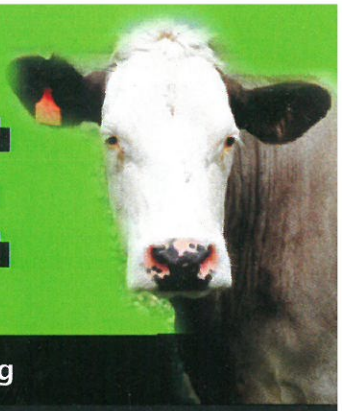
ANIMALVOICE



Official mouthpiece in South Africa for Compassion in World Farming

Inside this issue...

Averting Farmageddon – Compassion's CEO to visit SA *Book your seat now!* - Page 2

Did you know **pigs are treated with laxatives?** - Page 3

Archbishop Tutu **calls for justice for animals** - Page 4

Oppression in disguise - Page 5

Join the call for Mayor de Lille to **reinstate Meat-Free Mondays** in the City of Cape Town - Pages 6 and 7

Oxford Professor calls for an **international court for animals** - Page 8

Join Eco Atlas and close the disconnect between us and our food sources - Page 9

24 million laying hens need your voice. Without it, they don't stand a chance - Page 10 and 11

First time ever! Argus Pick n Pay Cycle Tour **cyclists pedal for farmed animals** - Page 12

Increasing Our Compassionate Footprint

COMPASSION in world farming SA

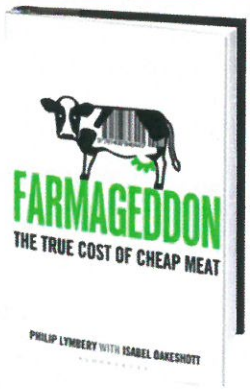
Postal Address
Compassion in World Farming SA
PO Box 825
Somerset West 7129 RSA
International: +27 852 8160
Tel: **021 852 8160**
Fax: 021 413 1297

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

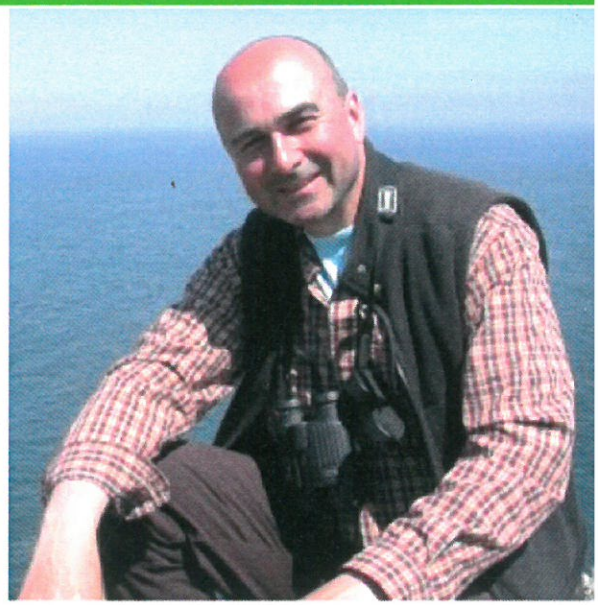
March 2014

Compassion in World Farming CEO, **Philip Lymbery,** will be in South Africa in April as part of a world-wide promotion of his book **FARMAGEDDON.**



Will this book **change the way we** produce food?

Launched in the UK by publishers *Bloomsbury* on 30 January 2014, *Farmageddon* hit the '*most reviewed book*' booklist within a week, and having outstripped all sales expectations, was already into its second printing within a fortnight!



'Mad and Dangerous'

While the *London Sunday Times'* review suggested there was 'something mad and dangerous' about industrialised farming, *The Spectator* newspaper asked if *Farmageddon* would become the game-changer to reform the way we produce food. The book is co-authored by journalist **Isabel Oakeshott.**

Now South Africans can meet the author first hand, watch his presentation and discuss the burning issues exposed by *Farmageddon.*

Says Philip: "I set out to produce a readable account of why feeding the world, heading off environmental catastrophy and stopping unimaginable animal suffering, are inextricably linked to ending factory farming. Thirty-six months later, I came to realise that the impact of industrial agriculture's long tentacles is far more serious than I ever imagined."

ABOUT THE AUTHOR

In 2005 **Philip Lymbery** became Chief Executive Officer of Compassion in World Farming, the world's leading voice for farmed animals. Under his leadership, the charity has been awarded the **Observer Ethical Award for Campaigner of the Year** and **BBC Radio 4 Food and Farming Award** for **Best Campaigner and Educator.** Anyone who believes in their constitutional right to health and well-being cannot miss this chance to meet him.

British newspapers have hailed ***Farmageddon*** as follows...

- Book of the Week. – *The Guardian*
- A deft expose. – *Telegraph*
- Passionate and outraged with a central contention one cannot argue with – that there is something mad and dangerous about (industrial) farming. – *Sunday Times*
- An unusually punchy and fast-paced enviro-shocker. – *Evening Standard*
- A remarkable new book that is an unforgettable indictment on the new hyper-industrialised agriculture... – *The Independent*
- Will convince anyone who doubts that industrial farming is causing ecological meltdown. – *The Guardian*
- Reveals what governments the world over politely refer to as 'sustainable intensification' to be a big, fat oxymoron. – *The Observer*
- Anyone looking for a realistic account of our global food system will find much to get their teeth into here. – *New Statesman*
- Refusing to engage with ***Farmageddon*** would be foolish. – *The Grocer*

Averting Farmageddon - Sustainable Food for All

Join *Compassion in World Farming (South Africa)* and our guest of honour **Philip Lymbery** at the following venues:

Cape Town: **Kalk Bay Books,** 124 Main Road, Kalk Bay on Tuesday **15th April** @ 18h00 for 18h30

RSVP essential. Email: events@kalkbaybooks.co.za or call 021 788 2266

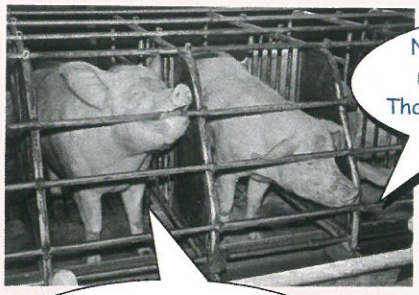
Johannesburg: **Constitutional Court Auditorium** on Thursday **17th April** @ 17h30 - 19h30

Confirm attendance with Louise on 021 852 8160

Hope to see you there!

Did you know?

Did you know that **pigs are treated with laxatives?**
Immobilised in stalls, their lack of exercise causes constipation.



NSPCA says it is going to make it sooner - 2016. That's **730 more days to go.**

2020 is when the industry partially bans these cages! That's 2000 more days to go.

It's beyond our time - **so who cares...**

Nobody cares.

Consumer Alert! If you care, find a source of free range pork and boycott mass produced factory farmed bacon and ham. The 400 pigs at HAPPY HOG Farm have never set eyes on a sow stall or a farrowing crate. Call: Linda Napier @ Happy Hog Butchery 082 883 7605 office@happyhog.co.za www.happyhog.co.za

SA Poultry Association warns its farmers to limit their use of antibiotics in animal feed 'urgently'

Threats of the emergence of superbugs that are resistant to life-saving antibiotics like **Tetracycline,** have been around for a long time.

However, few of us realise just how close we are to helplessly watching family members die of diseases that have been kept in check ever since the advent of antibiotics 70 years ago.

Now, in the latest (Jan 2014) issue of *Poultry Bulletin* (official mouth-piece of the South African Poultry Association), poultry farmers are warned that the emergence of antibiotic resistant superbugs will put human health, animal health and food security in jeopardy.

With the recent discovery of antibiotic resistant bacteria in German poultry and pig farms, the article quotes *The Lancet* medical journal as warning that "any increase in antibiotic resistance in animals is likely to spread to humans, leaving some diseases without adequate treatment".

According to *Poultry Bulletin, The Lancet* calls for **'immediate action' entailing a change in animal husbandry and the 'development of health-orientated systems for rearing of animals' such that the current reliance on 'high levels' of antibiotics in animal agriculture becomes unnecessary.**

Compassion in World Farming (SA) has campaigned long and hard against factory farming where animals are crushed into impossibly small spaces in darkened sheds and routinely fed antibiotics to promote growth and to keep them healthy enough, long enough to reach slaughter.

Professor of Food Microbiology at the University of the Western Cape, **Pieter Gouws** (see left in photo), is researching the origin of antibiotic resistant bacteria in the food chain in South Africa. *Compassion in World Farming (SA)* asked him for comment on The Lancet's call for immediate action to develop 'health-orientated systems for rearing animals'.

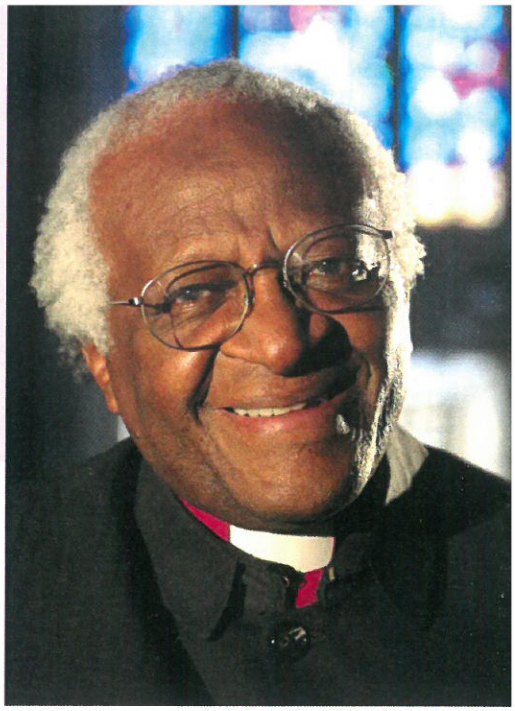
"There is little doubt that the situation in respect of antibiotic resistance is grim," he told *Compassion's* Louise van der Merwe.

He added: "As resistant strains of bacteria emerge, they have easy passage to humans – right through the grocery store."

Professor Gouws said that the importance and value of antibiotics could not be overestimated and there were no simple solutions to the problem of resistance.

"Non-therapeutic use of antibiotics in farmed animals should be the first to go, in the effort to save antibiotics," he said.

Anti-Apartheid icon and Nobel Peace Prize laureate, **Archbishop Emeritus Desmond Tutu** calls for the world **to fight injustice to animals** in the same way as it fights injustice to blacks, women and gays.



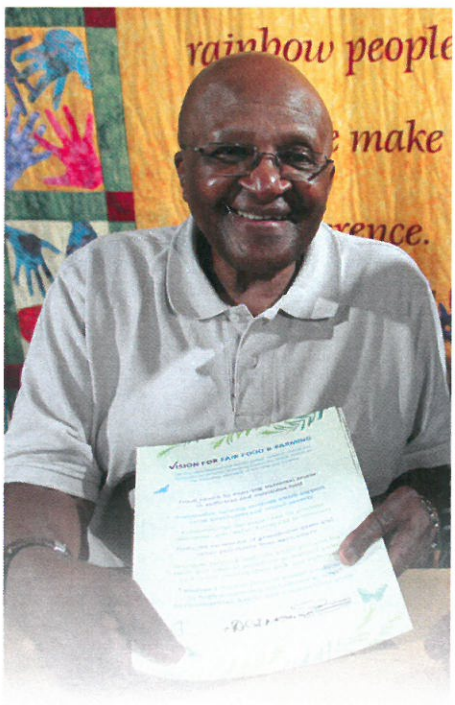
In a Press Release by the ***Oxford Centre for Animal Ethics*** on 28 December 2013, **Archbishop Tutu** says:

"I have spent my life fighting discrimination and injustice, whether the victims are blacks, women, or gays and lesbians. No human being should be the target of prejudice or the object of vilification or be denied his or her basic rights.

"But there are other issues of justice – not only for human beings but also for the world's other sentient creatures. The matter of the abuse and cruelty we inflict on other animals has to fight for our attention in what sometimes seems an already overfull moral agenda. It is vital, however, that these instances of injustice not be overlooked.

"I have seen first-hand how injustice gets overlooked when the victims are powerless or vulnerable, when they have no one to speak up for them and no means of representing themselves to a higher authority. Animals are in precisely that position. Unless we are mindful of their interests and speak out loudly on their behalf, abuse and cruelty goes unchallenged."

Archbishop Tutu's statement forms the foreword of *The Global Guide to Animal Protection,* a 323-page resource recently published by the University of Illinois Press.



http://www.press.uillinois.edu/books/catalog/69wgp5qn9780252036354.html

Tutu continues: "It is a kind of theological folly to suppose that God has made the entire world just for human beings, or to suppose that God is interested in only one of the millions of species that inhabit God's good earth.

"Our dominion over animals is not supposed to be despotism. We are made in the image of God, yes, but God – in whose image we are made – is holy, loving, and just. We do not honour God by abusing other sentient creatures.

"If it is true that we are the most exalted species in creation, it is equally true that we can be the most debased and sinful. This realization should give us pause ... There is something Christ-like about caring for suffering creatures, whether they are humans or animals."

Archbishop Tutu concludes by urging the world to seek justice and protection for all creatures, humans and animals alike.

"Churches should lead the way by making clear that all cruelty – to other animals as well as human beings – is an affront to civilized living and a sin before God."

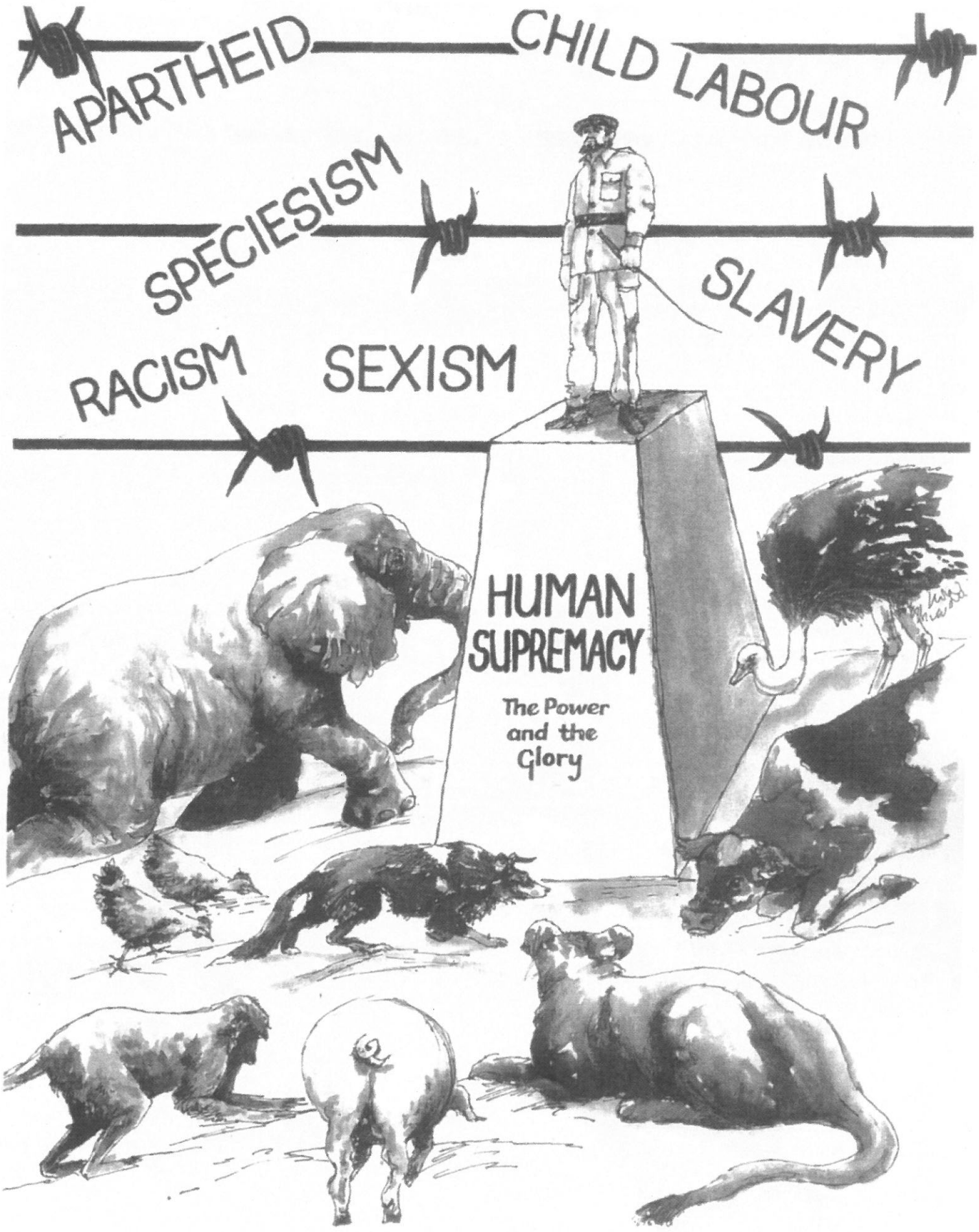
In signing ***Compassion in World Farming's*** Vision for Fair Food and Farming on 15th March 2012, **Archbishop Tutu** became the first world leader to include farmed animals in a new vision for the future. See all the signatories to Compassion's Vision here: www.visionforfairfood.org

Human Rights Activists **choose not to comment** on Tutu's call for justice for animals too

Animal Voice asked the following organisations for comment:

- ***OUT- Well-Being*** (a Lesbian, Gay, Bisexual and Transgender community)
- ***The Commission for Gender Equality***

Neither organisation responded.



OPPRESSION WEARS MANY MASKS

City Businessman calls on **Mayor Patricia de Lille** to reinstate **Meat Free Mondays**

In an open letter to **Mayor Patricia de Lille**, Cape Town businessman **Tony Gerrans,** calls for the reinstatement of the city's one *Meat Free Day a Week*.

As I write to you," he says, "*Cape Town Tourism* is calling on residents to help Cape Town win the world title of 'most loveable sustainable city'.
Visit **http://www.welovecities.org/capetown**

"It is a wonderful initiative that should bring much welcome publicity to good work being done to lesson the environmental footprint and improve the sustainability of our beautiful city.

"However," says Gerrans, "it is impossible to talk honestly about sustainable cities, whilst ignoring the environmental costs implicit in the food chain that sustains their populations. Many reputable studies have highlighted the substantial contribution of animal agriculture (especially intensive animal farming methods) to climate change and air pollution, to land soil and water degradation and to the reduction of biodiversity – see for example, Livestock's Long Shadow published by the UN's Food and Agriculture Organisation."

"A short drive through the countryside around Cape Town shows that intensive animal agriculture is thriving around our city. This industrialised method of raising animals for food in conditions of intensive confinement has long been recognised worldwide as a serious threat to small scale farming, rural livelihoods, the natural environment, not to mention the proximate cause of unspeakable cruelty visited on 60 billion sentient animals every year. There are initiatives all across the world to transform animal husbandry into more ethically defensible, environmentally sustainable, and community-orientated farming practices. No campaign within the city itself can honestly claim sustainable living standards whilst the environmental costs of this method of food production are

Cont. from p6

"externalized on suffering animals and surrounding communities."

Gerrans points out that *Meat-free Mondays* is a global campaign that highlights the environmental and ethical costs of an animal protein rich diet, and educates consumers about healthier, sustainable and more ethical food choices.

"The City of Cape Town showed inspired leadership by endorsing this campaign in July 2010, after its own portfolio committee on Health unanimously supported the initiative. Cape Town became the first city in Africa to do so, thus associating itself with environmentally progressive administrations around the world. The campaign is supported in 25 countries around the world – see http://www.pinterest.com/meatlessmonday/the-global-movement/.

It was discontinued by the City in 2012. This was clearly a step backwards - we can all enjoy a prosperous healthy and dynamic city, without relying on outdated, cruel and environmentally unsustainable agricultural practices.

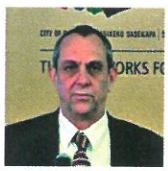
Yours sincerely

Tony Gerrans

Have your say on our Facebook Wall: www.animal-voice.org

History of Cape Town's Meat-Free Day

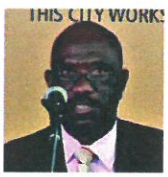
2009: *Compassion in World Farming* negotiates with **Cape Town City Health** over a period of eight months for the city's endorsement of one meat-free day a week.



29th July 2010: **Dr Ivan Bromfield,** *Executive Director for City Health* is master of ceremonies at the official launch of Cape Town City's one-meat-free day a week at the Civic Centre.

29th July 2010: Keynote speaker at the launch and *Mayoral Committee Member for Health,* **Mayor Dan Plato,** says: "A healthier city is a more productive city and a more productive city benefits everyone."

"This is a global initiative, not just a Cape Town initiative and I think we are very proud to be the first city in Africa to take up this challenge."



29th July 2010: Also at the launch, **Councillor Dumisani Ximbi,** *Mayoral Committee member for Health,* says: "It is our duty to inform our citizens about any issues than can help them to live a healthy and long life."

May/June 2011: Municipal by-elections bring in a new mayoral committee and **Patricia de Lille** becomes Cape Town's new mayor.

May 2012: New mayoral committee's member for Health, **Councillor Lungiswa James** informs *Compassion in World Farming (SA)* that support for Cape Town's meat-free day has been withdrawn and that she will support it only if it can be proved to be of benefit to the poor.

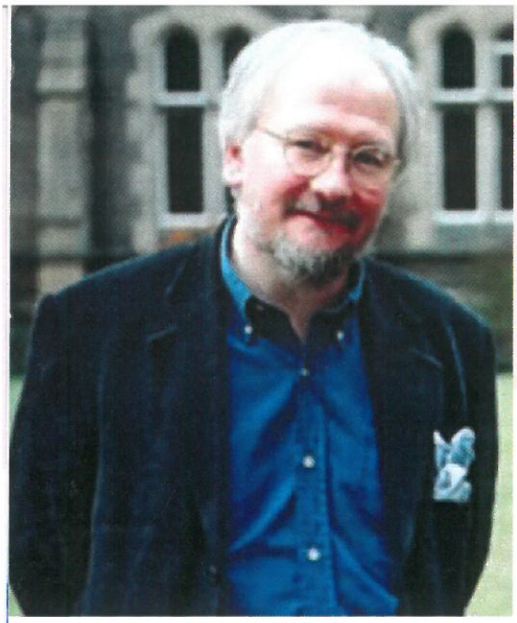
September 2012: **Dr Pieter Prinsloo,** *Chairman of the Red Meat Producers Organisation in South Africa* admits to *Animal Voice* editor, *Louise van der Merwe,* that he persuaded Mayor Patricia de Lille to rescind the city's one-meat-free-day-a-week policy.

September 2012: **Professor Thandi Puoane,** *Public Health Professor at the University of the Western Cape*, says: "My work is with the poor. I support one meat-free day a week especially for them... We need to sit down with the City and work out a campaign to bring this understanding into the lives of everyone."

September 2012: Roy Jankielsohn, leader of the DA in the Free State urges Mayor de Lille to reinstate Meat-Free Mondays, citing numberous scientific studies including:

http://www.feu-us.org/ourwork/thefoodgap.html
http://www.waterfootprint.org/?page=files/home
http://timeforchange.org/are-cows-cause-of-global-warming-meat-methane-CO2

March 2014: Cape Town businessman **Tony Gerrans,** *Trustee of The Humane Education Trust* which incorporates *Compassion in World Farming (SA)* writes to Mayor de Lille urging the reinstatement of the City's One Meat-Free Day a Week policy. He says Cape Town Tourism cannot call on residents to help Cape Town win the 'World's most loveable and sustainable city" title while the city ignores the impact of industrialised farming.



Oxford Professor calls for an International Court to assess culpability of Governments in cruelties to animals

In a bold step forward for animals, the **Director** of the **Oxford Centre for Animal Ethics, Professor Andrew Linzey** has called for the setting up of an international court where governments may be assessed for their role in the perpetration and perpetuation of cruelties to animals.

Said **Prof Linzey:** "Humanitarian organizations worldwide should collaborate in setting up an international court to judge cases of animal cruelty and specifically to assess the culpability of governments.

"Individuals and groups should be able to bring cases before the court where governments have failed to take reasonable steps to prevent systematic and widespread occurrence of cruelty to animals," he said. " The court would consist of eminent humanitarians drawn from the legal and veterinary professions, together with ethicists, philosophers, theologians, and those accomplished in anti-cruelty work worldwide."

Prof Linzey said that although animal protection was a matter of global concern, "animal protectionists have sometimes been slow in recognizing this fact and have contented themselves with working on an issue-by-issue, country-by-country basis. But what this approach neglects is the need for international strategies to tackle what are global problems."

Prof Linzey's call is made in his Introduction to **The *Global Guide to Animal Protection, a 323-page tome recently*** published by the University of Illinois Press.

"Governments and industries found guilty (or who fail to participate in the hearings) would be named and shamed and placed on a register," he said. "Like Amnesty International's published list of countries that allow torture, the register would focus attention not only on the distressing fact of cruelty itself, but also on the culpability of governments and industries in justifying and supporting cruelty."

The Global Guide to Animal Protection is the result of collaboration between the **Oxford Centre for Animal Ethics**, a world-wide association of academics from all disciplines, and the University of Illinois Press. Raising awareness of human indifference and cruelty toward animals, it includes more than 180 introductory articles that survey the extent of worldwide human exploitation of animals from a variety of perspectives.

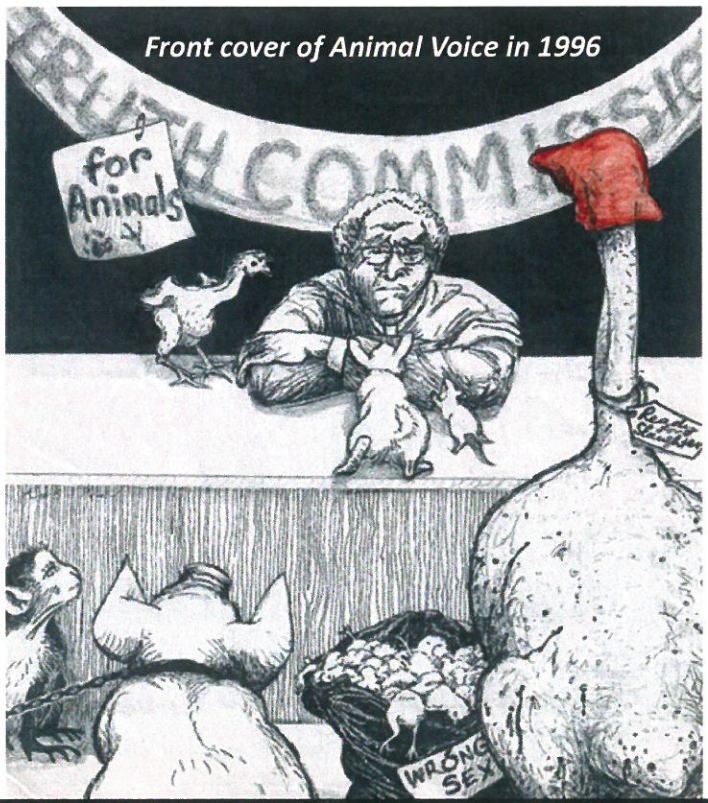
The Global Guide is available from **http://bit.ly/1kPNYUm** USD95 (cloth) and USD27 (paper).

HAVE YOUR SAY! *Should there be an International Truth Commission for Animals?*

Many people will remember the *Truth and Reconciliation Commission (TRC)* which was established in South Africa after the fall of apartheid and chaired by **Archbishop Desmond Tutu.**

In a court-like atmosphere, victims of gross human rights violations during the apartheid era, were invited to give testimony about their experiences, and perpetrators of violence could also give testimony and request amnesty from both civil and criminal prosecution.

Have your say on our Facebook Wall: www.animal-voice.org



Front cover of Animal Voice in 1996

Choose with a **conscience!** Shop **informed!** Take back your **power!**

Let Eco Atlas be your guide...

Most of us feel helpless in the face of the horror and misery to which humans subject so many billions of animals every day. Our voices seem to hold no sway; we feel trapped in a mad house of misery. It shouldn't be like this and no-one knows this better than Rhian Berning, an 'ecopreneur' and activist living on the Garden Route.

Her latest project is *Eco Atlas* which aims to be an all-inclusive ethical directory for South Africa, empowering both locals and tourists to make informed choices about where to eat, buy, play and stay. "Information is power," says Rhian, "and *Eco Atlas* puts the power back in the hands of the consumers so we can all vote with our wallets for a new ethical way of being."

Rhian explains how Eco Atlas came about...

"*Eco Atlas* stemmed from a very personal need to be a more informed consumer. I was always the one in the restaurant asking the waitron all the questions... are the eggs free range, do you recycle, is the lettuce organic, do you have biodegradable take away containers? You know, one of THOSE kinds of customers. And if the eggs weren't free range I simply wouldn't order them.

"The concept of *Eco Atlas* was one of those light bulb moments when I realised that this information, about resource use, food sources, animal rights, people's rights and waste disposal should be freely and transparently available in regard to all businesses... not just restaurants, but hotels, services, products, every and any kind of business really.

"Imagine if we could choose which businesses to support based on the ethical practices they have in place. This would empower us and place conscious choice firmly in the hands of the consumer.

"I really believe that we as humans need to be reconnected to the consequences of our choices. There is a huge disconnect between us and our food sources, our energy sources and where our waste goes when we're done with it all."

Rhian says her goal is to enable consumers to become cognisant again of the role we play in the closed and interconnected system we call life.

"I certainly don't want any of the choices I make to impact negatively on any living being or on this planet we call home," she says.

eco ATLAS ethical directory

Eco Atlas is a one stop ethical directory which utilises 20 iconic Eco Choices for people to see at a glance where they can find animal friendly, people friendly and earth friendly businesses and service providers. It is an online search engine which allows the consumer to find restaurants which serve free range, hotels that recycle, suppliers with fair trade workers' rights, shops with local products, and where to find biodegradable animal friendly toiletries (to name but a few!).

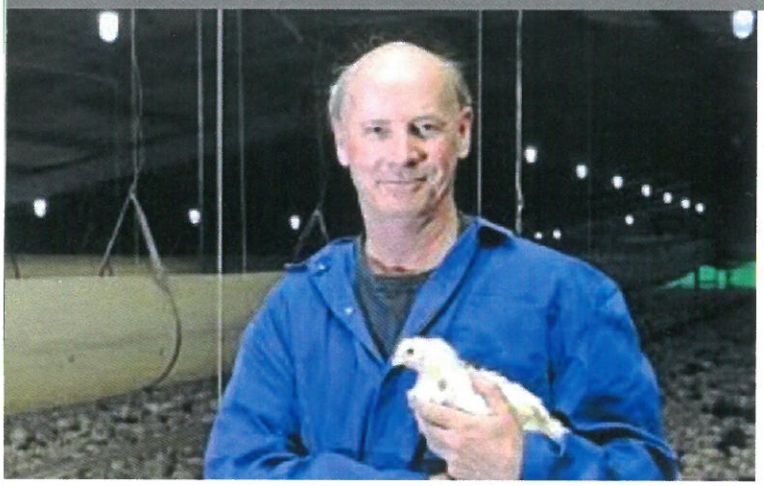
"You can be part of Eco Atlas!

Rhian says: "Head over to **www.ecoatlas.co.za.** *Eco Atlas* is an interactive networking and sharing space. Go ahead and recommend a place, review a product, find what you're looking for, connect a business with a great supplier and join the dots from source to resource and back again. The choice is in our hands.

"By giving the power of informed choice back to people and by giving recognition to the businesses that are walking the ethical talk, a consumer driven movement of positive change can be initiated."

✓ tick the eco choices you make

In January 2014, *Compassion* launched its petition to **Kevin Lovell,** CEO of the *South African Poultry Association,* requesting a time-line for the phase-out of battery cages in South Africa.



In the December 2013 issue of the in-house magazine *Poultry Bulletin,* edited by **Kevin Lovell,** South African egg farmers were advised to note that battery cages for laying hens were under fire – and not just in wealthy countries but in developing countries like India too! The article pointed out that barren battery cages had been legislated against throughout Europe and several states in the USA. The article then added:

"In developing countries, a similar trend is emerging, with animal welfare activists in India urging the government to bring in timelines aimed at phasing out the use of barren battery cages."

***Compassion in World Farming (SA)* wrote to Kevin Lovell...**

Dear Kevin Lovell,

*With reference to the latest issue of your Poultry Bulletin (December 2013 issue, Page 26), there is no need to look to India to see the trend in developing countries against battery cages for laying hens. As you are well aware, the trend is right here in South Africa, on your own home ground. As animal activists for Compassion in World Farming, we urge you, **yet again**, please urgently to give us a timeline for the phase-out of the barbaric battery cage!*

Sincerely

After placing this letter on our Face Book page, one supporter's response was an open letter to retailers expressing a frustration that we all share. She said she was moved to write to the supermarket chain because, after years of pleading, Compassion has had to resort to a petition to get retailers to do the right thing. She said she was 'dumbfounded' that despite positions of power and professing the will to make the world a better place, retailers continued 'to turn a blind eye to the suffering – the immense suffering – of chickens and other animals'.

She added: *"I am sick to my stomach. Who knew that such appalling cruelty still takes place today to feed corporate coffers. I have told my husband to sell all of our shares in (retailer's name). I am disgusted at the callousness of retailers. Please do not reply to me. I have had enough of corporate PR doublespeak. If you are really sincere about doing the right thing, just do it. No fancy words, no promises. Just do it. Until then, I will never buy another egg or piece of chicken from your stores again."*

Advocate Paul Hoffman, a Director of the Institute for Accountability in Southern Africa said poultry farming should become constitutionally compliant.

This is what he wrote to Kevin Lovell:

Dear Kevin,

Having regard to the inhumanity of battery farming systems and the inequalities in SA society that are perpetuated by joblessness, is it not time to eliminate all battery farming and replace it with the more labour intensive forms of farming that will create much needed jobs and provide much more edible eggs and other produce?

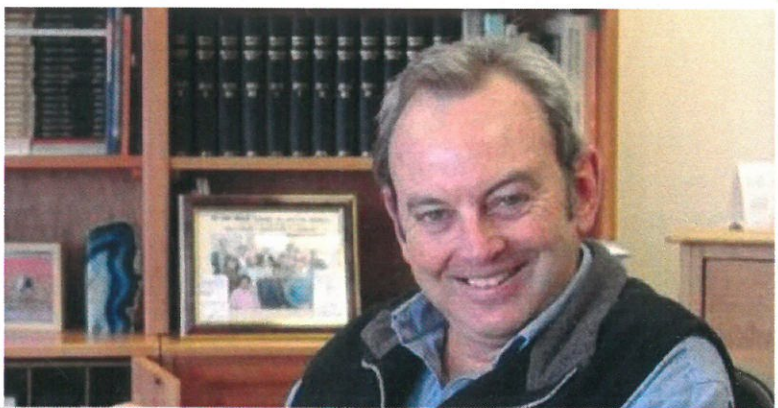
The government subsidy on youth wages and the obvious need to create more jobs or face a revolution stoked by jobless young people ought to have you championing a solution that promotes human dignity, equality and freedom in an environment that is not harmful to health and well-being. What is lacking is the political will to live up to what is promised in our Constitution. SA Poultry is well placed to cultivate a "better life for all" by engaging positively in the task of eliminating battery farming. It is quite simply the right thing to do.

Best

Paul Hoffman SC

Director, Institute for Accountability in Southern Africa

www.ifaisa.org



Editorial by Editor Louise van der Merwe >>>

By stocking battery eggs, **supermarkets support the massive battery egg industry** with all its inherent mass cruelty.

Government itself supports factory farming. In September 2013, *Compassion* asked the *SA Human Rights Commission* to assist in securing consumers' rights to access to information in compliance with section 7(2) of the Bill of Rights, through the enforcement of labelling to display 'method of production'. The *SAHRC* passed our request on to the Department of Agriculture – and we are still waiting for an answer, despite having paid the R35 fee required for our request to receive further attention under Section 18(1) of the Promotion of Access to Information Act, of 2000, and despite reminders.

Supermarkets are about mass consumption and put the squeeze on farmers to provide their products at the lowest possible price.

In order to compete in the market, factory farms are about mass production and depend on their profit through economies of scale

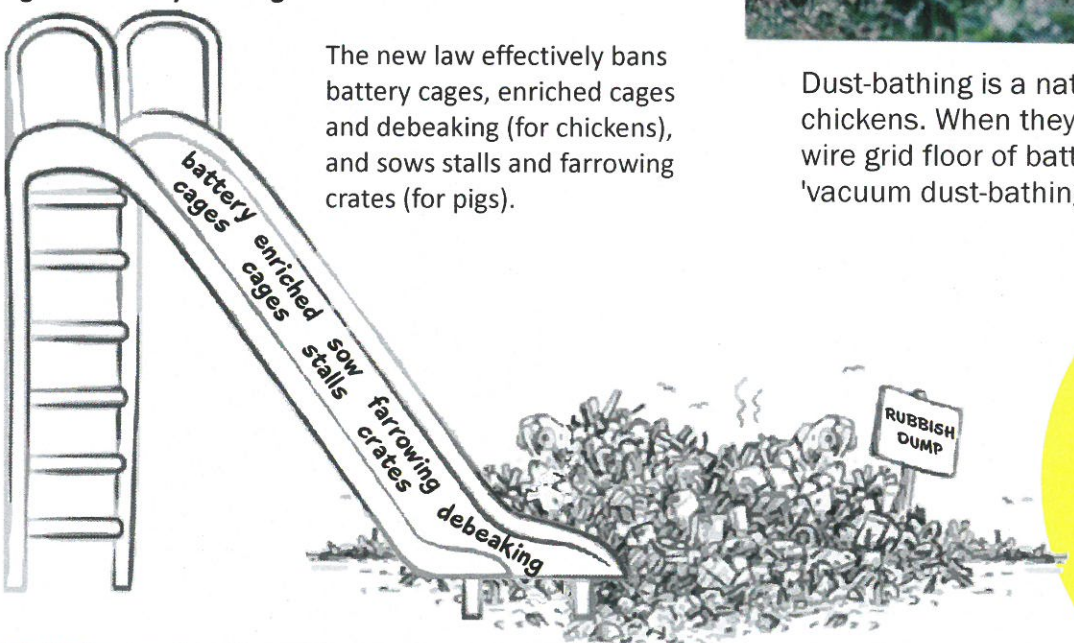
If you buy blindly and without conscience, you are a part of the lowest common denominator of mindless mass consumers who feed the bottom line of Big Business and Big Business would like you to stay like that!

The only chance our hens have got is you and me!
Please speak out for South Africa's 24 million laying hens trapped in battery cages, by signing our petition.
Go to www.animal-voice.org

The slippery slide...

Factory Farming was banned on 25th February 2014 in the territory surrounding Australia's capital city, Canberra. This territory is known as ACT (Australian Capital Territory).

In a victorious press release today, *Voiceless* announced: **"The *Animal Welfare (Factory Farming) Amendment Bill* was debated in parliament and passed into law, making the ACT the first jurisdiction in Australia to legislate against factory farming."**

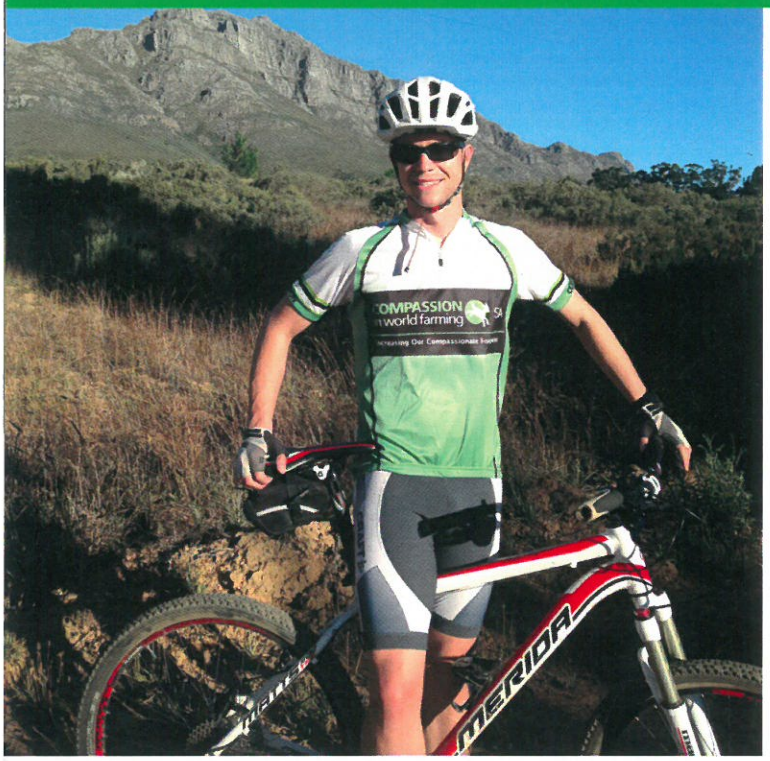


The new law effectively bans battery cages, enriched cages and debeaking (for chickens), and sows stalls and farrowing crates (for pigs).

Dust-bathing is a natural behaviour of chickens. When they try to dustbathe on the wire grid floor of battery cages, it is known as 'vacuum dust-bathing'. So sad.

Read about **"The Startling Intelligence of the Common Chicken"** in the February 2014 issue of *Scientific American*

Riding for Farmed Animals
in the world's largest timed cycle race



For the first time ever, cyclists in the up-coming *Argus Pick n Pay Cycle Tour* will be riding for better lives for farmed animals in the gruelling 109 km course on 9 March 2014.

Thank you Andrew Canter, Jared Buys, Lorraine Gerrans, Lorraine Walton, Brigit Bergh, Kim Engelage and Ian Muller.

If you feel you have benefited from this magazine, please donate towards our work to achieve **better lives for farmed animals.**
Donations are tax deductible.
Go to: www.animal-voice.org

The Shifting Sands of Human Consciousness

In the 14 January edition of the *New York Times* this year, columnist **Frank Bruni** suggests that a "broadening, deepening concern about animals" is fast becoming part of human consciousness, so much so, that the phrase "animal welfare" is no longer sufficient.

"An era of what might be called ***animal dignity*** is upon us. You see signs everywhere," he said, referring, inter alia, to the success of the movie *Blackfish,* Hilary Clinton's involvement in elephant conservation, the impending New York ban on carriage horses, the movement to accord chimpanzees legal rights, and growing 'disgust over the fate of many farm animals'.

Bruni described the "quickly shifting human perspective on animals" as a social revolution driving us inexorably towards our acknowledgement of the right of animals to Dignity.
See http://www.nytimes.com/2014/01/14/opinion/bruni-according-animals-dignity.html

Compassion in World Farming (SA) thanks **Karen Dawn** of *DawnWatch* for alerting us to this article.

Scientific American article suggests we **expand our moral sphere of concern beyond humans,** so as to include **all mammals**

In the January 2014 issue of Scientific American, **Michael Shermer** first describes 'the saddest slaughterhouse footage ever' of a bull in the slaughter line.

Then he goes on to suggest that "mammals are sentient beings that want to live and are afraid to die."

"Evolution vouchsafed us all with an instinct to survive, reproduce and flourish. Our genealogical connectedness, demonstrated through evolutionary biology, provides a scientific foundation from which to expand the moral sphere to include not just all humans – as rights revolutions of the past two centuries have done – but all nonhuman sentient beings as well."
– See Page 69 of *Scientific American Online*: ScientificAmerican.com/jan2014

Note: Scientists estimate that the cattle genome contains approximately 22 000 genes, 80% of which are shared with human beings.

www.**csiro**.au/.../**Bovine**.../Similarities-between-**cow**-and-human-**DNA**.as...