



CHAIRPERSONS REPORT 2014-2015

Yet another year has passed and once again, Beauty Without Cruelty has successfully fulfilled its mandate to expose the exploitation and suffering of those who have no voice, and offer humane alternates, through outreach and education. We have 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. The web site and Facebook page also provide plenty of valuable information which will enable people to make positive and informed lifestyle choices. We are delighted that along with No Foie Gras SA, a long time affiliate of BWC, Fur Free South Africa and African Vegan Outreach have also joined the BWC family.

THE NO FOIE GRAS SA CAMPAIGN

No Foie Gras SA was started in 2006 and is committed to the removal of Foie Gras from restaurants and store shelves due to the cruel nature of the product. The No Foie Gras campaign is not about to let up the pressure on the local importer of Rougie, made by Euralis. A complaint had been sent to the Advertising Standards Authority of South Africa, for misleading the public on their website and on facebook in answer to queries, by stating that Foie Gras is healthy, and that animal welfare is paramount. Rougie, who provides Foie Gras in SA, defends their practice as humane, however Stop Gavage in France, begs to differ. We won on the 'healthy' issue. The welfare issue is considered too subjective and not something the ASA can rule on, which of course, we dispute.

We have also spoken in person with the owner of a store in Gardens Centre, The French Market. The owner remains adamant that eating Foie Gras is a personal choice. The Centre management is in agreement with the stance of the No Foie Gras campaign but cannot dictate what a store sells, in this case. Well over 1 200 leaflets were distributed over several days in the area, and every store in the centre also received information on the reality of foie gras.

Earlier this year, a 'rogue' Spar store was found to have Foie Gras on the shelf, but confirmation with HO ensured this was removed, after we met with resistance.

On the 2nd World Day Against Foie-Gras, we handed a memorandum to the French Ambassador in Cape Town, to ask France to stop the imposition of suffering and death on 80 Million birds annually. During the force-feeding period, the mortality rate is up to 20x more than in traditional bird rearing centres, as a consequence of wounds or infections caused by the metal tube or due to the failure of vital organs. France is responsible for 73% of the world's foie gras production.

It had been brought to our attention that Haute Cabriere had FG on the tasting menu, despite their pledge some years ago to ensure they would no longer have FG: it had also been removed from the Ratafia label as an accompaniment to this 'flat champagne'. After NFG SA made contact, we received this confirmation: Thank you kindly for your email; the mentioning of foie gras on our menu has indeed been an oversight, which has been corrected. Furthermore, since 2011, we have also eliminated any animal products from our wine production process, most notably gelatine, and replaced them with plant based products, making our wines completely vegan.

The kitchen may be given certain guidelines, but a change of staff and without constant vigilance, things can slip through. We commend Haute Cabriere and the Von Armins for their swift positive action.

AFRICAN VEGAN OUTREACH

AVO is an educational organization aimed at sharing the benefits of vegan living, which includes human health, the global impact and the suffering of all earthlings caused by animal exploitation. African Vegan Outreach was present at a local animal welfare day at which tasty samples were offered along with educational materials. Plant Café in Bo-Kaap, brainchild of African Vegan Outreach founder Adien Aggenbach, has grown to the extent they moved to larger premises and now have Plant restaurant in the CBD. Plant is, to our knowledge, the first SA venue to ban fur from the premises.

FUR FREE SOUTH AFRICA

Fur Free was founded in South Africa in February 2009, in association with the International Anti-Fur Coalition. We are affiliated to Beauty Without Cruelty, with a mission to strive for the total abolition of all fur farms and the use of fur worldwide; and, until this is achieved, to work towards ensuring the humane treatment of animals in the fur trade worldwide.

Despite being informed of the horrors of the fur industry, the following retailers have chosen to persist in their sale of real fur: Slate San Marina shoes Morgan boutiques

The first Fur Free celebrity fashion show at Jenna Clifford's design studio in Morningside was a huge success and aired on Top Billing.

Meanwhile in Cape Town, the owner of the Constantia Village vet shop, who should value animal lives, seems more concerned with the carbon footprint of manmade material animal toys, than the possible live skinning of animals, or the fact that his store is selling toys for pets, probably made with the fur of other pets! With the input of BWC, despite clear reluctance, the store has subsequently removed animal fur toys from the store.

Fur Free SA held a silent demonstration against the presence of the furrier Erich Fischer in the First shopping centre, Rosebank, owned by Investec. About 20 demonstrators donned T-shirts, jackets and coats spattered with "blood" and bearing slogans such as "Erich Fischer – a bloody business". The demo was staged to draw attention to the unethical nature of Erich Fischer's business (despite promises, he has never been able to produce evidence that his furs are obtained from cruelty-free sources), and to publicise the harsh facts of the fur industry.

MEDIA

We are immensely excited and proud of our first billboard, situated in Cape Town, which receives roughly 35 000 views daily. BWC was invited to Voice of the Cape, and given about 25 minutes to discuss domestic animals, breeders vs adoptions and of course, the current topic of the circus in town. According to SAARF statistics, VOC has a listenership of between 100,000 - 200,000. BWC was on Smile Radio to discuss the circus. Smile 90.4FM is an adult contemporary radio station, broadcasting to the Cape Metropole and surrounding greater Cape Town area. We handed out 700 lollies and leaflets on Valentine's Day, to encourage love for all earthlings. BWC was featured in the UCT newspaper as well as in Animal Talk magazine. We discussed animals in the zoo, live on a DSTV channel, Kyknet, BWC appeared in a news slot on Enews regarding a school offering a hunting prize in a fundraiser, and also had a feature in MPSAmag which is a free monthly digital magazine.

DEMONSTRATIONS

BWC was present at the demonstration against Western Australia's shark killing - the Great Whites travel between Australia and the Cape, so this certainly impacts upon our sharks. The reason for the WA planned killing is due to 7 human deaths by shark there last year. Humans killed over 100 million sharks in the same period. BWC was naturally at the Taji Dolphin Hunt Protest in Cape Town and we were present bright and very early on the morning of the Argus cycle tour, which sees 35 000 cyclists and their supporters, to bring awareness of the plight of our Chacma baboons, under serious threat from the local authorities who have seen fit to have killed 50 baboons so far.

Beauty Without Cruelty was present at a protest outside CT parliament, against Govt Minister T Modise, who neglected her farm with the horrific consequences that saw animals who had starved to death being cannibalised by others to survive. This highlights the issue of animal sentience. The NSPCA has laid charges, although a year down line, nothing has yet happened despite the high profile of the police involved.

BWC has been present at several Tableview circus protests, as well as in Parow, Somerset West, Paarl, Brackenfell and the regular gatherings are having an impact on both McLarens and the Brian Boswell circus, with free tickets and half price tickets allegedly the norm. Animals have their own needs to be met, for their own purposes. Positive reinforcement alone will not compel any animal to follow commands to perform day after day, hundreds of times a year. There will be days when an animal does not feel well or, for whatever reason, does not wish to perform. Just because animals look 'healthy and well-fed' does mean we have the right to demand they learn and perform tricks, travel incessantly and be subjected to living an unnatural life that includes noise and people almost daily, for life! While BWC was represented at Brian Boswells circus in Diep River we also went through to Hermanus the same day, as McLarens was heading our way. Ultimately, a charge of assault was laid against a circus employee, for throwing a nail-filled plank in our direction, hitting Toni Brockhoven on the upper right arm at the event in Hermanus. Fortunately, no serious injury was sustained and the culprit was arrested, spending two nights in jail before a brief court appearance on the Monday. The circus explained to the media that girls present with their parents, at the protest and aged between 8 and 12, intimidated him. Mediation has been rejected by BWC and the case presses on; we have evidence of ongoing harassment by the circus, as well as a history of violence and aggression by the perpetrator, and this needs to stop. We have a legal and moral right to object to the commodification of animals for entertainment.

IFP parliamentary chief-of-staff Adv Anthony Mitchell accepted a memorandum from Chris Mercer of Campaign against Canned Hunting, on behalf of Prince Buthulezi of the IFP and Terri Stander of the DA graciously said a few words and gave unwavering support at the demonstration against canned hunting, organised by BWC, outside parliament in Cape Town. Kenesias Dambakurima, an active BWC member and fierce animal advocate both here and in his home country Zimbabwe, read one his poems to start the morning, which was beautiful and moving. Listening to the recording of the lion roars later was incredible and most powerful.

A dozen supporters wearing message tee shirts saw themselves at Huntex, an expo aimed at attracting hunters and offering new ideas in weaponry, camo clothing and more. Everyone paid their way in, and then removed outer garments to reveal tee shirts clearly stating that hunting is unacceptable. We were interviewed by a large newspaper group and the message was then published for a large audience. While we recognise we will not stop the hunting and killing mentality, we can voice our dissent, especially when children are encouraged to kill.

BWC was at the stop greyhound racing protest held outside parliament. The move to legalise dog racing has failed.

During world week for animals in laboratories,, a demonstration in Rondebosch CT saw supporters in lab coats and surgical masks who marched and distributed several hundred leaflets to passers-by. Many people incorrectly associate animal tests only with the cosmetic industry, or with medical experiments but animals are used in tobacco, alcohol and drug abuse studies, the manufacture of commercial products - such as household cleaners, the pharmaceutical industry, agriculture, toxicological studies, education and in many other ways.

A successful gathering at which smoky coconut pieces and info booklets and leaflets from both Beauty Without Cruelty and African Vegan Outreach were distributed, outside a 'baconfest', which promotes factory farming, in which pig farming is considered the worst of industries. A video clip was shown, with sound, under an umbrella . We did have intelligent conversation with a few interested diners and we have no doubt that amid those who pretended we were not there, we will have stimulated at least a little thought regarding the reality of suffering of whomever ends up on a plate. We later discovered that the event was not a success, in part, according to one attendee, due to the presence of the animal lovers outside.

Our march for the Seals of Nam(ibia) certainly created awareness -the number of phones popping pix from pedestrians, those on balconies and a seemingly unending number of CT red tourist busses was impressive. A BWC representative visited the Namibian Tourism Board in Burg street, where she spoke with the Area Manager (CT) Namibian Tourism, who was most approachable and confirmed she would distribute educational pamphlets among her staff and would also write a letter to her seniors, reporting about the demo and about the reasons for our/public's outrage re seal massacre in Namibia. The Namibian authorities again permitted 85,000 nursing seal pups to be clubbed to death, solely for their fur. This is the largest slaughter of wildlife in Africa. Furthermore, 6,000 bulls will also be killed for useless remedies. While Namibia's own Animal Protection Act expressly prohibits beating an animal to death, the authorities circumvent this by not classifying seals as animals.

BWC, with Reggie McVeggie, attended the Sonstraal NG Church 'Vleisfees', a festival of flesh. Offering solutions, in a non-confrontational manner, especially then they are tasty, is a very effective manner in which to get people thinking and talking about the impact of their everyday choices. We know we will have introduced animal friendly options to some, reminded others of what they have bought in the past, in a non-confrontational way. They taste, we chat, they leave with recipes and information on kinder living.

An afternoon was spent with children, offering chicken-friendly 'pops' and handing out children's leaflets on being kind, with information also being given to parents. The BWC Reggie McVeggie grew from the knowledge that the infamous clown was to be at a market at which BWC was to be present, and we decided to introduce Reggie who offers chicken friendly tasters ; it works well, as both adults and children find the character approachable and a good way to start conversation around compassionate yet tasty food options. We were at the Durbanville children's market with Reggie. BWC was also invited to be at a Durbanville 'plaasfees' where rice milk samples were on offer, and information on wildlife exploitation, esp canned hunting and other issues was dispersed and these issues discussed.

We were also at Eden on the Bay, Melkbosstrand, Cape Town. We spent 3 days at Howard Centre in Pinelands, Cape Town. It is always good to have an opportunity to share our aspirations and spread knowledge.

A couple of hours was spent leafleting in a mall with a pet-shop selling rabbits at two for the price of one. Hundreds of leaflets were dispensed, and we had several meaningful conversations around pet shops and animal purchases!

While of course we advocate not supporting the industry at all, we recognise the suffering of those in the system and the efforts to blindsides the public by the poultry industry in attempting to stop the proposed labelling of battery eggs as 'caged' – we submitted our written objections to Govt regarding the Agricultural product standards amendment bill 2014. BWC also attended a hearing on the Agricultural product standards amendment bill, which was not what was expected, although the issue of labelling of products was raised; 'normal' accepted farming practises, which include caging or crating, do not need to be labelled, as this is the accepted industry standard. Deviate from this norm by farming organically (plants or animals) or implementing some form of cage free or pasture reared farming practice and you have to be audited, managed and provide proof of your claims, all of which costs the farmer and the consumer - it seems that misleading consumers by omission is acceptable!

During World Week for Animals in Laboratories, BWC spent two days at the University of Cape Town, interacting with students and leafleting to raise awareness of the +115 million animals who languish and die in laboratories around the world. Our aim is to educate and offer humane choices where possible, such as personal care and household cleaners.

BWC and AVO had an information table at the Observatory Anarchist Book Fair, sharing information on kind living.

Outreach can be a hit or miss affair. In the midst of the 'boerewors belt' we found that people who came to an eco-expo in Durbanville, organised by a local church, to be ready and willing to listen, learn, read about and explore compassionate options– It was a day of quality, not quantity. There was time to interact with the public in depth, and BWC and African Vegan Outreach reached several people who wanted to know more about earth and animal friendly choices in their daily lives. So very satisfying!

A small but attentive group gathered in Muizenberg to attend talks by adventurer Davey du Plessis and Beauty Without Cruelty one evening, which were well received.

The second Institute for Critical Animal Studies Conference in Africa was held on the 20th and 21st of September at UCT in Cape Town. The conference took the form of presentations of research, special lectures and special interest presentations with discussion groups. Beauty Without Cruelty offered a presentation on Vivisection and how it has failed both human and non-human animals.

EDUCATIONAL FILM Wynberg Girls High students made an education film on vivisection/ cosmetic testing as a topic for a school project and BWC was asked to assist! The clip is advocates the use of the BWC humane guide and can be seen on the BWC website.

The year saw local celebrities in support of BWC and standing against animal circuses: Wayne Dillon Parnell is a cricketer who joins outstanding local musicians Joshua Grierson, Steve Newman and Tailor in supporting BWC's campaign against animals in the circus.

Several new brands have been approved by BWC and the tally is now almost 60 brands which have proven their products are humanely manufactured. It was discovered that 6 brands used the BWC logo on their packaging without permission or having undergone any audit process to prove their humane claims. The BWC mark of approval clearly has significant benefit for companies, as well as guiding the public to kinder options for household cleaners and personal care.

ROUND TABLE DISCUSSIONS By invitation, BWC attended a round table discussion on the 'over-exploitation' of our wild life, hosted by the Catholic Parliamentary Liaison office. Of course we do not accept any exploitation, but an interesting morning was in the offing and good dialogue enjoyed. BWC will attend future round table events that are of interest or relevance.

NATIONAL STANDARDS BWC is part of the committee finalising the details on the STANSA document on the 'care and use of animals in scientific research' as it is now known and has attended regular working group meetings, which will continue to mid-2017. Naturally we are against the use of animals at all, but our presence does offer some measure of balance. Some of our observations have been utilised.

TOYS AND TEES It may seem an insignificant thing, but a teeshirt of a hanging cat, as in 'Goodbye Kitty', the opposite of the sickly sweet Hello Kitty that appears everywhere, and a 'Choke the Chicken' toy are completely inappropriate items to be on South African shelves where we have growing violence towards animals and humans. BWC addressed both these issues and both products were removed from shelves, albeit with some resistance from Big Blue, the tee shirt merchant. We understand that their customers may be sophisticated and understand the nuanced irony of said tee, but that's not the problem, it's the unsophisticated masses who don't understand counterculture, know about the link to Hello Kitty and who live violence-ridden lives who may think this is a sign that violence, especially toward animals, is acceptable.

BWC reported information to the police regarding a fetish video which featured age 16+ schoolgirls stomping on fish with their high heels while performing sexual acts. A man was subsequently arrested after the SPCA laid a charge, for making the minute-long clip called 'Squishing Nemo', who is being charged with the production of child pornography. It is unclear if the girls will be charged. They, of course, should be. BWC continues to make it known that all involved, participants, film makers or distributors should be given the strongest possible punishment. At a small demo outside court, we spoke with the media, had positive feedback and thumbs up from several advocates, and had the chance to educate several about animal abuse. The case keeps being postponed.

Beauty Without Cruelty offered an alternate prize to a hunting weekend up for grabs as part of the school Paarl Roos Gymnasium fundraising efforts. While we understand the school itself did not initiate this competition, in telephone conversation with the Rector, it was made clear to BWC that the school has no problem with hunting or the prize, and so the luxury, overnight game viewing safari for four was declined in favour of a game killing weekend. This issue was hotly debated in the local newspaper over several weeks, BWC was interviewed on e-news and sadly, despite our best efforts, the school went ahead.

EDUCATION

An age appropriate educational presentation was held at Bishop's Prep for 75 boys in grade 7 and five teachers. The teacher who invited BWC said she was impressed with the powerpoint presentation and also the film, which highlighted the sentience of all animals and will be using the presentation as a basis for teaching a module in English on persuasive arguing and writing and how to formulate critical opinions.

A fantastic session was had children from Kwafaku reading group in Philippi. The topic was "Fur ; first the children imagined that one night they went to sleep and the following morning awoke to discover that someone had stolen their skin! How would they feel? Imagine what animals feel when they are farmed or hunted for their skin and fur. They looked at pictures of animals that do and don't have fur.; learnt that birds have feathers and fish have scales not fur. And discussed why animals have fur - to keep them safe and warm.

They then sang and dramatised the fur song "Don't steal My Fur" following the song the story "How the Little Fox saved Her Coat" by Rosa Close, was read. The children declared a Fur Free Day to last forever, and then made their own Fur Free Day posters.

A visit to St George's Grammar School and had an excellent session with 160 students between the ages of 9 - 12 and six teachers. A very positive response, with many students asking intelligent and probing questions.

BWC's education officer visited Kwafaku Reading Club in Philippi/ Crossroads again, to read a story on humane education to the children, this time "The Grasshopper and the Ant" which conveys the idea that no matter how small an animal is we can learn a great deal from them. The story tells about how hardworking, forward planning and team focussed ants are as they gather and store their food for winter.

They sang and dramatised the poem: "We can learn a lot from animals especially Ants". The children were then arranged in groups and each child in each group was asked to draw one part of the ant and it's food, so together they would create the whole picture of the ant. The children were encouraged to give each other advice on how to draw their part when it came to each turn so that they experienced the benefits of teamwork.

They enjoyed working as a team and were amazed that even though ants are so small they are so organized and definitely not insignificant.

At the year-end ceremony of the Kwafaku Reading Club in Philippi, BWC certificates were handed to the volunteer teachers for their commitment to educating the children about compassion for all living beings and treating all animals with respect.

The end of the year saw the parting of ways between Ban Animal Trading, which is a BWC initiative, and BWC, as BAT felt they were no longer a fledgling group and wished to be a stand-alone organisation. BWC donated funds for BAT to continue the excellent work they had done thus far on behalf of the animals.

Beryl Scott resigned as chair and from the committee after 23 years.

We thank her for being an inspiration to us all and we hope to make her proud of the continuation of BWC in the years ahead. While this decision will not have been an easy one, we hope Beryl will enjoy the newfound freedom from responsibility this will bring. The committee has a great task ahead to continue and ensure that her legacy remains guidance to BWC. BWC remains focussed on its original goal, while allowing for some evolution, to ensure that the organisation remains current.

The new National Chairperson is Toni Brockhoven.

Beauty Without Cruelty remains indebted to the support of the committee and public, without whom the organisation cannot function.

Toni Brockhoven

National Chairperson Beauty Without Cruelty