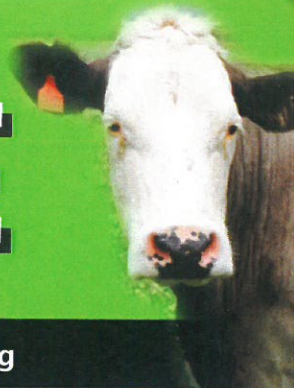


ANIMALVOICE



Official mouthpiece in South Africa for Compassion in World Farming

Pedal Power for Farmed Animals!

**Leading Responsible Investor in SA to ride for
Compassion in the Argus Pick n Pay Cycle Tour 2014**

See Pages 9 & 10



Increasing Our Compassionate Footprint

COMPASSION in world farming  SA

Postal Address
Compassion in World Farming SA
PO Box 825
Somerset West 7129 RSA
International: +27 852 8160
Tel: 021 852 8160
Fax: 021 413 1297

Websites: SA Office
<http://www.animal-voice.org>
<http://www.humane-education.org.za>
Email: avoice@yebo.co.za

Compassion in World Farming HQ
<http://www.ciwf.org>

September 2013

The calamity of being born a broiler chicken

In a world where **chicken** is a **staple food**...

who or what will come to the rescue of
89 billion big-bodied baby **Frankensteins**?

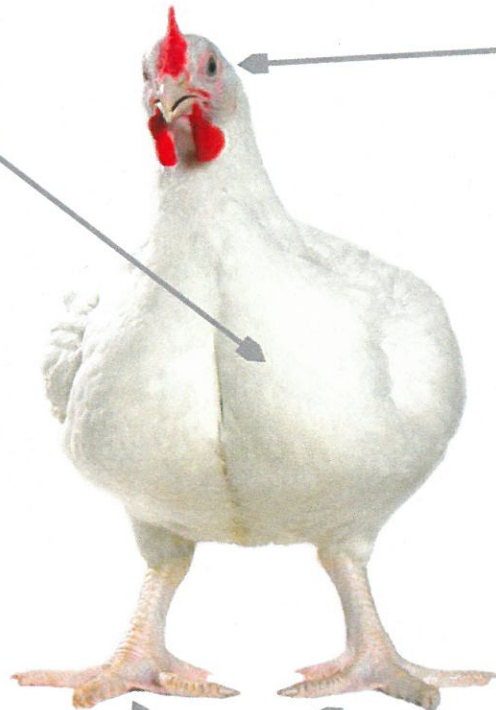
An estimated 89 billion broiler chickens are produced globally every year in a mass food production system that depends on antibiotics to sustain it. Sixty years ago, broiler chickens could still fit under their mother's wing at the age of 40 days. But six decades of aggressive breeding for meatiness, together with the routine feeding of antibiotics to prevent illness and make them grow faster, has turned the broiler chicken into a big-bodied baby Frankenstein that reaches its slaughter weight 60% earlier than before.

The cost to the chicken in suffering, is incalculable.

The dangerous implications of ingesting antibiotics in the meat we eat - on our own health and the health of the planet - has got scientists around the world attempting to develop vaccines to replace the need for antibiotics in the overcrowded sheds on factory farms. But this isn't the only headache facing the broiler agribusiness. The *South African Poultry Association's* July 2013 issue of *Poultry Bulletin*, identifies three more serious problems facing the industry.

Ascites

Organ development has not kept pace with the rapid growth of broiler chickens. According to *Poultry Bulletin*, July 2013: Intensive genetic selection for growth and feed efficiency has created an increased metabolic rate in broilers such that their cardiopulmonary system is unable to supply sufficient oxygen. The result is that the heart and the lungs become overwhelmed by physiological stress. Known as ascites, this condition manifests in 'severe respiratory distress', 'impaired heart function', 'liver congestion' and 'liquid seepage into the abdominal cavity'. The industry is faced with huge losses in revenue, due to the high morbidity, mortality and condemned carcasses that result from ascites.



Inflammatory eye conditions

Attempts to reduce mortality due to ascites include lowering the light intensity in the broiler sheds. While low light intensity reduces activity and mortality due to sudden death syndrome brought on by ascites, dimming of lights can, however, cause optic nerve damage by changing the anatomical structure of the chicken's eyes, a condition that can lead to glaucoma, lens distortion, impairment of vision and pressure on the optic nerve resulting in a painful inflammatory condition.

Footpad Lesions

Attempts to reduce mortality due to ascites by dimming the lights, also increases the incidence of ulcerative footpad lesions due to less activity by the birds and more time spent resting. Ulcerative footpad and hock lesions are a very painful condition that results from standing or resting on faeces-saturated, ammonia-laden litter.

**Do you really
care about the
suffering of
farmed
animals?**



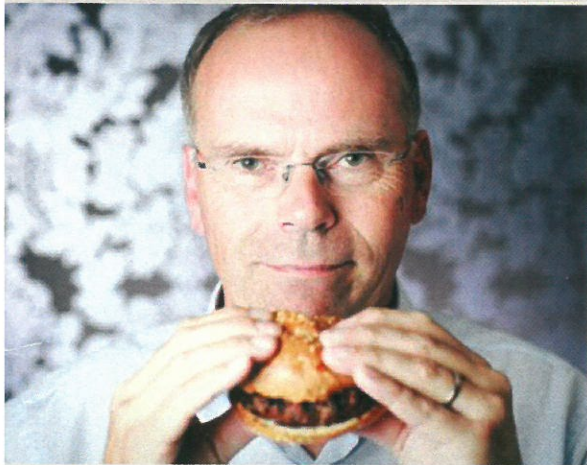
**good enough
for the poor to eat?**

Read this compelling article to find the answer:

http://blog.nj.com/njv_guest_blog/2013/08/are_we_the_animal-lovers_we_th.html

Would YOU eat lab-grown meat?

The first **frankenburger** was launched on Monday, 5th August 2013, at a tasting event in London that was broadcast live on the Web. Produced by using stem cells from a cow's shoulder muscle and cultured into a meat patty in a laboratory in The Netherlands, the **frankenburger** took two years to make, at a cost of \$325 000. However, scientists believe that lab-made meat could become commercially viable within a decade. *Animal Voice* editor, **Louise van der Merwe**, delves a bit deeper into the prospect of LAB MEAT.



Dr **Mark Post**, the Dutch researcher who created the **frankenburger** at the *University of Maastricht*, was asked if he thought cultured meat might become attractive to vegetarians. Dr Post replied:

“Vegetarians should remain vegetarian.
That's even better for the environment.”

His goal, he said, was to “let beef eaters eat beef in an environmentally friendly and ethical way.”

Peter Singer, *Professor of Bioethics* at the *Centre for Human Values* at Princeton University and regarded as the father of the animal rights movement, hailed the new **frankenburger** as a potential triumph for animal welfare on *Radio CapeTalk/567* on 6th August 2013. Speaking to talk show host Kieno Kammies, Prof Singer said that pushing ahead with the **frankenburger** research held huge potential for avoiding animal cruelty as well as avoiding the greenhouse gasses that emanate from animal farming.



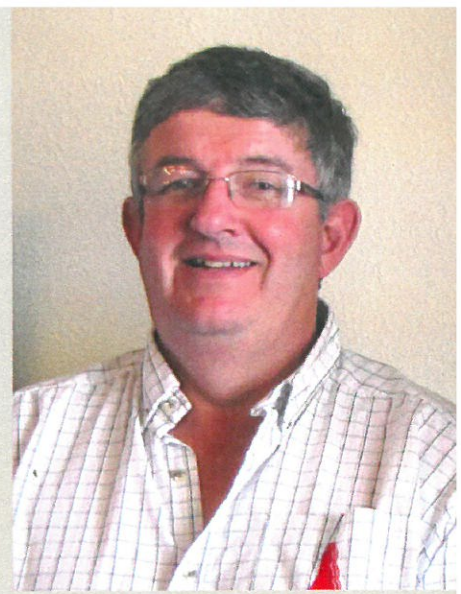
Compassion asked **Paul Hoffman SC**, a director of the *Institute for Accountability in Southern Africa*, if he thought the **frankenburger** had the potential, eventually, to enable humans to eat with Freedom of Conscience. He replied: “The **frankenburger** is indeed a novel way to consume protein. The Bill of Rights says ‘everyone has the right to freedom of conscience, religion, thought, belief and opinion’ so the way has always been open for those who see us as the last generation to eat meat, fish and fowl to follow their consciences as far as vegetarianism and veganism is concerned. If the human population continues to proliferate in the way it has in the last 125,000 years during which time, numbers have risen from a mere 1000 odd ice age survivors to over 7 billion and growing fast enough to reach 8 billion in the next 22 years, then it seems likely that most of humanity will have vegetarian type diets thrust upon them rather than the choice of a **frankenburger**.”



Compassion asked **Dr Pieter Prinsloo**, *chairman of the Red Meat Producers Organisation* if, in view of the **frankenburger**, he foresaw a world where abattoirs were reduced to rubble, or became museums of culinary history? **Dr Prinsloo replied:** "This will never happen. We currently have too much slaughter space in the country so abattoirs are not all running at full capacity. If we start converting the communal and emerging farmers to market their product commercially, we are going to be short of slaughter space in the near future. The *Bureau for Food and Agricultural Policy* predicts an increase in demand of 25% by 2020 and as it is currently, we are importing 8 % of our national demand in beef only."

Compassion: It seems then that you would not suggest to the big moguls of the mighty livestock industry that they should put serious thought into diversifying their investments?

Dr Prinsloo: "The big moguls of the mighty livestock industry should be convinced rather to support and develop cheaper ways of producing and selling beef to supply the increasing demand. RSA is a developing country and the rising middle class is entering the market for good quality, affordable protein in the form of beef as part of a balanced diet. Nothing is going to put them off. I personally cannot stand the thought of eating a lab developed synthetic 'thing' and I think most consumers will share my sentiment."



Clem Sunter, SA's pre-eminent *Scenario Planner*, and former top mining executive with Anglo American, said: "With 7-billion mouths to feed on Earth we are running into a critical shortage of food. This is seen in the escalation of food prices over the last five years all over the world. Obviously a development like the **frankenburger** will be examined very closely to see whether it can in any way overcome the growing supply-demand gap for food. If, in doing so, it can mean less cruelty to those animals that are part of the current food chain, this will be a great additional benefit."

The Yuck-Factor!

Philip Lymbery, *Compassion in World Farming's CEO*, said that meat from stem cells in the laboratory could be a real game-changer.

"'In-vitro' or cultured meat has huge potential to replace cheap meat from factory farms which is produced at great cost to the environment and our health, and with unimaginable animal suffering," he said.

He added that the so-called 'yuck factor' of lab meat should rather be focused on the production of conventional meat. "To me, lab-produced meat has the scope to be a real win-win scenario - for animals, people and the planet."



Professor David Benatar, *head of the Department of Philosophy at the University of Cape Town*, said: "If and when meat of desired quality can be grown in a laboratory at low enough cost and in sufficient quantity to meet the demand, meat eaters will be able to satisfy their desire for flesh without millions of animals having to suffer and die. That would be a massive advance. However, we should not lose sight of the fact that human gustatory pleasures do not justify the suffering and death that will continue to be inflicted on animals in the interim."

Marina Rust-Evans asked best-selling health and nutrition author, **Mary Ann Shearer** for her thoughts on the *frankenburger*.



“Ludicrous!” said Mary Ann. “There is no need for a product like this in the human diet. People who are so desperate to eat flesh should raise and slaughter the animals themselves. That would bring about a quick solution to all the over-grazing, feedlot pollution and global warming.

“Funding for research would be so much more beneficial if it went into educating communities to be self-sufficient and less dependent on large corporations for their food. If we would just convert our rose gardens and lawns into food gardens, the world food crisis would be solved.

“People are obsessed with getting enough protein. They have fallen for the myth, generated by the meat industry, that unless they eat meat, they will be protein deficient.

“But here is the reality: animal protein is made up of amino acids obtained in plants. When the animal eats the plant, these amino acids are converted into long chains of protein (meat) that need to be broken down again by our bodies, back into amino acids, in order for us to absorb them. Cooked protein in meat is coagulated and difficult to break down and absorb. So why are we eating protein in its most complicated, energy-wasteful form when its easy-to-absorb form is raw nuts and seeds? Plant foods contain amino acids which are the already broken down form of protein.

Mary Ann added: “We need only 1 gram of protein for every 2kgs of bodyweight so a young adult of 60kgs could survive well on 30 grams of protein a day. Apart from all the other food he would eat in a day, he would get 30 grams of protein out of just a handful of pumpkin seeds alone – and pumpkin seeds, in themselves, are a 'complete' food” because they contain all eight essential amino acids from which we build all the other proteins our bodies need. They also provide raw fibre, essential fatty acids, zinc and a host of vitamins and minerals including calcium, magnesium and potassium.”

Why not make Mary Ann's Mushroom Moussaka dish for Christmas lunch instead of roast chicken?

Mushroom Mousaka

A traditional Greek dish made with eggplant

2-3 leeks finely sliced & dry stir fried or with coconut oil

2-4 cups coarsely grated or chopped eggplant – add to leeks

1-2 cups coarsely grated carrots – add to eggplants

2-4 cups mushroom pieces finely chopped – add to carrots

Add 1 tsp. Mary-Ann's Seasoning salt

1 tsp. cinnamon

1 tsp. ground cumin

½ tsp. ground coriander

Simmer gently until eggplant is well cooked

Add

2 cups tomato puree or chopped tomatoes – simmer 5-10 minutes

Steam 4-8 large potatoes cool and slice

2-4 large Eggplants – sliced and dry roasted with Mary-Ann's Garlic & Herb salt

1-2 cups cashew cream made with 1 cup cashews, 2 heaped tsps ready made mustard

1 tsp. Mary-Ann's Garlic & herb salt

1 cup water

Blend until smooth and creamy. Layer the potatoes in the bottom of a medium – large baking dish. Top with mushroom, leek, veg. Top with sliced and roasted eggplant. Top with cashew cream. Bake at 180°C for 30 minutes until top has set. Serve with fresh salad.

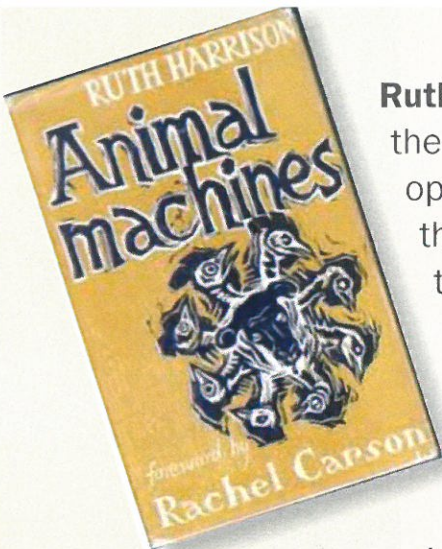
On Facebook: Natural Way Online ...

Here is a link on Facebook for some more delicious recipe's (and puddings).

<https://www.facebook.com/pages/The-Natural-Way-Online-Shopping-and-Vegan-Cafe/181432218652837>

Compassion's Media Manager Marina Rust-Evans, who is studying to be a consultant in Natural Health and Nutrition, suggests the following reading material...

<http://www.naturalway.co.za/shop-online/#!/~/category/id=4388808&offset=0&sort=normal>



Ruth Harrison was the first person to open the doors of the factory farm to the public. Her book, *Animal Machines*, published in

1964, revealed the indignities and suffering inflicted on farmed animals by industrialised agriculture where chickens, pigs, and other animals caught up in the food chain, had become **mere units of production on a relentless assembly line.**

Today, 50 years on, **PRECISION** is the new buzz-word in animal production.

Compassion in World Farming's SA representative Louise van der Merwe, asked **Professor Louw Hoffman** who heads the *Department of Animal Sciences* at the University of Stellenbosch...

where to now, for farmed animals?

LvdM: Professor Hoffman, you made national headlines earlier this year when you disclosed that some two-thirds of processed meats in South African supermarkets and butcheries contained unlabelled amounts of donkey, goat, water buffalo and even kangaroo. With the advent of the first-ever frankenburger, can you envisage a future where all the endless killing of animals in abattoirs will be relegated to history, in favour of frankenburgers?

Prof Hoffman: No, because meat is made up of proteins which are formed from amino acids. Thus it would be more energy efficient to feed people a capsule of amino acids than to feed them a frankenburger which has to be built out of amino acids into proteins, and then broken down by the body back into the amino acids again, in order to be absorbed.

LvdM: So you don't think that the moguls of the livestock industry should diversify their investments?



Prof H: (laughing) **No! It is estimated that by 2050, agricultural output will have to be increased by 75% to feed the world's growing population. We have no choice but to use intensive production systems, modern technology and precision farming which involves the increased use of scientific methods in farming.**

This includes sexed semen, synchronised mating, manipulating reproduction, embryo implants so that, for example, a dairy heifer can be impregnated with a beef embryo which will grow to have enough meat on it to become part of the feedlot system. More use of microchips and electronic ear tags for instant reading, recording and assimilation of performance. The use of sexed sperm may have a lot of potential especially in consideration of the fact that bulls produce leaner carcasses and have higher rates of more efficient growth.

We must make the science of livestock production work for us.

LvdM: Sounds scary. Aggressive selective breeding of broiler chickens, for example, has taken such a huge toll on the welfare of these poor animals. They can hardly move in the broiler sheds. Is there a place for animal welfare in precision farming?

Prof H: **Broiler chickens have been selectively bred over thousands of generations to be comfortable with minimum movement. We have selected birds that don't like running around, even when they are given the chance to do so.**

LvdM: We are going to have to disagree on that, I think. My experience tells me otherwise. I have rescued broiler chickens that have loved using their legs – until their body weight became too great for them to lug around. One such rescued chicken amazed me by being able to pick out an earthworm beneath the surface of the soil without any obvious sign of it being there at all. Not once, but every day. Almost like he could smell it. And when it comes to the battery chickens I've rescued, it never ceases to amaze me that hens who have suffered the deprivation of a battery cage for so long, recover within a few weeks and go on to lead robust, fulfilling lives in my garden. And those very same hens, who have never felt the comfort of a mother's wing, love to go broody and make absolutely superlative mothers.

Prof H: **The way I see it, I am an apex predator. The human has evolved to be an omnivore and it is a matter of basic survival. But there has to be compassion as well. I have no qualms about killing but I will never knowingly make an animal suffer before or during slaughter. As animal scientists, we have no choice but to go towards intensive production systems, but we must always ensure there is quality of life for the animals.**

LvdM: But that's the whole point. What quality of life do the broilers have in that dimly lit, crowded environment?

Prof H: **If a chicken has been selectively bred for low light intensity and minimum movement, then the chicken will be content. But, at the same time, you could never take a Venda Koek Koek and raise it**

like a broiler – because the Venda Koek Koek has not been selectively bred for a broiler environment. It's like a wolf and a Maltese Poodle. Take a wolf and keep it in a flat and it will destroy the place. By the same token if you take a small woolly lap dog and leave it in the bush, it will die.

With the industrial revolution, people became urbanised and began romanticising life on the farm with fantasies of taking a stool to milk a cow in the field and so on. The harsh reality is: We have to eat.

LvdM: What about pushing for less meat and more plant-derived foods?

Prof H: **A reality that we have to face is that not all the earth's surface area is suitable for crop production. Some of it can be used only for extensive livestock production systems. There is thus room for producing both plant and animal proteins - the answer lies in a balance between the two.**

LvdM: Is there a solution to it all that you can see?

Prof H: **There are too many people and we need to return to old-school family values. We need to eat balanced diets. In addition, it is in every farmer's interests to treat his animals well. Recent research in Australia, for example, took 150 gilts (young female pigs) and allowed one person to feed them. This person talked to 50 of them, ignored 50 of them and gave electric shocks to 50. The gilts that he talked to/ignored produced 1.3 more piglets a year. With 1000 sows, this amounts to 2600 more piglets a year. Incorporating compassion delivers a win-win situation.**



Thandi Puoane, a professor at the School of Public Health at the University of the Western Cape (UWC), Cape Town, has called for **urgent attention** to be given to the **labelling of animal-derived foods**.

"Just like consumers have been made aware, through labelling, of the dangers of smoking, they need urgently to become aware of the chemicals, antibiotics and hormones in their food, as well as the methods of production of the animals providing their food," she said in an interview with *Compassion in World Farming SA*.

Professor Puoane is especially well-known for her research into obesity. Under her leadership, UWC's School of Public Health has worked extensively to identify community related factors that contribute to the increase in the prevalence of obesity and chronic non-communicable 'life-style' diseases. This work includes identification and analysis of the causes of non-communicable diseases, and the planning and implementation of interventions to reduce the risk of these diseases.

She suggests that even poor consumers who know better, are often unable to change their diet due to a number of factors including the high prices of healthy food.

"Whereas non-communicable diseases like cancer, diabetes and heart disease used to be thought of as diseases of the affluent, nowadays poor populations are equally affected largely due to the influence of their diets. Poor people cannot afford to buy healthy meat and end up buying fatty, poor quality meat, putting themselves at risk of disease. They need to cut down on meat and eat more plant-proteins," she said.

Prof. Puoane added: "Without proper labelling, our consumers simply don't know. With proper labelling, they could make informed choices."



Local scientists find **antibiotic residue** in the muscle of broiler chickens.

In August 2009, prompted by growing concern over antibiotic resistance in humans, *Compassion* purchased a random selection of 10 broiler chickens (whole birds) from supermarket chains in Strand, Tableview, Somerset West and Blue Downs. Three leading commercial brands were chosen namely *Rainbow*, *Tydstroom* and *County Fair*.

We then asked scientists at the University of the Western Cape, to establish the extent of antibiotic residue in the muscle of the chickens. Disturbing results showed that every single chicken tested positive for the residue of one of the most depended-upon antibiotics in

Local Scientists say antibiotic residue is present in the muscle of broiler chickens

Sample Type	Sample no.	Retailer	Producer	µg/kg (Sample)	Tet EU/ SA Limits
Supermarket Sample	C1	Checkers	Tydstroom	130.8	Above EU limit
Supermarket Sample	C2	Checkers	Country Fair	89.6	
Supermarket Sample	C3	Checkers	Country Fair	92.4	
Supermarket Sample	C4	Checkers	Rainbow	154.0	Above EU limit
Supermarket Sample	C5	Checkers	Rainbow	310.0	Above SA&EU limit
Supermarket Sample	C6	Shoprite	Rainbow	173.2	Above EU limit
Supermarket Sample	C7	Shoprite	Tydstroom	130.8	Above EU limit
Supermarket Sample	C8	Shoprite	Country Fair	106.8	Above EU limit
Supermarket Sample	C9	Shoprite	Country Fair	86.0	
Supermarket Sample	C10	Shoprite	Country Fair	55.6	

human health – Tetracycline. One chicken displayed a residue of 55% over the legal limit in terms of South African law. Of note is that cooking does not inactivate Tetracycline residue in muscle. The results were submitted to *Minister of Health, Dr Aaron Motsoaledi*.

Commented **Dr Felix Schneier**, a Johannesburg medical specialist: "Doctors are dealing with antibiotic resistant bacteria in hospitals every day. Dairy cows are given hormones to increase their milk supply, beef cattle are given hormones to accelerate growth, pigs and chickens are fed antibiotics to keep them upright long enough to get to the slaughter house. Our kids are swallowing all of this and we don't know what it is doing to them."



As Chief Investment Officer of one of South Africa's leading Fixed Income and Social Responsibility Investment companies, **Andrew Canter's** business is making money grow.

He's also a keen cyclist and covers more than 9 000 kms annually on his Giant bike. The next big event on his cycling agenda is the Cape Argus Pick n Pay Cycle Tour in March 2014 and this time, Andrew will be wearing the *Compassion in World Farming* logo!

Compassion:

Andrew, what a privilege that you have chosen to give exposure to our work in next year's Cape Argus Pick n Pay Cycle Tour. How many times have you participated in the Tour so far? What is your best time and what are you aiming for this year?

Andrew Canter:

CIWF's mission is important for all of us, as the treatment of farmed animals reflects on our behaviour as humans. It's an honour to help spread Compassion's message – even if only in a small way by going for a nice long bike ride with 35,000

friends! I've done the Argus tour about 10 times, and am pretty consistent at around 4 hours. Since I commute to work daily, the Argus is my one annual race: I live in Cape Town and ride a bike, how could I not do the Argus?!

Compassion:

In our efforts to generate awareness about the suffering of farmed animals, we are constantly up against raw capitalism. The 'bottom line' trumps animal welfare at every turn. Please comment.

Andrew Canter:

Free Market Capitalism and open-market competition deliver incredibly positive results for all humanity in a range of disciplines and quality-of-life. Sadly, left to its own devices capitalism can also manufacture, produce and sell some really awful and destructive products. Think of hard alcohol, tobacco, gambling, some micro-loans, and even the terrible financial products that gave us the Global Financial Crisis of 2008-2009. Likewise, the money-machine can be exploitative of fellow humans: We all know of the depredations of sweat shops, child labour and near-slave conditions in many industries and countries. While the consumer market – if motivated – can be a force for change and right-behaviour, it is really regulation that tempers the worst instincts of purely selfish profit-seeking in a sustained way. Regulation also levels the playing field – imposing a minimum standard on all players so as to give no particular party an advantage.

The global food industry can rightly claim to have provided cheap accessible protein to a wide and growing market of consumers for decades. But perhaps things have gone too far and the great awakening is now upon us: We need to contemplate if the evil of allowing our farmed animals to be cruelly mistreated is more than offset by the “cheap and accessible” argument. ... / 10



In a world where the rights of the natural environment are being recognized, protected and even enshrined in constitutional law, it seems truly odd that the rights of living creatures to be treated humanely are not being recognized. Perhaps this is because of the concrete connection between, for example, polluted water or air and human health and quality-of-life is easy to contemplate – while the connection between a mistreated hog, cow or chicken seems remote from us. Even if humans arrogate to ourselves the unimpeded right to utilize all of nature – the land, the seas, the resources, the creatures – for our benefit, we must surely take on the duty to care for all those natural assets particularly in light of our ceaseless growth on the use of those assets.

The plight of farmed animals is an issue we mostly avoid by wilful ignorance, but once one has thoughtfully considered the practices of factory farming it is clear that the free-market is failing to support our basic humanity. Further, it's hard to avoid the conclusion that some form of base-line regulation is necessary to be morally just and respectful of nature's creatures.

Compassion:

Simon Baron-Cohen is Professor of Developmental Psychopathology at the University of Cambridge and he suggests that the 'root of all evil' is not necessarily money, but rather it is the erosion of empathy. He says the erosion of empathy is a critical global issue of our time and that empathy erosion is a condition that arises when we objectify others which results in us devaluing them. Compassion in World Farming suggests that the erosion of our empathy begins on the factory farm where animals are objectified and devalued to units of production. Do you see a connection between the desire for financial gain in society and loss of empathy?

Andrew Canter:

At the producer level the profit motive in a competitive environment will prevail: It's not a failure of empathy as much as a 'business survival' instinct. The empathy connection comes at the consumer level, where there is a fundamental misalignment between how we -- as individuals -- would choose to treat animals versus how we allow them to be treated on our behalf. It seems to me that this dichotomy is corrosive, and strongly hints

that we consumers are willing to suspend our emotional engagement in the plight of farmed animals. Surely that is a failure of empathy.

Compassion:

Have you always been sensitive to issues with regard to animal rights?

Andrew Canter:

It's only in the past few years, that I was finally able to listen to the voices around, and inside me. I'm not a vegan, and not even a very good practitioner, but I've heard the message and am on a path toward compassion for, and mindfulness about, the plight of farmed animals.

Pedal Power!

Andrew Canter is riding the Argus Pick n Pay Cycle Tour 2014 for Compassion in World Farming SA.

(Please see next page)



Pedal Power!

Compassion's Media Manager **Marina Rust-Evans** will soon be sending a 'join my team' link to interested supporters who want to ride the **Argus Pick n Pay Cycle Tour**. Meantime, you can contact her at avoice@yebo.co.za



Please donate to the work of *Compassion in World Farming (SA)* by going to our website www.animal-voice.org and clicking on *Donate to our cause* button.

Alternatively you can go to GivenGain to donate specifically to our work in schools: <http://www.givengain.com/cause/3463/projects/11148/>

Your donations will work to achieve the following outcomes:

- Expanding consumer awareness and consumer 'literacy'
- Lobbying at government and supermarket level for labels that show the method of production of animal-derived food items
- Garnering influential support for better lives for farmed animals
- Exposing every-day cruelties and atrocities on farmed animals
- Promoting true free range living conditions through identifying relevant scientific research on the differing emotional, physiological and psychological needs of farmed animals
- Expanding consciousness by inviting discussion from all quarters on our duty towards other living beings, specifically farmed animals
- Working in schools to create a generation of conscientised consumers and conscious eating
- Lobbying for a phase-out of battery cages for laying hens and an earlier-than-stated phase-out of sow crates
- Working towards the introduction of mobile abattoirs that would cut out long-distance transport to slaughter and informal slaughter
- Engaging top legal submissions for the new Animal Care policy document currently in progress
- Engaging academic research on the impact of humane education on the incidence of violence in previously disadvantaged communities.

Editorial

by Louise van der Merwe

Would 😊 smileys 😊 help us
'think humane' when shopping
at the supermarket?

Most supermarkets in South Africa (**Woolworths excluded!**) steadfastly maintain that their role is to supply what the consumer demands – and if this demand is for the cheapest possible product, obtained from systems of animal deprivation, frustration and misery – then that's what they will supply.

Over the years, *Compassion* has had umpteen meetings with supermarket CEO's and Directors requesting a phase out of products derived from the worst practises in factory farming. Every time, the poverty card is plucked out of the pack with the argument that cruelty to farmed animals is a necessary evil in order to feed the poor cheaply. (In this regard, please see Page 8 where **Professor Puoane** links cheap animal-derived foods to the escalation in obesity and non-communicable diseases).

The truth is that without labelling, consumers are forced to buy blind and those that do care about the living conditions of farmed animals, hope for the best that the inhumane farming practices that they've heard about are somehow exaggerated. Neither the producers nor the supermarkets are legally obliged to put labels on animal-derived foods to show the method of production.

Yet, many consumers simply want to know: how does the animal who produces this food live? Or, in the case of meat, how did this animal live?

Compassion has urged the *Department of Trade and Industry (DTI)* to introduce regulations for labels that would state the method of production. Finally, on 26th August 2013, **Mr Andisa Potwana**, the *DTI's Director of Consumer and*

Competition Law and Policy, came to this conclusion:

"I do not think one department can or should carry the burden (of enforcing labelling) as each might have a role to play e.g. DAFF on farm inspections, DOH on health issues and the DTI on labelling. Therefore, it would appear that it is each department separately according to its mandate or the entire government that you have to lobby."

Compassion sought *pro bono* legal opinion on the matter and, following up on this, has written a memorandum to the SA Human Rights Commission suggesting, inter alia, that...

- Consumers in South Africa are forced through lack of access to information, to 'buy blind' because there is no requirement in law for labels that identify the methods of production.

Our memorandum has been sent to **Mr Fola Adeleker**, *Promotion of Access to Information Specialist*, at the *SA Human Rights Commission*.

There is, of course, a down-side to the labelling we are looking for. Dr Birgitta Wahlberg, Finnish Animal Law researcher with the Department of Law at Abo Akademi University, points out:

- It takes time and money to set up a labelling system
- It requires consumer education to make it effective
- Labelling for high or low welfare systems entrenches the continued existence of low welfare systems and makes low-welfare legally acceptable
- The suffering of animals in farming today cannot be reflected adequately on a label

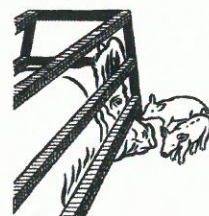
Perhaps a step in the right direction would be the introduction of a simple Smiley Face which the supermarkets themselves could stick onto packaging and thereby become part of the solution.



The smiling Smiley could represent produce from animals who enjoy the **Five Freedoms**

But, as I write this, I'm constantly aware of the words of the late author and editor **Brian Bunting MP** who said: **"The master race attitude lends itself to cruelty and sadism because the victims are regarded as being different, inferior". He was, of course, referring to the Apartheid**

regime, but he could just as well have been referring to the victims of factory farming.



Lack of animal welfare labelling forces consumers to **buy blind**



Decent Animal Welfare

A perspective by PHILIP LYMBERY,
CEO: Compassion in World Farming (UK)

Over the past two decades, the issue of farm animal welfare has made important strides. Some of the very worst factory farm practices have been banned, like veal calf crates or barren battery cages throughout the European Union.

What do we mean by animal welfare?

To *Compassion*, it means that animals are fit, healthy and happy. But, to some, it seems that animal welfare is satisfactory if the animals are in a neutral state. A state of managed existence which is not particularly unhealthy or particularly unhappy.

But is that what we want for them?

Decent animal welfare is about letting them live humanely and compassionately and giving them what they need to fulfill their behavioural and psychological needs.

But I'm concerned animal welfare is being hijacked. Its true meaning for the animals is being lost.

Policy makers, industry lobbyists and scientists are redefining animal welfare as a way to measure animal well-being. These "technical measurables" are all well and good. But all too often they become excuses to carry on factory farming and other cruel and unnecessary practices. It is happening in subtle and disturbing ways.

For example, it's being argued that a ban on debeaking of chickens will lead to a decline in welfare standards. You've heard of "greenwashing". Now, there's "animal welfare washing"! Even the British government talks about "sustainable intensification."



This situation is simply unacceptable. For the animals, the environment and our own health, we need to end factory farming now. We need to grow food to feed directly to people. Where animals are farmed, they should be raised free-range, organically and sustainably. For all our sakes, we can't afford to do anything else.

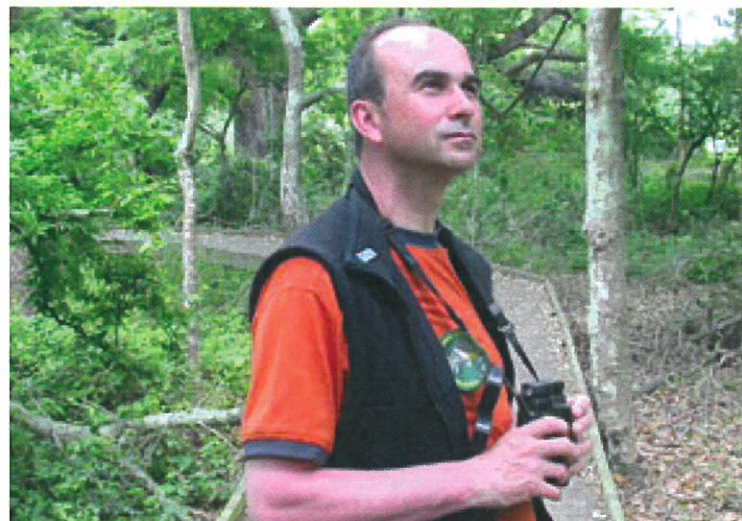
Recently I wrote a blog ***It's good to be alive!*** It was written while I was on holiday with my wife, Helen. We were bird watching on Lundy, the largest island in the Bristol Channel. In the post, I reflected upon a Peregrine.

One morning, as I went through the gate to our cottage, I was nearly hit by a whoosh of wings as a grey-blue bolt flashed past. It was a stunning male Peregrine. Rising in an instant, he closed wings tight and plunged like a bullet. This was the fabled Peregrine 'stoop' and boy, was he fast! He dived across the valley in the blink of an eye, pulling out within a whisker of the ground and rose triumphantly. Banking effortlessly, he rippled blue wings and was away across the fields, over the farm and out of sight. This was Peregrine at play, I thought. There wasn't any hapless prey in sight. He dived in the wind for the sheer joy of it.

Watching the Peregrine brought to mind how animal welfare is not just about animals being free from 'unnecessary' pain and suffering, whatever 'unnecessary' means. It's also about a positive state of well-being. It's about animals having the ability to express themselves, to find joy and excitement. Yes, being free from illness, injury, fear or distress is all highly important. But so too is the scope to do what comes naturally: grazing on grass, scratching at the ground, or closing wings and hurtling at tremendous speed just for fun.

Even after we got back home, the Peregrine was still foremost on my mind. Witnessing his freedom and joy had made a profound impression.

To me, those who deny the emotional lives of animals today, who want farmed animals to exist in a state of managed existence, are akin to those who once denied animals feel pain.



CLARE DRUCE

CHICKENS' LIB

The campaign against cruelty to farmed animals

Chickens' Lib By Clare Druce

Published by Bluemoose Books
Available from Amazon.

CHICKENS' LIB is about passion, conviction and how two women, Clare Druce and her mother Violet Spalding, were driven to highlight the intolerable and cruel conditions on Britain's factory farms. They staged

demonstrations inside

the Ministry of Agriculture, caged humans in Parliament Square, were thrown out of Wakefield Cathedral by the Provost and pursued by the police. Battery hens were their first concern but later Chickens' Lib campaigned on a much wider front – from quail to ostriches,

and for other, non-feathered, farmed animals. Farmers were, and still are, routinely administering antibiotics to their animals to keep them alive in squalid and stressful conditions while multi-national drug companies continue to profit.

CHICKENS' LIB is amusing, poignant, disturbing and as a social history essential to the understanding of the animal rights movement and food security. As such it is a pointer to what is happening in the food industry today and recent scandals make Chickens' Lib an essential read.



Photo courtesy: Candy Ristic

Freakishly large, this broiler chick (right) is only six weeks old and still has the cheap of a baby chick.

If she hadn't been rescued, she would have gone to slaughter by now.

She dwarfs the normal-sized fully-adult laying hen behind her but 60 years ago, before selective breeding for meatiness got underway, she would still have been able to fit cosily under the wing of the hen behind.

Please see page 2 to understand the price so many billions of these baby Frankensteins pay in suffering by being **freakishly large**.



The Humane Education Trust works on two levels – Lobbying of government and consumer awareness on the one hand (under the banner of *Compassion in World Farming SA*), and humane education in schools on the other (under the banner of *Humane Education / Caring Classrooms*).

Free State entomologist **Dr Astrid Jankielsohn** puts her free time into spreading humane education as widely as possible. In a recent email to our office, she said:

“Humane education in the Free State is going well. I try to reach as many schools as possible and mostly do the age groups Grade R-3 and Grade 4-7. The books and DVD's that I got from The Humane Education Trust work wonderfully and really get the message across. Attached is a photo of me and my loyal assistant, Lazlo with a group of kids from Marquard.”
Kind Regards
Astrid