

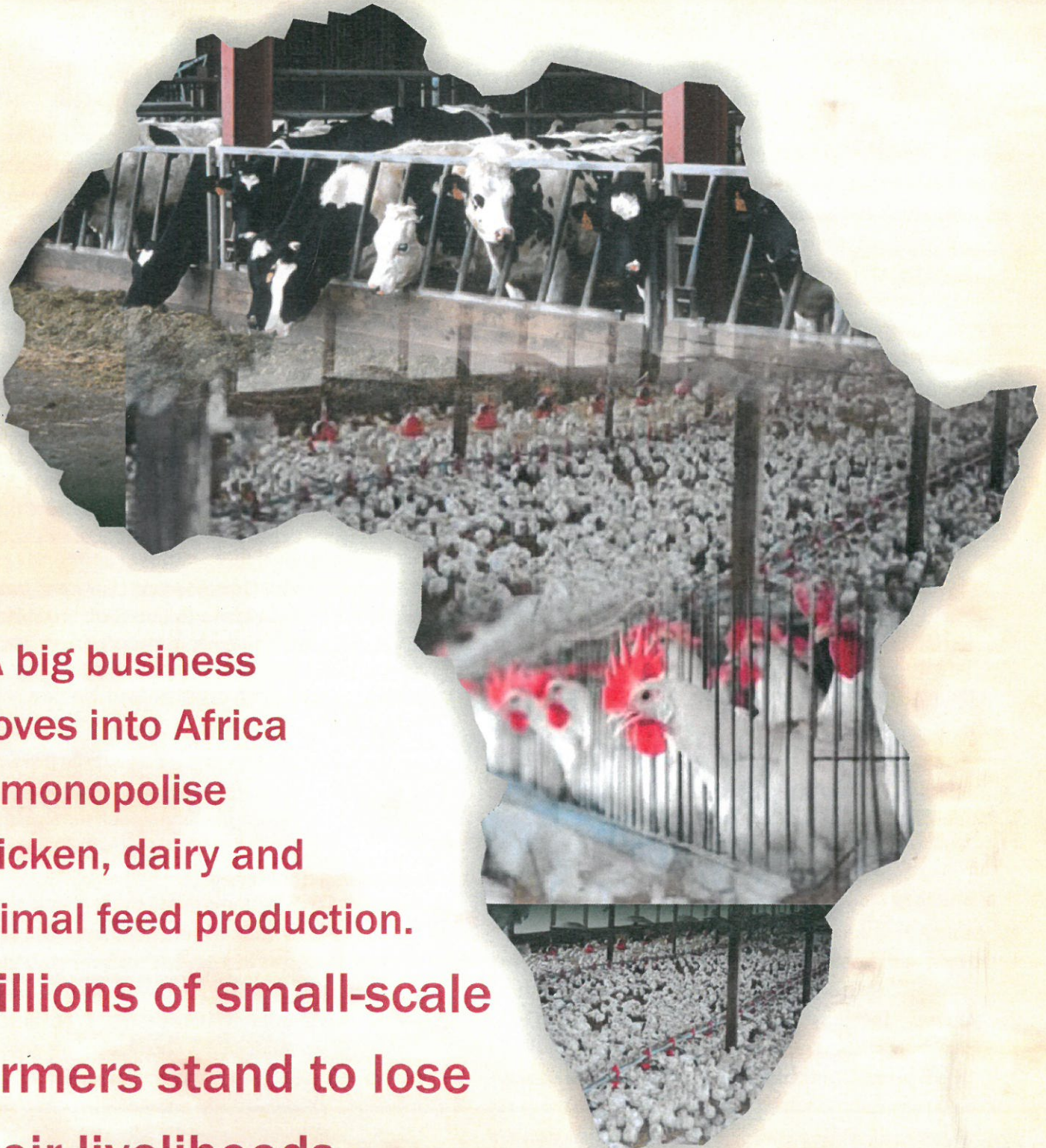
ANIMAL VOICE



OFFICIAL MOUTHPIECE IN SOUTH AFRICA



FOR COMPASSION IN WORLD FARMING



**SA big business
moves into Africa
to monopolise
chicken, dairy and
animal feed production.
Millions of small-scale
farmers stand to lose
their livelihoods.** See page 3

ANIMAL VOICE

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Philip Lymbery
is Chief Executive of
Compassion in World Farming
and author of *FARMAGEDDON:*
The true cost of cheap meat

Dear Supporter,

Factory farming is spreading like wildfire through Africa and those who promote it are calling it 'progress'.

You and I know that factory farming is poisoning our planet, swallowing up small family farms and completely ruining the lives of animals. Yet, the African continent has become the new target for aggressive expansionism for factory farming.

With your help, Compassion can persuade more food industry leaders to use their massive marketing machines to promote humane, sustainable farming. We can expand our investigations into cruelty. And we can build our army of voices through public events and global online campaigns.

Please give generously to our South African office!

Louise van der Merwe
Director: CIWF (SA)

The Humane Education Trust is licensed to represent Compassion in World Farming in South Africa.

Account Name	THE HUMANE EDUCATION TRUST
Bank Name	ABSA, Somerset West
Account Number	9094070046

SA food giants

are changing the diet of Africa's burgeoning urban populations with potentially dire social, health and environmental consequences claims new report.

A new report by the Johannesburg-based NGO **African Centre for Biosafety** claims South African Agribusiness conglomerates and food retailers are fast moving into the continent of Africa to take advantage of untapped markets created by burgeoning urban populations. By 2030, it states, Africa's top 18 cities will have a combined spending power of US\$1.3 trillion, of which US\$400 billion will likely be spent on food each year.

In this 'nutrition transition' brought on by urbanisation and the "aggressive expansionism" of South African food giants, people will move away from existing diets primarily derived from plant-based sources, low in fat and high in fibre, to more western-style diets that are energy-dense and low in fibre.

The report, titled '**Africa an El Dorado for South Africa's Agribusiness Giants**' (ACBio.org.za) states that SA's Big Businesses are setting themselves up throughout the continent bringing promises of food security, job creation, skills transfer and infrastructure development while ignoring the fact that traditional farming systems on which millions of Africans depend for survival, will be displaced. The report predicts that while smallholders around Africa still produce 90% of Africa's agricultural output, this will all change with the infiltration of the modern industrialised farming model (factory farming) which is focused on 'biotechnology, synthetic fertilisers and debt-driven commercialisation'.

Moreover, it states, there are potentially dire implications for Africa's food sovereignty movement too. Food Sovereignty is defined as "the right of people to healthy and culturally appropriate food produced through ecologically sound and sustainable methods and their right to define their own food and agriculture systems." Modern industrialised (factory) farming does not deliver food sovereignty and, says the report, despite achieving increases in yield "has not necessarily translated into increased access to food, increased income or increased nutritional security, ecological sustainability or social justice."

Rainbow Chicken features prominently in the report. However, it states, "Rainbow is not the only South African poultry company interested in new African markets."

Astral is close on the heels of *Rainbow*, along with others including Pioneer Foods (which owns *Quantum Foods* which owns *Nulaid* eggs), *AFGRI* which deals in day-old chick hatchery supplies, *Clover Holdings* (dairy giant), and the *Oceana Group Holdings*. Retail giants like *Shoprite*,

Pick n Pay, *Woolworths* and *Spar* are included in the list. *Shoprite*, it states, is already operating in 16 African countries through 1525 corporate and 377 franchise outlets and holds more than 34% of the supermarket market share on the

continent.

The report warns that moving away from staple foods such as sorghum, millet and maize to a Western-style diet, has health implications such as obesity, heart disease and strokes.

But more than this, "expansion of the 'mega' into new markets tends to displace the small and varied farms and suppliers who traditionally operate in that space." South Africa is its own example: By 2007, the 1,700-odd supermarkets in South Africa had replaced an equivalent of 350 000 spaza-type shops. This should be seen in the context that small spaza-type shops provide more jobs per volume than supermarkets and "emerging evidence indicates that mega markets jettison three jobs for every two they create".

The report concludes: "There is no doubt that African farmers need support. For example, poor post-harvest storage accounts for 40% loss... What is debatable is how this should be done." While South African agribusinesses move in, disrupting traditional farming systems on which millions of Africans depend for survival, and posing a threat to the environment, ecology and bio-diversity of the continent... "the voices of those likely to be most affected have not been heard."

RAINBOW
Chicken
to dominate African diet

'Broken' chickens

Compassion supporter challenges poultry industry CEO to **stop the suffering**

The gut-wrenching sight of end-of-lay hens being crushed into impossible spaces and thrown out if 'broken', has prompted Compassion supporter **Janine Nash** to issue a challenge to **Kevin Lovell**, *CEO of the South African Poultry Association*.

In an open letter to Kevin Lovell, she says: **Stop the suffering!**



Janine's open letter...

Good day Mr Lovell

Thank you for reading my email.

I recently went to a cull depot to purchase some ex battery hens and was witness to the most dreadful animal cruelty.


I attach photos and ask that the sale of live hens to informal traders be stopped immediately. I am sure you will agree with me after seeing the shocking images I managed to capture. The traders were forcing the live hens into wheelbarrows, tiny boxes, they were carrying the hens away by the feet, 2 or 3 in each hand, the owner of the bakkie of hens pictured here was forcing about 20 hens into a space big enough for about 4. He was actually injuring them deliberately in order to force more in. He knew he was being cruel because he didn't want a record of his cruelty. He asked me if I was from the SPCA. He then threatened me and forced me to delete the images I had obtained. Fortunately his knowledge of cell phones was lacking and so I managed to keep them.

The cull depot workers were indifferent to the suffering of the hens casually throwing the 'broken' ones out. I offered to buy one of the suffering hens and was told I couldn't have her because she was 'broken'.

I feel sure that you as a compassionate man will not allow this cruelty to continue.

Thanking you most sincerely in advance


Janine Nash



End-of-lay hens are crushed
into impossible spaces...



broken and dying...



deprived of water
and food...



**Action
Alert!**

Janine's call for compassion has the full force of
CIWF's support. Write your own email to Kevin
Lovell at kevin@sapoultry.co.za

**Tell him that the brutality and callous disregard
for animal suffering exhibited by the poultry
industry is a national disgrace.**

Should animals be off South African menus?

Speakers for the motion were:

Professor David Benatar (Head of the *Department of Philosophy* at UCT)

Nikki Botha (Chef at *Plant Cafe* and animal activist)

Brett Thompson

(Digital marketing manager at *Fry's* and proponent of *Meat Free Mondays-SA*)

Speakers against the motion were:

Angus McIntosh (Farm manager at *Spier* and a leading Biodynamic farmer of grass-fed cattle and free range hens)

Margot Janse (Executive Chef at *Le Quartier Francais*, Franschhoek)

Jacques Rousseau (Lecturer in Business Ethics in the *Faculty of Commerce*)

This **TedxCapeTown** debate took place before a packed audience at the University of Cape Town's *Kramer Lecture Theatre* on 31st July 2014

Before the debate started, 60% of the audience voted for the motion.

At the end of the debate, 71% of the audience voted for the motion.

Angus McIntosh:

Every single time we eat we are voting for the farmer whose produce we choose to eat. If you choose to eat factory farmed food you are choosing a process that is chemically dependent and believed to be connected with the increase in autism, cancer and obesity. Breast milk, for example, deemed to be the purest of milks, now contains the residue of more than 200 pesticides according to recent research.

Regenerative agriculture, on the other hand, reverses the damage done by factory farming. It sequesters carbon back into the soil, composts the soil, and the soil holds more water as humus increases.

Through our buying power we can choose drug-dependent feedlot beef or healthy grass-fed beef. There is destructive farming and there is regenerative farming. By proxy, you choose which you want every time you eat.



Nikki Botha:

I speak on behalf of the animals. One of the fundamental differences between humans and non-humans is the right to choice. We choose to exercise our right to choice in a sadistic and arrogant manner. We are now the inhuman species. Eating meat is an extreme form of bullying. It is unnecessary to eat animals and their products and science has irrefutable proof that veganism is the saviour of this planet.



Brett Thompson:

The consumption of animal products is the leading cause of most of the environmental challenges facing our planet. A cow produces 500 litres of methane every single day and there are 2 million cows slaughtered annually in South Africa alone. By switching to a plant-based diet you will be making the biggest possible impact for good on our planet.



Jacques Rousseau:

Lots of our current meat consumption is unconscionable but this does not mean that eating meat is necessarily impermissible. We need to respect sentience; we need to avoid unnecessary animal suffering. But sentience is not the same as self-awareness. If animals are not self-aware in accordance with the mirror test (ie recognising that the image in the mirror is their own), then I don't see a moral obligation not to eat them and kill them in a pain-free way. Cows and chickens are not self aware.



Margot Janse:

Just as cows are not made to eat grain in the feedlots, we are not made to eat just plants. People need about 75 – 80 grams of animal protein a day and we are far exceeding this requirement. So let's eat less meat, avoid fake fast food – but don't take away my choice to eat meat. The way to win, is to live with respect – for each other and the choices we make, as well as the animals we eat.



David Benatar:

There are many arguments why animals should be off the menu, including environmental reasons and health benefits. I want to focus on the ethical question of our treatment of the animals themselves. In South Africa there are well in excess of a billion animals killed for food annually. Most have suffered unbelievably through the course of their lives. The imposition of this suffering is unacceptable, but because our opponents in this debate agree, I shall not argue further for this. Let's assume that animals could be reared and slaughtered painlessly. Would it be acceptable to take their lives merely because they are not self-aware? If it were, then it would be permissible to kill and eat those humans — babies and the severely demented, for example, who lack self-awareness. To kill any sentient being for one's own pleasure is unacceptable. We do not need to eat animals to survive and thrive and we should desist from our consumption of animals entirely.

Menu

Roast Beef

Weaned at 7 months and 'finished' in a feedlot for 100 days.
Hormones and antibiotics included for free.

OR

Pasture-reared on a biodynamic farm. (Warning! This option costs extra!)

Leg of 10-month-old Lamb

(By-catch includes jackal, caracal and leopard.
Warning: focusing on the by-catch can lead to loss of appetite)

OR

Shepherd in attendance with no by-catch (Warning! This option costs extra!)

Breast of Obese Chicken

'Harvested' at 39 days with three times more fat than 40 years ago. Antibiotics and bacteria included for free. Special discount if evidence found of black ammonia burns from resting on filthy litter.

OR

Well-managed free range allowing for natural behaviour and experience of sunshine, soil and grass. (Warning! This option costs extra!)

Pork Ribs

Harvested from six-month-old pigs who never experienced a blade of grass or a ray of sunshine.
Antibiotics included for free.

OR

Free to forage, root around and play. (Warning! This option costs extra!)

Scrambled Eggs

Laid by maimed hens crushed into space allowances of 75% of an A4 sheet of paper each.

OR

Well-managed free range allowing for natural behaviour and experience of sunshine, soil, grass and ability to use legs. (Warning! This option costs extra!)

Milk Pudding

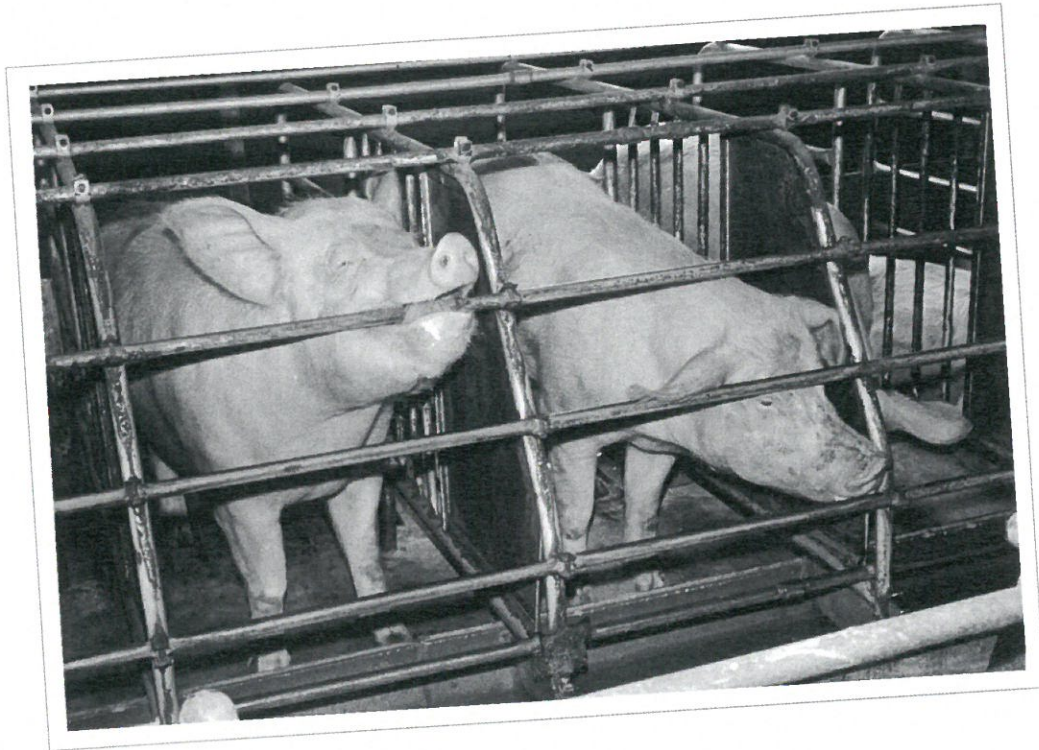
Supplied by cows whose calves are ripped from them at one day old.

OR

No option available.

Bon appetite!

Woolworths becomes First Major South African Retailer to introduce Sow-Friendlier Pork Products



Woolworths announced in July 2014 that from the end of September, all fresh pork sold at Woolworths will be sourced from farms that no longer use sow stalls to restrain pregnant sows. *Compassion in World Farming* has welcomed the Woolworths announcement. Said Compassion's SA Director Louise van der Merwe:

‘ We congratulate Woolworths for taking this major step forward on behalf of mother pigs and we hope that Woolworths' initiative will challenge and inspire the rest of the mighty pork industry to insist on lives worth living for their breeding sows as a matter of urgency. We're talking here about the South African Pork Producers' Organisation, The South African Meat Processors Association, Eskort Ltd., Premier Pork, Winelands Pork, retailers like Pick n Pay, Shoprite Checkers and Spar and the list goes on. Compassion in World Farming and its supporters urge all of them: Please join that part of society that strives for a kinder world. ’

16 April 2014:

Woolworths became the first African retailer to receive *Compassion's* **Good Egg Award** for its commitment to **cage-free eggs**.

<http://goo.gl/PrvevC>
www.youtube.com/watch?v=dLQwjCu9yhI

University of Johannesburg Professor calls for legislators, policy-makers and courts to recognise the interests of animals as individuals



Speaking at the *Global Animal Law Conference* in Barcelona, Spain, in July, **Professor David Bilchitz** said the under-valuing of animal interests had been a characteristic element of legal developments in South Africa since the advent of democracy. By continuing to ignore the interests of animals, courts and legislators contributed towards the continued blindness of many humans to the value and importance of animals.

As an example, **Professor Bilchitz** referred to the large amount of environmental legislation that had been passed in South Africa, most of which "assiduously avoided the mention of animal welfare."

"Key concepts," he said, "were 'biological diversity', the protection of 'ecosystems' and 'species' with animals being referred to simply as part of South Africa's 'biological resources' to be utilized in a sustainable

manner. The notion of the sentience of individual animals and their welfare was not expressly engaged with by the legal framework making it 'deeply flawed' and ill-equipped to addressing important questions relating to the regulation, for example, of hunting."

"Animals have interests that matter in and of themselves and the invasion of their most fundamental interests is a serious moral wrong," he said.

"The refusal to sanction injustice must not arbitrarily be confined to the human species."

Professor Bilchitz is also Director of the *South African Institute for Advanced Constitutional, Public, Human Rights and International Law*, and Secretary-General (Acting), of the *International Association of Constitutional Law*.

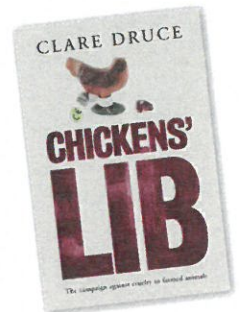


Fighting for Felicity

Clare Druce looks back over 40 years of activism



Felicity - read her full story in Clare Druce's new book:



In 1989, *Animal Voice* editor **Louise van der Merwe** saw her first debeaked hen. To her shock and dismay, she soon discovered that debeaking was standard practice in egg farming all over the world. Then came a glimmer of hope... there was an organisation in the UK called *Chickens' Lib* which, like herself, was opposed to debeaking as well as the entire battery system for laying hens.

Louise made contact with *Chickens' Lib* and its leader, Clare Druce became an inspiration and guide in the years to follow.

In a new book titled *Chickens' Lib*, Clare gives a fascinating account of her struggle over more than 40 years to bring the plight of factory farmed chickens to the attention of the public and the powers that be. *Here she talks to Animal Voice ...*

AV: Ruth Harrison's seminal book *Animal Machines* was published in 1964. By 1967, there were a few pioneers stepping into the uncharted territory of farmed animal welfare. Among them in the UK was yourself, your mother Violet Spalding, and Peter Roberts who founded *Compassion in World Farming*. Your book *Chickens' Lib* is a fascinating account of the unfolding of a social revolution that is still unfolding today. Looking back, what would you say was the hardest part of setting foot into this unknown territory?

Clare Druce: I think it was when we first found out that many people whose job it was to uphold decent standards for "food" animals (our Ministry of Agriculture, Environmental Health Officers, etc.) were directly engaged in whitewashing the whole grim scene. That was deeply discouraging, and indicated that there was no appropriate authority to which to turn.

AV: The photographs in your book give a taste of what you were up against. For instance, the photograph of you holding a cage of battery chickens while being escorted out of Wakefield Cathedral, speaks volumes. Was there ever a moment when you feared for your own safety?

Clare Druce: We certainly ran risks but I think when one's mind is bent on finding out what's going on behind those closed doors, one gets a little reckless.

But we never undertook brave activities like secret filming. Those activists are the real heroes!

AV: Way back In 1991 you issued a warning about the dangers of using antibiotics to prop up farmed animals in a sick industry. In June this year the British Food Standards Agency launched a campaign to stop people washing raw chicken before cooking because of the bacteria that splatter all over the kitchen.

<http://www.takepart.com/article/2014/06/18/uk-dont-wash-chicken-campaign?cmpid=tpnews-eml-2014-06-21-chicken>

Clare Druce: Yes indeed. The greatest threat comes from broiler (meat-type) chickens kept by their tens of thousands in a single shed, living on their own faeces, under terrible stress, and with no hope of keeping themselves clean. Broiler sheds are a recipe for disaster. It's no surprise that these young birds harbour bacteria like campylobacter. But it's not only food poisoning that threatens human health – the antibiotics routinely given to many "food" animals have contributed to a scenario deeply feared by medical experts the world over: we are fast approaching a post-antibiotic era, where the bugs will have built up resistance to most or all of the drugs we've come to rely on.

fact: Factory farming is illegal.

It violates SA's Animals Protection Act on three counts:

- Inadequate space
- Maiming
- Unnecessary suffering

This is a terrifying prospect. In the UK some 40% of all antibiotics produced go to farmed animals, and it's much worse in the USA. In fact the global threat from antibiotic resistance is extreme, and factory farming has played its part in this.

AV: Earlier this year, *Compassion in World Farming* (SA) asked the CEO of the South African Poultry Industry, for the umpteenth time, for a phase out of battery cages for laying hens. The CEO, Kevin Lovell replied as follows: "When more consumers can afford to spend more on their food, then more consumers will exercise their discretion to buy in terms of their consciences rather than their pocket." Please comment.

Clare Druce: The view that cheap food is good enough for less well-off consumers is, at the very least, short-sighted. Chicken meat, now contains more fat than protein. Add to this the environmental impact of huge numbers of animals crammed together, the effects on the health of the workforce in these conditions, and the stress and disease necessitating antibiotic treatment for the animals, and the only reasonable conclusion is that today's cheap food is a dangerous commodity. In terms of animal, human and environmental health, factory farming is proving to be very expensive indeed.

AV: Do you envisage a time in the future when retrospective apologies will be demanded from our major food suppliers for their support of an inhumane farming industry? Or is this just too far-fetched?

Clare Druce: It's a good question, and relevant to happenings in the UK at this moment, where 'historical crimes' (such as allegations of sexual abuse back in the 'eighties and before) are much in the news. Retrospective arrests, never mind apologies, are happening for crimes committed decades ago. But food involves just about everybody – ministers in relevant government departments, various multinationals, fast food companies, farmers, and consumers themselves. Intensive farming methods have contaminated so

much in our lives, the ripples in the pond are seemingly never ending.

AV: You are a strong proponent of challenging the legality of factory farming in a court of law. You will remember that we attempted to do just this in South Africa in January 1992 when we laid a formal complaint with the police that battery farming violated our Animals Protection Act on three counts: 'inadequate space', 'maiming' and 'unnecessary suffering'. Our Director of Prosecutions back then, declined to prosecute. Why do you think there's a reluctance worldwide to lay criminal charges?

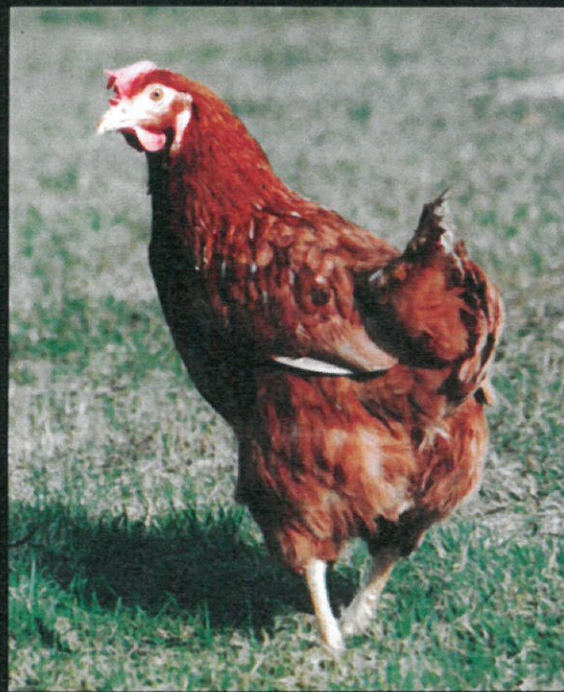
Clare Druce: I can only take a cynical view, in any attempt to explain this reluctance. Historically, so many crimes have been swept under the carpet because to expose them, would damage trade. In some cases the reluctance seemed connected with a wish not to bring down people in positions of power or respect. We were often struck by how some of the most squalid factory farms were run by individuals or companies of good standing. Maybe, in these days when we hear so much about the need for 'transparency', this reluctance can be overcome. But I suspect progress will only be made as a result of relentless pressure from campaigners worldwide.

AV: You began fighting the oppression of farmed animals at a time when the world was still fighting for Women's Lib, at a time when the Gay Rights movement was in its infancy, at a time when Nelson Mandela was still incarcerated on Robben Island and the oppression of black people was still entrenched in South Africa law. Would you agree that oppression in whatever form it takes (slavery, sexism, gay-bashing, racism etc) is rooted in a mentality of superiority and entitlement and that animals in the world today are victims of our mentality of superiority and entitlement?

Clare Druce: I would certainly agree with that. It is my belief that the human species will never be at peace until we stop looking on others as if they exist for our needs or desires. I cannot see a good future for the planet, if we continue to exploit animals.

Note from Ed: Clare Druce's fascinating book will become a vital resource for historians wishing to study the evolution of social change. Chickens' Lib, the book, is now available from Kalahari.com in hard cover at R373.00 and as an e-book for R99.00.

THIS IS THE SAME HEN – TRUE OR FALSE?



TRUE! The battery cage system routinely reduces hens to this pitiful state.

This little hen was lucky — the photo on the right shows her just six months after her release from a dimly-lit, stinking shed.

REMEMBER! Eggs described as “FARM FRESH” etc. are often laid by cruelly-imprisoned hens — and for them it’s a life sentence. Their only change of scenery will be the terrifying journey to slaughter.

SAY NO TO BATTERY EGGS

SOCIAL JUSTICE

Dr Karen Davis, President of *United Poultry Concerns* in the USA, questions corporate morality in employing people for jobs that involve cruelty and violence. She says: “*Social justice advocacy groups in the United States have begun to question whether jobs which involve cruelty can be tolerated in a world which, to an ever-increasing extent, demands social justice in the work place.*” She adds: “*Corporate commitment to a worthwhile life for humans means supporting morally responsible occupations, not cruel and unconscionable ones.*”



2009: *Compassion* negotiates with *Cape Town City Health* for the city's endorsement of one meat-free day a week.

2012: The City summarily withdraws its support for one meat-free day a week.

Dr Pieter Prinsloo, chairman of the *Red Meat Producers Organisation in South Africa* admitted to *Animal Voice* editor, **Louise van der Merwe**, that he had persuaded **Mayor Patricia de Lille** to rescind the one-meat-free-day-a-week policy.

NOW Free State Agricultural Researcher (Entomologist) **Dr Astrid Jankielsohn** explains why one meat-free day a week can play a vital role in achieving **food security**.

Meat-free Mondays

‘The greatest challenge in agriculture today is to ensure food security for a growing human population. It is estimated that with the current growth rate the human population will reach 9.2 billion by 2050. A 70% increase in food

production will be necessary to feed this population adequately. Drastic changes are needed, firstly in our eating habits and secondly in the type and production of food, to be able to manage these challenges successfully...

... We will have to determine which farming practices will deliver the greatest production with the least impact on natural resources and move to integrated systems where biological cycles are combined with the effective use of external inputs to increase yield through improved crop cultivars.

If we look at basic biological principles we can get an idea of which systems will be most efficient and sustainable. Primary producers (plants) comprise the first trophic level, followed by primary consumers (herbivores) and secondary consumers (carnivores) on the highest trophic level. Energy is lost from one trophic level to the next and only 10% of the energy used in one level is available for the next level.

For any system to remain ecologically viable the biomass of organisms will have to decrease from one level to the next since less energy is available when moving up to higher trophic levels and there are therefore fewer herbivores than plants and fewer carnivores than herbivores in a system. If we consider the numbers of the total human population it makes no ecological sense for humans to occupy the highest trophic level.



Agricultural Researcher Dr. Astrid Jankielsohn

The shift to chicken, eggs and meat as food sources is a less effective use of South Africa's grain compared to direct human consumption. Approximately half of South Africa's maize is used for animal feed. Originally cattle grazed on grassveld that was unsuitable for crop production. This process converted inedible grass to usable protein. Today 75% of cattle in South Africa spend a third of their lives in feedlots where they are fed grains produced on scarce arable land. Not only does this practice produce meat with an unhealthy fatty acid profile, but litres of water and valuable resources are lost in the process.

To produce 1kg of meat 2.7kg maize is needed. The water efficiency of maize is 1.6 kg/m³ (this means 0.63 kg/m³ is used to produce 1 kg of maize). To produce 2.7 kg of maize 1.69 kg/m³ (1 690l) is therefore needed. The total drinking water for a kg feedlot meat is 26.75l. A total of 1 716.75l water is therefore used to produce 1kg of grain fed beef. Feedlots also put a lot of pressure on South Africa's maize production.

Maize is the staple diet of the majority of the South African population and an affordable source of energy and protein. According to the WHO an intake of 56g protein is sufficient for a 75kg man. The recommendation is that our daily energy intake should contain 10% protein for our daily requirement. Legumes (beans, peas and lentils) contain 27% protein, nuts 13% and grain 12%. The protein in alternative plant food sources is therefore sufficient for a human's daily requirements. A great deal of energy and water is lost in the process of converting plant protein to animal protein while the direct use of plant protein is sufficient for humans.

To be able to produce sustainable food to a growing population in future we will have to take these facts into account and adapt to alternative farming systems.

The idea of meat free Mondays is a good one to help us in the adaptation process to alternative food choices. 9

Confessions of a Convert

‘ I have often considered just quitting meat. Just me and my two feet, walking away. But there was always the knowing, in the background, that my footsteps would not so much as make an echo. In a world where meat is everywhere, and with it, suffering: incessant, inevitable, insurmountable – what change could I hope to effect? ’

I think I have always been aware, *through a glass darkly*, of the horrors of factory farming. Yet I'd managed to convince myself that 'it's just a few farms, and that's not where my meat comes from anyway.' But the truth is, it's almost every farm, and that is exactly where my meat comes from.

Factory farming is evil in shades of gray.

And that extends out to more so-called 'free-range' and 'organic' operations than one would like to believe, many of which are as intensive and provide as little a semblance of a 'normal life' as their factory counterparts.

We've seen improved technology drive down prices. TVs and mobile phones cost less and offer more than ever in their history. But applied to meat, this logic takes on a different tone.

In the case of broiler chickens, for example, 'improved technology' means that we've figured out how to cripple them in no time at all by messing with their genetics and demanding

more meat than they were ever built to carry. We've figured out what strange, unnatural things to feed them (input) to produce a taste (output) consumers want, even if it's as divorced from their *natural* taste as 'strawberry flavour' is from strawberries. To us they are glorified machines, and we have mastered their inner workings.

Somewhere along the way we have forgotten that it's not meat we're buying, it's a life.

It did not originate in a can or on a tree, but within a living being capable of robustly enjoying life's basic gifts, of elation, memories, friendships, as well as fear, anxiety, torment, frustration and pain.

But we strive for cheap meat, and here money has a direct correlation with the life of the animal. The less I want to pay, the more wretched that life will have been. It's simple, logical, rational. The continual demand for cheaper meat means an ever-worsening, ever-shortening life, progressively removed from any



Ivanka Corradi

Ivanka has a Masters in Philosophy from the London School of Economics and works in London as an editor. She regularly visits her family in Cape Town.

semblance of 'natural'.

'Who will feed the masses?' they say, **'human beings need protein'**, when in fact there is more protein in 100g of black beans than 100g of beef mince.

I think supermarkets can take the dubious credit for nudging me into consciousness. If you've ever asked your supermarket where the meat comes from, you will know what I mean. Your inquiry will be met with a combination of vagaries and pleasantries, from 'sourced from local farms' (where 'local' is to their minds erroneously synonymous with 'small, family-run') to 'where they have access to the outdoors' (which in many cases means an open door which they are too horribly crippled to ever get out of).

Why is this information so... buried?

I can get a calorie content and nutritional breakdown in a 10 second encounter with any product, but not know where it comes from, even after extensive digging.

I am no longer afraid to know, even if knowing means not eating meat, or having to eat it more carefully, being a pain at dinner parties. I am not afraid to join the *Sisyphian* struggle against the cruelty that pervades our planet, and our *conscious, deliberate* disavowal of knowledge that makes it possible. We are, to quote Pink Floyd, *comfortably numb*.

But we are not self-taught; supermarkets have gone to great lengths to gradually dislocate us from this knowledge, to bury it.

We need to be conscious consumers.

Let us know what we are eating – for better or for worse. We're not children, to be spared the horror. It is my basic right to know this information, I am not asking for anything difficult or strange, just the methods of production and the origin of the meat printed across its packaging. If a supermarket



chooses to stock cruelty, then so be it, but *own* it. Do not make us party to your actions out of ignorance.

As for the farmers. At this stage, any farmer who welcomes me through his or her open gate, will get my vote.

My vote is for transparency, so that we may make our own decisions in broad daylight.

Note from Ed: *Compassion (SA)* has called on Health Minister **Aaron Motsoaledi** to make 'living conditions' a compulsory component of all labelling of animal-derived products.

New flexitarian fad is a cause for concern for meat industry

Are you a Flexitarian?

If you are, it means your diet choice is to cut down, rather than cut out your meat consumption.

According to new research from **Datamonitor Consumer**, around one-third of consumers, globally, are actively reducing their meat intake, and this is called 'flexitarian eating'. The key factor driving flexitarianism, according to the research, is the greater consumer awareness about the negative health implications of overconsumption of meat.

Datamonitor Consumer predicts that the flexitarian mentality will increase in the years ahead and 'become a significant concern for meat manufacturers'.

See: <http://www.globalmeatnews.com/Industry-Markets/Flexitarianism-diet-grows-in-popularity?nocount>

According to Wikipedia:

A semi-vegetarian or flexitarian diet is one that is plant-based with the occasional inclusion of meat products. In 2003, the American Dialect Society voted flexitarian as the year's most useful word and defined it as "a vegetarian who occasionally eats meat". In 2012, the term was listed for the first time in the mainstream Merriam-Webster's Collegiate Dictionary.



Tony Gerrans reviews...

Every 12 Seconds

Industrialized Slaughter and the Politics of Sight

by Timothy Pachirat

Published by Yale University Press

Available: [Amazon.com](https://www.amazon.com)



Timothy Pachirat worked for five months undercover in a Nebraska cattle abattoir which kills and processes 2,500 cows per day – one animal every 12 seconds! His book raises important questions for anyone who has ever wondered how exactly a living, sentient cow is transformed into the steak on their plate and explores how the massive institutionalized violence inherent in the process, is rationalized and perpetuated.

In an unsentimental, almost clinical narrative, Pachirat guides the reader through the process by which each animal is driven up to the killing box, (usually) stunned, slung up inverted by a rear leg, his or her throat slit, bled out, shocked and then incrementally disassembled through over 150 further linear sequential steps. No part of the body is wasted – the logic of capitalist efficiency ensures that every last piece of every animal is turned to profit.

The description of the processing line as it is experienced by the workers shows how living cows become objects of work, swinging by every 12 seconds.

Each of the more than 800 employees has only a brief instant to execute his required function before the carcass swings onto the next station and is replaced by the next, then the next, and then the next. The work becomes numbingly repetitive with workers reduced in most cases to virtual automatons, mindlessly repeating the same few cuts, knife-strokes or other menial activities 2,500 times per day.

Only in a few rare instances does Pachirat address the horror of what happens inside the windowless, sealed building:

“The visual confrontation with the head line is shocking: taking in head after head gliding above the kill floor in what seems like an endless succession, one is able to grasp ... the sheer, staggering volume of the killing. The disembodied massing of that one small part of the animal, which of all the body parts continues to refer unambiguously to life – the face – offers a haunting image of vast destruction.”

Division of work, and the intense specialisation of function along the production line, serve not just to optimize efficiency, but also to disempower workers and repress any moral resistance to the work they might harbour.

Just how this is achieved forms a second major theme in the book. Readers are shown that the division and compartmentalization of work is so extreme that it is not even clear who actually kills each animal– the stations at which the animal is stunned, throat slit, bled out and shocked are all physically separate and typically out of sight of each other – by design. The physical separation, forming part of what Pachirat calls the “politics of sight”, masks the moral issues inherent in killing on such a massive scale.

Every 12 Seconds is an important work, not only because it exposes some of the extensive exploitation imposed on both animals and people in the meat industry, but also because it provides a framework for possibly understanding other contexts of systemic violence and cruelty. Pachirat's exploration of the politics of sight may help us better understand the depravity of Apartheid, the Holocaust, ethnic cleansing and genocide.

This book is a thought-provoking and recommended read for anyone interested in how our modern societies conceal, rationalize and perpetuate violence and cruelty.

The following extract from *The Dreaded Comparison – Human and Animal Slavery* by Marjorie Spiegel, has relevance to Pachirat's research on the role of 'visual confrontation' in our reaction to cruelty and violence:

“Segregation was another apparatus by which a complex and disturbing social reality (racism) was concealed from members of (white) society... segregation served to forestall 'unpleasant' awakenings into the gross disparities between the economic and educational situation and opportunities of the two races... Secrecy and distancing are also used to protect the very profitable institutionalised cruelty to animals as it exists today. Vivisection laboratories and other facilities are notoriously difficult to enter... Likewise the public are not generally admitted to the windowless 'factory farm' buildings... All this secrecy is necessary to keep the system intact.”

What you can do!



Spread the word on air!

Contact your local radio station and ask it to host a programme to consider **that we take the lives of animals and their products** with a sense of entitlement and no thought about what we owe them in return.



“Humanity’s true moral test, its fundamental test, consists of its attitude towards those who are at its mercy: animals.”
- Milan Kundera

Write to...

Cape Town Mayor PATRICIA DE LILLE and request her to reinstate City Health’s **One Meat-free Day a Week** policy.

Email: Mayor.Mayor@capetown.gov.za

RESCUE!

Adopt an **end-of-lay hen** from *Chicken Rescue and Rehabilitation SA*.

Candy Ristic and Janine Nash will support you and your ‘girls’ through the process.

Go to: [FB: chickens as pets not food — chicken rescue and rehabilitation](#).



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Date: 26/10/2014
Time: 18h30 for 19h00
Venue: Pronto Italian Restaurant, Craighall
Cost: R500 (full proceeds to CIWF, includes a 3-course dinner and selection of wines)
Bookings & Info: eileen@animal-voice.org



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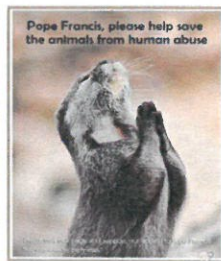
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Call on Pope Francis

... to use the full weight of his authority to condemn and do all he can to stop human abuse of animals and entrench animal rights as sacred.



Website: Ubuntu4animals website
<http://www.ubuntu4animals.org/>

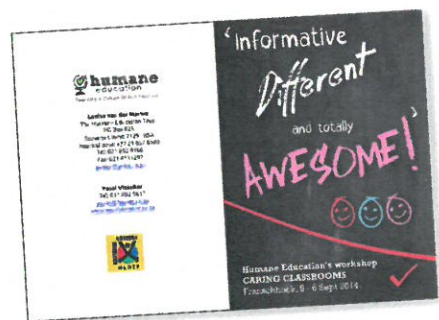
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COMPASSION in world farming SA



Louise van der Merwe
Director in South Africa: *Compassion in World Farming*
Editor: *Animal Voice*
Managing Trustee: *The Humane Education Trust*



Tony Gerrans, Trustee of *The Humane Education Trust* is Compassion (SA)'s Representative on Sustainability. Anyone wishing to book him for his 40-minute presentation should contact Tony on tony@animal-voice.org



Zwivhuya Ramashia
Humane Education's teacher at Constitution Hill, Johannesburg

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Eileen Chapman
Compassion (SA)'s Representative in Gauteng



Vivienne Rutgers
Humane Education's adviser on Curriculum Compliancy. Here she stands with **Phil Arkow**, international expert on the link between animal cruelty and human violence.

humane education in action

In the first ten months of 2014 Humane Education reached more than 8000 learners in disadvantaged schools in SA through its workshops.

