

Animal Welfare.  
Worldwide.



# #LiveKinder

for Farm Animals in South Africa



# Why do we need a kinder future?

The world is currently in a state of crises – an ongoing global pandemic has fundamentally changed our societies, and environmental and climate catastrophe increasingly become a reality. With a growing human population, requiring food security with limited resources, we have been consistently shifting away from more traditional farming methods to industrialised methods. In animal agricultural systems, this has meant a drastic increase in the number of animals farmed, in a quicker timespan, with devastating impacts.

In South Africa, over one billion chickens alone are killed for food every year. This number does not include other terrestrial animals such as cows, pigs or sheep, any aquatic animal species killed for food, other animals impacted by animal agriculture (such as wild animals), or animals farmed for other purposes (such as for fashion). These numbers are increasing dramatically, and animal production continues to be supported and promoted by the government through subsidies, support and policies such as the “Poultry Master Plan”.

Factory farms prioritise production and profit over animal welfare, human and public health and the environment. These facilities and their practices are not adequately regulated, with little oversight and enforcement.

Before industrialised animal agriculture becomes further entrenched in South Africa, it is important for us to take a step back and holistically assess these systems. Other countries have utilised these systems for a much longer time, with well-documented and immensely negative consequences for animals, humans and the planet. As a result, some countries are moving away from intensive animal agriculture including through laws which ban common practices used in these factory farms or place other restrictions on these facilities.

Instead of simply importing these systems over to South

Africa and promoting them, they should be evaluated to determine whether they are sustainable for both current and future generations, are damaging to the environment and ultimately, whether they are morally acceptable.

Unfortunately, most people are not only unaware of the extent of harm of industrialised animal agriculture, but also the extent to which they, as individuals, can contribute to change through their daily choices. Worse still, businesses and large corporation exploit our ignorance on an even larger scale, to the detriment of ourselves and our planet. However, as informed consumers and members of the public, we can be conscious of our impact, be empowered to choose to live kinder, and we can encourage others to do the same.

At this turning point in our human history, we can decide to simply adopt systems that have caused great harm to animals, humans and our environment, or we can choose to chart a new course in our own country - one that better serves our collective needs and ensures a healthier, safer and kinder future for all.

## The rise of “factory farms” in South Africa

South Africa relies heavily on animal protein and products to feed its approximately 60 million inhabitants. The country has seen a major increase in the demand for and consumption of animal products over the last few decades. With these increases, factory farms, otherwise known as CAFOs (Concentrated Animal Feeding Operations) or intensive animal feeding systems, are continuing to develop all over the country. These systems are dramatically different from historical African agricultural systems where animals are free to roam around outside, forage across vast areas and experience natural behaviours and have a number of harmful consequences – such as the rise in zoonotic diseases.





The South African Health Act defines an “intensive animal feeding system” as “any farming system having as its objective the breeding of animals or the production of meat, milk, eggs, fur or any other product of animal origin and where the animal in question is kept in a confined space so as to accomplish intensive feeding or maximum control of or maximum food conversion in the animal.” This definition makes it clear that the goal of this system is to achieve the highest amount of food (or product) from the animal, at the expense of their welfare.

Factory farms result in greater food production at a faster speed than more traditional animal agriculture systems, and are replacing them as a result. However, the harmful impacts of factory farms on animals, people and our planet far outweigh their alleged benefits.

South Africa’s National Response Climate Change White Paper has acknowledged that “Conventional, commercial input-intensive agriculture has a range of negative environmental, social and economic externalities, which increasingly render it an unsustainable model.”

Not only is the factory farming model unsustainable, but its true costs are hidden - not borne by the producers or even reflected in the cost of the product - but rather, are borne by the South African public unwittingly.

## The extent of the animal agricultural industry in South Africa – Animals used for Food

South Africa has the highest rate of meat consumption in Africa, with the average person in the country consuming between 60 – 70 kilograms of meat per person, per year. Annually, the nation kills over one billion chickens alone, or approximately 20 million birds a week, making it one of the world’s leading consumers of chicken.

The total value of sales related to chicken products only (R58,1 billion) is not that far from the total recorded by the entire field crop sector (R61,9 billion). A recent report by FOUR PAWS calculated South Africa’s Meat Exhaustion Day for 2023 to be 8 May, a day calculated by comparing the average actual consumption of meat per person with the Planetary Health Diet, recommended by the renowned EAT Lancet Commission. To comply with the recommendations of the Planetary Health Diet, this would mean South Africa needed to cut down their average meat intake by 65% or cut out meat by the 8th May 2023.<sup>1</sup> There are some stakeholders who believe the industry has room for further growth, and in order to do this, large investments and incentives have been and will be given to the processing facilities and farms in the country. The government is one such stakeholder, who is intent on increasing the amount of all animals killed for food. Through initiatives such as the “Poultry Master Plan”, it aims to greatly expand local production and drive domestic demand as well as exports, among other aims. In June 2021, the Department of Trade and Industry (DTI) reported that it had already created an increase in 1 million birds’ production capacity per week.

These staggering statistics relate only to poultry, while other animals are intensively bred and killed in the country. Cows, pigs, sheep, lambs and goats (even rabbits) are all farmed for a variety of purposes, in the millions. Additionally, and unlike many other countries where traditionally domesticated animals are farmed, South Africa also intensively raises wild animals for a range of purposes from food to fashion. This may include somewhat surprising animals such as ostriches and crocodiles. The farming of wild animals raises additional and unique problems and challenges to domesticated animals.

The public largely believes that there are appropriate safeguards to protect against harms caused by animal agriculture or that there are suitable laws in place relating to the farming of animals. Unfortunately, this is not the case – as there are major gaps in regulation, lack of specific standards, and failure to enforce laws where they do exist. In fact, South Africa allows for some of the cruellest farming methods and practices that have been banned in other parts of the world.

Furthermore, the government provides the animal agricultural industry with subsidies, or funding from public funds to support them and to ensure that the price of these animal products remains low or competitive. This essentially means that taxpayer money is being utilised to promote an industry which has long term detrimental consequences for humans, the planet and animals.

kinder future for all.

*Factory farms result in greater food production at a faster speed than more traditional animal agriculture systems, and are replacing them as a result. However, the harmful impacts of factory farms on animals, people and our planet far outweigh their alleged benefits.*

# The scale and impact of livestock farming in South Africa

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## Over one billion farm animals

are killed for food every year in South Africa. This figure doesn't include the animals who are exported. It is extremely difficult to obtain accurate figures, because this information is not properly recorded and reported. These are the approximate numbers of animals slaughtered in South Africa per year based on 2018 statistics. This figure does not include the millions of aquatic species caught and farmed for food each year.

983 000 000

Chickens

3 291 000

Cows

3 134 000

Pigs

6 145 000

Sheep and Goats



Often these animals are **killed in inhumane ways**, being **fully conscious** before dying.

Many of these animals live in "factory farms" – facilities where they live in unnatural, cramped spaces and undergo cruel practices before they are killed prematurely.

While some countries are moving away from intensive animal farming, South Africa still permits and in fact, encourages, the following to be inflicted on animals:

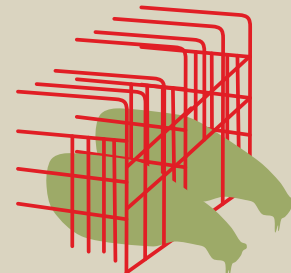
Veal crates



Sow stalls



Battery Cages



Other common practices which are often done **without proper anesthetic or pain relief** include:

tail docking



(Elastic band)

dehorning



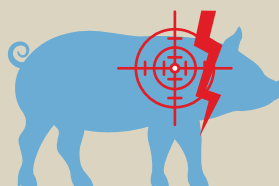
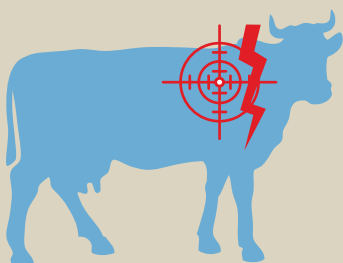
debeaking



castration



These animals also suffer from **injuries, diseases and other physical and emotional trauma**.





# Factory Farming and Animal Welfare

There are countless animal welfare concerns and violations arising from factory farms, and the common practices associated with them. Animals are forced to live in unnatural and overcrowded circumstances meaning that they cannot move around properly or exhibit natural behaviours. These issues occur throughout the animals' lives from the moment they are born, throughout their rearing, their transportation and up until their ultimate slaughter. Animals also experience much shorter than their natural lifespans and most are killed when they are still extremely young.

Common practices include routine amputations and mutilations (including debeaking, dehorning, tail docking, castration and others), often without any anaesthetic and analgesia, and cruel and inhumane slaughter methods. Numerous scientific studies have shown that animals can also experience pain and suffering at a physical and psychological level.

Examples of certain problematic practices that are commonly and widely used in animal agriculture include:

- Sow stalls and gestation crates: where pregnant female pigs are confined to tiny (often metal) crates where they are prohibited from moving around at all or in a limited way before being moved to a similarly small farrowing crate for nursing their young.
- Battery cages: egg-laying hens are kept in cages the size of a sheet of A4 paper, which are often made of wire and restrict their movement, prevent natural behaviours and cause multiple physical issues such as skeletal anomalies, bone fractures or osteoporosis.
- Culling of male chicks: The egg industry routinely kills millions of male baby chickens soon after they are born because they are not deemed 'useful' to the industry. These animals are killed in terribly cruel ways, such as through gassing or being discarded alive in waste bags or bins.
- Dairy cows: because dairy cows are milked consistently and don't live in a species-appropriate environment, they suffer from metabolic disorders and specific diseases such as mastitis (udder swelling).
- Veal crates: baby cows are taken away from their mothers soon after birth and confined to miniature crates where they cannot be breastfed or move. They are then killed at a very young age for their meat because it is more tender.

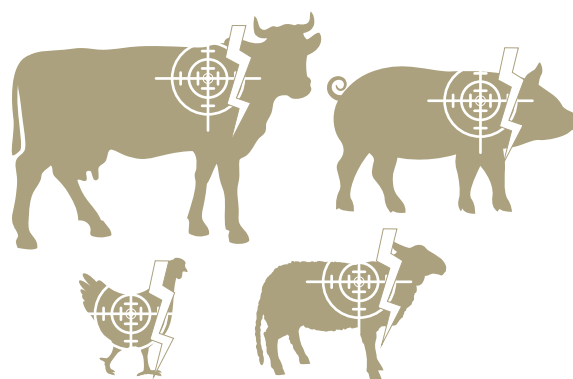
As mentioned, many jurisdictions around the world (including the European Union, United Kingdom, several states in the USA, and more) have banned various practices, recognising the cruelty associated with them, in addition to their destructive environmental and health

impacts. While these are just a few examples, they illustrate some of the ways that animals suffer both physically and psychologically in industrialised operations, purely to produce products for human consumption.

In South Africa, there is also a growing practice of the live export of animals – where animals such as sheep, cattle and goats are transported live on ships across the world, sometimes for weeks at a time to other countries, just to be killed. The government is promoting this practice, even though other countries put bans or plan to ban the practice (such as New Zealand and the UK) due to animal cruelty and other concerns. There is insufficient regulation in place and raising animals in the country simply to be transported to be killed in another means that South Africa disproportionately bears the harmful impacts associated with animal agriculture, while the importing country does not.

## Factory Farming and Human and Public Health Considerations

Animal welfare is only one aspect of the harms of intensive animal farming. There are major and increasing public and human health considerations that must be considered, particularly in the context of an ongoing global pandemic. These problems are widely recognised and documented throughout the world, and action must be taken to prevent them and further damage.



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# Factory farming increases the risk of zoonotic disease transmission, endangering animals and people

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Zoonoses are diseases transmitted from humans to animals. They comprise

**60%**

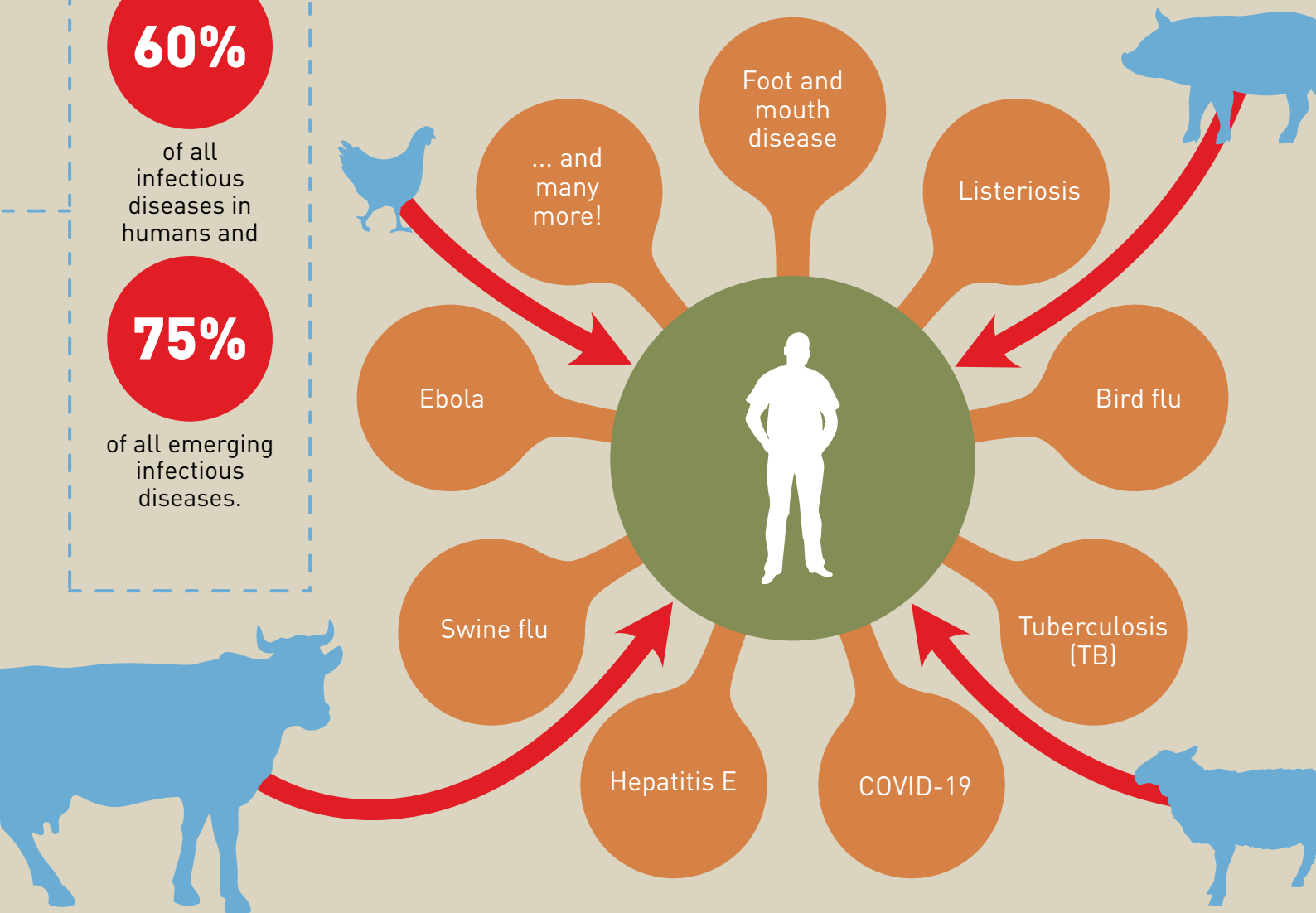
of all infectious diseases in humans and

**75%**

of all emerging infectious diseases.

The intensive farming and keeping of wild or domestic animals in close proximity to each other and in conditions of inadequate welfare, increases the risk of spread of viruses and diseases.

Examples of Zoonotic diseases include:



Did you know? In 2017, South Africa was home to the world's largest ever listeriosis outbreak. The source of the listeriosis outbreak was ready-to-eat processed meat products.

South Africa still **regularly experiences outbreaks** of diseases and many animals need to be killed to avoid the spread!

## Other health related impacts

In addition to antimicrobials, other substances are utilised in meat and animal product production. One example is the use of hormones to increase lean meat production and to improve the efficiency of conversion of feed energy to lean meat.

Processed meat has been classified by the World Health Organisation (WHO) in the same category as causes of cancer such as tobacco smoking and asbestos. Examples of processed meat include biltong, hot dogs, ham, sausages, canned meat and meat-based preparations and sauces.

Consuming meat increases the risk of developing heart disease, diabetes, pneumonia, and several other conditions. South Africa has previously been ranked as

the unhealthiest country in the world. A significant proportion of South Africans, and in particular the poor, already have serious and complex health challenges compounded by poor living conditions. In South Africa, heart diseases and strokes are also prevalent. South Africa also has one of the largest obesity rates, which has been associated with meat consumption.

It is progressively apparent that the consumption of animal products has long term impacts on human health and wellbeing, as well as public health and safety. Given this, and the vast impact on the public and the most vulnerable members of society, government should be encouraging and supporting food production systems which provide healthy and safe food to the population.

## Factory Farming and the Environmental and Climate Catastrophe

Animal agriculture comes with an extremely high environmental price tag which disproportionately affects the most vulnerable members of our society. The United Nations Food and Agriculture Organisation (FAO) has concluded that worldwide livestock production has become an important factor in environmental degradation.

Currently, around the globe there is a massive influx of natural disasters ranging from floods to wildfires. These extreme occurrences are becoming more commonplace and are heightened by climate change. The most significant driver of observed climate change since the mid-20th century are greenhouse gases from human activities.

Factory farms are responsible for a significant portion of greenhouse gas emissions, excessive pollution of our air, water and soil, the destruction of natural habitats and wildlife, deforestation, increased extinction and biodiversity loss – to name but a few.

**Greenhouse gas emissions and climate change:** Research indicates that globally the production of meat contributes between 14.5% and 51% of global

greenhouse gas (GHG) emissions, thus being a primary driver of climate change. In addition to methane (CH<sub>4</sub>), methane, a gas which has an effect on global warming approximately 28 times higher than carbon dioxide. A study showed that in South Africa, annual total enteric CH<sub>4</sub> emissions exceeded 1171.56 Gg (in 1995) with an average (1990 to 2014) of 1227.96 Gg. Animal agriculture comprises approximately 44% of all anthropogenic nitrous oxide emissions, the most potent greenhouse gas. Climate change which causes a host of issues including making water stress much worse.

**Water:** South Africa is already described as a water scarce country and based on current projections South Africa will exceed the limits of economically viable land-based water resources by 2050. The agricultural industry in South Africa uses the most water in the country. The largest portion of water consumption from the agriculture sector is from producing animal products.

The country's fresh water is decreasing in quality because of pollution and the destruction of river catchments, caused by urbanisation, deforestation, damming of rivers, destruction of wetlands, industry, mining, agriculture, energy use, and accidental water pollution.



## Zoonotic diseases

A zoonotic disease is a disease that is transmitted from animals to humans and notably, 3 out of every 4 new or emerging infectious diseases in people come from animals. The United Nations Food and Agriculture Organisation (FAO) has classified Covid-19 as a zoonotic disease. Other examples of zoonotic diseases include bird flu, swine flu, Ebola, hepatitis E, and many more. Zoonotic diseases represent a major public health problem around the world due to our close relationship with animals in agriculture, as companions and in the natural environment. Factory farms are the perfect breeding grounds for these zoonotic diseases.

South Africa has experienced several outbreaks in a variety of zoonotic diseases that have far-reaching effects on the country and its economy. In 2017–2018 the country experienced the world's largest ever listeriosis outbreak that was found in contaminated processed meat. There were over 1,000 cases and approximately 216 deaths. The vast majority of these deaths were the most vulnerable members of society including the elderly, children and pregnant women.

South Africa has recently had outbreaks or currently has outbreaks of zoonotic diseases such as foot and mouth disease and avian flu. These outbreaks, along with others, have caused other countries, both within Africa and internationally, to ban the importation of live animals, meat and other animal products coming from South Africa on many occasions. The country has also lost specific status due to these outbreaks with the status with the World Organisation for Animal Health (OIE), which can take years to get back. These outbreaks often lead to numerous animals being culled or killed to avoid further spread of the disease, and farmers can potentially apply for money from the government due to the losses they have experienced. South Africa is increasingly becoming a hot spot for zoonotic disease outbreaks, and this is expected to get worse in the future.

As recently as April & May 2023, highly pathogenicity avian influenza outbreaks have been occurring worldwide<sup>2</sup> and were detected in poultry farms in some South African provinces with Mpumalanga reportedly experiencing the highly infectious H7 avian flu strain. This follows the 2021 (H5N1) outbreaks that prompted other countries to put import bans on South African products with many people losing their jobs. It also means that a huge number of animals have been killed. The Western Cape alone, estimates that approximately 120 000 birds have died or been destroyed as a result of the outbreak since April 2023<sup>3</sup>.

In August 2021, more than 20 sites have been

quarantined following a foot and mouth disease outbreak in KwaZulu-Natal. In August 2021, more than twenty sites were quarantined following a foot and mouth disease outbreak in northern KwaZulu Natal which was reported to be one of only two affected areas in South Africa, along with the Kruger National Park. Following this, more outbreaks occurred in zones that have been previously free of foot and mouth disease. The August 2021 KwaZulu Natal outbreaks were followed by outbreaks in March 2022 in Limpopo and the Northwest provinces. The outbreaks continued to spread to the Free State, Gauteng and Mpumalanga, with 127 open cases reported in August 2022 from six of South Africa's nine provinces (Daily Maverick, 2022).<sup>25</sup> This prompted a 21-day movement ban announced by the Government, revealing the risk faced not only by South Africa, but by Africa and the world, due to the impact of reduced meat exports. Although the ban was lifted after the 21 days, the outbreaks and subsequent impacts demonstrate how seriously the Government should be working to prevent future outbreaks. Unfortunately, these are not isolated incidents and zoonotic disease outbreaks are happening increasingly more often. Aside from the animal and human lives lost, they impact on jobs, and cost the industry and economy hundreds of millions of rands. Often, government will compensate farmers and others for these losses from public funds.

## Antimicrobials usage and Antimicrobial resistance

Antimicrobials (including antibiotics, antivirals, antifungals and antiparasitics) are medicines used to prevent and treat infections in humans, animals and plants. Microorganisms that develop antimicrobial resistance are sometimes referred to as “superbugs”. According to the World Health Organization, antimicrobial resistance is one of the biggest threats to global health, food security, and development today.

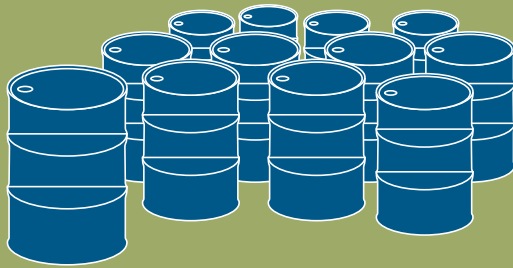
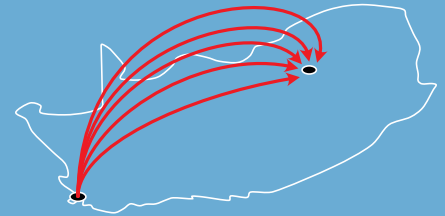
Antimicrobials are widely used in the rearing of animals for food for a variety of reasons. Certain drugs are given to animals in order to make them grow faster and put on weight more efficiently, improve health and productivity. Other drugs are used to prevent the diseases that result from the crowded, unsanitary conditions on factory farms. Especially, the misuse, overuse and inappropriate use of antibiotics in animal agriculture has helped to speed up the likelihood that bacteria will adapt and multiply to produce a more resistant population. Therefore, as we increase our use of animals, and the drugs given to them, so increases the likelihood of antimicrobial resistance.

Although South Africa has certain interventions for antimicrobial resistance (AMR), research shows that more attention needs to be focused on AMS implementation in line with the National AMR Strategy of South Africa.



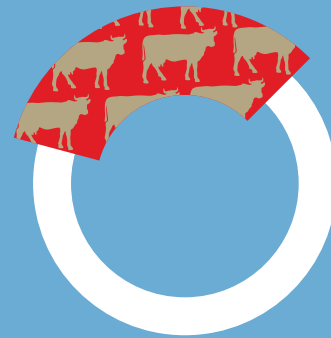
# Understanding the environmental footprint of meat consumption

Giving up meat for a year saves the same amount of **CO<sub>2</sub>** as flying over **6,400km** (more than 5 flights from Johannesburg to Cape Town)



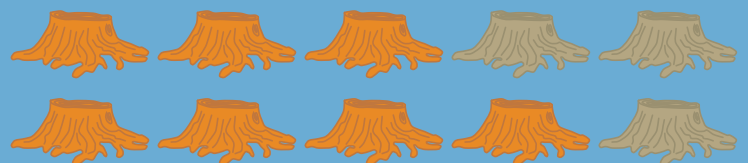
It takes approximately **2,500 litres of water** to make 1 burger which equals two months of showers

Livestock are responsible for at least **14.5 percent of greenhouse gas** emissions, with some estimates being closer to 60 percent.



Livestock systems cover **45 percent** of the Earth's total land

An estimated **70 percent** of deforestation in the Amazon basin can be attributed to cattle ranching.



**Pollution:** There are several sources of pollution associated with industrialised animal agriculture including antimicrobials, waste, faeces and urine, pesticides and slurry. These can end up in water, soil and air as a form of pollution which impacts communities, and society at large.

**Land:** Overgrazing and changes in land utilisation, leading to soil and bank erosion as well as siltation of rivers. About eighty percent of South Africa's land is used for agricultural purposes and around about 69% thereof is used for grazing, which puts significant pressure on agricultural resources.

**Wildlife Impacts and loss of biodiversity:** Industrial animal agriculture is associated with habitat destruction and fragmentation and increasing rates of loss of biodiversity and species extinction. In addition, farmers often kill wild animals (such as leopards) using cruel methods to deter them from eating farmed animals.



## Other Considerations

**75%** of all beef in South Africa is produced in feedlots where cattle are fed by grains grown on the country's scarce arable land. Such grain could potentially be fed directly to humans.

Workers in these industries suffer as a result of their work, ranging from physical issues to psychological problems, including post-traumatic stress disorder (PTSD).

Inaccurate or incomplete advertising, labelling or marketing of product through the use of wording, graphics and imagery is commonplace, and this leads to consumers believing falsehoods about these products or the methods of production. This can range from making a misleading claim about the treatment of animals or the conditions in which they are born, raised, or killed to the environmental impacts of the product. This is often referred to as "humane washing" or "green washing" and they have the effect that the public does not know the truth about these issues. Other claims can include that the products one is purchasing and consuming are healthy, nutritional or good for you – even if this not true. The law does not properly regulate these matters when it comes to animals used in production – whether for food or fashion – and this leads to further abuses and cruelty.

## Animals Used in Fashion

Some may be surprised to hear that millions of animals are farmed and killed in South Africa for fashion every year. Cows are used for their skins and to make leather, sheep are used for their wool, crocodiles for their exotic skins, ostriches for their skin and feathers, rabbits for their fur and even goats for their mohair.

As with domestic animals farmed for food, similar consequences arise for animals, humans and the environment when it comes to animals farmed for fashion – whether they are farmed or domesticated animals. These industries are similarly being promoted by the government and increasing over time, with insufficient regulation.

For many of these products, South Africa is in the top exporters around the globe. For example, the country:

- produces more than **65%** of the world production of ostrich products and **90%** of the produced products (feathers, meat and leather) is exported.
- is the 2nd largest exporter of Nile crocodile skins. Between 558,560 skins were exported from 2006 – 2015. 95% of crocodiles are exported with approximately **60%** as raw skins.
- is the largest producer of mohair in the world, producing **50%** of the entire world's product.
- These figures show that over the years, millions of animals are used and killed in the name of fashion and many more will continue to be killed, if we do not change our behaviour. Animals in these farmed situations suffer extreme abuse and neglect and some are not suited to be in farmed conditions at all.

*Inaccurate or incomplete advertising, labelling or marketing of product through the use of wording, graphics and imagery is commonplace, and this leads to consumers believing falsehoods about these products or the methods of production.*

Because these animals are also bred intensively, they are kept in cages that are too small for them. For example for crocodiles, they are kept in single cages. This is problematic because they are social creatures and should not be kept alone. There are also instances of crocodiles escaping these farms, and other incidences of them killing workers and members of the public.

Wool is produced in most parts of South Africa under either extensive, semi extensive or intensive conditions. While most people do not think that wool is not problematic, it raises a number of animal welfare issues. Animals are forcibly impregnated, baby animals are killed, and there is cruelty in different stages of the process. Animals are also killed when they are no longer profitable to the industry. Farmers can be paid by weight, meaning that more animals mean more wool, and that the process of shearing is sped up – with little concern for the wellbeing of the animals involved.

Undercover investigations have shown horrific cruelty in the mohair industry. Videos of goats being thrown, cut and killed, ear mutilations and other abuses. These investigations have led to brands refusing to import mohair from South Africa.

These are only a few selected examples of some of the main issues and problems with the intensive farming of animals – for food or for fashion. Given all of these considerations, it is critical that consumers and members of the public are educated on these issues and therefore able to make informed choices about the products they are purchasing and consuming – as well as their impact on all members of our Earth.

## How can South Africa Live Kinder?

FOUR PAWS advocates for a kinder planet for humans, animals and the environment. We must rethink our relationship with farmed animals to reduce the likelihood of the next pandemic, tackle the climate crisis, and prevent other catastrophes. Action should be taken by the private sector, the public, and the public sector.

## Every Meal Counts

An emerging concept: “One Welfare” which complements the “One Health” approach, addresses the interconnectedness between humans, the environment and animals, not only focusing on health but also taking into account welfare considerations. As people, we should consider that each and every time we purchase food or fashion products, we have an opportunity to promote that goal. We have the power to make informed choices and live kinder.

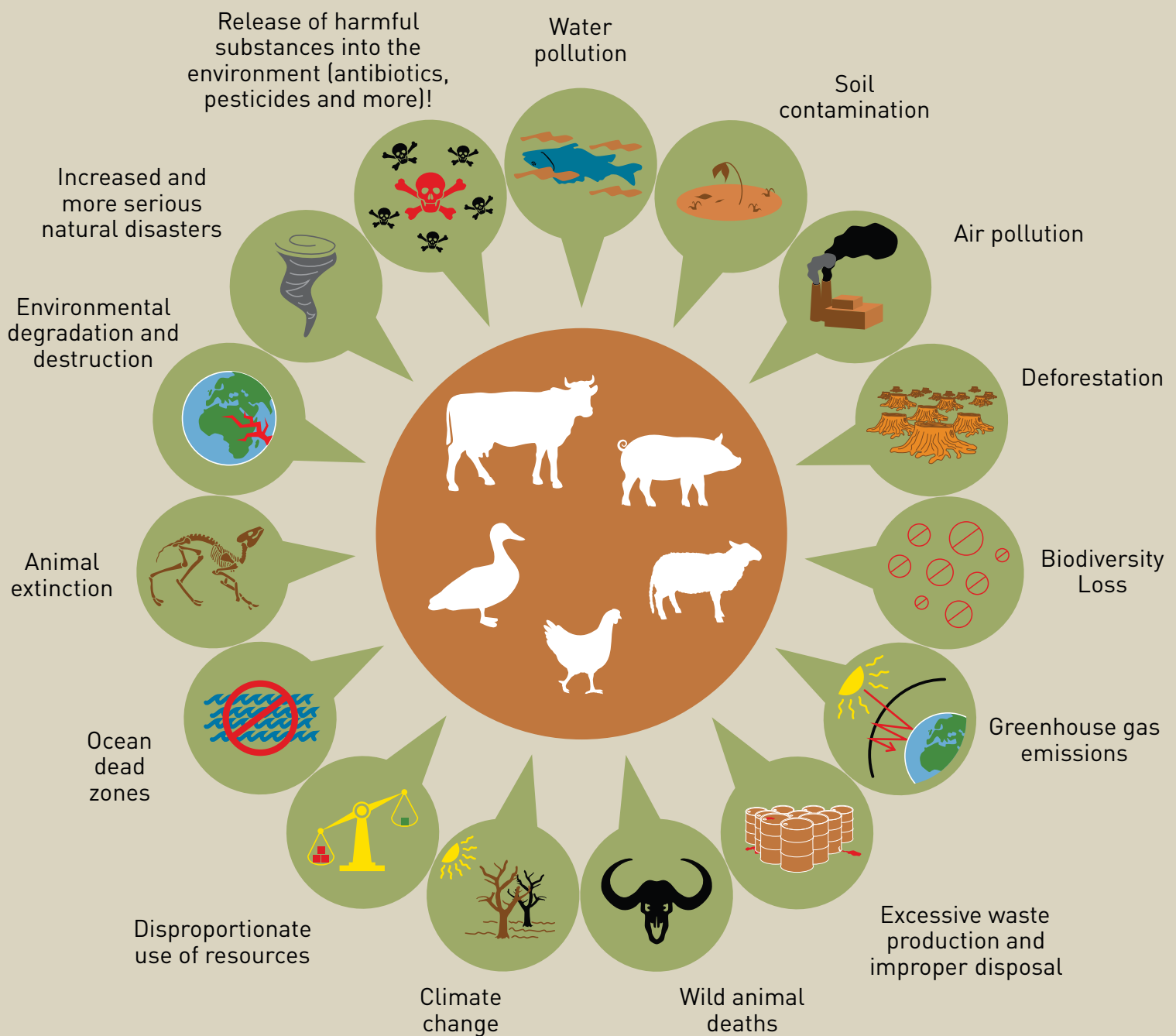
It is possible to live a healthy, happy and ethical life by considering our habits and making small changes every day. It can be as simple as leaving animal products off your plate one meal a day or reducing your consumption and purchasing of animal products. Instead, you might opt to try some of the growing number of plant and fungi-based alternatives available.

How much could one meal count? Well, a significant amount actually:





# Factory farming has numerous additional destructive consequences for our environment:



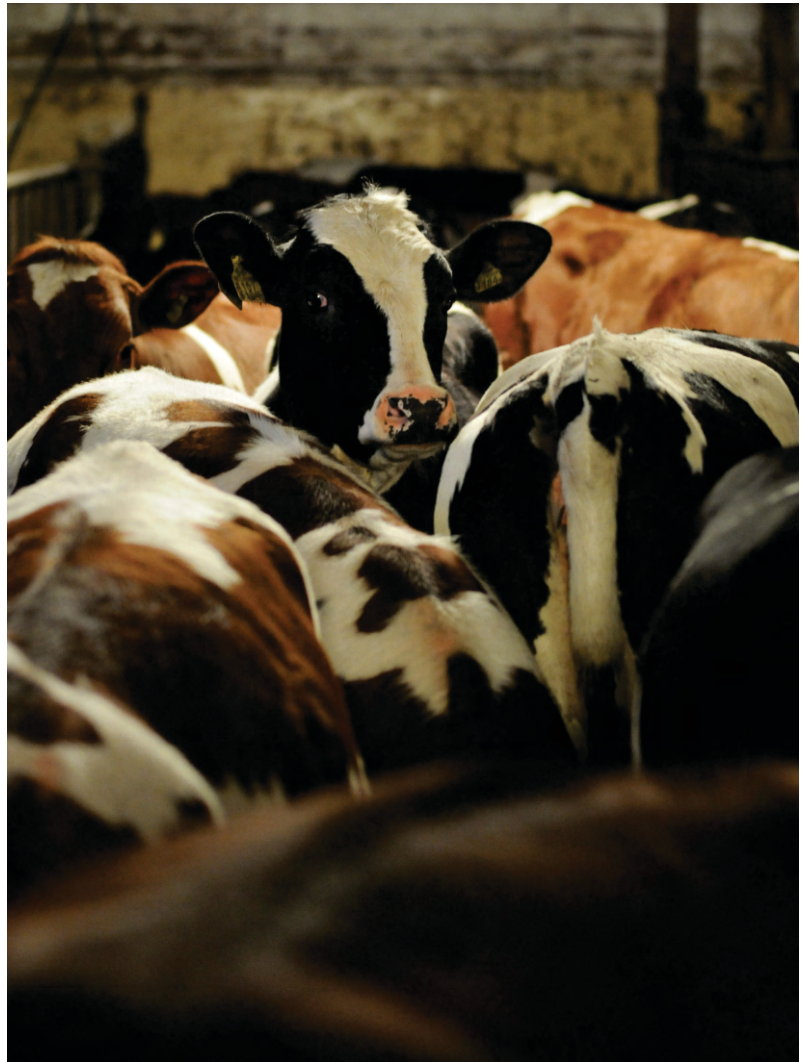
# A Kinder Food Industry

## The Atlas Challenge

FOUR PAWS is urging companies in the food industry to champion meat reduction and increase plant-based or fungi-based food and innovative products as part of our Atlas Challenge campaign.

Although the food industry is beginning to accommodate more plant-based and fungi-based alternatives in South Africa, more needs to be done to implement strategies to reduce or replace the amount of meat and fish in the portfolios of companies and to increase the innovative substitutes to encourage a more plant-based or fungi-based diet under animal welfare, climate and environmental policies.

With meat and fish production contributing to the climate and farmed animal crisis, industries hold a powerful key to deciding the fate of billions of animals and the planet.



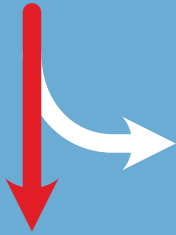
## We are calling on the South African Food Industry to:

- Diversify their product range to decrease their meat and fish offerings
- Implement marketing strategies that encourage an increased consumption of plant-based or fungi-based and innovative foods.
- Set long-term strategies to reduce animal products and set concrete commitments towards reducing meat as part of their policy / Corporate Social Responsibility (CSR), where the reduction of meat is not replaced with an increase of fish or other animal products (including insects).
- Separate to the Atlas Challenge, the South African Food Industry should ensure that animal products are accurately reliably labelled, advertised and otherwise marketed so that consumers are able to make conscious and informed choices. If animal-based products are used, they should be products subject to high animal welfare standards.

# Businesses have a critical role to play in creating a kinder world

Businesses can help by championing meat reduction and increasing plant-based or fungi-based food and innovative products.

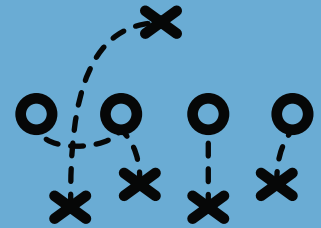
Businesses can lead the way and provide opportunities for others to live kinder by:



Decreasing meat and fish offerings and offering alternatives

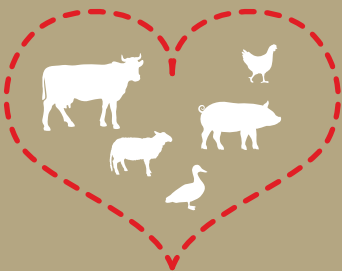


Opting for animal products with a higher welfare



Strategising ways to move away from animal products long term

In doing this, they can help:



**Improve** the lives of over 1 billion land animals used for food in South Africa



**Decrease** harmful environmental consequences including greenhouse gas emissions and help to fight climate change



**Assist** with the achievement of the Sustainable Development Goals



**Help** others make kinder choices too



**Protect** the planet for present and future generations



**Create** a more sustainable, kinder world!



## A Kinder Fashion Industry

Sometimes, unintentionally, one can support cruelty in fashion. This can be through purchasing products that are made from animals or even when products that are sold as “fake” animal products, such as “fake fur”, are actually made with authentic (real animal) fur.

It is critical that products are properly labelled for consumers to be able to make conscious choices. As a consumer, it is important to source your products from retailers you trust, check with non-profit organisations who have “cruelty free” certifications, or if you cannot be sure, to avoid these products altogether.

There are many alternatives to fashion products made from animals – from leather to wool.



## We are calling on the South African Fashion Industry to:

- Commit to end the cruel practices and the products that come from them. This includes ending the sale of real animal fur, leather and exotic animal skins as well as other animal products such as wool and mohair
- Ensure that alternatives to animal products are available to consumers - including for leather, fur, animal skins and other fashion products
- Reduce animal products in the textile industry and increase use of sustainable, animal-free alternatives
- Develop and publish a transparent animal welfare policy which guarantees animal welfare is considered in future sourcing decisions
- Ensure that animal products are accurately reliably labelled, advertised and otherwise marketed so that consumers are able to make conscious and informed choices.

# A Kinder Public

## The 3R's Principle

Supporting higher animal welfare standards include the 3Rs, "reduce," "refine" and "replace". Some examples of what these might look like in practice:

**Reducing:** means to reduce your consumption of animal-based products or to remove them completely.

**Refine:** involves scrutinising your food and fashion

choices more and choosing products that promote better welfare standards for animals. It requires doing research to determine the sourcing and impact of the products you purchase. It means reading labels, and evaluating your lifestyle from different angles, asking sometimes difficult questions. You may even consider growing your own food through a vegetable garden in your home or community – if you are able to.

**Replace:** means replacing animal-based products with alternatives where possible. This includes on your plate to what you wear on your body - whether it be leather, fur, wool or silk.

## We are calling on the South African Public to:

- Reduce animal derived products by 50%, refine as much as reasonably possible, source animal products from high welfare conditions and replace animal products with plant-based or fungi-based alternatives, in food or other alternatives in fashion - or to consider eliminating them altogether.
- Purchase and consume more plant-based or fungi-based products as alternatives to animal products.
- Choose fashion items which are free from animal materials and use alternatives.
- Choose cosmetics, beauty and other products that are not tested on animals and are certified as such.
- Encourage your retailers, suppliers, and restaurants to stock alternatives to animal products in food and fashion, if these are not readily available.

## A Kinder Public Sector

## We are calling on the South African Public Sector to:

- Where animal-derived products are used, to source these from higher welfare conditions
- Develop and publish a transparent and effectively enforced food policy which guarantees animal welfare is considered in future sourcing decisions
- Commit to ending factory farming and a target to decrease consumption of animal products in SA by promoting alternative protein sources
- Ensure that the SA is no longer supporting some of the cruellest and most harmful practices that cause animal suffering, environmental suffering and impact on human and public health, by taking action such as banning sow stalls, veal crates and battery cages.

# Conclusion

To create a kinder world, we must ALL work together to ensure a well-rounded approach that will achieve a better world for all beings. To achieve this,

**The food industry should** diversify their range of plant and fungi-based alternatives and set tangible targets to decrease animal products.

**The fashion industry should** commit to end sales of the cruellest products and reduce animal derived materials, while increasing sustainable, animal-free alternatives.

**The South African public should** reduce animal products in both food and clothing as much as possible by replacing animal products with plant and fungi-based alternatives and opt for higher welfare where animal products are used.

**The public sector must** reduce animal products in public institutions, and where animal products are used, these should be sourced from higher welfare conditions.

**The SA Government should** stop promoting harmful animal agricultural practices and commit to ending factory farming and a target to decrease consumption of animal products in SA by promoting alternative protein sources, whilst ensuring that the SA is no longer supporting some of the cruellest practices that cause animal suffering, by taking action such as banning sow stalls, veal crates and battery cages.

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Worldwide.

## About FOUR PAWS

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. Founded by Heli Dungler and friends in Vienna in 1988, the organisation focuses on companion animals including stray dogs and cats, farm animals and wild animals kept in inappropriate conditions as well as in disaster and conflict zones. With sustainable campaigns and projects, such as its own sanctuaries, FOUR PAWS provides rapid help and long-term protection for suffering animals.

[www.four-paws.org.za](http://www.four-paws.org.za)

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