



WORLD
ANIMAL
PROTECTION

World Animal Protection : 2018 Year in Review

Thanks to your generous support, more than 72 million animals are living better lives today. Our campaigns are moving individuals, corporations and governments to work together in unprecedented ways to protect the welfare of animals. Please read this year's report to learn how your support is changing the world for:

- **Animals in farming**
- **Animals in communities**
- **Animals in the wild**
- **Animals in disasters**

World Animal Protection Canada was named one of the 100 top-rated charities in Canada by MoneySense magazine. Log on to MacLeans.ca to find out more.

Protecting animals in farming

Too many farm animals—particularly pigs and chickens—live in cramped, unnatural environments. Restricted in their movements and behaviour, they suffer from both physical and psychological harm. But it doesn't have to be this way. With your help, we work with companies and farmers to adopt more humane farming methods, including eliminating close confinement of chickens and pigs. Thanks to generous support, we gave over 64 million farm animals better lives in 2018!

Better lives for millions of pigs.

There are 1.4 billion pigs farmed today and this number is growing. Unfortunately, most of these animals are subjected to unnatural living conditions. Factory-farmed mother pigs are contained in metal cages no larger than a refrigerator and are unable to turn around or have access to natural light. Deprived of normal mothering behaviours like building nests, they become anxious to the point of biting the steel bars that contain them. They are at risk of infection from proximity to their own waste and experience injuries and depression. Guided by our evidence and campaign efforts, many farms and food producers are recognizing that low-welfare practices are unnecessary and can even put consumers at risk of dangerous health issues.



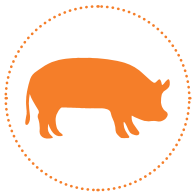
Above: Easterbrook Farm near Sindon, Wiltshire where Helen Browning, a British pig farmer produces pork products to a high welfare standard.

Next page: Pigs in group housing with deep beds in a higher welfare indoor farm in the UK. World Animal Protection is looking at examples of high welfare indoor pig farms to encourage the Chinese farming industry not to industrialize indoor pig farming.



How your support is changing the lives of pigs

In 2018, World Animal Protection launched the Raise Pigs Right campaign to help give these sensitive, intelligent animals better lives. Through our global campaign, we aim to ensure pigs are free to move, explore, and socialize. In total, more than 3 million pigs were directly impacted by our work last year. Below are just few examples of how your support for our work is improving their lives:



- The largest US supermarket chain, Kroger, has committed to ending the confinement of pregnant pigs by 2025, following our petition with 72,000 signatures. This will benefit an estimated 365,897 pigs a year once it is fully implemented.
- In Thailand, supermarket chains Tops Market and Central Food Hall have also committed to ending confinement of pregnant pigs by 2027.
- Our work with three companies in China has directly improved the welfare of 104,200 sows and 672,600 pigs.
- We took our animal message to the masses in Beijing, placing 20 large billboards in major subway platforms showing pigs living happily in high welfare systems. This is the first time a promotional activity like this has been conducted in the country.
- The world's second largest pig producers, CP Foods, introduced a new animal welfare policy because of our recommendations. The policy commits CP Foods to end cages for pregnant pigs globally by 2028.

Protecting animals in farming - continued

How your support is changing the lives of chickens

Chickens are the most commonly farmed animal in the world. In 2017, Canada alone produced \$2.5 billion in chicken products. While large corporations profit, millions of birds suffer horribly in factory farms, packed into huge warehouses where they are unable to express natural behaviours or ever experience the outdoors. Our Change for Chickens campaign is moving food companies to adopt our recommendations and significantly improve the lives of chickens.



- We are very proud to report that some of the world's biggest food producers are adopting our recommendations to make agriculture more humane. We moved IKEA Canada and A&W to publicly communicate that they have introduced policies to support higher welfare chicken in-line with our campaign.
- Our report, *The Pecking Order*, is the first ever to evaluate nine major fast food brands including Burger King, Starbucks and KFC for their treatment of chickens. The report found that all failed to implement solutions such as selecting healthier breeds, and providing more space, natural light and stimulating environments for birds. The report will hopefully convince companies to commit to major changes in their farming practices.
- We are putting pressure on food giant KFC to end cruel industrial farming practices with an international petition signed by more than 500,000 people. As a result, KFC's parent company, Yum, released a global welfare policy stating the UK, Ireland and Western Europe would implement improved welfare standards for chickens.
- Last year, we called on major banks to improve the lives of animals in their investment chain. Our petition targeting ABN and Rabobank resulting in ABN agreeing to update their animal welfare policy. Rabobank, a global leader in food and agriculture financing, is encouraging its clients to transition to more humane farming practices by 2025.
- We challenged McDonalds, the world's largest restaurant chain, to do better for its chickens through our *The Truth About McDonald's Chicken* campaign. More than 274,000 people signed the petition launched in support of the campaign. We know that when the public pledges support for animal welfare in these numbers, companies pay attention.

In 2018, we introduced our *Humane Farming Guide* for consumers – available now on our website. The booklet answers all your questions on how to choose higher welfare animal products and demystifies confusing labelling often found on meat, dairy and poultry products. It provides details on the meaning of commonly used terms like organic and explains the role of antibiotics in farming and how to avoid animal products containing hormones.



Next page: Chickens interacting with sweet corn in a barn on a certified chicken farm in Somerset, United Kingdom. World Animal Protection is calling for better welfare standards for the broiler industry.



Protecting animals in communities

The bond between humans and dogs is profound and ancient. Unfortunately, in many parts of the world this bond is threatened by the deadly menace of rabies. Its association with dog bites results in thousands of innocent dogs being destroyed in mass culls. For many communities, this has been the only way to combat the threat. We know there's a better way and, with your support, we have introduced humane strategies to successfully manage the spread of rabies and save dogs from unnecessary harm.

One dog can transform a community

Your support helps special dogs like Bruno in Kenya. When she was just a puppy, she received the one millionth rabies vaccination through our Better Lives for Dogs campaign. Two years later, Bruno is now thriving both as a member of the Mutui family and as a working farm dog. Joseph Mutui couldn't imagine his home without her and she's the key to protecting his maize farm from squirrels. Because of Mr. Mutui's positive experience with us and the vaccination program, he is now a community health volunteer, educating his neighbours about responsible dog ownership. Thanks to your support, thousands of dogs like Bruno will be protected from a life-threatening illness and the fear and stigma associated with rabies. And families can once again safely experience the joy that pets bring to their lives.



Above: We first met Bruno in April 2016, she was our #oneluckydog as we celebrated the millionth rabies vaccine - as part of our mass vaccination program in Makueni County, Kenya.

Next page: World Animal Protection's CEO, Steve McIvor, visits Makueni County in Kenya. Pictured: Steve meets Bruno, our 'One Lucky Dog, her companion Simba and their owner Joseph Mutui.



How your support is changing the lives of animals in communities

Our Better Lives for Dogs campaign is aligned with the UN's goal of eliminating rabies globally by 2030. With our tireless efforts across Africa to stop the spread of rabies, this goal is well within reach. Using our current approach, we estimate that we will improve the lives of 15 million dogs by 2020. Here are just a few highlights from our recent work with communities:

- 73,743 dogs were vaccinated in the Makueni County of Kenya where Bruno lives.
- In Sierra Leone, 4,186 dogs have been vaccinated and 800 sterilized.
- We helped educate more than 180 teachers from 30 schools in Kenya. These teachers instruct students on responsible pet ownership, which is a crucial step in helping control dog populations.
- We launched the free app, Barkyard, to promote responsible pet ownership. The app offers information on caring for dogs and support for vaccinating and neutering pets. The app has been downloaded 7,632 times, with 554 reports of vaccinations and 267 sterilizations.



Protecting animals in the wild

Wild animals, both on land and in the oceans, are facing widespread threats to their safety and wellbeing. Tackling these threats represents one of our greatest challenges, but thanks to your support, we are making incredible progress in protecting wild animals from abuse, injury and death. Globally, we are reducing the number of wild animals exploited by the tourism industry. And we are engaging the world to eliminate threats to marine animals caused by discarded or lost fishing gear.

A happy ending for captive elephants

Each year, over 500,000 wild animals are trapped, confined and forced to live and behave unnaturally to entertain tourists. Gorgea and her daughter Mayuri, for example, are Thai elephants that were originally snatched from the wild to work in logging and now live a restrictive existence performing for tourists. Most of the time, they are in a cramped enclosure and are kept on short chains at night. When they are let out, mother and daughter are forced to join other elephants at the river where tourists bathe them. Tourists are told this is a positive, natural behaviour that elephants enjoy, but this isn't true. The experience is stressful and wearisome for animals that associate humans with pain and puts both tourists and elephants in danger.



Above: Mother Jokia (aged 31) and Pongao who is two years old and was born in captivity. Elephants like Jokia and Pongao will have their lives transformed by the transition taking place at Happy Elephant Valley. We are working to ensure that in the future, calves will not be born into captivity.

Protecting animals in the wild - continued

Gorgea and Mayuri's lives are changing, however, thanks to your support. They are being moved to Happy Elephant Valley, the first elephant-friendly camp in Thailand. In their new home, this mother and daughter will be able to roam freely and graze, while having no direct contact with humans. Gorgea and Mayuri will be among the first captive elephants to be moved to this remarkable facility.

How your support is improving the lives of captive wild animals

We're making incredible progress in creating better lives for animals like Gorgea and Mayuri and raising awareness of the cruelty associated with animal tourist attractions through our Wildlife. Not Entertainers campaign. Here are a few highlights of our progress:



- Our report on the poor animal welfare conditions at 26 wildlife tourism venues in Bali, Lombok and Gili Trawangan helped convince major travel companies in Australia like Flight Centre to remove information on these venues from their web sites.
- TripAdvisor will no longer promote attractions that involve direct contact with people or require wild animals to perform unnatural or demeaning behaviours.
- Sweden has made it illegal to include sea lions and elephants in circuses and they can no longer be brought into the country.
- Denmark has also taken a strong stand against the exploitation of wildlife through its ban on the use of wild animals in circuses. This important decision was the result of our successful lobbying efforts and the vocal support of Danish citizens.
- We are proud to be working with Elephant Haven in France, Europe's first and only sanctuary for elephants released from entertainment venues. Three elephants retired from a circus in Europe will be the first residents of the 70-acre facility.
- In the UK, we provided information on improving tourism at the annual Wildlife and Safari Travel Show, where we signed up four new travel operators to be wildlife friendly.
- We convinced our first Thai tour operator, Bangkok Beyond, to sign our elephant-friendly tourism pledge to not sell, offer or promote venues or activities involving elephant rides or shows.
- We mobilized more than 180,000 people on Facebook and gained 9,702 signatures for our petition decrying black panther hunting by a well-known businessman in a protected nature reserve in Thailand.



- Three major travel agencies in China signed our elephant-friendly tourism pledge.
- Canada's tour provider, Air Transat, shared our recommendations with their customers about responsible travel including advice to not swim with dolphins.
- When 10 elephants in India contracted tuberculosis, the government took action to remove the elephants from the venue. This life-saving response followed our ongoing engagement with government officials.

Protecting animals in the wild - continued

Providing sanctuary for bears suffering in captivity

Bears are happiest when they are free to explore unfettered through the wilderness. The home ranges of adult bears can be up to 100 square kilometers. But for bears held in captivity, either for entertainment or the bear bile industry, this natural instinct is all but destroyed. This was the case for Hope, a six-year-old male bear who was brought to Balkasar, our bear sanctuary in Pakistan, suffering from cruel injuries caused by his owner. He was hardly breathing, he couldn't move his rear legs at all and one of his front paws had been chopped off. Thanks to your support for Balkasar, Hope now has a chance to experience life without a cage or cruel abuse. For the first time, his needs come first. He has nourishing food, veterinary care and, above all, freedom to just be a bear.

How your support is protecting bears

- A total of 13 bears were rescued last year including five bear cubs destined for bear dancing in Pakistan. These cubs are now safely living at the Balkasar sanctuary. The total number of bears at the sanctuary is now 52.
- After 20 years of confinement in a concrete cage, Anca, a 24-year-old female bear, has a new home at our sanctuary in Romania. Anca was rescued by our partner group, Asociatia Milioane de Prieteni (AMP), and she will join 102 bears living at the sanctuary including her sister Ina, who was rescued in 2014.
- The Romanian sanctuary is playing an important role in raising awareness and encouraging the public to think differently about wild animals. In 2018, the Romanian sanctuary received 29,975 visitors including the newly appointed British Ambassador to Romania who visited in September and adopted a bear.

Did you know?

We are actively rescuing animals abused in the exotic pet trade.

Wild animals are not only exploited for tourist attractions: each year, millions of animals are also poached or farmed to be sold into the exotic pet trade. This past year, we saw the inhumane effects of these underground operations first-hand when we rescued seven wild cats from a residence in Buffalo, New York. The serval, caracal kittens, and savannah cat were suffering from malnutrition and neglect. One serval kitten named Sammy was near death and needed immediate treatment to survive. Thanks to support from donors like you, we were able to give them emergency veterinary care and safely transport them to wild cat sanctuaries.



Next page: A 5-year old male bear was confiscated by the Sindh Wildlife Department and brought to the Balkasar sanctuary. The bear was in a very poor condition – he was just barely breathing, could not move his rear legs and had one of his front paws amputated. He has since been cared for by the sanctuary and named Hope. Pictured; Hope in January 2019.



How your support is helping to end the bear bile industry

Bear bile is still used in traditional medicine in some parts of Asia, a practice that subjects bears to unnatural confinement and cruelty. Fortunately, the number of bears abused in the bile industry is decreasing in countries like Vietnam, thanks to your support for our awareness efforts, and our work with communities and governments.

- The welfare of bears was added to the agenda for the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) standing committee. This was a big win for World Animal Protection and people like you who care about the welfare of wild animals.
- We are close to achieving our goal of 25 bear-bile farm free provinces in Vietnam: as of the end of 2018, 22 provinces in Vietnam were bear-bile farm free.
- We met with Vietnam's Biodiversity Conservation Agency, which agreed to work on regulations to end bear breeding for the bile industry.
- Our work in China is progressing as we successfully submitted proposals for bear breeding bans to the China National People's Congress. The Chinese media reported on our proposals and urged the government to enforce a breeding ban by 2022 and stop the use of wild animals for traditional medicine.



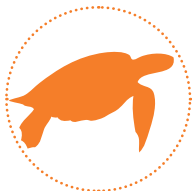
Protecting animals in the wild - continued

How your support is protecting marine animals

Every year, 640,000 tonnes of ghost gear—abandoned nets, lines and other debris—enters our oceans. That’s as heavy as two Empire State Buildings! Our Global Ghost Gear Initiative (GGGI) is a multi-stakeholder alliance committed to protecting the world’s marine animals from entanglement, injury and death as a result of ghost gear. Thanks to your support, we have been able to engage 106 organizations including governments, companies, academia and international NGOs in the global fight to save whales, dolphins, seals and turtles from harm.



- Our work to help animals in the ocean has had an end of year direct impact of more than 7,850,000. A large part of this number relates to the recycling of end of life nets that were collected and recycled from ports and fishing areas in Alaska.
- The clean-up of beaches and oceans coordinated through the GGGI had a direct positive impact on an estimated 130,453 animals in 2018. And our lobbying and advocacy for the GGGI has had an indirect impact on approximately one billion animals!
- The Canadian Government has signed on to the GGGI, which means that its three massive shorelines, the longest in the world, will now be protected from deadly plastic debris.
- After several years of lobbying, the International Whaling Commission has approved the Ghost Gear Resolution and will actively research ways to reduce ghost gear.
- Our partners in Pakistan retrieved 1,100 kg of abandoned fishing gear, which was endangering the nesting sites of local sea turtles. The gear is being recycled and money raised is being used to refurbish a local community centre.
- The Dutch government committed 100,000 euros in 2018 and 50,000 euros for 2019 for an initiative to reduce the impact of abandoned gillnets in Indonesia through marking and tracking of nets. Gillnets pose the greatest threat to marine animals, particularly in Indonesia, and by following GGGI Best Practice Framework, this project will encourage more responsible use of this gear.



- We recovered 1.76 tons of fishing gear in the Gulf of Maine, including gear that had been abandoned and drifting in the ocean for decades. This effort had a positive impact on 130,453 marine animals.
- We partnered with London-based mobile game developer, Supersolid, to include ocean and GGGI campaign-themed content in Home Street, its life simulation game. Players can take part virtually in beach clean-ups and even recycle the plastic into virtual skateboards. The partnership, announced on World Oceans Day in June, generated 121,680 game landing page visits (88,148 unique visits).

Next page: A sea lion swimming in the wild. World Animal Protection’s ghost gear campaign aims to reduce the discarded fishing nets and lobster pots that entangle marine animals.



Protecting animals in disasters

It is undeniable that climate change is dramatically affecting the lives of animals. Floods, prolonged droughts and super storms are increasingly common, resulting in millions of deaths. Thanks to your support, we can deploy teams of vets and emergency experts into the field when disasters strike. Over the past 54 years, we've been able to help more than seven million animals in over 250 disaster responses.

A rush to save animals in Costa Rica

When heavy rainfall and flooding struck Costa Rica this past summer, 173,000 people were forced to flee their homes. As the population escaped danger, our disaster response team braved the high waters to rescue 16,000 dogs, cows, horses, cats and other animals. They encountered caring pet owners like 75-year-old Santos Beteta who remained behind to save his dogs. When the deluge threatened his terrified canine companions, he put their safety first. As the water rose past his waist, he moved his dogs to the only dry place in his house—his bed—hugging and comforting them until help from the rescue team could arrive.



Above: World Animal Protection visited the Atlactic region of Costa Rica affected by recent floods. In the picture: another villager, Pedro Beteta and Bobo, one of his dogs.

Next page: World Animal Protection's disaster response team are currently helping livestock and farmers affected by heavy flooding in southern Thailand.



How your support helps animals affected by natural disasters

Thanks to your support, our disaster response team was able to assist Santos and his dogs, and thousands of other pets and farm animals. Worldwide, we helped 460,000 animals directly and an estimated 52 million animals indirectly in 2018. Here are a few highlights of these critical interventions:

- The devastating earthquake and tsunami in Indonesia killed thousands of animals and left many more injured, abandoned and without food or water. Our disaster response team travelled to central Sulawesi to provide emergency treatment for 3,000 injured or ill pets, goats and cattle.
- In Mongolia, we brought aid to 1,000 households affected by a severe dzud, a winter weather phenomenon that can kill farm animals. These families, who depend on their animals for their livelihoods, received relief packs including vitamins and nourishment. Thanks to donor support, we were able to help 161,000 animals.
- During a flood in Kenya we provided veterinary treatment and medicines to 127,500 animals.
- For the 21,000 animals affected by the volcanic eruption in Guatemala, we provided food, minerals and medicines, working closely with the country's Ministry of Agriculture and local forces.
- We provided food and vitamin powder to pets and livestock affected by floods in Thailand, which was distributed by the Thai Red Cross. This aid benefitted 13,500 animals.
- We helped 34,912 animals threatened by floods in India, providing food and vitamin powder to livestock.



Our evidence drives action to protect the world's animals

Behind the scenes, our researchers and investigation teams are working tirelessly to identify threats that impact the wellbeing and happiness of the world's animals. Their evidence has led to major changes in agriculture, tourism, and the food industry. And they help communities and individuals better understand how they can make the world a safer and healthier place for animals. Your support is critical for this vital work. Below are a few examples of our important discoveries over the past year:

- In Denmark, our research shows that people's attitudes towards wild animals in tourism are changing due to our awareness efforts. In our survey of Danes comparing their attitudes in 2014 to 2018, we found a significant drop in acceptance of using dolphins and elephants in entertainment. This remarkable change means that fewer Danish tourists will support attractions that exploit wild animals for entertainment.
- Our research shows that only three of 62 travel associations surveyed provide their members with animal welfare guidelines. This research also showed that 110 million people visit cruel wildlife attractions each year. And that the danger is not limited to the animals. In Thailand, for example, 17 fatalities and 21 serious injuries to people were reported in venues with captive elephants between 2010 and 2016. Our research will help raise awareness of the need for tour operators to take more action to protect animals.
- Our researchers tested pork from supermarkets in Australia, Brazil, Spain and Thailand and found 'superbugs' - antibiotic-resistant bacteria - in three of the four countries. These superbugs are extremely dangerous to humans and their proliferation is directly linked to the overuse of antibiotics in low-welfare farms. This discovery provides another strong argument for improving conditions for farm animals.
- Three of Holland's banks - ING, ABN Amro and Rabobank - were exposed for investing huge sums in companies with poor reputations on animal welfare. This year, the Netherlands launched the report 'Risking Animal Welfare: A Case Study on investments in Chicken and Pork Production', which highlights how Dutch banks heavily invest in broiler chicken and pig production.
- We uncovered alarming evidence that jaguar body parts are being trafficked illegally for use in traditional Asian medicine. The majestic big cats known for their elaborate markings are being poached and processed in Suriname and exported to China. This is the first time the illegal trade has been exposed. In addition, we discovered that jaguar cubs are being taken from the wild and sold to wealthy businessmen as status symbols. Our investigation reached 80 million people and will hopefully bring an end to this cruel practice.



Next page: Animals are being stolen from their natural habitats or bred in inhumane conditions so they can be sold as exotic pets. The African Grey Parrot is among the most popular bird species kept as pets in Europe, the USA and the Middle East where they are seen as an attractive pet due to their long life, ability to mimic human speech and overall intelligence. Pictured; An African Grey Parrot in the wild.



- Our global research reveals that Turkish Airlines and Turkish Cargo are enabling the exotic pet trade, which has deadly consequences for animals. We discovered that three out of four parrots captured to be sold as pets died before reaching a buyer. Even if the birds do reach their destination, their new artificial homes cause significant stress and suffering. We hope that our compelling evidence will convince Turkish Airlines to stop transporting all wild bird species.
- In reaction to our Amazon Selfie report released in the fall, Instagram announced that when one of their 800 million users searches for a hashtag associated with harmful behaviour to animals, they will see a content advisory screen: "Animal abuse and the sale of endangered animals or their parts are not allowed on Instagram." There are currently hundreds of hashtags such as #SlothSelfie, #Elephantride, #Dolphinkiss and #MonkeySelfie on Instagram.

What's next for World Animal Protection

There is great excitement at World Animal Protection for the coming year and the new opportunities it will bring to transform animals' lives. Here are just a few of our plans for 2019:

Animals in Farming

We will improve the lives of more than one million sows and piglets: a fitting goal in this auspicious Year of the Pig. With the growth of our Raise Pigs Right campaign, pigs that suffer due to industrial farming methods will no longer be confined, mutilated, or forced to live in barren environments. We will also target dairy farming practices in India, one of the world's largest producers of milk. Our goal is to ensure 500,000 cows have access to water, free movement, shelter and veterinary care.

Animals in Communities

In 2019, we will improve the lives of more than 700,000 dogs through our Better Lives for Dogs campaign. By the end of 2020, we want to shift public perception in countries where dogs are at greatest risk and ensure they receive the care and protections they need for their health and happiness.

Animals in the Wild

We are looking forward to the completion of France's first sanctuary for rescued elephants in 2019, and the Balkasar sanctuary will be expanded to accommodate an additional 30 to 40 bears. Ocean Conservancy will be taking leadership of our Global Ghost Gear Initiative and continuing our legacy of protecting the world's marine animals.

Animals in Disasters

By 2020, we aim to reduce the number of animals impacted by disasters in seven countries. Globally, we will help 200 million animals. We will use strategies such as public mobilization, lobbying and advocacy to ensure governments do more to protect animals from the dangers of natural disasters.

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Thank you for believing in our mission to protect the planet's animals. With your generous support, we are moving individuals, countries and industries to change their attitudes and adopt more humane ways of interacting with animals. This remarkable transformation is creating a better world for all of us and we are deeply grateful for your gift to World Animal Protection.

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We were known as **WSPA**
(World Society for the Protection of Animals)

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