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BEAUTY WITHOUT CRUELTY – CHAIRPERSON'S REPORT – 1 APRIL 2013 TO 31 MARCH 2014

Another successful year has passed and once again Beauty Without Cruelty has fulfilled its mandate to improve the lives of animals and to expose the exploitation and suffering of those who have no voice. In the course of the preceding year we have distributed thousands of educational leaflets which focus on specific issues, such as vivisection/cosmetic testing, factory farming/veganism, animal trading and wildlife issues, as well as providing information for use by students, the media and others. Our web site and Facebook page also provide plenty of valuable information which will enable people to make positive and informed lifestyle choices. The Head Office in Cape Town has been as busy as ever, printing and distributing thousands of leaflets, organising events and protests, speaking to the press and other media and dealing with general administrative work.

We have been publishing an approved product guide for many years and we are proud to say that the number of companies that manufacture cosmetic and household products that apply for BWC endorsement is rapidly increasing. We have endorsed a number of new companies this year and have no doubt that there will be more appearing on the list soon. We have handed out hundreds of copies of the guide and have spent much time educating people about what they should expect from a "not tested on animals" product. Another useful addition to our ability to inform the public has been an APP for the approved product guide which will enable consumers to more easily consult the guide when making their product choices. Consumers can now either download and print the guide from our web site, or have an abbreviated version on their mobile or iphone.

Education

Our education programme takes many different forms, from giving talks at schools, universities and other educational, religious and community institutions, to peaceful public protests which draw attention to various animal issues. We have also manned information tables at various venues, such as the University of Witwatersrand where students were very receptive to our message and many voluntarily offered their services and showed much interest in attending our protests against the sale of animal in pet shops.

BWC has a very successful education programme and we are particularly keen on spreading our message to children who may not have been exposed to the issues we address. We live in a violent society and children are often exposed to cruelty and suffering, not only to animals but to humans too. Abuse of animals often results in abuse of people and by teaching children to treat animals with love and respect they will make the connection and society will benefit in the long term.

The educational story book by Prof. Stephen Marcus Finn called *Humphrey the Hereford*, which BWC helped publish, has been a huge success and Prof Finn has given a number of readings from the book to children in Gauteng and the Western Cape. Interactive humane education using the book has proven to be thought provoking for the children and has resulted in some interesting dialogue.

Another educational event that was very successful was the workshop with children at Kwafaku Reading Group in Philippi Cape Town which involved a dramatisation taken from the book "Caring Kids" – Humane Education Trust - of a heart-warming story about the friendship between a little boy and a goat set in Kayalitsha. After the story the children created an animal sanctuary out of clay, moulding animals, providing trees (for the goats to eat) food, water, troughs and shelter. The project was a fun way of teaching youngsters to respect other beings and about the welfare of animals in their care.

Other BWC educational talks at schools were well received and we spoke to 600 school students over two days at a Northern Suburb school and many more schools were visited during the year.

On World Day for Lab Animals, our stand at the University of Cape Town also received an enthusiastic reception despite the heat of the day and over a 1000 leaflets and approved product guides were distributed to students; lively discussions on vivisection and other topics took place and many signed up for the e-newsletter as a result of the interest generated. There was also a CT demonstration with a good attendance where participants wore white lab coats and masks and once again leaflets and the humane guide were handed to passers-by.

BWC also attended the Durbanville Market where BWC and AVO information was handed out and a number of people signed up for our e-newsletter.

Other protests held during the year include the Argus Cycle Tour where supporters lined the route handing out leaflets about the plight of Chacma baboons on the Peninsula who are indiscriminately killed by the authorities in their attempt to curb so-called "problem animals" from invading some of the suburbs surrounding Cape Town. BWC was also at the Global march for Lions which had an amazing turnout of hundreds of people.

Circuses

BWC has been holding protests against animals in circuses for a number of years and this year has been no different. We also attended a number of protests organised by others and handed out thousands of leaflets. We have been encouraged by the reaction of the public who appear to mostly agree that animals do not belong in the circus. BWC asked three entertainers to add their voices to ours, against animals in circus, Steve Newman, Joshua Grierson and Taylor all of whom gave their unconditional support. Our protests continued to prove successful, despite heated, threatening opposition from circus people.

We called on CITYSLICKER to stop selling circus tickets until animals had been removed from circus acts, but so far with no success.

Our 'anti-animals in circuses' campaign has been particularly successful. Also in Cape Town, BWC distributed 10 000 educational circus leaflets and held three peaceful demonstrations; we also received publicity on Cape Talk Radio and in the press. Our Joburg branch held a protest in Kempton Park after the Carte Blanche expose on elephants used by Boswell Circus and BWC reiterated our view that animals should not be forced to perform for public entertainment, nor should they be transported around the country year in and year out in small cages where they cannot exercise their natural behaviours. A further 5 protests in Cape Town took place on the same theme with many thousands of leaflets being handed to the public. In Wellington in the Cape, we distributed 1300 leaflets before the circus came to town! BWC was invited by Voice of the Cape radio to discuss domestic animals, breeder's vs adoptions and the circus campaign. We were also invited to discuss our opposition to the circus issue by Smile 90.4FM also a Cape Town radio station.

Vegan/vegetarianism

Avo, which is now part of BWC, attended the march against Monsanto as well as the OBZ open street day where information about vegan lifestyle choices were distributed. AVO specializes in holding 'outreach' events where the public is made aware of the benefits of adopting a vegan diet; not only because it is a humane lifestyle choice, but is a health, nutritious dietary choice. BWC via AVO's campaign took part in the Breath of Life vegan month awareness programme in Cape Town, which was held at libraries, with the final day being held in the Company Gardens. Each week dealt with different aspects of veganism with a food tasting on the Sunday.

Protest education

BWC handed out 700 lollies and leaflets on St. Valentine's Day to encourage the love of all beings, and then in contrast we attended the protest against the killing of dolphins in Taji Japan. Other protests include one against Western Australia killing the Great White Sharks which will certainly impact on the numbers of sharks that migrate to the Cape. The shark killing programme in Australia is prompted by the deaths of seven people in those waters last year, while humans have killed over 100 million sharks in the same period!

Beauty Without Cruelty has a number of specific campaigns aimed at various issues; one of the most successful is the Ban Animal Trading (BAT) campaign which focuses on the pet shop trade in animals and so-called "puppy farms" which supply the trade. Animals bred on these farms often live in miserable conditions with inbreeding and congenital defects being just some of the problems that plague the animals, who are then sold to unsuspecting consumers, leading to more misery and heartbreak for animals and humans alike. BWC is working toward obtaining legislation changed in order to prohibit the sale of animals in stores. Our Johannesburg branch, led by Smaragda Louw, has made a huge impact in Gauteng with the BAT campaign and the many protests against the trade in animals have been very well supported. The sale, trade and transport of animals leads to horrific suffering and is inherent not only in the pet trade, but in circuses, farming, wildlife/hunting and other exploitative industries. Protests held by BAT include one at Fourways Mall which was very successful and almost weekly protests followed on at other venues. The results of these demonstrations have been very encouraging and a couple of street vendors have been closed down and pet shops are certainly feeling the impact of these actions.

Beauty Without Cruelty's Smaragda Louw, also representing Fur-Free and our Ban Animal Trading campaign, was at a conference in the U.S. and a presentation of canned hunting, karakul farming and potential South African rabbit fur farming was well received. We were also invited to participate in the NG Kerk initiative to focus on the good stewardship of creation commandment, hence the first eco-expo for the church and public in general. People attending were so receptive

to the idea of making humane choices in personal care and household products as well as humane food choices. A number of issues such as cub petting, elephant back rides, using animals for research and food choices were discussed and these were enthusiastically received by all.

While BWC is primarily an educational organisation, we do often receive reports of animal suffering that requires a more 'hands-on' approach. We contributed towards the costs against the ship Barkly Pearl, which transports live farm animals from East London to Mauritius and BWC was at court where an urgent application was heard to stop live export of animals. While the magistrate admitted that the practice was probably cruel, he unfortunately found for the defendants. BWC will continue to campaign against live export, which undoubtedly causes enormous suffering to the animals destined for slaughter in other countries.

Another BWC intervention was in the case of the crocodile living in a river in KZN which migrated into human territory on Durban's Windsor Park golf course. The animal was unfortunately shot before it could be relocated and BWC voiced our concern about the ease with which so-called problem animals are killed instead of adopting the humane solution of relocation.

Other interventions include BWC asking Pieter Toerien Productions to commit to not using real fur in any of their productions and this has met with their agreement.

We wrote to Tributree about a shark cage diving prize and as a result the prize was scrapped.

The prospect of resuming seal killing was raised by government and BWC sent a list of concerns and voiced our opposition to the proposal.

We asked Junk Mail Classifieds not to print a "pet-finders" newspaper, after concerns were expressed by BWC and the public. Junk Mail decided to cancel the publication and instead fund a hotline where their users can immediately report suspicious activity with regard to sellers advertising animals on the site. Junk Mail also committed to meeting with animal welfare organisations to find out how better they can serve the community and its animals. Two meetings with the Ekurhuleni Greater Municipality were held to stop the trade in animals at the side of the road, which seem to have proved successful, however investigations into puppy farms, backyard breeders and pet shops continue.

BWC met with the Chinese Vice Consul with regard to the use in that country of rhino horn and elephant ivory for various products; medicinal and ornamental. A memorandum was handed over and a productive discussion was held with the Vice-consul.

BWC attended the International March for Elephants, aimed at protecting and preserving the world's elephant population. BWC Chairperson Beryl Scott and the representative of Baboon Matters were honoured to hand over a memorandum to government officials on behalf of the marchers.

Two churches in Cape Town's northern suburbs held a 'vleisfees' which BWC attended, using church based vegetarian leaflets aimed at provoking thought about the stewardship entrusted to humankind. Many people attending the vleisfees were in agreement about the suffering inflicted on 'farm' animals and they will hopefully take heed and change their food choices.

About a dozen people arrived at the Huntex event in Paarl, wearing t-shirts with slogans opposing hunting. Discussions with the hunting community are not always fruitful, but we need to speak out

against this so-called sport as it is not only damaging to the animals, but also to those people who kill for pleasure.

No Foie Gras Campaign

This campaign has over the years proved to be highly successful and many restaurants, hotels and other businesses have removed foie gras from their menus after being informed about the cruelty involved in its production. France initiated the first world day against foie gras and NFG arranged to have people outside the French embassy in Cape Town and handed a memo to the Consul general that included a list of well known supporters of the campaign. The Consul, Mr. Xavier d'Argoeuvres received the memo gracefully and discussed the issue with the group. It is always gratifying when local celebrities add their voices to our call for an end to the exploitation of animals and we were delighted when actor and model Samantha Laura Kaye, 5FM DJ Grant Nash and popular local musician, Joshua Grierson, all added their voices to our call to have foie gras banned, not only because of the cruelty involved in its production, but also it is extremely unhealthy for people to eat due to it being the product of a diseased liver! Adam Cruise, animal ethicist, environmentalist, travel writer and photographer, wrote: "The practice of making foie gras is nothing short of a holocaust".

The upbeat BWC Veggie Pride March was held again this year along the Sea Point promenade and the crowds attending had a lot of fun dressing up as their favourite vegetable or fruit. The march makes a nice change from the serious issues we address throughout the year, as it is a celebration of choosing a plant based diet and of not being part of the suffering of other beings.

BWC held a fabulous musical fundraising event which raised over R10 000 for our cause. A number of local bands donated their time to the event for which we are very grateful and everyone enjoyed the vegan food served.

Finally I would like to thank the committee for their help and support throughout the year and for helping to make this year the success it has been. Together we will continue to speak out against animal exploitation and continue to educate and inform the public about the suffering and abuse of animals that is often hidden from public scrutiny.

Beryl Scott
National Chairperson
Beauty Without Cruelty