



*Eyes on*  
**Animals**

Watching  
out for their  
welfare

# **ANNUAL REVIEW 2017**



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, sales and  
slaughter.

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Eyes on Animals is an animal-welfare inspection organization registered in the Netherlands and works internationally. The work of the organization focuses on five main aims:

1. To witness if pertinent 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 relevant authorities.
3. To judge if sanctioning systems are dissuasive.
4. To identify loopholes in the legislation and rectify them.
5. To spread information about improvements to animal-welfare so that more industry players will reach a higher level of animal-welfare faster.

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



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We **distribute our inspection reports**, backed by photos and video evidence, to the pertinent government and road 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 give **Welfare-Workshops to poultry catchers** in order to phase out the current cruel handling methods used.

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 from around the world. We regularly share information and work together in the field so that animal-welfare standards can improve quickly and harmoniously across the continents.



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# DIRECTOR'S REPORT



I believe one of our strengths at Eyes on Animals is our attitude. None of us see the glass half empty; it is always half full. Our time is not spent discussing problems, but rather solutions. Five years ago Margreet and I entered a huge laying-hen farm at the moment that a catching-crew was starting to catch the birds. That night over 30,000 spent laying hens needed to be caught, loaded into transport crates and stacked on a truck to bring them to a slaughterhouse. The noise from the birds screaming and flapping their wings was horrible. The catchers had to work under extreme time pressure and in difficult circumstances. They caught 4-5 birds per hand and left them hanging upside down. We saw wings and legs crushed by the transport crate doors as the catchers literally stuffed them into the crates. The sad news was that this way of catching and loading birds was standard. Laying-hens on intensive farms all over the Netherlands, all over the world, are handled this way at the end of their "career".

But according to the law, it is illegal to hang animals upside down or drag and pull them by their external body parts, and according to any person with basic common sense and morals, it is downright cruel. So why was it being tolerated? There was no better alternative method used in practice and no one had yet initiated a force to change things, so the poultry industry and even government inspectors just carried on as usual. This horrible handling, conducted at night and largely unseen by the rest of the world, was simply being tolerated. That is where we came in. In the first years we successfully worked with the manufacturing companies and several stakeholders from the poultry industry to improve the design of the crate doors, so that there was less risk of injury during loading. Thereafter we started training chicken-catchers on more humane handling techniques, with a focus on the "Swedish Method" of catching, which we had read about while doing scientific research on poultry-welfare during catching. This is the common-sense way of catching hens- one or maximum two birds at a time, held and supported upright instead of inverted. Then we sat down with one of the "welfare-friendlier" egg-label companies in The Netherlands and suggested they



hire one of the catching companies we had trained and try out this new method of catching. We supervised, assisted and fine-tuned and then we were done ! Now not only the Rondeel egg label but also the Kipster egg label have agreed to abandon the conventional method of catching birds and replace it with this more humane method.

This is just one example of many of how Eyes on Animals works. When we see a practice that is blatantly cruel, we call out that it is wrong but we also get more gentler methods into place as fast as possible. The animals need to feel the benefit quickly.

Staying positive and also being able to take action like this all takes energy and money. For this I am so grateful to all of our donors and volunteers that make it possible to keep Eyes on Animals running, positively and effectively.



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# OUR SUCCESSES

There is not enough room to report on all of the positive steps achieved to reduce animal suffering this year, but we have created a list of the most significant ones. Each success represents weeks, months, sometimes even years of preparation work, trust building and field work. Most important is that our successes are structured for the long term, a permanent change within the industry.

## Eyes on Animals trains highway police: fines handed to livestock-transport companies

Together with the newly-trained Polish motorway inspectors, we pulled over and checked on over 50 livestock trucks. Fines were handed out, animals were unloaded and the best news of all is that many of these trained police officers now check on animals in transit also on their own. Our training courses not only lead to better enforcement on the days of our training courses, but also for the future!



## Polish horse slaughterhouse reduces animal suffering

A large horse slaughterhouse in Poland has made several important improvements following our visit. Many of the draft horses did not fit into the box, so the back door would come down on their backs and cause them to panic and fall.

The restraint box where the horses are stunned has been completely modified. The slaughterhouse manager said that the visit from Eyes on Animals had opened his eyes. He is now working on further improvements to the design of the installations at his plant and is inviting us back in 2018 to take a look.



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### Breakthrough in Turkey

One of the biggest abuses in Turkish slaughterhouses is the live hoisting on one leg of cattle. Eyes on Animals was able to convince Helmaks, a major Turkish manufacturer of slaughterhouse equipment, to no longer sell these cruel boxes with a tilting floor. Together under guidance of a Belgian company that we respect, Helmaks developed a new restraint box in which cattle remain standing upright. In September, the first ever slaughterhouse in Turkey purchased this upright box. The beginning of the end to a terrible practice! Unfortunately, the suffering in Turkish slaughterhouses is still very grave, but we are working on further improvements.



### Calf slaughterhouse Vitelco (NL) places rubber mats in pens for fragile animals

After our suggestion, calf slaughterhouse Vitelco (NL) has placed rubber mats in the isolation pens for fragile/suspect calves. At Dutch slaughterhouses, the authorities (NVWA) insist that suspect animals (for example animals with an infection, wound or abscess) only be slaughtered at the end of the day under the belief that they could cause contamination of the slaughter chain. This means that these animals, often already in a compromised state, have to wait for several hours in the waiting pens, which have bare concrete floors normally. At Vitelco these fragile calves now at least have thick rubber mats to lie on.



Before



After

### EonA improves the welfare of poultry during catching and loading

For the first time ever, an egg company chose to catch and load an entire flock of their 3500 laying hens using the much more humane "Swedish method". Normally, poultry are grabbed by their legs (3-5 per hand), hung upside down and then stuffed headfirst into transport crates. With the Swedish method, the birds are picked up a maximum of two at a time, in an upright position with support under their chest and then placed upright and calmly into the transport crates. There is a great deal less stress and pain for the birds when this method is



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used. More companies like “Kipster” will follow. This is all a result of our year-long efforts in investigating, exposing, negotiating with and training the poultry industry.



Before



After

## GHANA

Together with the local organization WACPAW (West Africa Centre for the Protection of Animal Welfare) and stunning-expert Dr. Fuseini, Eyes on Animals trained more than 150 slaughterhouse workers, transporters and agricultural students. We also visited several slaughterhouses and cattle markets in Ghana to give immediate advice and assistance to animals in distress.

Our visit to Ghana changed the attitude of many locals towards animals and delivered concrete results, for example :

- The captive bolt guns we gave to two slaughterhouses are **now used to stun all animals before slaughter** and to train new employees on how to stun animals.
- We advised the **cattle market in Tamale to build two proper loading ramps**, so that animals can walk by themselves into the truck. Until now animals are beaten, tugged, dragged and lifted with a high degree of violence towards the trucks. They have agreed to build and use these ramps if we can raise the funds.



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### **Eyes on Animals creates awareness of barn-fire and new regulations in progress**

Hundreds of thousands of animals die in the many barn-fires that take place in The Netherlands each year. Suffocated, burnt alive or euthanized after barely surviving the ordeal. We visited these barns shortly after the fires, when the remains of animals could still be seen, and contacted the media so that the suffering of these animals would finally be visible. Our inspector Madelaine Looije was interviewed in the TV show EenVandaag, Omroep Gelderland, the fire service magazine 112 and was a guest speaker on the popular morning radio show De Nieuwsshow on Radio 1. The Minister of Economic Affairs, Mr. Van Dam, has now announced that he wants to pass **stricter fire-prevention** regulations also for older farms to abide by.

### **Dutch goat farms now under increased supervision**

Earlier this summer we inspected a goat farm where the conditions were horrible, with many goat-kids dying and others already dead. The TV show Hart van Nederland and Oproep Brabant reported on it. The exposure of our inspection has now led to all goat farms in the Netherlands being put under closer supervision by government, politicians and the official inspectors of the NVWA. The NVWA have issued numerous fines and the goat sector as a whole has to come up with an improvement plan. Of course, we are keeping a close eye on the issue - and we will definitely continue with our inspections.



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### **Access to poultry during transport now possible with Stork's new containers**

Eyes on Animals visited Plukon poultry slaughterhouse in Maasmechelen (Belgium). Most poultry are transported in crates and containers where they are inaccessible during transport. The crates do not have any access doors, so during a road accident or if one or more birds becomes sick, there is nothing one can do to help them. The new design of the transport containers from Stork company, which Plukon invested in, have side access doors so that birds that need treatment or care during transport can be reached.



Poultry can now be accessed and helped during transport thanks to Eyes on Animals efforts

### **Remkes poultry slaughterhouse (NL) makes improvements**

After listening to our recommendations, poultry slaughterhouse Remkes made some technical changes to their conveyer belt (that brings the crates with live birds towards the Anglia Autoflow stunner) to reduce the vibrations, sound and abrupt movements. These small changes will have a big impact on improving their welfare because birds are very sensitive to sudden movements, vibrations and hard sounds.

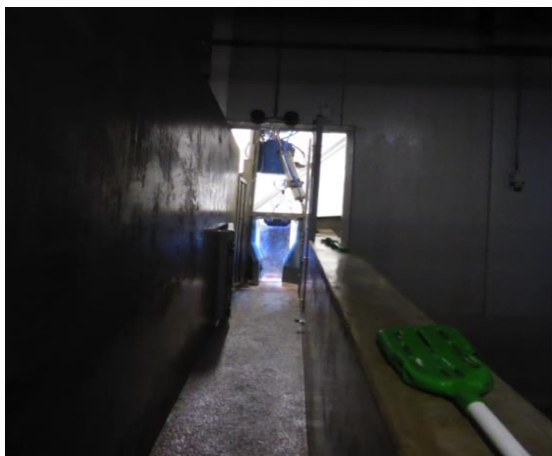
### **Heinen Slaughterhouse (NL) improves restraint box**

Based on our advice, the pig slaughterhouse Heinen made improvements to the design of their restraint box. The end of the raceway used to look like a dead-end as the front side of the restraint-box was sealed, causing pigs to be scared and to balk when moved towards it. This balking caused the workers to use more force to convince them to move forward. Now they have opened up the front of the restraint box so that the pigs have the idea that there is an opening at the end of the raceway, which makes it less scary for the pigs to approach and the handling is calmer and smoother.

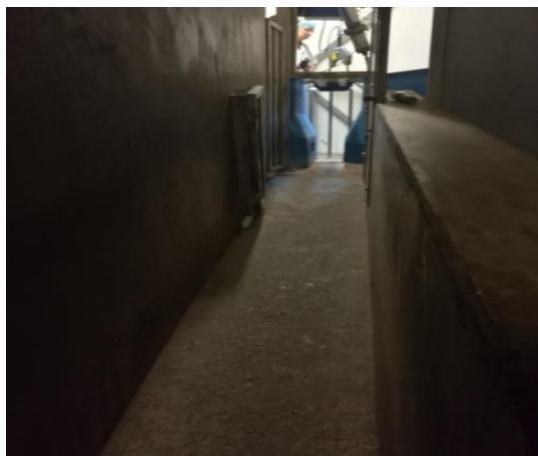


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Before



After

### **Eyes on Animals work featured in excellent French TV documentary**

A very impressive documentary about the serious animal-and human-welfare problems in the meat industry was broadcast on France 5, French television. The journalist had joined Eyes on Animals at the Turkish-Bulgarian border and also met with inspectors from the French organization L214 and a traumatized slaughterhouse employee. To us, this documentary about the meat industry is one of the best ones ever made!

### **Eyes on Animals on Radar TV show about cruel trade in horses**

Eyes on Animals talked on Radar TV about the recent inspections in South America, where horses were transported and slaughtered in a most horrible way. Even though Dutch supermarkets - due to our campaign in 2014 - stopped selling imported horse meat, horse meat from Argentina and Uruguay is still hidden in other products such as fast-food snacks at snack bars.



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### **Eyes on Animals on popular night-time show Pauw!**

Eyes on Animals was guest on the very popular late-night news show “Pauw” on March 31st, to talk about our work in Dutch slaughterhouses.



### **Dutch authorities adjust enforcement policy on slaughter of pregnant cows**

Dairy cows are almost always pregnant. Only when a cow is more than 8 months (90%) into her gestation is it against the law to transport her. But even this rule is regularly violated. Eyes on Animals performed a Freedom of Information request and found that hundreds of cows with fully developed calves in their womb were being slaughtered and their calves as a consequence suffocating to death. We contacted the media about this shocking news. The daily Dutch newspaper “Algemeen Dagblad” published an article this month. The NVWA has informed us that they will adjust their enforcement policies.



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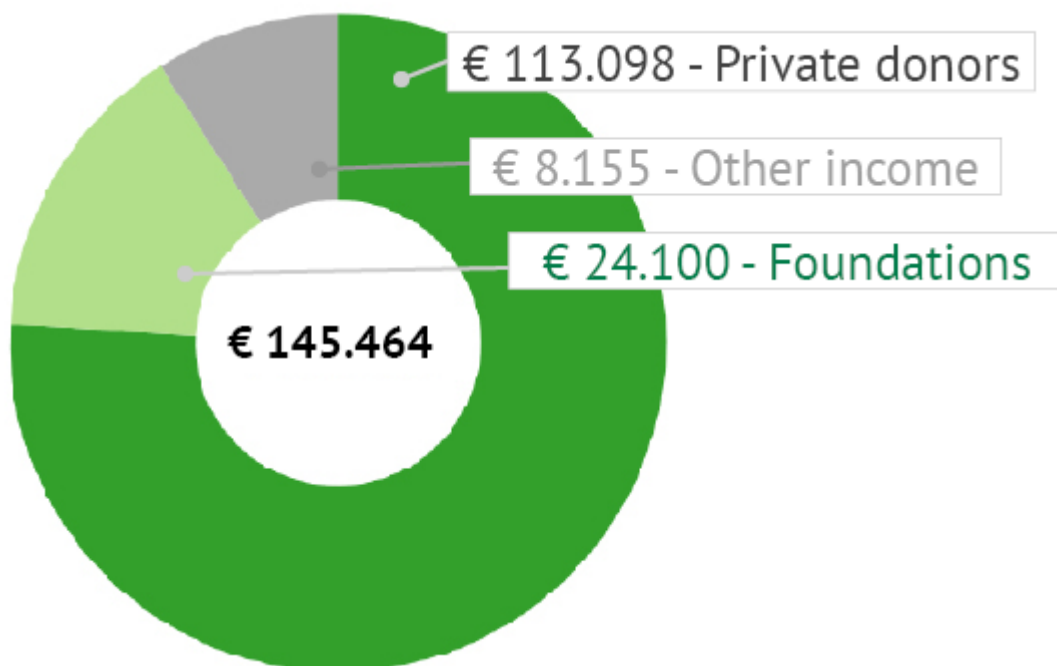


# OUR FINANCES

## INCOME

In 2017 Eyes on Animals' total annual income was €145,464; a 19% growth compared to 2016.

Eyes on Animals is funded primarily by dedicated private donors and committed animal welfare foundations.



78% of Eyes on Animals' income in 2017 came from a loyal and growing group of private donors who have enabled us to expand our fieldwork activities and train our volunteers for the challenges of working in animal welfare.

In 2017 we were fortunate to enjoy continued and generous support from:

- Stichting DIER NL
- Stichting Hans van Eck
- L214
- Stichting Dier&Recht
- Moyra Stava Morena
- Stichting Dier in Nood
- Els & Tom Akerboom Stichting
- Stichting Anti Dierenleed

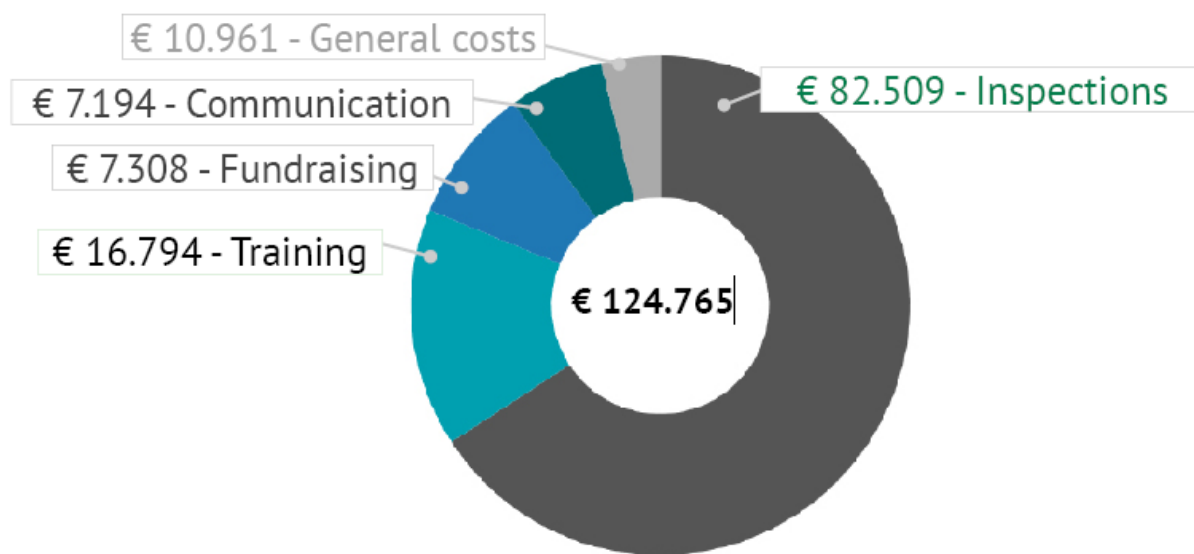
In 2017 Eyes on Animals shared costs for some inspections and training sessions with partner organizations Tierschutzbund Zurich | Animal Welfare Foundation and the Dierenbescherming.



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## EXPENDITURES

The total annual expenditure for 2017 was € 124,765 - a slight rise (2%) compared to 2016. Careful financial budgeting, planning and management in 2017 has allowed Eyes on Animals to focus on its primary objective of fieldwork and inspections. We try to keep our overhead cost to an absolute minimum so we can allocate funds our donors entrust us with directly to animal welfare.



*Inspection Costs* cover all expenditures of sending teams into the field within The Netherlands and Europe, but also Turkey and beyond.

*Training Costs* incorporate expenses incurred in the training of the Highway Police in various Eastern European countries (i.e. Poland) and to chicken-catchers in The Netherlands. Costs associated with giving talks and workshops for the Dutch and EU authorities are also included in this category.

*Fundraising Costs* cover fundraising efforts such as applying for funds from foundations, meeting with foundations, companies and other potential “donors” and the production of our various newsletters. Parts of our website and all promoted posts on our Facebook page are also earmarked as fundraising.

*Communication Costs* cover costs for our outreach, for example via social media; our homepage and newsletters.

*General Costs* cover administration and development costs. These include all office costs such as book-keeping and bank transfers, investment in fixed assets such as cameras and laptops, EonA uniforms, navigation systems, cell phones, IT and website maintenance.

[What about salaries?]

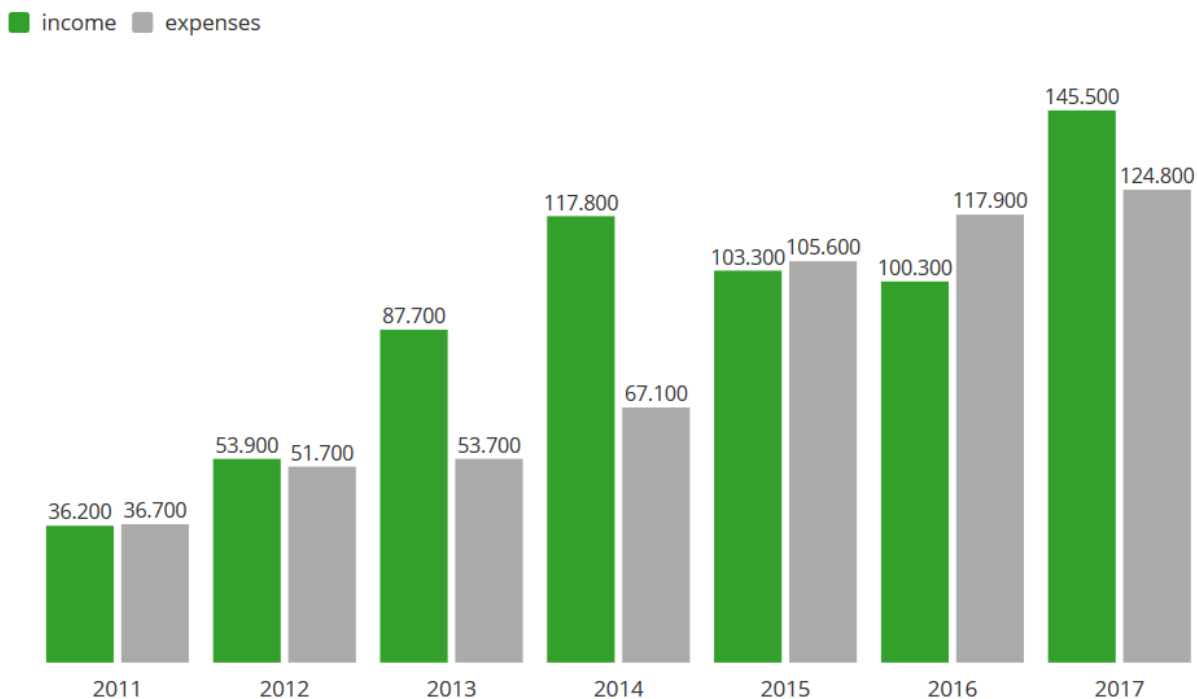


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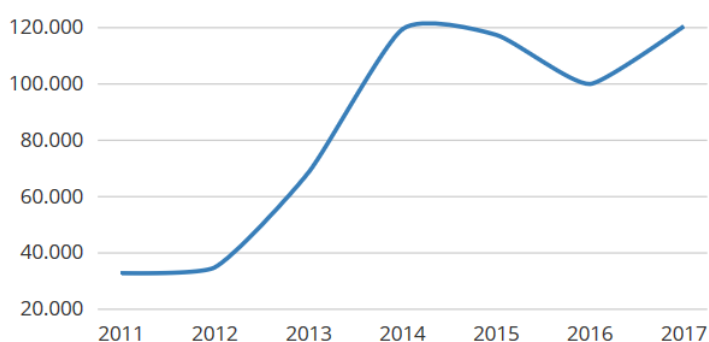
## TRENDS IN INCOME AND EXPENSES

The activities of Eyes on Animals continue to expand; hence the increase in expenditures. We enjoy a growing base of support, which results in an increase in income. Eyes on Animals will keep focusing in generating enough income to be able to retain its sustainable growth and become more and more effective at helping animals.

Income and expenses 2011-2017 (€):



Our aim is to allocate funds our donors entrust us with directly to animal welfare. That is why we try to keep our general reserve level to a low but safe minimum. The level is set to one year's expenditure, roughly € 120,000.



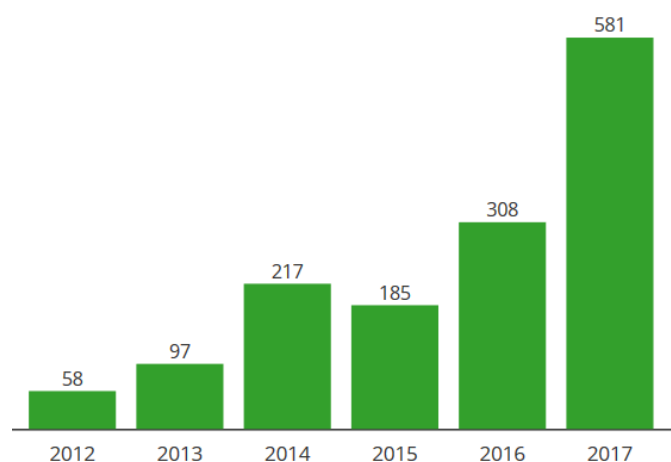
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## TRENDS IN DONATIONS

We are thankful to our loyal donors, who make our work possible. Eyes on Animals does not use expensive and sophisticated fundraising means like telemarketing, advertisement on radio/TV or direct mailings. We try to keep our focus on direct help to the animals and our donors understand this.

A growing number of people hear about Eyes on Animals and decide to support us. Many people make a donation after seeing our footage or documentaries about or work on Dutch or international TV. Others get to know us via our Facebook-posts, or word of mouth via our current donors or network.

Active donors per year, 2012-2017:



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## BALANCE AS OF 31 DECEMBER 2017

ACTIVA	31-12-2017	31-12-2016
<b>Materiële vaste activa (1)</b>		
Inventaris	-	194
	-	194
<b>Vorderingen en overlopende activa (2)</b>	5.845	7.088
<b>Liquide middelen (3)</b>	122.856	96.962
	128.701	104.050
<b>Totaal</b>	<b>128.701</b>	<b>104.244</b>

PASSIVA	31-12-2017	31-12-2016
<b>Reserves en fondsen</b>		
- continuïteitsreserve (4)	120.630	99.931
	120.630	99.931
<b>Kortlopende schulden (5)</b>	8.071	4.313
<b>Totaal</b>	<b>128.701</b>	<b>104.244</b>





## STATEMENT OF INCOME AND EXPENSES 2017

## INCOME

	BUDGET 2018	REALISATION 2017	BUDGET 2017	REALISATION 2016
Foundations, grants	27.000	24.100	25.000	15.100
Donations				
<i>one-time donations</i>	58.700	76.091	57.000	46.514
<i>periodical donations</i>	45.200	37.007	34.200	29.626
Sales	8.000	8.155	6.000	8.726
Interest	-	111	250	382
<b>Total income</b>	<b>138.900</b>	<b>145.464</b>	<b>122.450</b>	<b>100.348</b>

## EXPENSES

	BUDGET 2018	REALISATION 2017	BUDGET 2017	REALISATION 2016
Inspections	85.461	82.509	81.000	77.421
Training	20.139	16.794	19.000	18.174
Fundraising	14.417	7.308	5.000	4.502
Communication	12.028	7.194	9.500	10.299
Administration and general costs	11.117	10.961	7.719	7.507
<b>Total expenses</b>	<b>143.160</b>	<b>124.765</b>	<b>122.219</b>	<b>117.903</b>

<b>Income less expenses</b>	<b>4.260-</b>	<b>20.699</b>	<b>231</b>	<b>17.555-</b>
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# INSPECTOR'S TESTIMONIAL



I stopped eating meat after I snuck into a pig farm next to the house where I grew up, in The Netherlands. I was only 10 years old at the time and saw hundreds and hundreds of pigs, row after row. At the time I thought I had discovered an animal-prison and wanted my parents to call the police. It was then that my parents told me the truth about how most farm animals are raised for meat production. I was horrified and inconsolable. We had two of our own pigs at home. They were kept free-range and I would watch them for hours foraging in our large garden. The thought of locking those intelligent and sensitive creatures up in tiny crates was unbearable for me. I promised them that I would dedicate my life to making the lives of farmed animals better.

In 2006 I started studying Animal Management in Leeuwarden. I took as many classes about farm animals as possible. In 2010 I finished my thesis on the suffering of farm animals during barn fires. My thesis resulted in stricter fire- prevention regulations in The Netherlands. After graduation I began working for Pigs in Peril and Animal & Law, two organizations that campaigned for the better treatment of farm animals. I really enjoyed the work but after a few years I felt I was needed in the field. It was then that I saw a documentary on TV about the Eyes on Animals' investigation into the transport and slaughter of horses for the European horse-meat industry. Trailing livestock trucks, checking on slaughterhouses; I had so much respect for their inspectors. I have always felt that working in the field was crucial and much needed. It is important to campaign for an end to animal cruelty, but we also need people who document the cruelty and improve the situation on the spot. There are very few people doing this type of work. The animals need us there on the ground.

I am happy that I can now directly improve the welfare of animals by working in the field. I am convinced that we should not label people from the livestock industry as "our enemies". People from the industry can make a big difference for the animals. Judging and fighting them doesn't open their hearts to animals or make them want to invest in animal-welfare improvements. Respect, knowledge and good arguments do.



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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 Renzen (business person)

**Secretary:** Annette Zeelenberg (author)

**Treasurer:** Jane Barrett (teacher)

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

## Staff and volunteers:

**Director :** Lesley Moffat

**Inspectors and trainers:** Lesley Moffat, Madelaine Looije, Margreet Steendijk, Monique Slee, Nicola Glen, Asalet Sancakdaroglu, Berker Bademli, Levente Pencz, Katarzyna Kulikowska, Nicola Urbantat, Tilbe Babakiray.

**Legal advisor:** Lenny Reesink

**Technical assistants:** Jack Tummers

**Website manager:** Sanja Offenhuber, Jack Tummers

**Volunteer Translators/office-work assistants:** Sanja Offenhuber, Nigel Franks, Annemarieke de Wind, Catherine Sitsen, Yvonne Kronenberg, Roos Vonk, Alina Lilova, Marta Burzynska, Marian Eeltink, Isabel Hinneberg



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# PLEASE DONATE



We could not do any of this work without the support of donors. 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. 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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