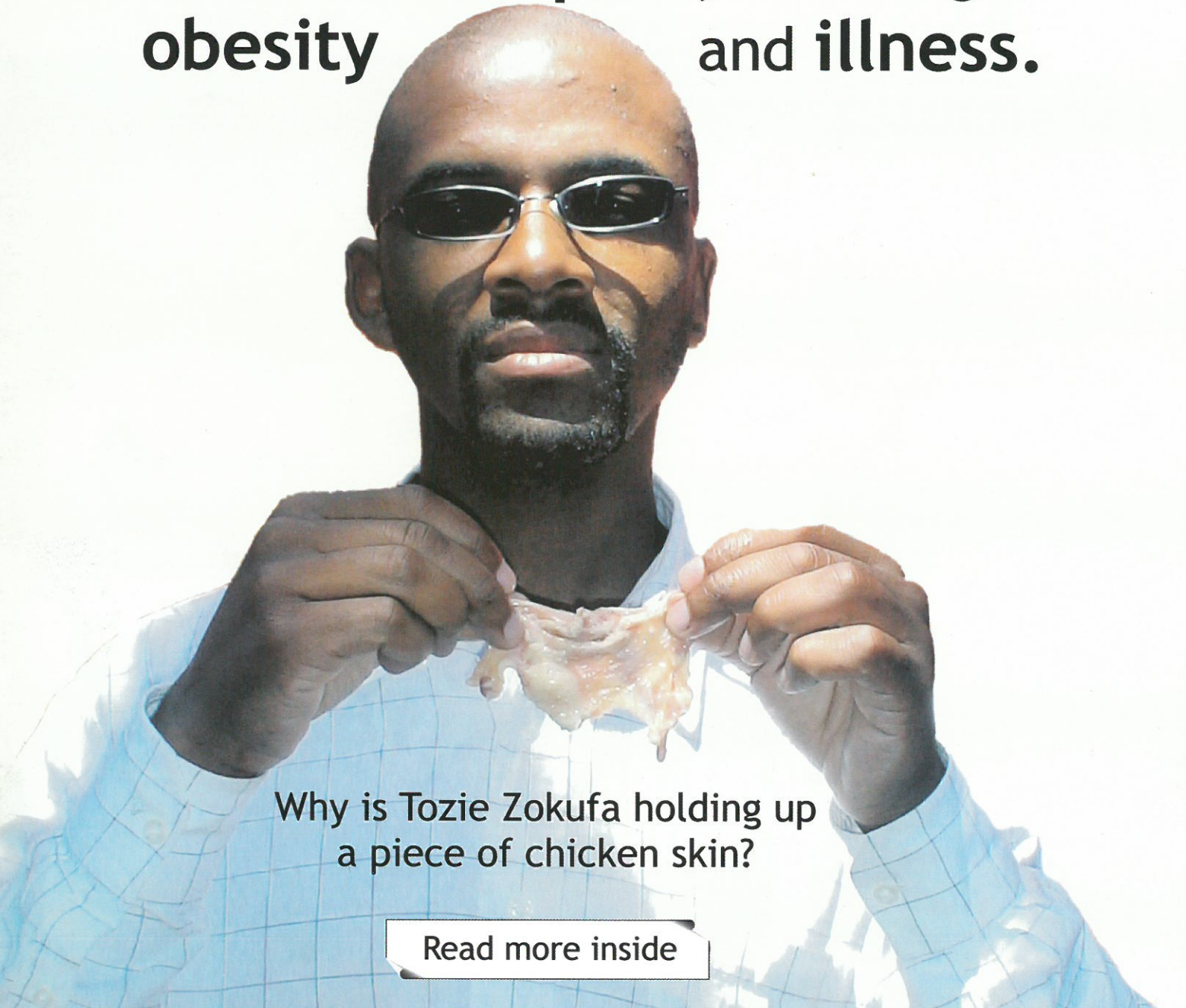


JANUARY 2011

ANIMALVOICE

Official mouthpiece in South Africa for Compassion in World Farming

Factory farming's **throw-away pieces**
are **sold to the poor**, resulting in
obesity and **illness.**

A photograph of a man with a beard and sunglasses, wearing a light blue checkered shirt. He is holding a piece of raw chicken skin with both hands, looking directly at the camera.

Why is Tozie Zokufa holding up
a piece of chicken skin?

Read more inside

Increasing Our Compassionate Footprint

COMPASSION
in world farming 

Postal Address
Animal Voice PO Box 825 Somerset West 7129 RSA
Telephone / Fax
International +27-21-852-8160
Local 021-852-8160

Websites
<http://www.animal-voice.org>
<http://www.het.org.za>
Email: avoice@yebo.co.za

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

Kevin Lovell, CEO of the South African Poultry Association, says

that like modern car manufacturing,
modern poultry production is efficient...

but modern poultry production is
making us sick!

Read on.

Factory Farming has been excused by organised agriculture, on countless occasions, as a 'necessary evil' in order to feed the poor cheaply.

However, our interview with Professor **Thandi Puoane**, at the school of Public Health, University of the Western Cape (see page 3) led *Compassion in World Farming (South Africa)* to explore the diet of SA's impoverished people.

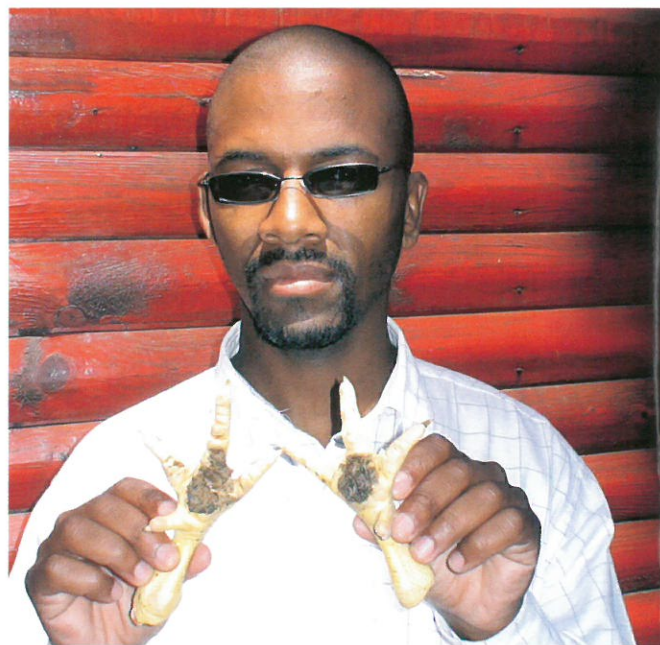
On Friday, 19th November 2010, **Tozie Zokufa**, SA co-representative for *Compassion in World Farming*, visited a shopping centre in the township of Khayelitsha, near Cape Town, to buy the food that factory farming provides for the poor. He made a damning discovery!

South Africa's poor people are fed the dregs of factory farming in a multi-billion Rand industry which farms 1 billion broiler (meat) chickens a year in SA alone.

While middle-class South Africans eat this chicken's 'nuggets', breast meat, thighs and wings, poor people eat what's left over, and, according to the **School of Public Health at UWC**, its making them sick!

Selectively bred to be giant, broiler chickens exist in overcrowded sheds on the same faeces-saturated litter from Day 1 until they are slaughtered on Day 37. In that short time, they will be encouraged to eat continuously by artificial lighting 23 hours a day; they will be fed antibiotics to further encourage growth and keep them healthy long enough to get to slaughter; and they will become cumbersome, awkward chickens whose legs struggle to sustain the weight of their bodies.

Without human management, this man-made, artificial breed of chicken would become extinct overnight, unable to grow to maturity to lay eggs for the next generation.



Tozie with oozing, scalded feet



BOTTOM LINE: Do we really care for the poor?

cheap meat products are damaging the health of poor people

Professor Thandi Puoane of the UWC School of Public Health, has endorsed the call by Cape Town City for one meat-free day a week.

"My work is with the poor," says **Prof. Puoane**. "I support one meat-free day especially for them. The poor cannot afford to buy healthy meat. They end up buying cheap fatty meat, and chicken skin and fat, and this puts them at risk of vascular heart disease. For the sake of their health, they need to cut down on meat and replace it with dried beans and lentils."

Fact!

According to a recent survey by GlaxoSmithKline, **61% of South Africans are over-weight, obese or morbidly obese.**

Professor Puoane said that food had become a status symbol. "As a child growing up in rural KZN, my family slaughtered a sheep once a year at Christmas, and a chicken once a month. Today, it is a sign of status to have meat every day. The media is largely to blame because it sends messages suggesting that, in order to be happy, we must eat Kentucky Fried Chicken."

"We need to re-educate our people. The media and the billboards need to show that happy, healthy people also eat beans and lentils. We need to sit down with the City and work out a campaign to bring this understanding into the lives of everyone."

Although she started off in the nursing profession, Prof Puoane became interested in the role of food in the maintenance of health while studying for her Masters degree in Public Health at the University of California in the USA. "I realised that this is what was needed at home. I became passionate about the prevention of non-communicable diseases," she said.

Professor Puoane's research work on the level of obesity among impoverished people in the township of **Khayelitsha** near Cape Town, has gained wide recognition. Using community health workers in Khayelitsha's Site B and Site C, her study showed that out of 44 black, Xhosa-speaking women, aged between 28 and 60, all except 2 of them were overweight, with 25 being obese and 15 being extremely obese.

"Previously, non-communicable diseases like cancer, heart disease and diabetes, were thought to be the diseases of the affluent. But poor populations are now equally affected largely due to the influence of their diets," Professor Puoane said.

The prevention of non-communicable diseases like obesity and its consequences, must become a top priority on South Africa's health agenda, she said.



"Actions to reduce the considerable burden on South Africa's already strained health system of chronic non-communicable diseases must include food policies, public education and food-based dietary guidelines," she said.

"The media is largely to blame because it sends messages suggesting that, in order to be happy, we must eat Kentucky Fried Chicken."
— Prof. Puoane

The University of Oxford's Department of Public Health has suggested that eating no more than three pieces of meat a week could save the National Health Service in the UK 1,2 billion pounds sterling annually, preventing the early onset of diseases like cancer, heart disease and strokes. - Telegraph, 19th October 2010.

BOTTOM LINE: Factory farmed cheap chicken is significantly to blame for the rise in diseases among poor people.

The high cost of eating the dregs

Bought from SuperSpar, Khayelitsha

0.865 kg chicken feet @ **R11.20** i.e. (R1.70 per foot)

(19 chicken feet in package with 100% displaying ammonia burns)

0.367 kg of chicken skins @ **R14.99 kg** = R5.50

0.245 kg beef fat @ **R9.99kg** = R2.45

Total: R19.15 (excluding cost of carrier bag)



Scalded feet...

good enough
for the poor to eat?

SA's Wildlife pays the ultimate price for Lamb Chops

An estimated 340 jackal in Addo and Karoo National Parks were shot dead recently as part of an orchestrated 'cull' by South African National Parks to investigate the contents of their stomachs. Results have not yet been released.



The cull was part of the on-going conflict between South Africa's predator wildlife, and farmers who claim that jackal, caracal and leopard, among others, are eating their lambs, sheep and Angora goats. They want gin traps to remain part of their arsenal against predators. But Dr **BOOL SMUTS**, Director of the conservation NGO, *The Landmark Foundation*, says *urban consumers* hold the key to stopping the lethal persecution of wildlife in its tracks.

Animal Voice: Dr Smuts, we know that gin traps, poisons, packs of hunting dogs and sound lures are all part of the arsenal being used against our top wild predators. You say the new trend is helicopter hunting?

Dr Smuts: Yes. The latest method of 'sanitising' a farm is by helicopter. In helicopter hunting, heat sensors are used to detect the presence of wild animals. The farmers hire the helicopter for R4000 an hour and shoot whatever looks like a predator. Literally thousands of animals are being indiscriminately wiped out like this in the Eastern Cape, Northern Cape and Free State on a daily basis.

Animal Voice: 'Sanitising a farm'. That's truly an ugly phrase in the context of wildlife.

Dr Smuts: Yes. In Afrikaans, it is called 'ongedierte-bestuur' - an equally negative term. We should remember that humans are the ultimate predator and that there are just too many of us. Predator numbers are determined by the food supply and factory farming is artificially supporting our human numbers. Factory farmed animals are paying a massive price for this, but wildlife is paying the ultimate price - extinction for some; relentless lethal persecution for others.

Animal Voice: Farmers say that predators are affecting food security and therefore must be destroyed. The recent cull of jackal in the Addo and Karoo National Parks was carried out to determine

the contents of their stomachs. You emailed SANParks to voice your protest against this 'experiment'.

Dr Smuts: The scientific and ethical justification of this kind of experiment in a National Park needs to be declared. It has not. Further, there is absolutely no evidence that predators affect food security. It is rather the poor management of livestock that has a bearing on food security.



Animal Voice: Is it correct to say that since 2004, you have rescued 36 leopards that were hunted by farmers in the Eastern Cape and Western Cape?

Dr Smuts: Yes, and 35 leopard in the same area have died during the same period as a result of lethal control methods. Yet, the gin trap factory in Prince Albert keeps churning out these lethal devices at the rate of 15 000 a year. Gin traps are indiscriminate in what they catch.

The Cape Fox is the next likely mammal to go extinct. It is a non-target species but it is caught just the same. We need to return to non-lethal, ecologically and ethically acceptable methods of predator control, like shepherding.

Switzerland shepherds in the Alps. We need to do the same and I plan to start a Shepherding Academy. Donkeys, Anatolian dogs and alpacas are already contributing to non-lethal methods of predator control.

(cont. overleaf)

Animal Voice: You said earlier on that *urban consumers* hold the key to a solution?

Dr Smuts: Yes, people in the cities hold the power to stop it. I say this because the power to change what's happening to our wildlife, sits at the tills of the four major retailers. Most urban consumers feel angry, frustrated and powerless about the atrocities caused by gin traps, poisons and so on. **But they are the power.** They need to crank up the pressure on retailers. 70% of lamb and mutton goes through the tills of Pick n Pay, Woolworths, Shoprite Checkers and Spar. These retailers could change the practices of their suppliers overnight if they wanted to. But they continue to knowingly source their products from farmers who use lethal methods of predator control.



Burning of gin traps by the Landmark Foundation

It is up to the urban consumer to insist that they stop. If retailers can't commit to ethical production practices, then don't buy their wool, don't buy their mohair, don't buy their lamb or mutton, free range or not. We need to care enough to take a stand and shut down barbaric production practices until the issue of gin traps and the persecution of wildlife is satisfactorily addressed.

BOTTOM LINE: No place to hide from Africa's top predator - humans.

Let's 'zila' 365 days a year

— TOZIE ZOKUFA

"As a proudly South African Xhosa man, my heart pains when I think of the violence we have to tolerate in this country. On the heels of the 16 days of activism against violence on women and children, I call on all the people of South Africa to be active against ALL forms of abuse, be it against a man, woman, child, dog, cat, chicken, pig or the bull, brutally killed in Kwa-Zulu Natal each December.



"There is a constant lament about Africans losing their culture to Western values. This is a perfect occasion to take the best from the culture of Africa and spread it around. The culture I refer to is known as '*ukuzila*' which means abstaining from all wrong-doing for a certain period of time.

"I say: Let's all '*zila*', not just for 16 days, but for 365 days a year."

Tozie Zokufa

Deputy Editor: *Animal Voice*

SA Representative: *Compassion in World Farming*

Marketing Manager: *Humane Education Trust*



South Africa's new Consumer Protection Act could rid us of factory farming

On 1st April 2011, the new *Consumer Protection Act* will come into force, placing South Africans among the most protected and powerful consumers in the world. Potentially the new act will give consumers the power to rid the food chain of cruel and inhumane production systems that cause animals relentless suffering, distress and misery.

Compassion in World Farming (SA) has applied to the office of Consumer Protection at the Department of Trade and Industry, for accreditation as a consumer protection group. This will empower us, in terms of the new Consumer Protection Act, to challenge 'unconscionable' methods of animal production.

"Our application for accreditation was submitted to the Office of Consumer Protection on 16 November 2010," explains Louise van der Merwe, Representative in South Africa for *Compassion in World Farming*. "We were glad to see that *Compassion in World Farming (SA)* fulfilled every requirement for accreditation, including that we represent the interests of a specific category of consumers who are not otherwise adequately represented."

"In terms of the new Consumer Protection Act, an accredited organisation has the right to take action against conduct that is 'unconscionable'. The Act then defines 'unconscionable' as being 'unethical or improper to a degree that would shock the conscience of a reasonable person.' We believe our treatment of farmed animals is indeed improper to a degree that would shock the conscience of reasonable people.

"In addition, an accredited organisation can also take action in terms of Chapter 2, Part F of the new Act, whereby consumers have the right to fair and honest dealing from suppliers. A supplier may not knowingly take advantage of consumers who are not able to protect their own interests

due, inter alia, to ignorance and illiteracy.

"*Compassion in World Farming* has been lobbying for years for proper labelling of cruel production systems, specifically because most shoppers are ignorant of conditions on factory farms. Supermarkets are well aware that most of their customers have never set foot on a factory farm in their lives. Thus, their argument that they provide what consumers demand is specious because the vast majority of consumers are not in a position to make an informed demand or choice.

"We will take action on this account too.

"Class actions become a real option under the new act and suppliers found guilty of violations may face a fine of up to 10% of annual turnover or R1-million whichever is higher."



● Lack of proper labelling has helped perpetuate factory farming by keeping consumers ignorant as to how the animals providing their food live and die.

● Now, keeping consumers ignorant is against the law in terms of the new Consumer Protection Act.

● Also against the law, are actions during the course of production and supply that would be 'unconscionable' and 'unethical or improper to a degree that would shock the conscience of a reasonable person.'

Watch out for the new Consumer Protection Act, warns Farmer's Weekly

The 27th August 2010 issue of *Farmer's Weekly* warns farmers that the new Consumer Protection Act will "change the relationship between consumers and suppliers drastically." An editorial by agricultural economist, Dr Koos Coetzee, states: The Act holds real threats for farmers as producers of consumer goods. Farmers will have to adhere strictly to good agricultural practices and keep important documents to prove this."

BOTTOM LINE:

Compassion in World Farming (SA) believes the new Consumer Protection Act could be the catalyst for a phase-out of factory farming in South Africa. Please support us in our endeavours to achieve this breakthrough. (See Post Card insert)

ANIMAL 'PRODUCTION'

UNCONSCIONABLE ACTS THAT SHOCK US AS REASONABLE PEOPLE!



Life Torment in a battery cage

23 Million male chicks are 'wasted' annually

Debeaked



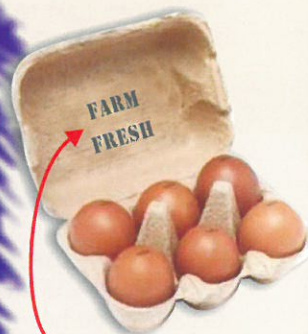
A male calf —
useless to the dairy industry



Lack of proper labelling

has helped perpetuate factory farming by keeping consumers ignorant as to how the animals providing their food live and die. Now, keeping consumers ignorant is against the law in terms of the new Consumer Protection Act.

If these photographs shock you and you believe that such treatment of animals is unethical or improper to a degree that disturbs your conscience, then join Compassion in World Farming (SA) in a class action to prosecute transgressions of the new Consumer Protection Act.



*What on earth
does the label
actually mean?*



Only days old, but already mutilated
for the pork industry



Crippled by legs that cannot
sustain its extra body weight

of some of CIWF/Humane Education's Outreach in 2010

Interviews included:



Reverend Siyabulela Gidi, Director of the SA Council of Churches, said: "The 'Master' theology suggests that God has created the entire universe for the sake of human beings... The church has a moral and theological responsibility to set aside such arrogance and stupidity and to

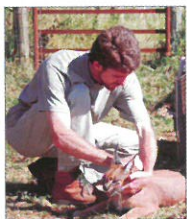
embrace its role of stewardship to lead the way in caring for creation.

"The new culture of Good Earth-keeping calls for a denunciation of the philosophy of domination; confession that we have not allowed the earth and its creatures to flourish; an embracing of the role of stewardship to individually and collectively promote the well-being of the land and all its creatures in all that we do." (Animal Voice, April 2010)



Abigail Peters, head of the Global Call to Action Against Poverty, said: "Because we support them, supermarkets need to inform us. Not knowing how our food is produced is a form of illiteracy. I make this appeal on behalf of the poor: supermarkets, please help us to

become literate shoppers." (Animal Voice, April 2010)



Richard Haigh, KZN farmer hailed by both the Worldwatch Institute and by Slow Food International as a sustainable food producer, said: "I want the best relationship I can have with the animals, plants and the earth that we farm and this interconnection is what stabilises and nurtures an agro-ecological

farming approach. On the other hand, if we view farming as an exchange of commodities, then we will be exploitative of our natural resource base and treat our farm livestock and predators as soulless commodities." (Animal Voice, April 2010)



Professor Willem Landman, CEO of the Ethics Institute of South Africa, said: "The sustainability revolution is inevitable. It will require a more profound mental paradigm shift by humankind than any other major social revolution in history, greater than the abolition of slavery or the

industrial revolution. It must be premised on values of integrated respect for the basic needs of humans, animals and the natural environment." (Animal Voice, April 2010)



Councillor James Vos, chairman of Cape Town's Health Portfolio Committee, at the launch of the City's one meat-free day a week campaign in co-operation with Compassion in World Farming (South Africa), said: "This campaign aims, inter alia, to create awareness in primary and high school students:

- of the importance of keeping animals out of factory farms;
 - of the impact of intensive animal farming on the environment and its role in climate change;
 - and why eating more fruit and vegetables and less meat is a healthier way of life."
- (Animal Voice, September 2010.)



Alderman Dan Plato, Mayor of Cape Town, at the launch of the City's one meat-free day a week campaign in co-operation with Compassion in World Farming (South Africa), said: "People, including myself, eat far too much meat these days. I can still remember the times when eating

meat was something we used to really appreciate." (Animal Voice, September 2010.)



SA's multi-award winning novelist, poet and playwright **Zakes Mda**, said: "We (my family) are all very squeamish about meat, although we never pass judgement on those who eat it. We recognise the fact that's how human beings evolved, cannibalising other sentient beings. But we believe that at least for our family we have evolved to such a high level that we can survive without eating dead animals." (Animal Voice, September 2010.)



Bheki Khoza, world acclaimed jazz musician, said: "Turning to veganism requires will-power. But after a while, when you begin to realise the change in your consciousness, it becomes a vital way of life." (Animal Voice, September 2010.)



Advocate Paul Hoffman SC, Director of the Institute for Accountability in Southern Africa, said: "When it comes to our treatment of animals, it is clear that we are stuck in a mindset of the past. The time has come for us to formulate a civilised, humane and sustainable policy on animals, one that can enable us to rightfully claim our constitutional right to dignity." (Animal Voice, September 2010.)

(more overleaf)



Dr Antenah Roba, President of the International Fund for Africa, has cautioned Africans not to imitate the 'oppressor' in their dealings with animals. "Universal moral laws transcend human laws," he told *Animal Voice* in November 2010. If we Africans apply to the treatment of non-human animals the same logic used against us by colonisers, then we are as guilty as enslavers of humans. That humans and non-human animals experience their lives, is sufficient reason not to oppress... Let us hold ourselves to a high standard, knowing that imitating the oppressor is not the way to justice or enhanced well-being.

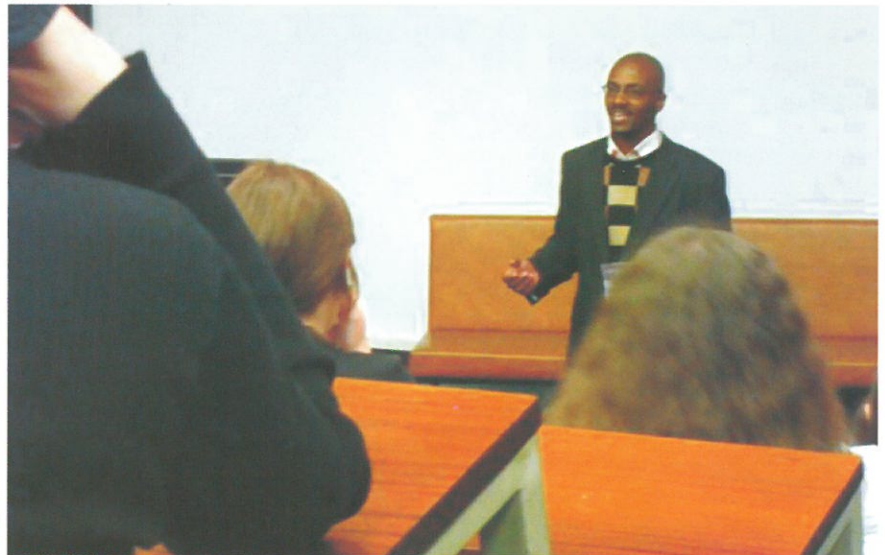
See: <http://evana.org/index.php?id=61602>

Break-through Achievements

- *Compassion in World Farming* in cooperation with the **City of Cape Town's Health Department** launches Meat-Free-Mondays.
- *Compassion's Tozie Zokufa* is elected chairman of the new *Pan African Animal Welfare* organisation, by unanimous vote of the 28 countries present.

Spreading the Farm Animal Message

- The **City of Cape Town's Health Department** distributed *Animal Voice* and our posters on Meat-Free-Mondays to all 109 of its municipal clinics.
- The **Provincial Library** headquarters distributed *Animal Voice* to all 151 provincial libraries.
- *Animal Voice*, posters, and the following reports (*Eating the Planet*; *Global Warning*; *Beyond Factory Farming*) were given to 150 delegates at the **Africa Network for Animal Welfare** conference in Nairobi, Kenya in September
- **Facebook** page reached 2 100 friends (www.facebook.com/compassion.za)



PowerPoint Presentations on the Impact of Factory Farming

- **University of Fort Hare** - August 2010.
- **Africa Network for Animal Welfare Conference**, 6th - 7th Sept 2010.
- **University of Cape Town** lunchtime lecture, - 20th September.
- **University of Grahamstown**: Lunch-time lecture on 6th October. Tozie steered a debate on *Why Factory Farming Needs to Go* in the evening.

Press and Media Stories and Interviews

PRINT MEDIA

- Extensive coverage in the print media on our co-operation with the **City of Cape Town** on Meat-Free-Mondays.
- Interview on the impact of factory farming on climate change, human health and animal welfare with *Destiny* magazine, published in its September issue.
- Interview on the impact of factory farming on climate change, human health and animal welfare with *Food and Home* magazine, intended for February 2011 issue.

- Interview on the cruelty involved in chicken production with the Sunday newspaper *Rapport* (published on 21st November).

TELEVISION

- Interview with **Tozie Zokufa** by SABC2's 'Do One Thing' campaign on chicken and egg production. The programme was screened on 50/50 in October.

RADIO

- Interview on Meat-Free-Mondays with *Heart FM Drive Time Show*, August 2010.
- Interview on Meat-Free-Mondays with *Radio MFM* (Stellenbosch), August 2010

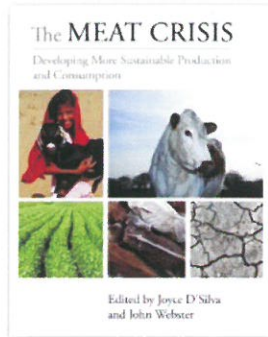
(more overleaf)

Engaging Agri-business

Complimentary Copies of New Book:

The Meat Crisis - Developing More Sustainable Production and Consumption, edited by Joyce D'Silva and John Webster, was given to **Dr Pieter Prinsloo**, chairman of the *Red Meat Producer's Organisation* in the Eastern Cape, for review.

Dr H Meisner, retired director of *Animal Nutrition and Animal Products Institute of the Agricultural Research Council*, and professor of animal nutrition at the **University of Pretoria**, then asked for a copy too and agreed to review it for our next issue.

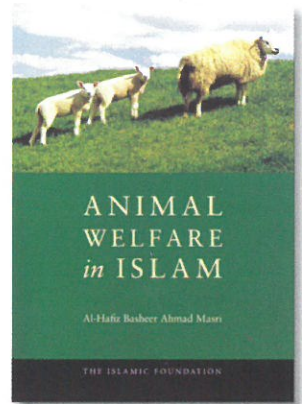


Reaching our Learners

Our *Humane Education* classroom readers for Foundation and Intermediate Phase learners, were stocked by 27 bookstores around South Africa and 6,369 of our books are requested as readers by schools.

Engaging Islam

200 books on *Animal Welfare in Islam* have been distributed to Islamic schools and institutions.



NEWS FLASH

Australian pig farmers have bowed to consumer pressure and have agreed to a voluntary phase-out of gestation stalls for pregnant sows by 2017. The decision to scrap stalls was taken at the annual general meeting of Australian Pork Limited on 17 November 2010.

Australian Pork Limited's chief executive **Andrew Spencer** said that removing stalls would cost farmers up to \$95 million but that consideration had to be given to the "growing unrest among customers" who perceived sow stalls to be cruel.

Compassion in World Farming (SA) has asked **Mr Simon Streicher**, CEO of SA Pork Producers Organisation, if South Africa is going to follow the example of the Australian industry. Mr Streicher's email is:

simon@sapork.com

By the time of going the print, Mr Streicher had not replied.



SA Shopper takes up Consumer Pledge

Amelia Frewin of Somerset West, says: "We should become 'smart-consumers' and start making producers and suppliers accountable for what they sell to us. We need to be aware that producers and suppliers get away with cruel production methods, because we, as consumers, do not make the effort to make them accountable. Good parenting includes enabling our children to understand the principles of right and wrong. Cruel food is wrong. I have taken the Consumer Pledge with *Compassion in World Farming* and urge every consumer to do the same."

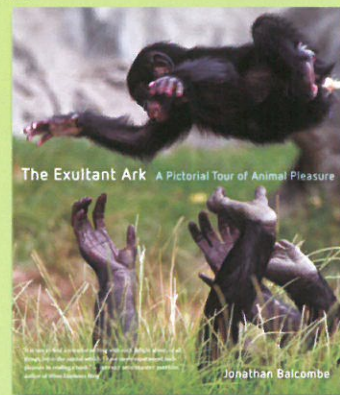


(See Post Card insert for your Consumer Pledge)

The Exultant Ark A pictorial Tour of Animal Pleasure

By Jonathan Balcombe

Order online and share the pleasure of more than 100 striking images in celebration of the robust ability of animals to enjoy life.



www.ucpress.edu/9780520260245

In co-operation with the City of Cape Town's Environmental Department, *Humane Education / Compassion in World Farming* gives presentations to schools on *Smart Eating* (including Meat-Free-Mondays) and does story-time on pet care, for the younger learners.

