naylor Photography

August 14, 2011:
Never was it clearer that
Australians want live animal
export banned than when
over 20,000 people gathered
in cities across Australia to
rally for the trade's end.

They spoke for millions of others who were appalled by the cruelty documented in Animals Australia's Indonesian live export investigation — scenes from which aired on ABC's *Four Corners* which led to an extraordinary media storm that lasted for three months.

Our extensive history in conducting investigations has taught us that only when pressured by the public outcry following a media exposé does the Government act on evidence of cruelty. *Four Corners'* forthright depiction of the live export trade's complicity and culpability in animal cruelty sparked a public response like no other. The immediate flood of people wanting to take action online caused the joint Animals Australia/RSPCA Australia campaign website to crash on the eve of the program; the following day phone lines to the office of the Federal Agriculture Minister were in melt down; talk

back radio on all stations discussed little else; and for several weeks following, federal MPs were reporting record numbers of e-mails, letters and phone calls to their offices from members of the public outraged by the live trade. Over 150,000 e-mails and letters were sent to Julia Gillard through our campaign website alone. At the same time, so strong was the public reaction to the exposé, that meat consumption across Australia had dropped by a reported 15 - 20%.

Independent Senator Nick Xenophon, Independent MP Andrew Wilkie, and Greens MP Adam Bandt responded by submitting legislation to end the export trade in live animals. The bills won favour with the Australian public but were sadly voted down by MPs from the major parties who, without a conscience vote, were bound to vote in line with outdated ALP and Coalition policies to support live export. Both Wilkie and Bandt have pledged to resubmit

legislation on live export to the lower house. Federal Agriculture Minister Joe Ludwig announced two inquiries into live exports and imposed a suspension on the live trade to Indonesia, which was lifted one month later when new export restrictions were introduced. Tragically the new restrictions—which are due to later apply to all destination countries—are based on 'International Standards' (OIE guidelines) which do not require that animals be stunned unconscious before their throats are cut.

Unhappy with the Government's poor response, several caring Labor MPs have publicly spoken out against the live trade, and are working within their party to enforce better protection for animals, including a ban on the export of animals to destinations where they will be slaughtered fully conscious.

In the decades that Animals Australia has campaigned against live export the momentum to end this cruel trade has never been stronger—it is now not an issue of if live export will end, but when. As we continue to expose the cruelty this trade is responsible for, the continued support of caring individuals making their voices heard will ensure that day comes as soon as possible.



■ Animals Australia investigator
Lyn White on *Four Corners*

SPECIAL REPORT

Live Export: The Investigations

From 2003–2010, Animals Australia conducted eight investigations into the treatment of Australian animals exported to the Middle East for slaughter, exposing routine animal abuse. Investigations in 2011 to other countries further revealed the live export industry's willingness to export animals, regardless of the cruelty that awaits them.



Indonesia, March 2011



A 2010 report commissioned by Meat & Livestock Australia concluded that the welfare of Australian animals exported to Indonesia was 'generally good'. Alerted by descriptions of slaughter methods in that report, in 2011 Animals Australia investigators visited 11 abattoirs across Indonesia. They repeatedly documented unskilled workers using pain and torture techniques to move animals; cattle writhing in pain for minutes after multiple throat cuts; and the horrendous restraint and slaughter techniques facilitated by the 'Mark I' restraint box—a device installed across Indonesia by the Australian live export industry, with the assistance of \$2 million in taxpayer funds.

The Mark I box was originally lauded by LiveCorp as an example of the 'success' of its 'animal welfare' program in importing countries. Our investigation exposed the true nature of the device: animals with legs tied trip and fall down a slope, repeatedly slamming their heads onto a concrete plinth before having their throats cut. The box was condemned by the world's leading slaughter expert Professor Temple Grandin as "atrocious", "unacceptable" and violating "every humane standard there is". It was later also damned in a report by the Australian Chief Veterinary Officer, and is now prohibited from being used to kill Australian cattle as a result of Animals Australia's investigation.



Turkey, July/August 2011



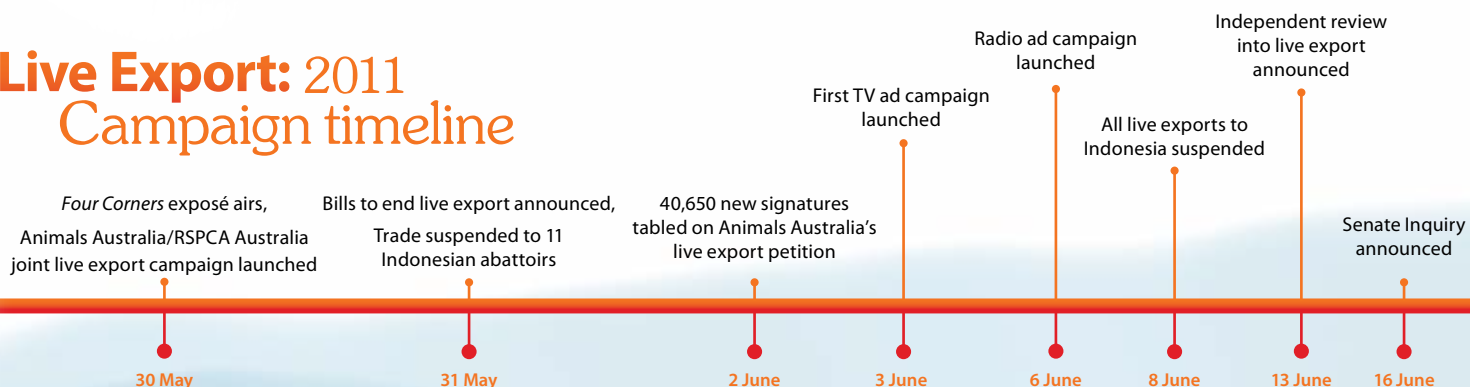
Turkey is an 'emerging market' for the live export trade, with an animal welfare track record that the Australian live export industry admitted they knew

little about. Inside Turkish facilities known to kill Australian animals, Animals Australia documented terrified sheep and cattle being hoisted upside down by one leg for slaughter in front of other dying and dead animals, as well as sheep stumbling helplessly after having their throats slit, taking up to a minute to lose consciousness. No action has yet been taken by the Australian government.

Israel, August 2011

Footage gathered in Israel by Anonymous for Animal Rights revealed Australian cattle packed tightly on a truck, caked in faeces after the long sea voyage, and being beaten with spike-tipped poles in an attempt to move them. The video heightened concerns about the inability of the government and industry to ensure the welfare of animals exported for slaughter.

Live Export: 2011 Campaign timeline



Live Export: Ad campaigns

While the public exposure of Animals Australia's live export investigation through the media shocked many Australians, our strategic ad campaigns ensured that the resulting outrage was channelled into meaningful action for animals.



"If you can't hear the animals, hear us"

Our first ever live export television ad which featured investigation footage from Kuwait (2010) and Indonesia (2011) was created with the generous pro bono assistance of Sydney advertising agency LOUD, and launched in conjunction with our campaign partner RSPCA Australia. The ad encouraged all Australians to call on PM Julia Gillard to end live exports. The campaign won praise from advertising industry experts on ABC's *The Gruen Transfer*.

TV spots were complemented by radio ads on major commercial radio stations which appealed to listeners with the same message, asking them to visit BanLiveExport.com to take action.



"Come on Prime Minister, let's end live export"

A second television ad campaign was launched in conjunction with RSPCA Australia to highlight the ethical and economic reasons to end live exports. The ad features real people (not actors)—including a vet, student, meatworker and a mum—representing the diversity of Australians who have united in their call for an end to the trade. Unlike the previous television ad which was issued an M rating due to graphic content, the new ad campaign is permitted to screen at all times of the day, ensuring the broadest audience possible.



The individual stories told in the latest television ad campaign were also turned into half-page print ads which ran in major state newspapers in the lead up to the August 14 national rallies.



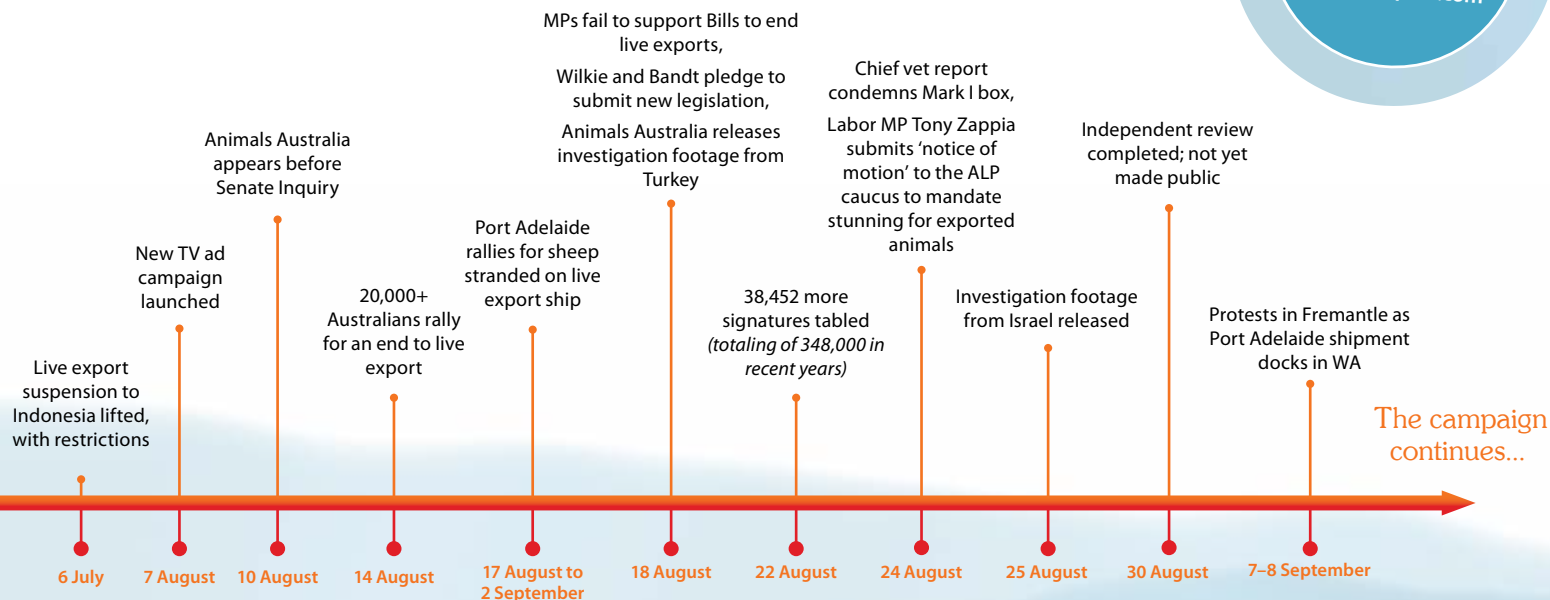
Thumbs up from Gruen

Popular ABC panel show *The Gruen Transfer* recently profiled Animals Australia's first live export ad. The panel—often ruthless in their critiques—unanimously agreed that our campaign strategy and execution was a 'clever' and 'effective way to agitate for change'.



We would like to extend a heartfelt thank you to all Animals Australia members and supporters who donated generously to help get these critical messages to air.

YOU CAN HELP!
Take action and get the latest updates at BanLiveExport.com



Chicken industry taken to court



How does an industry dependent on factory farming increase sales when its customers are becoming increasingly concerned about animal welfare? *Dupe the customers.*

In recent years, the Australian chicken meat industry—responsible for confining the greatest number of animals to factory farms—appears to have caught onto the fact that more and more people are shunning factory-farmed products. But rather than improve the dismal lives afforded to some 488 million birds each year, key players in the industry have adopted sneaky marketing strategies that mislead consumers about the conditions chickens are raised in.

So stressful are their living conditions that an estimated 20 million chickens die in these sheds every year.



In reality, most chickens raised for meat in Australia live on the floor of sheds with up to 60,000 other birds—each bird afforded less personal space than one A4 sized piece of paper. They have no outdoor access. Every day the litter they live on becomes increasingly layered with faeces, which accumulates underfoot for the duration of their short six week lives. Bred to grow three times faster than natural, these birds reach adult weight in only weeks—causing many chickens to suffer lameness and even heart failure.

Animals Australia was therefore alarmed to discover that leading chicken brands such

as Steggles had begun to describe these very same conditions using feel-good phrases like “free to roam”, “cage free”, “natural”, “happy”, and “raised in barns”.

With the assistance of the Barristers Animal Welfare Panel, a formal complaint was lodged with the Australian Competition and Consumer Commission (ACCC). Eighteen months of work paid off in September when the ACCC laid charges against Steggles producers Baiada and Bartter, La Ionica producer Turi Foods, and the Australian Chicken Meat Federation, alleging misleading or deceptive advertising related to the term ‘free roaming’.

Within a week, fast food giant KFC—which is supplied by Steggles and had described on its website that chickens “roam free in large, clean, air-conditioned barns with continuous access to fresh food and clean water”—removed all references to free-roaming from its website. Despite this clear admission by KFC, those directly charged with misleading and deceptive advertising by the ACCC continue to refute the allegations.

They will soon appear in the Federal Court.



Getting to Zero

Every three minutes another perfectly healthy cat or dog is put down because there aren't enough homes for them.

Animals Australia was proud to sponsor the 4th national Getting 2 Zero (G2Z) summit which was held at the Gold Coast from 7–9 September. G2Z is a model to achieve zero killing of healthy and treatable cats and dogs (accounting for more than 90% of all stray and surrendered cats and dogs) in Australia. The model encompasses many strategies for shelters and rescue groups to work together with councils, vets and other members of the community to prevent abandonment

of companion animals, increase rehoming of animals, improve community education and legislation to stop the over-breeding of cats and dogs and shut down cruel puppy factories. The G2Z model has been successfully implemented by the Animal Welfare League Queensland on the Gold Coast over the past few years, resulting in a tremendous increase in the percentage of animals saved. If you're planning to welcome a new pet into your home, you can help to Get 2 Zero euthanasia by finding your new best friend at your local shelter.

The new G2Z website, also sponsored by Animals Australia, is www.g2z.com.au

More Jumps Racing Casualties in 2011

In most sports, a death 'on track' would be a tragedy.

Yet the jumps racing industry has an 'acceptable' death rate for its participants. The 2011 season reinforced the fact this callous sport is unacceptable, with 11 horses dying on track across Victoria and South Australia, and more than 40 horses falling during races.

Adding to jumps racing's shameful record, seven people (including a toddler, an 80-year-old woman and a 12-year-old girl) were hospitalised in May at the Warrnambool Racing Carnival, after the horse Banna Strand jumped a two metre safety fence and plunged into onlookers.

In 2011, Animals Australia and its supporters have continued to place pressure on politicians in Victoria and South Australia (the only two states in which jumps racing still exists) to ban this cruel 'sport', and have supported the great work of Animals Australia member societies Coalition for the Protection of Racehorses and Victorian Advocates for Animals to see an end to jumps racing.

Take action online: AnimalsAustralia.org/jumps

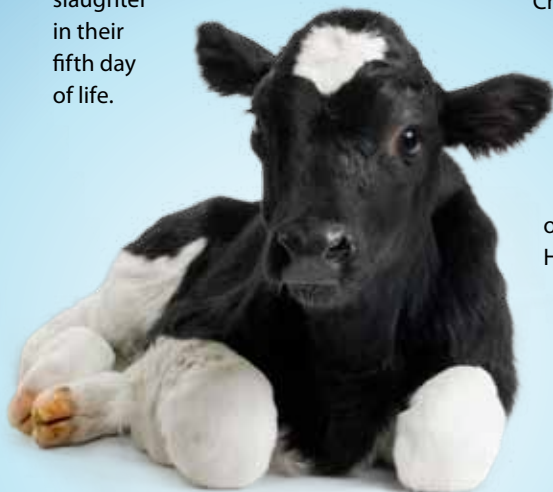


■ Banna Strand jumps into onlookers, Warrnambool May 2011

fighting for dairy's youngest victims

In early 2011 newspaper ads placed by Animals Australia alerted millions of readers to a disturbing secret of dairy production—the callous treatment of some 700,000 week-old 'bobby' calves, discarded annually by the Australian dairy industry as 'waste products'.

Like all mammals, cows only produce milk to feed their young, which is the reason dairy cows are kept almost continually pregnant and give birth to a calf every year. In order to harvest milk for human consumption, mother and calf are separated within hours of birth, and most calves not suitable for dairying—largely males—are sent to slaughter in their fifth day of life.



In a move that further revealed the industry's disregard for the welfare of these un-weaned 'economically worthless' animals, Dairy Australia led a push to legally deny milk to slaughter-bound calves for the last 30 hours of their short lives.

The public outcry sparked by our newspaper ads and a resulting exposé on Channel 10's *7PM Project* led thousands of Australians to make their voices heard in a public consultation on the length of time feed (milk) could be withheld from dairy calves. Despite the vast majority of the 6,000 public submissions being overwhelmingly opposed to the 30 hour proposal, Animal Health Australia (AHA)—which plays a coordinating role in the development of national animal welfare standards—sided with industry and recommended the 30 hour limit be adopted by Government.

If adopted, most bobby calves will continue to spend their last night in an abattoir holding yards without bedding or food, often cold and always hungry, awaiting slaughter the next day; the opportunity to make a small but significant improvement to their harrowing journey from farm to slaughter will have been lost.

Whilst we await a final decision by Government, Animals Australia continues to lobby to legislate for better protection for these vulnerable animals, and raise much needed public awareness which is inspiring scores of Australians to try dairy-free alternatives that are kind to calves.

For the latest campaign developments and simple ways to help create a kinder future for dairy calves see AnimalsAustralia.org/dairy



Listen to the radio ad at
AnimalsAustralia.org/xmas

This Christmas, we are their hope for a kinder future

Over recent years, Animals Australia's factory farming public awareness campaign has brought consumers face to face with the plight of factory farmed animals through striking ads on television, radio, billboards, trams and buses. This exposure has been instrumental in shifting consumer behaviour and encouraging Coles to become the first major retailer to adopt a sow stall free target of 2014—the catalyst for the Australian pork industry to announce it will voluntarily phase out all sow stalls by 2017.

Pigs, who are believed to have the cognitive capacity of a three year old child, are today still subjected to intense confinement and painful mutilations without pain relief inside factory farms.

This Christmas—the peak time of production for animal factories that produce traditional festive hams—Animals Australia's ads will again hit the radio waves reminding shoppers that they hold the key to freeing these animals from lives of suffering simply by refusing to buy into cruelty at the supermarket.



■ Sow stalls confine mother pigs in cages so small they cannot even turn around.

Battery sheep cruelty exposed

In May, Australians were given a rare glimpse into the dark world of 'battery sheep' farming when Channel 10 aired new investigation footage provided by Animals Australia on its leading current affairs program, *6.30 with George Negus*.

Sheep raised for ultra-fine wool can be locked in single pens 24 hours a day, every day, for five or more years. The continual stress of confinement, isolation, and lack of mental stimulation leaves these animals few ways to pass time other than chewing on the slats, bars and wire of their enclosures out of frustration and boredom. Their discomfort is compounded by a highly restrictive diet that leads to hunger—their underweight bodies producing finer, more valuable fleece. There are

reported to be many thousands of sheep kept in similar confinement in Australia—most in sheds in Victoria.

Animals Australia's campaign to expose this shameful practice has led the world's largest buyer of ultra fine wool, Italian designer *Loro Piana*, to refuse to purchase wool from cruel facilities that confine sheep in individual pens. Public concern has also placed significant pressure on the Victorian Government to outlaw the practice.

With the National Code of Practice for Sheep currently under government review, now is a critical time to make your voice heard.

Have your say at:

AnimalsAustralia.org/battery-sheep



Three thousand dollars may sound like a lot to pay for one suit—but this cost pales in comparison to the price paid by sheep confined for years on end in barren pens to produce 'ultra fine wool' for the high-end fashion market.



We are excited to introduce a new way to stay in the loop on urgent campaign actions to help animals — text alerts direct to your mobile phone. Without the rapid response of our dedicated supporters, critical actions such as impromptu rallies in Port Adelaide for thousands of sheep stranded aboard a live export ship would never have been possible. Never miss an opportunity to help animals by signing up for free text alerts today at AnimalsAustralia.org/mobile

Animals Australia AGM 2011

The Animals Australia AGM will be held in Melbourne on October 22nd. Financial members who wish to attend should call the office for details on 03) 9329 6333.

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



Live Export 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: LELSHIRT

Code for Unisex: LEUSHIRT

Symbolic Adoptions



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

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

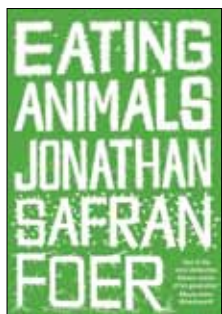
Piglet \$43 **Code:** SAP

Lamb \$35 **Code:** SAL

Bunny \$27 **Code:** SAR

Chick \$17 **Code:** SAC

Top Sellers



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



Natural Soy Candles

All candles feature exclusive Animals Australia design and the quote "All the darkness in the world cannot extinguish the light of a single candle."

Lotus Flower (Tall) \$44

Code: LOCA

Wild Frangipani \$22

Code: WFGA

Sandalwood & Amber \$22

Code: SACA



Pure Gaisha Lip Balm

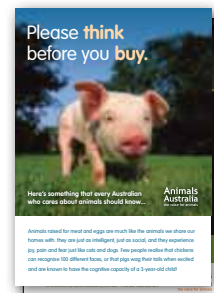
Cruelty-free luxury in two amazing flavours. These great little pots of lip balm moisturise and keep lips soft.

Passionfruit Rose PFLB

Vanilla Coconut VCLB

Price: \$10 ea.

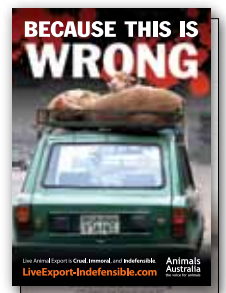
Getting Active



'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



Campaign Sticker Pack

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

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



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' Ladies and Unisex Tee

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

Price: \$40

Ladies (Ash) **Code:** KALSHIRT

Unisex (Brown) **Code:** KAUSHIRT



'Unleashed' Ladies Tee

Sizes: 8, 10, 12, 14, 16, 18, 20

Price: \$30

Red
Black

Code: ULRSHIRT

Code: ULBSHIRT



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**

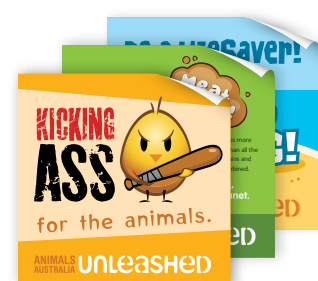
Price: \$5 ea.



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: **SHOPKIND11**

*Minimum purchase \$20
Expires March 1st 2012



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: _____ DayTime 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: _____