



*Eyes on*  
**Animals**

Watching  
out for their  
welfare

# **ANNUAL REVIEW 2014**



Charitable ANBI status: 8203 40406.



*Eyes on* Animals

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Eyes on Animals

# ABOUT US



Our Mission;  
To reduce the suffering of animals on  
farms , during transport, at livestock  
markets and at slaughterhouses.

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Eyes on Animals is an animal-welfare inspection organization with its headquarters in the Netherlands. The work of the organization focuses on five main aims:

1. To witness if current European animal-protection legislation for transport, slaughter and at farms is being adhered to by the industry.
2. To oversee that the animal-protection legislation is being adequately enforced by the authorities.
3. To judge if sanctioning systems are dissuasive.
4. To identify loopholes in the legislation and rectify them.



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5. To curb cruelty within the industry by educating industry players, giving them positive reinforcement when making improvements and spreading best practices.

We conduct **inspections** at farms, at livestock markets, of livestock trucks and at slaughterhouses.

We **distribute our inspection reports**, backed by photos and video evidence, to the European Commission, FVO, EU Member State and Turkish authorities to support them in their work of enforcement and inspection.

We are **in constant dialogue with the livestock industry** to advise and encourage improvements. We let the “good players” shine because positive reinforcement brings improvements fast and helps achieve an overall improvement to welfare globally, as those dragging behind eventually want to follow suit.

We **train the highway police** on animal-protection-during-transport legislation so that they can inspect livestock trucks effectively.

We give **Welfare Workshops to livestock chauffeurs**, educating them on how to be respectful and law-abiding when transporting animals. We initiate training sessions for catchers of small animals for transport (e.g. **poultry catchers**).

We **provide material to other animal-welfare organizations and political parties** that need evidence and facts from the field to support their lobby work and campaigns.

*Eyes on Animals* has established an **international task-force** made up of organizations and official veterinarians throughout Europe and North America. We regularly share information and work together in the field so that animal welfare standards can improve quickly and harmoniously across the continents.



# LETTER FROM THE DIRECTOR



The other day I met with some lively and stimulating Dutch women, all helping in the animal-welfare movement. One is a famous writer, the other a brand new activist and the third one an experienced animal-rights campaigner. They wanted to talk about how to make things move faster in the animal welfare world. Faster? – I thought. At *Eyes on Animals* we are already working as fast as we can! During my last ten-day inspection inside Turkish slaughterhouses we could not even take a day's rest but got right back to our follow-up work upon arriving back at Schiphol.

I do understand why these women want to talk about changing things fast. Animal suffering hurts to watch. It hurts a lot. We want it to stop. Animal suffering is like a horror-film that keeps playing in your head. This 'film' is never shown at the cinema: it just plays inside your head after a private screening. You try to talk to friends and family about it, but very few have seen the same images. They don't want to hear about it because it sounds too shocking. The people who do know about it are animals-welfare activists. You and I. It is a topic that often makes us feel alone and that makes people isolate themselves from us.

My solution has always been to just not talk about it. 98% of the time this has helped me greatly. This attitude enabled me to get the energy to start up *Eyes on Animals* and keep it going. But there is a part of me that feels isolated and completely overwhelmed about all the suffering. I suppose these spunky women, who looked vibrant and happy on the outside, also had that feeling and needed to talk to people that they could relate to. They were sick of feeling sad and wanted animal suffering to end - now.

I came home exhausted from that meeting, feeling more pressure to do more than ever. Having trouble falling asleep I called my mom back in Canada. She told me about an article that she thought could help. This felt like the best present I could receive at that moment.

This article was about patience. Patience in the world of activism. [See M. Bittman's blog, Jan 1, 2013: Fixing our Food Problem]



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*We can only dismantle this “system” little by little, and slowly. Change takes time. Often — usually — that time exceeds the life span of its pioneers. Think of it: the abolition movement began at least a century before the [US] Civil War. And the Civil War occurred 100 years before the civil rights movement. The struggle to gain the right to vote for women in the United States was active for 75 years before an amendment was passed. In the Canadian province where I come from (Quebec), women were not given the vote until 1944. The gay rights struggle has made tremendous strides over the last 40 years, but equal treatment under the law is barely established overall. An association between tobacco and cancer was discovered more than 200 years ago and yet the surgeon general’s report that identified smoking as a public health issue appeared only in 1964.*

The good news is that the animal-rights movement has an ever-growing following of people concerned about animal-welfare. And our movement is even more fortunate, because we live in the age of social media. This means our efforts will have an even more exponential effect than in the days of telegrams and post. Despite the media largely not being interested in broadcasting animal-suffering, we are no longer entirely dependent on them thanks to Facebook, YouTube and various websites. We can now expose the plight of animals via our own media.

You may mistake patience with lack of momentum. But that is not it at all. The point is that no major issue will likely be resolved in the next 10 years. The developments of factory farms and mega-efficient slaughterhouses, long distance transport of live animals by truck and ship and cheap meat and dairy is something that only sprang up after WWII. As pioneers, we must build upon incremental progress and not be dis-heartened.

So, in 2015, let’s call again for energy and action — but also patience. Patience is the key to not becoming despaired. It is a virtue we need to nurture in this movement but also in ourselves, to keep us going strong so that we are at our most efficient for the animals. And to keep us happy in the midst of this horrible film. Patience will keep our movement sustainable. And sustainable means all the changes we are now fighting for, once they come into being, will be here to stay for the animals.

I wish you all pleasure reading this 2014 Annual Report of Eyes on Animals and learning about what we managed to achieve for animals this year, with our energy, action, but indeed with sustainable patience.



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# OUR SUCCESSES

## Major reduction of horse meat imports from American-continent



In March, our investigation into the horrors behind the import of horse-meat from North, Central & South America into The Netherlands led to extensive media attention in the Netherlands. Television program Radar broadcasted a **full program** and two follow-ups on the issue, and numerous newspapers including Trouw picked up the story. We also held many meetings with supermarkets and snack-producers selling imported horsemeat. This led to the following successes:

- Dutch supermarket chains Deen and Coop immediately stopped selling horsemeat from non-EU origin.
- Dutch supermarket chain Jumbo stopped selling horsemeat from Argentina. A small percentage of the horsemeat it imports is still from Uruguay, but they have stated they will fully switch to an alternative supplier in Europe by the end of 2015.
- Albert Heijn, the largest supermarket chain, has also stopped selling horsemeat from Argentina. Their horsemeat-sausages are still from Uruguay however, but they have stated they are considering sourcing this in the EU as well.
- In reaction to our investigation, the Dutch label Mora which sells its snacks all over the Benelux has gone completely 'horsemeat-free'.
- The big snack producer Ad van Geloven has replaced some of its imported horsemeat with European horsemeat to make its snacks; their aim is to stop using imported horsemeat from the Americas completely.
- The Food and Veterinary Office sent an own inspection team to Mexico, which affirmed our concerns. This led to the EU deciding to ban the import of horsemeat from Mexico as of March 1 2015.
- Since the EU announced this future ban, the number of horses slaughtered in Mexico has dropped by 60%. Besides that, 93 slaughterhouse employees had to stop work and one slaughterhouse was closed down. Another two are now drastically smaller.
- Our investigation led to a debate being scheduled for 2015 in Dutch Parliament on the ethical and health safety concerns surrounding horsemeat import.



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## Important steps forward in Turkey



Our project aimed at reducing some of the horrendous animal-suffering in Turkish slaughterhouses in 2014 saw several significant successes:

- The Dutch government organized a conference on farm-animal welfare together with the Turkish Ministry of Agriculture, held in Ankara. We were invited to give a lecture on the current situation in Turkey and what actions are necessary to improve animal-welfare during slaughter.
- We gave lectures to veterinarian students at the University of Ankara and the University of Istanbul on how they can improve welfare at slaughter;
- We gave a presentation to the Turkish Ministry of Agriculture about the suffering of animals inside the Turkish slaughterhouses we visited; then, they arranged a training program on animal welfare for all of their official veterinarians and used our material to do so;
- Over a hundred people, many of whom play an important role in the Turkish meat industry, visited our two-day seminar on 'How to Reduce Suffering During Slaughter' that we organized with AWF at the Istanbul faculty of Veterinarian Medicine in October;
- As a result of our work, two Turkish companies manufacturing slaughterhouse equipment for Halal slaughterhouses in Turkey and throughout the Middle East announced that they would start producing alternative, more animal-friendly restraint equipment to phase out the live hoisting of cattle;
- We launched a 'Halal Slaughter Watch' website in English and Turkish ([www.halal-slaughter-watch.org](http://www.halal-slaughter-watch.org)) to educate, inform and share good practices with those involved in Halal slaughter. At the end of 2014 already 40,000 people had visited the website.





## Steps to harmonize requirements on access to animals during transport



One year after releasing our report 'The importance of access during transport' while we were engaged in advocacy activities with the livestock transport sector, manufacturers of livestock trucks and the Dutch authorities, the Netherlands Ministry started a consultation with all EU member states to set a standard on the requirements trucks must fulfill to provide adequate access to animals in need of help during transport. A final decision has not yet been made but we did get discussion started on this important topic.

## First companies participated in training for chicken catchers

On our initiative, SVO – the organization responsible for training people who work in the food business – now offers a training course for chicken catchers. This training course focuses on how to handle the chickens in such a way as to prevent injuries and extreme stress for the animals.



## Animal-friendlier poultry crate in the making



Eyes on Animals asked a plastic company to design a welfare-friendlier poultry crate with side access doors as an alternative for the crates that are currently used. The current crates cause much suffering because wounded or ill animals cannot be accessed to be given any help or relief. In 2014, the plastic company finished a prototype and a large Dutch chicken transporter started testing them. Based on their experience, several adjustments are currently being made. When the crate is ready it can be used commercially and will then reduce suffering in practice.



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## Dutch government tightens control on poultry transports



In 2013 the Dutch Ministry of Agriculture announced it would tighten control on poultry transport, particularly over long-distances. This decision was prompted by *Eyes on Animals*' reports and advocacy meetings with representatives of the Ministry. In 2014 several official actions were announced:

- more inspections *at the moment of* catching (on the farm);
  - replacement of crates that are broken and actions taken when broken crates are observed;
  - check if water and feed is available for birds transported across longer distances.
- In addition, the Ministry considers making GPS systems and forced ventilation mandatory for poultry transports.

## Concrete improvements at slaughterhouses

*Eyes on Animals* frequently inspects slaughterhouses to check whether animal welfare improvements can be made to reduce suffering. In 2014 many slaughterhouses followed our recommendations to:

- replace electric prods with humane handling instruments;
- sprinkle corn in the lairages to reduce stress and prevent the animals from fighting;
- limit shadows and reflections causing animals to panic;
- reduce noise by installing rubber stoppers on gates, redirecting pipes from hydraulics, etc;
- keep automatic doors from pushing or scaring animals;
- install video cameras to better monitor the treatment of animals in the plant.



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## Shaking up the milk industry



In November 2014 we released 'Giving Milk a Good Shake - looking at better ways of producing dairy'. This report was based on dozens of inspections we conducted on newborn calves being taken away from the mother cows, "retired" dairy cows in very poor shape being sold at markets, long-distance transport of the young male calves to factory farms and cow slaughterhouses. The report also covered the rules for special milk labels like Organic, Demeter and Weidemelk, to show that spending a few extra cents can make a difference, but also to show that there is no ideal milk label yet,

covering the welfare aspects also of the newborn calves.

Dutch television program **Tros Radar** extensively covered the report in one of their shows and aired some "best practice" dairy farms, which prompted a lively discussion on our Facebook page and the Radar web page. *Eyes on Animals* is now in discussion with a dairy farmer and supermarket chain about getting milk soon on the shelves indicating that both the male and female calves are not separated after birth but kept together in a herd.

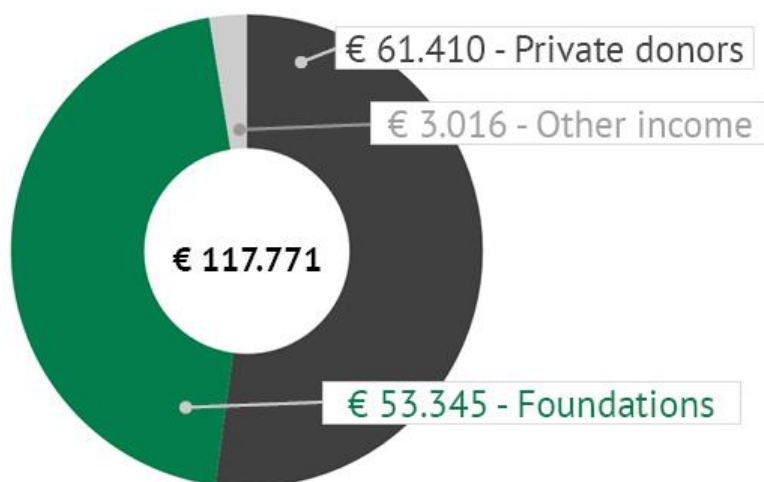


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# OUR FINANCES

## INCOME

In 2014 *Eyes on Animals*' total annual income was €117.771 [that's 117 thousand...] - a rise of 34% compared to 2013. *Eyes on Animals* is funded primarily by dedicated private donors and committed animal welfare foundations.



52% of *Eyes on Animals*' income in 2014 came from a loyal and growing group of private donors who have enabled the charity to expand its fieldwork activities and train its volunteers for the challenges of working in animal welfare.

In 2014 the *Eyes on Animals*' Fundraising Committee maintained positive links with various foundations and was fortunate to enjoy continued and generous support from:

- Stichting Nederlandse Stichting voor Hulp aan Dieren
- Fonds Carlos Aertsens vzw
- Stichting Varkens in Nood
- Stichting Bouwstenen voor Dierenbescherming
- Stichting Anti Dierenleed

In 2014 *Eyes on Animals* shared costs for inspections and training sessions with partner organizations Tierschutzbund Zurich and Animal Welfare Foundation

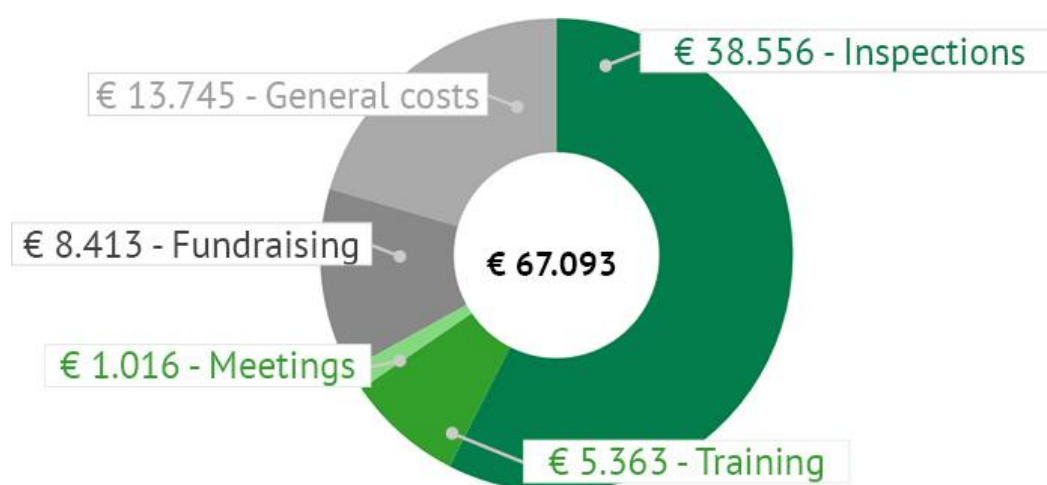


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## EXPENDITURES

The total annual expenditures for 2014 were € 67.093 - a rise of 25% compared to 2013. The substantial increase in donations has allowed *Eyes on Animals* to develop a healthy working capital to continue inspections in the field both at home and abroad. We are excited about the prospect of expanding our fieldwork by hiring more inspectors in the coming years. Careful financial budgeting, planning and management in 2014 has allowed *Eyes on Animals* to focus on its primary objective of fieldwork and inspections.



*Inspection Costs* cover all expenditures of sending teams into the field within The Netherlands, Belgium, Germany, Hungary, Bulgaria, Poland and Turkey as well as costs linked with the follow - up work from these inspections (such as follow-up meetings, lectures, office report writing).

*Training Costs* incorporate expenses incurred in the training of highway police and official veterinarians, as well as participating in training workshops for the Dutch NVWA authorities and Dierenpolitie (Animal Police).

*Meeting Costs* cover Board, Committee and Staff meetings.

*Fundraising Costs* cover all fundraising efforts linked with making *Eyes on Animals* visible to our donors and the public, such as costs tied to the website, Facebook-promoted posts, newsletters, communication and meetings with foundations.

*General Costs* cover administration and development costs. These include all office costs, rental of office space, investment in fixed assets, IT maintenance and development of an improved website.



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# OUR PEOPLE

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*Eyes on Animals* is overseen by a board of five Members. The director together with volunteer/freelance inspectors, legal-advisor, computer-technicians and media and fundraising committees runs the organization.

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## Board:

**Chairwoman:** Suzanne Magdalena (journalist)

**Secretary:** Annette Zeelenberg (author)

**Treasurer:** Jane Barrett (teacher)

**General member:** Patricia Beekelaar (journalist)

## Volunteer and freelance staff:

**Director:** Lesley Moffat

**Core inspectors and/or trainers:** Lesley Moffat, Margreet Steendijk, Monique Slee, Ingrid Ramaan (horse-inspections), Asalet Sancakdaroglu (Turkey), Levente Pencz (Hungary), Berker Bademli (Turkey)

**Legal advisor:** Lenny Reesink

**Book-keeper:** Tina Macaree

**Technical assistants:** Hajo Heusinkveld, Jack Tummers,

**Fundraising committee:** Annette Zeelenberg, Charlotte Nuijten, Lesley Moffat

**Media committee:** Ingrid Raaman, Suzanne Brussard, Lesley Moffat

**Website managers:** Sanja Offenhuber, Jack Tummers, Remy Gardien

**Translators/designers/office-work assistants:** Sanja Offenhuber, Didier Cote, Renee Lamoureux, Anita Hess, Alina Lilova, Marta Burzynsk, Roland Zegers

**Video editors:** Tobias Bechtloff, Asalet Sancakdaroglu, Lesley Moffat



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# PLEASE DONATE



We could not do any of this work without the support of people who care. Donations are greatly appreciated and are used to finance the costs of our work in the field. Please do consider making a donation and telling your friends about us. The animals need more eyes on them, watching over their welfare.

## **Our bank account number:**

21.23.64.219  
IBAN: NL73TRIO0212364219  
BIC: TRIONL2U

## **Our Bank:**

TRIODOS BANK  
PO BOX 55  
3700AB ZEIST  
The Netherlands

**Eyes on Animals** is a registered non-profit charity, approved with the KGB label. Our ANBI (Algemeen Nut Beogende Instelling) number is 8203 40406.

**Donations** made by EU residents are tax-deductible. Donations made by residents outside of Europe can donate via credit card or PayPal over our website to avoid international bank fees.

## **Our address:**

Eyes on Animals  
PO Box 59504  
1040LA Amsterdam  
The Netherlands

## **Our social media:**

[www.eyesonanimals.com](http://www.eyesonanimals.com)  
Twitter: @Eyes\_on\_Animals  
Facebook: eyesonanimals  
Youtube: eyesonanimalsinspect



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