



Animal Voice is the official mouthpiece in South Africa of Compassion in World Farming



Photo:
Courtesy Morris Darbo

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Front Cover Photo: Courtesy Morris Darbo, Executive Director: Liberia Animal Welfare and Conservation Society (LAWCS). www.liberiaanimalwelfaresociety.org

The children's march took place at World Animal Day celebrations in Foya City, Liberia, on 4 October 2017. Some 2000 people attended the celebrations including students from 10 of the 32 schools where LAWCS is implementing humane education.

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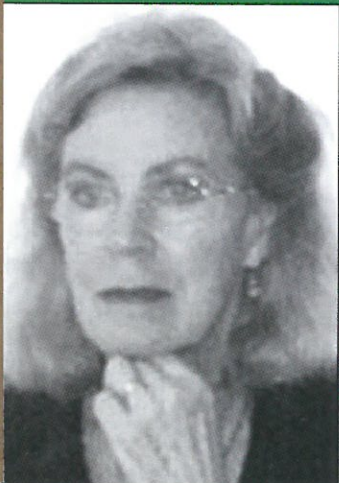
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COMPASSION
in world farming
SOUTH AFRICA



EDITORIAL

by Louise van der Merwe

Birth pains of a paradigm shift in human consciousness

Dear Friends,

We wonder to ourselves what's wrong with our world. Why all the violence, fear, distrust, prejudice, anger. What kind of world are our children inheriting? Is the prospect of a future where our jobs are usurped by Artificial Intelligence as scary to everyone else as it is to me?

Well, many social scientists believe it is precisely this - the advent of Artificial Intelligence that is going to save us. They predict that by 2030, Artificial Intelligence will have taken over so much of our everyday work that technology won't give businesses a competitive USP (unique selling point) anymore.

Already, countless companies are being forced back to the drawing board to figure out a new way to reach customers better than anyone else, and scientists predict that by 2030, it is the soft skills of Emotional Intelligence that will form the foundation of a new *unique selling point*.

Once thought to be the stuff of women and weakness - a 'no-go area' that defies reason and logic - Emotional Intelligence is coming into its own. At the core of Emotional Intelligence is empathy - and it is empathy that we are being forced to rediscover in order to cultivate an understanding of one another and the world in which we live .

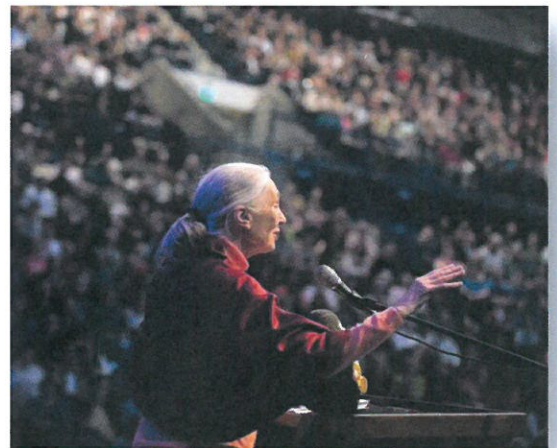
In doing so, it is predicted, we will redefine who we are - our very humanity itself.

Dr Jane Goodall, the world's leading primatologist, puts it this way: "For all our intellect, it seems that we've had a disconnect between this clever

brain and the human heart, love and compassion. I truly believe that only when head and heart work in harmony can we achieve our true human potential."

Our individual and collective mission then is to start the process of reconnection with ourselves, each other, our nonhuman co-inhabitants and Earth itself, as we bravely negotiate our entrance into an age of empathy.

Kind regards,
Louise



Jane Goodall wows the crowds. "It seems we've had a disconnect between this clever brain and the human heart."

Technology is a game changer for animal rights

Drones and new Virtual Reality tools reveal animal suffering hidden from the public eye



The use of **drones** made it possible for *Carte Blanche* to bring the gut-wrenching footage of bush racing in the Western Cape to the public eye on 8th October this year. Bush racing is the name given to the practice of horses being raced, sometimes to death, as part of gang rituals and initiation.

Now, according to Quart Magazine (24 September 2017 issue), "one of the most sophisticated weapons to date" has just been added to the "animal rights arsenal" - a virtual reality camera.

Last year, the animal rights group *Animal Equality* became the first to use virtual-reality video technology to highlight the treatment of farm animals. In October this year *Animal Equality* released its third *iAnimal*, as it calls its 3-D films. Another group, *Direct Action*, has also just [released a virtual-reality video](#) taking viewers into barns at one of the largest pig production operations in the USA. Other animal rights organizations are moving to adopt virtual-reality technology too.

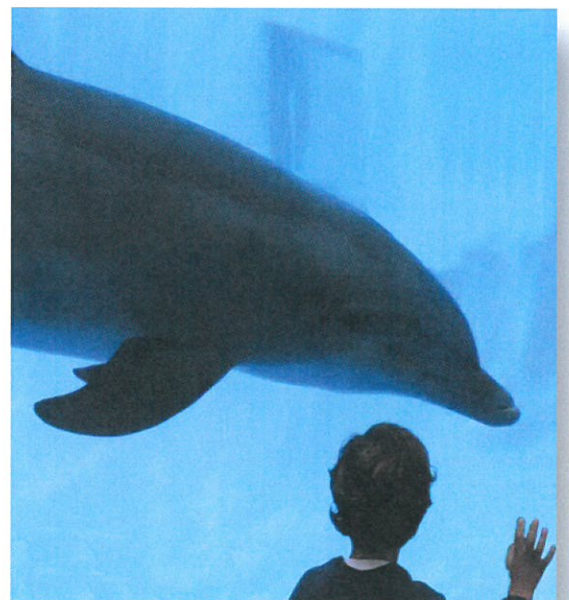
At its *Animal Care Expo* in May, the *Humane Society of the United States* (HSUS) introduced its first 3-D video showing conditions at a dog-meat plant in South Korea. Said Paul Shapiro, HSUS's vice president for policy: "It's powerful, more powerful than conventional video."

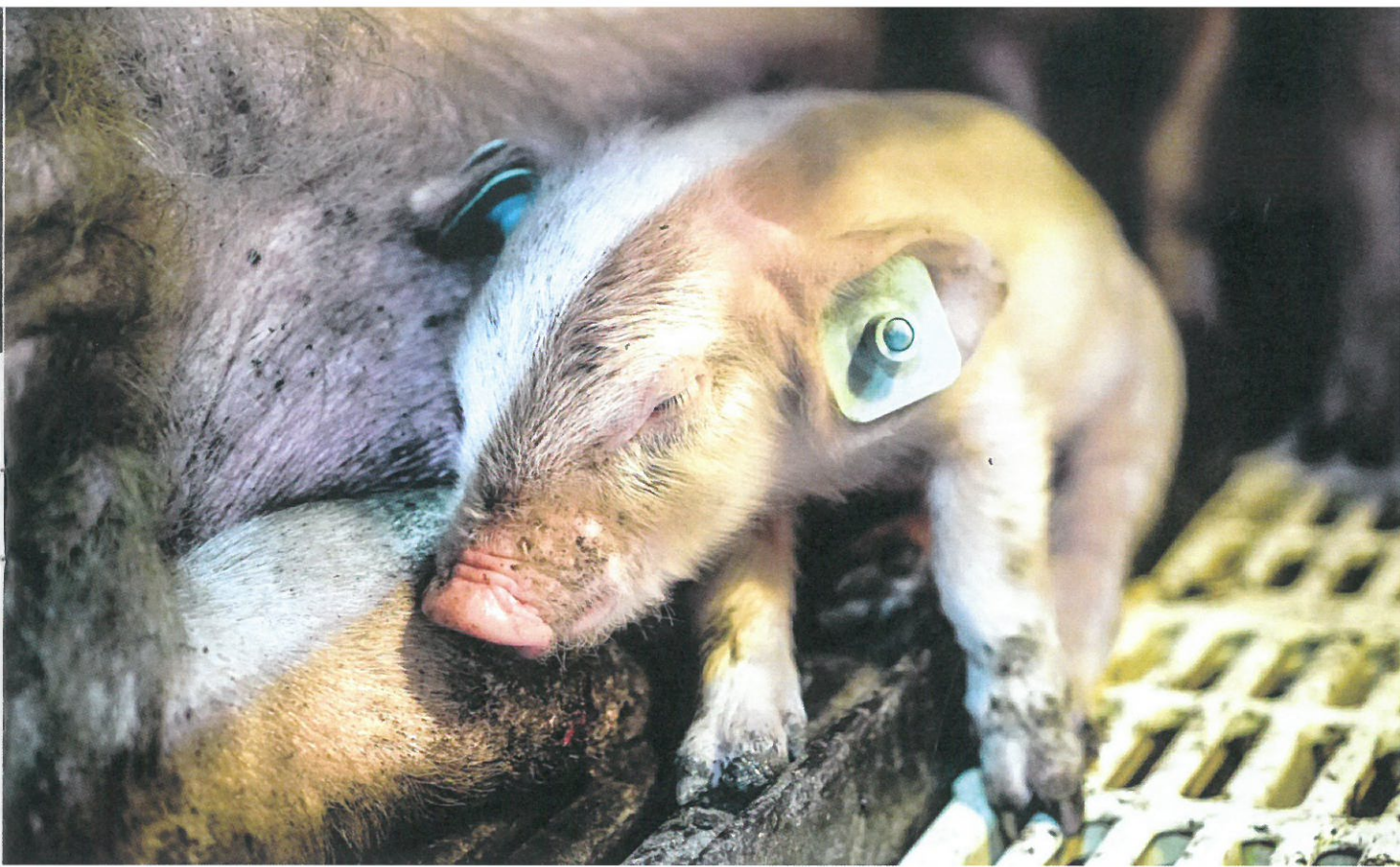
And there's more high-tech in the pipeline! *Animal Equality* has announced it is working to develop a mobile app that will deliver as close to a virtual-reality experience as possible. To read more, go to:

<https://theintercept.com/2017/10/05/factory-farms-fbi-missing-piglets-animal-rights-glenn-greenwald/>

Fast Forward into the Future:

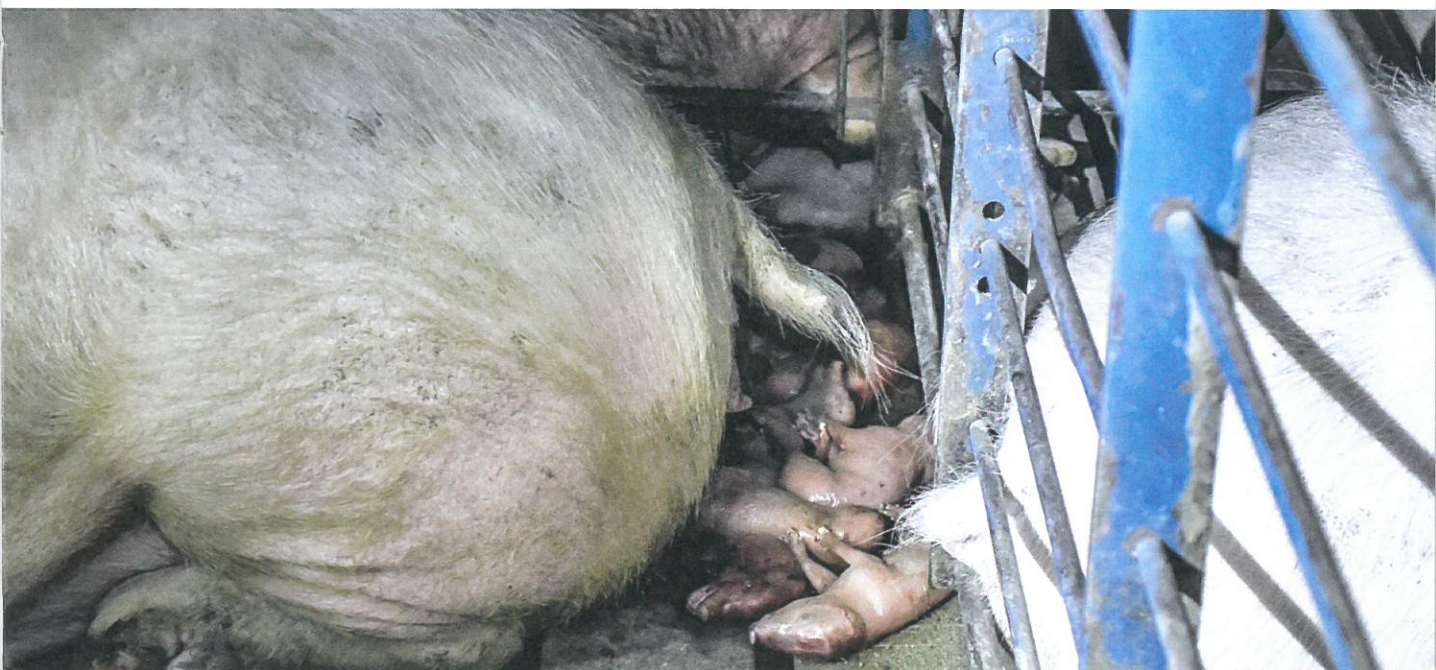
Technology for inter-species telepathy is already being developed, according to National Geographic (DSTV: 15 October 2017). Microchip implants in the brains of humans and nonhumans will facilitate the merging of minds into a joined consciousness for greater understanding, empathy and connection.





**SHAME ON A CULTURE
THAT CLAIMS
THIS IS OK**

The Intercept.com



EATING WITH EMPATHY

"Imagine the future. You have two identical products, one that you have to slaughter the cattle to get. The other is exactly the same, and cheaper, no greenhouse gas emissions, no animal slaughter, which would you choose?"

- *China Science & Technology Daily*,
12 September 2017



Photo Credit: Los Angeles Times

LAB-GROWN MEAT MAY BE ON OUR SHELVES AS SOON AS 2020

THE RACE IS ON! Right now, eight companies in the world are working to produce high-tech lab-grown meat and Chinese business mogul **Li Ka-shing** has just boosted the chances of it reaching supermarket shelves by 2020 with a massive investment of more than R4 billion.

Said to be the Chinese equivalent of Bill Gates, Li Ka-shing has already made major investments in the front-runners of the lab-grown meat race including **Hampton Creek** and **Impossible Foods**, both based in California, USA.

Li Ka-shing's new investment, however, was made soon after May 7 this year, when Israel hosted the world's first cultured lab-made meat conference in **Haifa**. (photo right)

Following the conference, China also signed a \$300 million trade deal with Israel potentially opening up its massive market to lab-grown meat.

The trade deal was made to give China the opportunity to partner with Israeli tech companies to tackle greenhouse gas emissions - and therein lies the link with lab-grown meat: animal agriculture is a major contributor to greenhouse gas emissions.



On 12 September, the state-run **China Science and Technology Daily** published an article endorsing the concept of lab-made meat for reasons including food safety, food security, and the environment. The article stated: *"Imagine the future. You have two identical products, one that you have to slaughter cattle to get. The other is exactly the same, and cheaper, no greenhouse gas emissions, no animal slaughter, which one would you choose?"*

Patrick Brown, CEO of race contender **Impossible Foods**, said his ultimate goal was to replace the meat industry altogether. The general consensus emanating from Haifa's conference is that the first lab-grown meat will be ready to market by the end of 2018 and affordable to the average consumer by 2050.

Story courtesy: [COURTESY QUARTZ MEDIA](#)



Li Ka-shing

According to **Forbes magazine**, the global meat substitutes market is estimated to reach [\\$5.96 billion by 2022](#) and could represent a third of the market by 2050.

Technological Change is leading to Ethical Change

"What will future generations, looking back on our age, see as its monstrosities? What madness of our times will revolt our descendants?"

This is the question asked by **George Monbiot** in his column in The Guardian recently. <http://tinyurl.com/yaggmu5c>

He continues: "There are plenty to choose from. But one of them, I believe, will be the mass incarceration of animals, to enable us to eat their flesh or eggs or drink their milk.

"While we call ourselves animal lovers, and lavish kindness on our dogs and cats, we inflict brutal deprivations on billions of animals that are just as capable of suffering.

"The hypocrisy is so rank that future generations will marvel at how we could have failed to see it."

Monbiot believes that the shift in human consciousness regarding our brutal and savage treatment of farmed animals, will begin with the advent of artificial meat.





Compassion in World Farming HQ hosts a landmark conference

Philip Lymbery: CEO Compassion in World Farming.

World leaders converged on London in mid-October to attend the *Extinction and Livestock Conference* organised by *Compassion in World Farming HQ* and *WWF-UK*. The conference monopolised headlines as international experts, campaigners, policy-makers and business leaders discussed the way forward for human health, food security, biodiversity and animal welfare.

Here are just some of the headlines generated by the conference:

- [BBC News: Food and farming policies 'need total rethink'](#)
- [The Guardian: Why factory farming is not just cruel – but also a threat to all life on the planet](#)
- [Independent: Following the family tradition, Chris Darwin is leading the fight to protect animals from extinction](#)
- [The Guardian: Hidden cost of feeding grain to farm animals to hit \\$1.32tn a year](#)

Talking Tree Exploring Shifting Paradigms



Founded by **Jenny Chadwick** and **Amy-Leigh Idas**, *Talking Tree* is hosted by **Addis in Cape Ethiopian Restaurant** in Cape Town on the last Saturday of every month. Entrance is **free** including Ethiopian vegan cuisine. See [facebook](#) for more Information.

Jenny explains: "The world is constantly changing. How we are in the world, including what and who we eat, has a great impact on both humans and non-humans and our planet. **Talking Tree** is an opportunity to listen, learn, discuss and explore various topics with invited guest speakers."

Amy Leigh says: "I am at the point where I realise we don't have to harm other beings in order to sustain ourselves and to thrive. We inflict violence on so many innocent beings and then wonder why the world is in such a violent state. We keep on ingesting the products of violence and pain and it reflects somewhere – just look around us! Doesn't that tell you about the psychological state of the world, the fact that we have to beg people to live cruelty-free? It is absurd."



REDEFINING OUR HUMANITY

American brain surgeon, **James Doty**, believes we are entering an age of compassion. An invitation to attend the 80th birthday of **Archbishop Desmond Tutu** in Cape Town six years ago, was the catalyst that challenged him to write **"Into the Magic Shop"**. It was at that occasion, he says, that he was persuaded to put his knowledge of the mind-heart connection into a book.

Says Doty: "Deep emotions are expressed in the heart and there is a powerful mind-heart connection. We now know that there is an immense amount of neural innovation that comes from the brain stem into the heart – and that it's a two-way street.

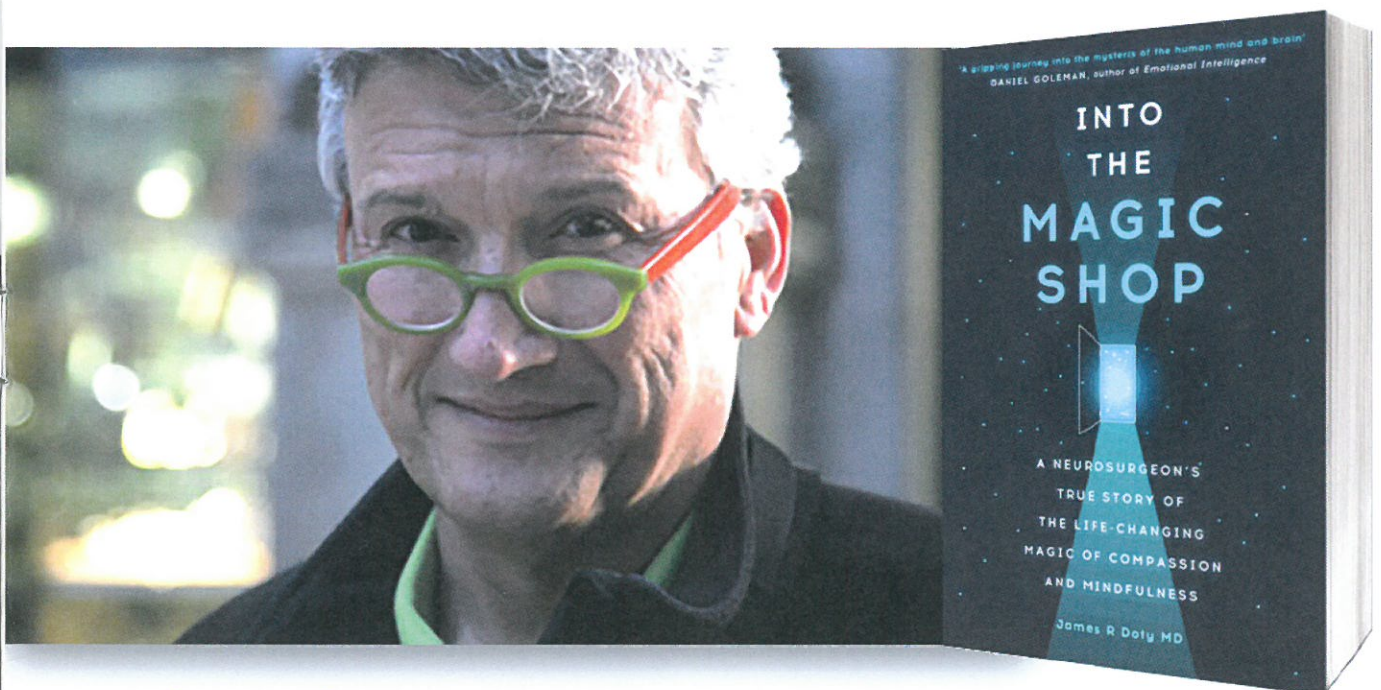
"Ultimately the mind and heart are part of one unified intelligence with the neural net around the heart being an essential part of our thinking and reasoning."

While science has made great strides in treating pathologies of the human mind, he says, far less research exists on the positive qualities of the human mind including compassion, altruism and empathy.

"Yet these pro-social traits are innate to us and lie at the very centrepiece of our common humanity.

"When we embrace the 'other', our physiology works at its best and it is an understanding of this reality that is ultimately going to define whether our species survives or not."

Dr Doty is also founder and director of the **Centre for Compassion and Altruism Research and Education (CCARE)** at Stanford University School of Medicine.



Into the Magic Shop: ISBN:9781444786187

SHIFTING PARADIGMS –

This is how science progresses

By Ivanka van der Merwe MSc Phil, London School of Economics

Shifting paradigms. This is how science progresses, with long and painful labours to give birth to the next paradigm. We are constantly revising the sciences, the facts. Now comes the time when we are forced to revise ourselves – our very humanity.

We are in the throes of a monumental paradigm shift. It's not 'coming soon'. It's already happening all around us: the ever-growing environment debate, in both ethical and scientific circles; the rise of conscious consumption, vegetarian, vegan and organic produce - and with it, countless opponents, many of whom belittle and dismiss the issues, despite overwhelming evidence. These are the hallmarks of a paradigm shift.

The term 'paradigm shift' was used in 1962 by American physicist and philosopher Thomas Kuhn. It describes the transition from one dominant thought structure into the next, and is a fundamental catalyst for progress in any scientific field.

We live on a round earth orbiting the star of the sun, held in place by gravity and relativity, but we didn't always. We arrived here through a long and arduous series of paradigm shifts - one long and painful labour after another. Almost all the scientific truths we take for granted today were once rejected and ridiculed, and those who discovered them were persecuted, dishonoured and often put to death as heretics.

Human stubbornness in the face of change has cost us some of the brightest minds ever to walk the earth and today it is costing us our humanity on a massive scale. Factory farming is not only inhumane, it is inhuman.

Yet we knowingly keep our blinkers on. Many of us would rather die with our heads in the sand than risk ever seeing a factory farm. And not because we don't know what goes on there, but because we do. It is fundamental to our paradigm that the truth of factory farming be left as an unconfirmed suspicion that we are free to ignore. As long as there are enough people willing to doubt it, willing to endorse our denial, then we can keep it. They can't all be wrong, surely? They can.

We are at what Kuhn called the 'crisis' period, a state of denial and resistance in which the facts simply don't add up anymore. Society is at odds, confused and unstable as it develops new language and new theories to replace the old.

Our moral evolution has been neglected for too long, holding us back, leaving us in crisis, in a world we no longer relate to.

We need to find our humanity again; we cannot evolve further without it.



Graduate teachers are intrigued and supportive of our message: Please teach children to be kind.

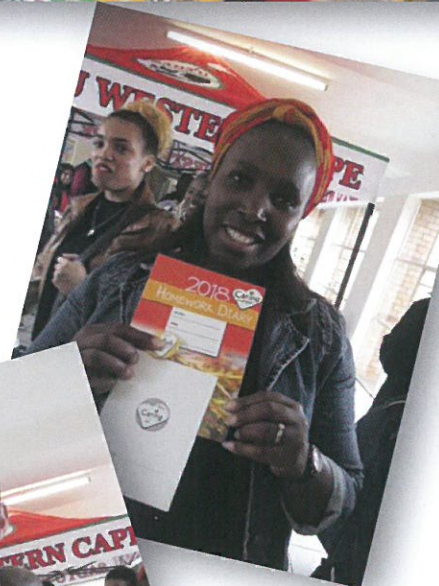
Humane Education was invited to participate in a display of educational resources at a ceremony for graduate teachers held at the **Cape Teaching and Leadership Institute** in Kuils River on Saturday, 14 October 2017. The ceremony was sponsored by the South African Council of Educators (SACE).

Within 2 hours, every single copy of our Homework Diary for 2018 had been snapped up.

www.animalvoiceacademy.org
Humane education



Redefining
Our
Humanity



ANIMALS ARE
LIVING THINGS.
THEY CAN FEEL
PAIN LIKE US

Photo:
Courtesy Morris Darbo

