

Changing the way  
the world works.  
**Forever.**



### Cover image:

**Trade target:** During 2023 we exposed Bolivia's role in the illegal wildlife trade. Jaguars are frequent victims.  
© Einstock / Shutterstock

**I am thinking:** Our Thoughtful Pig campaign launched on World Animal Day 4 October 2023. Its compelling message drives home animal sentience – the point that all animals are thinking, feeling beings. By the end of 2023 it had reached more than 60 million people.



Together, we are  
changing the way  
the world works to  
end animal cruelty  
and suffering.  
Forever.

#### Our vision

A world where animals live free from cruelty and suffering

#### Our mission

We move the world to protect animals

#### Our ambitious 10-year strategy 2021–2030

We will...

**Ensure** that farmed animals live good lives by transforming the global food system.

**Stop** wild animals from being cruelly exploited as commodities by changing the systems that allow it.

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**Giving protection:**

Baru, a male maned wolf monitored with a radio-collar by Onçafari, our local partner in Bahia state, Brazil. Maned wolves are becoming increasingly rare and are at great risk of drowning in the Cerrado because of irrigation channels constructed by the soy industry.



© Onçafari / Valquíria Cabral

# Foreword

Thank you for everything you have done to move the world for animals in 2023. We are proud to have your support and will continue to inspire global change by tackling the root causes of animal cruelty.

**Together we can transform the global food system. Together we can free wild animals from exploitation. Forever.**



**Steve McIvor**  
Chief executive officer



**Joanna Kerr**  
Chair

▶ Full foreword from Steve and Joanna in our 'Annual report and accounts 2023'



**Emcee protector:** Kenyan rapper and singer Chris Kadima called for lion protection at our #EndWildAnimalsCaptive event marking World Lion Day on 10 August 2023. The event was held at Uganda's National Theatre in Kampala.



© World Animal Protection

# Moving the world in numbers 2023



## 300 million

The media also picked up our research into the US\$400 billion lost to the global health economy caused by factory farm antibiotic overuse. This story was seen by more than 300 million people worldwide.



## 500,000

We exposed the terrible suffering of dairy cows farmed in Canada who are ill, injured or unable to produce milk. More than 500,000 are sent for slaughter annually on journeys that can last 82 hours.



## 627 million

Released at COP28, our report 'How factory farming emissions are worsening climate disasters in the global South', achieved great media coverage that reached more than 627 million people globally.



## 1.37 million

Over 1.37 million farmed animals are living better lives in South East Asia thanks to our Investing in Others project funded by Open Philanthropy. Eight local projects across the region are involved.



## 75,200

More than 75,200 people signed our petition calling for the Oceanogràfic of Valencia, Spain to end their cruel commercial exploitation of dolphins. The venue keeps 18 dolphins in captive misery.



## Moving the world in numbers 2023



**160**

To date, 160 travel companies have agreed to stop profiting from cruel wildlife entertainment because of our campaigning since 2015.



**70**

70 bears saved from the brutality of bear baiting and dancing continued to receive expert care throughout 2023 thanks to our support of the Balkasar Bear Sanctuary in Pakistan.



**1,300**

We exposed the appalling exploitation of more than 1,300 wild animals, including elephants and dolphins across Bali and Lombok, through our '[Holidays that harm](#)' report.



**150**

We helped inspire global Italian restaurant group, Vapiano, which has more than 150 restaurants globally including 56 in Europe, to sign up to the European Chicken Commitment. Their decision will improve the lives of hundreds of thousands of chickens in their supply chain.



**1**

With our partner Collective Fashion Justice, we convinced Melbourne Fashion Week to become the 1st Fashion Week worldwide to ban clothing featuring wild bird feathers.



# TRANSFORMING THE BROKEN FOOD SYSTEM

With our supporters we are changing the way the world works to end factory farming, the largest source of farmed animal suffering globally and a major cause of climate change. Together we can end this broken system. **Forever.**

**Great suffering:** A broiler chicken on a typical large-scale farm in Thailand. The farm supplies the restaurant trade and corporate supermarkets for national and international distribution.



# Speaking up for animals at the UN climate conference – COP28

Factory farming inflicts horrendous cruelty on animals and is firmly linked with climate change. It emits 11% of the world's greenhouse gases, strongly linking it with the increasing number of disasters, such as droughts and floods, affecting some of the world's poorest countries.

We drove home this powerful message at COP28 – in Dubai during November and December – with our new report '[How factory farming emissions are worsening climate disasters in the global South](#)' and accompanying film.

Launched at our side event in the Food4Climate Pavilion, the report called for a factory farming moratorium by 2030. It attracted extensive media coverage (including Reuters) which reached more than 627 million people globally.

Our hosting of the Food4Climate Pavilion, with NGO ProVeg International and plant-based food company Upfield, enabled us to unite thousands of COP28 attendees pressing for food system transformation.

Throughout the conference we formally presented and advocated on issues including:

- the inextricable links between the health of people, animals and our planet – the One Health concept
- the urgent need for development banks to invest in high-welfare farming instead of factory farms
- tackling the deforestation crisis linked with clearing land for animal feed production through sustainable and animal-friendly farming policies and actions, focusing on Brazil's influential role. Brazil assumes COP presidency in 2025.



Our report achieved media coverage that reached **627 million** people globally.

"Our joined-up approach had an impact," said Kelly Dent, World Animal Protection's global director of external engagement and leader of our COP28 team. "The need for food systems change is squarely on the map and we have used this to raise the alarm about industrial farming."

But she explained that current commitments by world leaders are inadequate and so the lives of billions of people and animals remain in jeopardy.

"The Declaration on Sustainable Agriculture, Resilient Food Systems and Climate Action, signed by nearly 160 countries, puts food and agriculture at the centre of climate. However, it does not mention moving away from factory farming to reduce greenhouse gas emissions, and the urgency of increasing plant-based diets."

**"We need a just transition to a new food system which does not rely on factory farming and requires rich countries to eat less meat. Crucially, we need to protect and support small-scale systems of food production."**

Kelly Dent, global director of external engagement

**We will continue to work with governments, institutions, civil society and the private sector to keep food transformation on the table and firmly on the agenda for COP29.**



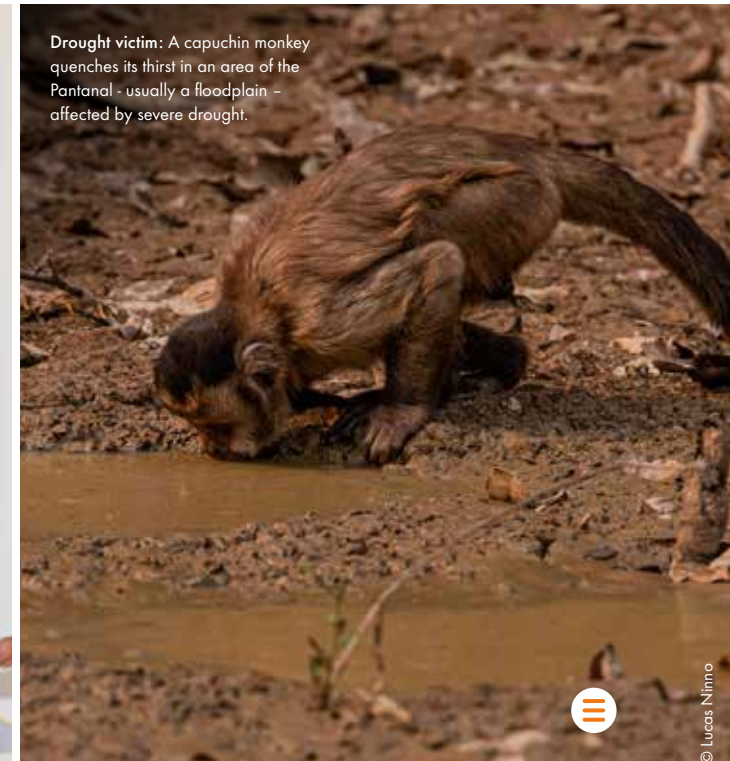
Climate effects: Cattle and their owner in Kajjado County, Kenya. This region is badly affected by drought.

© World Animal Protection / Crimson Communications



Speaking out: Natalia Figueirado of World Animal Protection Brazil at COP28.

© World Animal Protection



Drought victim: A capuchin monkey quenches its thirst in an area of the Pantanal - usually a floodplain - affected by severe drought.

© Lucas Nimmo





 BRAZIL

# Targeting JBS for killing our world

The profoundly negative effects of the meat industry on animal welfare and the environment were exposed through our 2023 investigation with Repórter Brasil. Together we firmly linked forest destruction in the Amazon and Cerrado with global giant JBS's animal feed supply chain and the cruelty of factory farming.

JBS, one of the world's biggest meat producers, heavily invests in factory farming and supplies brands including Aldi, Burger King, Costco, Lidl, McDonalds, Nando's, KFC, and Tesco.

We launched a powerful documentary in Brazil to coincide with the company's Annual General Meeting in April. It revealed illegal deforestation and wild animal suffering, violence against traditional communities, and the suffering of farm animals raised in deplorable conditions to fuel JBS profits. Our subsequent report '[Profiting from cruelty and killing our world](#)', revealed an appalling chain of destructive practices by the company.

Across their global operations  
JBS slaughters more than

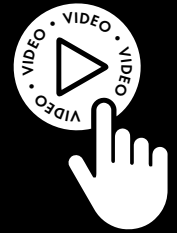
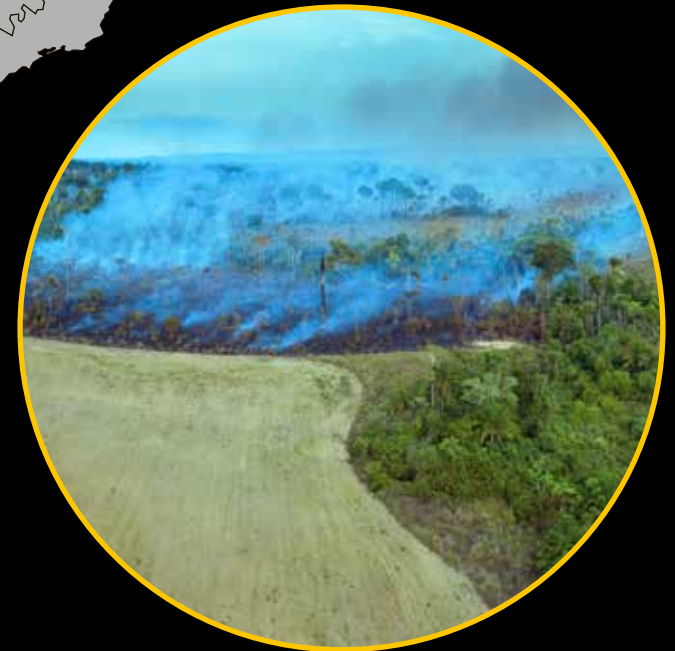
 **13 million chickens**

 **128,000 pigs**

 **77,000 cattle**

around the world **EVERY DAY**

*'Profiting from cruelty and killing our world'*



📍 KENYA

# Declaration to beat farming's heat connection

Our Africa team's dedicated advocacy work helped ensure the Nairobi Declaration, representing Africa's position on climate change for COP28, clearly linked factory farming with our overheated world.

The Declaration was the major outcome of the Africa Climate Summit convened by Kenya's President William Ruto, from 4-6 September. The summit was the largest gathering of African leaders, ministers, UN agencies, humanitarian and development partners, the private sector, and young people in the continent's history.

Our preparation work involved developing a joint statement from civil society organisations during the second Africa Protein Summit. We submitted this to the climate change envoy in the Africa climate summit secretariat at the Kenyan president's office.

**We called for sustainable, restorative livestock systems in Africa instead of factory farms and increased support for smallholder farmers. We were delighted when these principles were entrenched in the Declaration.**

Climate link: Cattle are dying of starvation in drought-stricken areas of Africa.

📍 USA

## Giving a cluck for animals and climate

During Climate Week NYC 2023 in September, we boldly drove home factory farming's links with climate change. This involved calling out the climate crimes of factory farming. We also joined a protest outside the New York Stock Exchange with the DropJBS coalition to stop JBS achieving a public listing. Such a listing would mean access to even more capital and undeserved credibility. By the end of 2023 we were still waiting to hear the outcome.

Also during the week, Our Give a Cluck about Climate event at Washington Square Park, supported by companies Meati and PLNT Burger, exposed thousands of people to factory farming-climate change connections. It also introduced them to the appeal of animal-free proteins. And our expert panel at Columbia University ignited discussions on the necessity of transforming our food system to safeguard animals, people and the planet.



© World Animal Protection / Justin Durner





© World Animal Protection / David Hogsholt

**Outdoor living:** Some of the 1,500 chickens being farmed organically and in high-welfare conditions at Kid Dee Farm.

**THAILAND**

## Investing in change for animals in South East Asia

By the end of 2023 more than 1.37 million animals in South East Asia had been farmed more humanely thanks to our Investing in Others project funded by Open Philanthropy. This unique initiative involves awarding grants to eight local organisations dedicated to improving farmed animal welfare, sharing innovative practices, and inspiring people to buy humane and sustainable proteins.

One pioneering grantee project in Thailand between Patom Organic Living and Kid Dee Farm promotes organic, high-welfare poultry production. During the year, Kid Dee farmed 1,500 chickens this way and plans to test extending organic, high-welfare farming to 6,000 chickens during the 2024-2026 grant period.



Home loss: Impalas are just some of the animals losing their habitat in Zambia through factory farming.

**ZAMBIA**

## Exposing the true cost of funding factory farming

Development bank money fuels factory farming when it should fund animal-friendly sustainable alternatives. During 2023 we investigated development bank links with factory farming expansion in Argentina, Vietnam and Zambia.

In Zambia our investigators focused on Zambeef, an agribusiness, which has factory farms throughout the country and received significant funding from the International Finance Corporation (IFC). IFC is the world's largest development institution and focuses exclusively on the private sector in developing countries. Rather than contributing responsibly to sustainable development, IFC is funding Zambeef's large-scale factory farms, depriving small-scale farmers of water and land.

Zambeef is also linked with deforestation and monocultures – taking the homes of animals including leopards, lions, impala, monkeys, buffaloes and warthogs. And their promises to local people of employment, better roads and schools have not materialised.

**We'll develop all case studies gathered in 2023 to push for stricter criteria for financing agricultural projects, pressing for adherence to animal welfare standards and sustainable farming practices.**



# ENDING ANIMAL TRANSPORT MISERY



© Julie LP / We Animals Media



© Jo-Anne McArthur / We Animals Media

## 📍 CANADA

### Reporting horrific 82-hour pre-slaughter journeys

More than 500,000 dairy cows farmed in Canada who are ill, injured or unable to produce milk are sent for slaughter every year within the country or transported to the USA. These 'cull dairy cows' endure horrific conditions on journeys lasting up to 82 hours. They experience inadequate rest times, little or no food and water and no milking, which causes painful swollen udders.

Our report, '[Milking the cow](#)', powerfully exposed their plight sparking media attention, and opening doors to discussions with dairy

businesses, retailers, farming groups and the government. Reduced transport times and local slaughter points are critical in sparing the cows' arduous journeys.

Several dairy processors and other companies involved in the dairy supply chain have agreed to sign our letter showing support for more local slaughter options.

**We are pressing them to further improve the welfare of cows that are exploited for dairy.**

## 📍 AUSTRALIA

### Urging an end to live sheep exports

With our partners we urged the Australian government to legislate a phase-out date for the cruel live transport of sheep. This unacceptable trade, although declining, still condemns around 500,000 sheep annually to horrendous sea journeys and slaughter in Asia and the Middle East.

During November we met with politicians, advisors, and government officials to represent thousands of our supporters who want live exports banned.

Our Ban Live Sheep Export truck took their message to the streets of the national capital.

The government set up an independent panel in March to advise on discontinuation of live sheep exports, but an actual phase-out date is still pending.

**We'll keep up the pressure until the trade is ended. Forever.**



# Fighting the superbug crisis

Since 2021, our research has persistently highlighted the critical links between antibiotic overuse in factory farmed animals and the escalating superbug crisis which kills around 1.6 million people annually.

Seventy five percent of the world's antibiotics are used on factory farmed animals – mostly on those cruelly confined to factory farms to keep them alive in filthy, cramped, highly stressful conditions.

Our 2023 actions included...

- ▶ **Targeting** the UK government and giving vital evidence used by politicians and policy makers with our UK-specific research and report: 'Life-threatening superbugs: how factory farm pollution risks human health'. We are pressing the UK to follow the EU and ban antibiotic overuse in healthy herds as part of its antimicrobial resistance national action plan.
- ▶ **Championing** Canada's bill proposing a Pandemic Prevention and Preparedness Act and giving testimony to help it pass its third reading. This Act addresses critical pandemic drivers, including wildlife trade and factory farming.
- ▶ **Receiving** an Open Philanthropy grant to document existing animal production, animal husbandry, animal welfare and antimicrobial use among small-scale farmers in Nyeri County, Kenya. We want to show how higher welfare farming reduces antimicrobial use and so encourage businesses to support it.



**84%**  
of the world's antibiotics  
are used on farm animals



**1.6 million**  
people killed annually  
by the superbug crisis



Filthy conditions: An intensive pig farm in the UK. There are clear links between factory farming and the superbug crisis.



# Uncovering secret and shameful chicken suffering

Chickens crammed into vast sheds in their thousands, some unable to stand because of the weight of their bodies. Burns to their legs and skin from the ammonia and waste in which they sit due to their inability to stand. Dead chickens, rotting beside surviving shed mates, and brutal handling by farm workers.

These are just some of the horrific scenes captured on film by the team we commissioned to investigate two typical factory farms rearing chickens for meat in Thailand. Both farms supply major food companies in Thailand.

We launched the investigation video 'The real secret recipe' across our online platforms on YouTube, Instagram and Facebook in July 2023, to illustrate the suffering of animals on factory farms. By the end of 2023 it had been viewed over 471,000 times. And 41,000 people had signed our petition calling on KFC, in their role as a nationally and globally important brand, to lead the change in revolutionising chicken welfare on factory farms.

**We are urging the company to implement the Better Chicken Commitment throughout its supply chain.**



**471,000**

views of 'The real secret recipe' film



**41,000**

people signed our petition



**The pecking order:** More than 7 billion broiler chickens are killed for consumption in the EU every year. Our annual report 'The pecking order' ranks fast food companies responsible for their welfare. In 2023, we applauded restaurant chain Vapiano's decision to adopt the higher welfare European Chicken Commitments. This will improve the lives of hundreds of thousands of chickens annually.

Heavy load: A typical broiler chicken bred to grow so quickly that its legs cannot support it, sitting in its own waste.



# Making connections – How factory farming is killing our world



By the end of 2023, billions of feeling and thinking land-based farmed animals had been cruelly reared on factory farms and slaughtered to fuel the world's demand for cheap meat.

These numbers are huge, but just one part of the story.

Factory farming's march is relentless. It gobbles up vital habitats, kills and displaces wild animals, encourages disease, and is firmly linked with the climate change that is devastating communities around the world.

**Factory farming is hardwired to destroy our world.**



## SUFFERING IN NUMBERS FACTORY FARMING

Approximately **80 billion**<sup>1</sup> land-based farmed animals including

Almost **1 billion** pigs<sup>1</sup>

**55 billion** chickens<sup>1</sup>



## FUELLING PROFITS HIDING IN PLAIN SIGHT

**US\$72.6 billion** – the 2022 profits of JBS, the world's biggest meat producer<sup>2</sup>. It depends on factory farming and legally and illegally deforested land for animal feed. Their products are used by the world's best-known brands.

Factory farming is propped up by the world's private and development banks. Around **US\$4.6 billion** of public money has been invested in factory farming over the past **10 years** by Public Development Banks<sup>3</sup>.



## BURNING FORESTS AND GRASSLANDS DESTROYING OUR DEFENCES

**4,980** football (soccer) pitches a day – the rate at which massive swathes of the Amazon and Cerrado are burned and uprooted to provide land to grow soy and grain for animal feed<sup>4</sup>.

Trees defend us against our warming world. They absorb around **33%** of annual global CO<sub>2</sub> emissions<sup>5</sup>. CO<sub>2</sub> is the main greenhouse gas driver of climate change.



# Making connections – How factory farming is killing our world



## OVERHEATING OUR PLANET CREATING CLIMATE CHANGE

More than **6 billion tonnes** of GHG emissions are pumped into the atmosphere annually by factory farming and its journey to our plate<sup>6</sup>.

Left unchecked, factory farming will account for **49%** of the world's greenhouse gas emissions by 2030 and **80%** by 2050<sup>7</sup>. This means more droughts, floods, wildfires, extreme temperatures, crop failure, and livestock deaths.



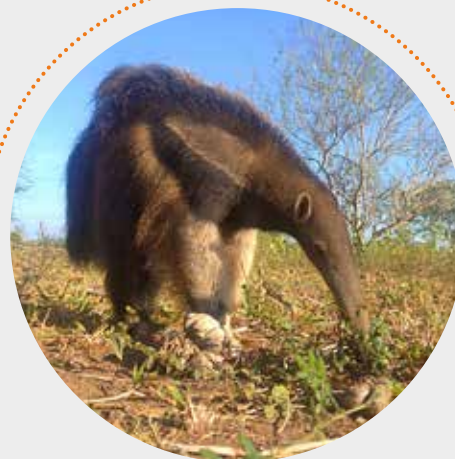
## BREEDING DISEASE CREATING SUPERBUGS

**75%** of the world's antibiotics are given to factory farmed animals annually to keep them 'healthy' in highly stressful, unhealthy conditions<sup>8</sup>. This creates antimicrobial resistance in people and untreatable superbugs.

**1.6 million** people already die globally each year because of antimicrobial resistance caused by food borne bacteria originating from factory farms<sup>9</sup>.

**10 million** will die because of antimicrobial resistance by 2050<sup>10</sup>.

**2.5 million** of these deaths will be related to antibiotic use on factory farms if we don't change our demands for cheap meat and the way we farm animals<sup>9</sup>.



## KILLING WILD ANIMALS DESTROYING OUR FUTURE

**30%** of global biodiversity loss is linked to factory farming through its ferocious habitat destruction and pollution that kills wild animals and destroys their homes<sup>11</sup>.

Already **1 million** species are threatened with extinction<sup>11</sup>. Their future is inextricably linked with our own and our planet's health – our soil, our air, our water.

The Cerrado is home to **5%** of the planet's animals – including jaguars, anteaters, rhea birds, tapirs and armadillos – and rare trees and plants<sup>12</sup>.



## Ending factory farming. Forever.

We must transform the global food system – harvesting food from high-welfare animals and sustainable crops, eating less meat and more plant-based foods.

There are cleaner, fairer and cruelty-free ways to feed the world.





# TRANSFORMING THE WORLD FOR WILDLIFE

Wild animals have the right to a wild life. They must be protected from cruel exploitation and be able to thrive in abundant, natural habitats safeguarded for the benefit of us all.

We are working tirelessly to safeguard wild animals and change the way the world works – to end their suffering. **Forever.**

Fashion cruelty: A crocodile bred for handbags on a farm in Northern Territory, Australia owned by luxury fashion house Hermès and a local farmer.





© Charles J Sharp



© World Animal Protection / Bolanica Films / Thomas Poole



© World Animal Protection / Emi Kondo

**BOLIVIA**

## Exposing prison work for illegal jaguar trade

'Jaguar spirit: An awakening journey' our powerful, investigative documentary, revealed Bolivia's central role in the illegal wildlife trade. Launched in August, the film shockingly revealed how even prison officials and inmates are behind the trade and profiting from the cruelty.

Footage taken in MocoVí prison showed inmates making wallets and belts from jaguar skins and other wild animals, including snakes, caiman and peccary, to be sold at markets.



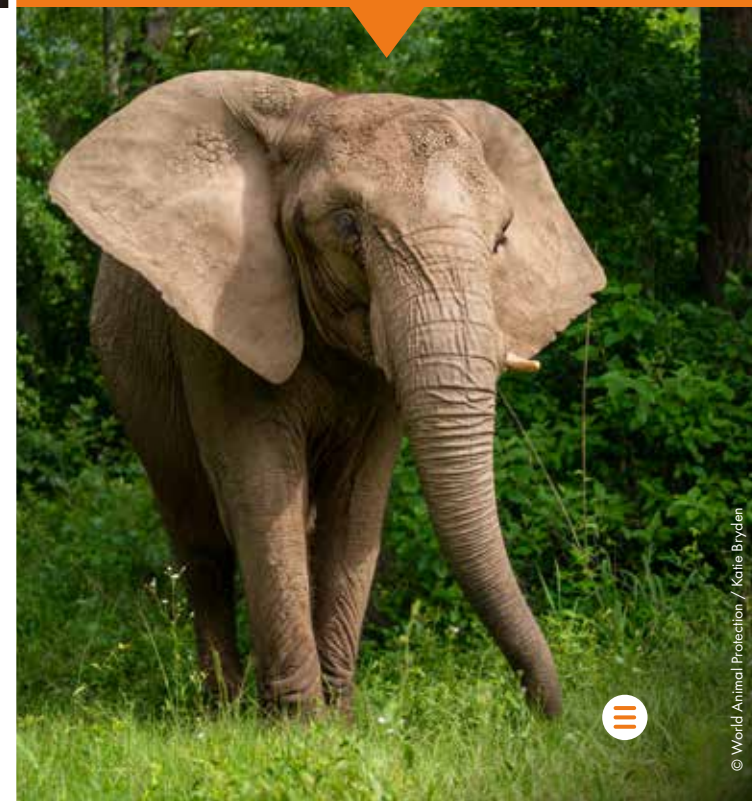
**We presented the film to the Bolivian ministry of environment and demanded implementation of laws to protect all wildlife, especially threatened jaguars. We are closely monitoring the impact of enforcement efforts. This includes a memorandum from the Bolivian police's national director to all 35 penitentiary centres, including MocoVí prison. It instructs stricter monitoring of visitors and inmates for any involvement in illegal wildlife trade.**

**USA**

## Giving Mundi a new life

After Mundi, a two-year-old orphaned elephant calf, was sold by the Zimbabwean government in 1984, she changed owners several times before arriving at Mayaguez Zoo in Puerto Rico. There she endured 35 years of abuse including cruel training, isolation and chaining.

When the zoo faced closure because of its poor standards, we joined forces with Elephant Aid International (EAI) to give Mundi a new life. In her specially designed transport crate Mundi travelled by air and road in May to Elephant Refuge North America in Georgia, USA. Here, she will spend the rest of her days free from suffering.



© World Animal Protection / Katie Bryden

# Targeting dolphin entertainment cruelty

Throughout 2023, we galvanised our supporters to highlight the horrendous suffering of dolphins held captive in entertainment venues. By the year's end, more than 120,000 people had signed our petition, launched in 2022, asking TUI Group to stop selling and promoting dolphin cruelty. Nearly 6,000 emails were also sent to the company in protest. And in the UK, 320 independent travel agents signed an open letter to TUI UK & Ireland asking for a stop to the sales and promotions.

We called out financial institutions for supporting such cruelty. Our report '[Amused to death: Financing wildlife entertainment](#)' urged Dutch financial institutions to divest from TUI Group and other corporates investing in the cruel exploitation of wild animals for entertainment. We reported US\$474m was invested by seven Dutch financial institutions, with a large chunk going to TUI Group.

We also continued to pressure Sea World in Gold Coast, Australia to end captive dolphin breeding.

Wearing dolphin costumes, we leafleted outside the Village Roadshow offices in Melbourne (the parent company of Sea World). We also organised an eye-catching Halloween Stunt in the Gold Coast dressing as 'zombie dolphins' in a haunting reminder of how dolphins die in captivity. And we released 'The fin review' - a mock newsletter targeting Sea World employees via LinkedIn.



**120,000**  
people signed  
our petition

**No way out:** A dolphin held captive and enduring unimaginable suffering at an entertainment venue in China.

📍 SPAIN

© World Animal Protection / Jano Sempere



## Spain – captive dolphin hotspot

During 2023 we targeted Europe's number one dolphin cruelty destination – Spain – where 93 dolphins are kept in cruel confinement. The Oceanogràfic in Valencia which holds 18 dolphins, the highest number of any Spanish venue, became the focus of our people-powered campaign.

We mobilised more than 75,200 people to sign the petition asking the Oceanogràfic to end dolphin suffering and to stop breeding them in captivity. Supporters also kept up the pressure by leaving bad reviews on Google; sending mass emails; posting on social media; telephoning the Oceanogràfic, and campaigning outside the venue. We'll hand the petition to the Oceanogràfic in 2024.





Whale-friendly waters: Humpback whales in Santa Barbara Channel, a whale heritage area.

© Island Packer's / Ivanstee

# Watching wild initiative to help animals thrive

Communities worldwide are being encouraged to develop responsible tourism to protect their precious wildlife and habitats through our Wildlife Heritage Areas initiative. This unique venture, launched in October and created with our partner the World Cetacean Alliance, helps travel companies find responsible wildlife tourism experiences as an alternative to profiting from cruel wildlife entertainment.

To achieve the designation, Wildlife Heritage Area applicants must fulfil animal welfare, wildlife conservation, community wellbeing and sustainability criteria.

**By the end of the year, eight projects, ranging from whale watching in South Africa to night monkey watching in Peru, were involved in, or had successfully completed the application process.**

## Reporting holidays that harm

To turn travellers and the tourist industry away from holiday cruelty we released our report **'Holidays that harm'**. We directly observed and exposed the exploitation of more than 1,300 wild animals, including elephants, orangutans and dolphins kept in appalling conditions across 34 venues in Bali and Lombok.



We also launched **'The real responsible traveller'** report, with the University of Surrey, UK, urging holidaymakers to make sure before booking, that their travel company doesn't exploit animals. It includes a step-by-step guide for travel companies on becoming wildlife-friendly, and information on drafting an effective animal welfare policy.



Cruel exploitation: Mason Elephant Park, Bali.



© World Animal Protection / Andito Wasi



# BRINGING HOPE TO BEARS



## ROMANIA

### Making a case for Baloo

In December, we delivered a petition signed by more than 178,000 people calling for the release of Baloo the bear to officials from the Romanian Ministry of Environment. Baloo has been locked in a cage at a ski-resort in Romania for 23 years and endures shocking mistreatment. He has no exercise, is fed cornflakes, lemonade and alcohol, and people often poke him with sticks through the cage bars.

**Our next steps involve building a legal case for his removal and transfer to the Romanian Bear Sanctuary run by our partner Asociația Milioane de Prieteni (AMP).**



© World Animal Protection



© Mihai Udrea / AMP

### Supporting sanctuaries

Since 2005, we have supported AMP in creating and managing Europe's largest bear sanctuary, near Zarnesti in central Romania. By the end of 2023 it was caring for 123 bears. We also support the Balkasar Sanctuary in Pakistan with our partners the Bioresource Research Centre of Pakistan. Balkasar is a haven for 70 bears saved from the brutality and exploitation of bear baiting and dancing.

## VIETNAM

### Ending bear bile cruelty



Tens of thousands of bears are subjected to lifelong confinement to tiny cages and excruciatingly painful bile extractions to supply the traditional Asian medicine trade.

Vietnam's government outlawed bear bile farming in 2005. Since 2006 we have worked with authorities and our local partner, Education for Nature (ENV) to microchip, register and monitor bear farms in the country.

Thanks to this monitoring, bears are moved by authorities to rescue centres or by fellow animal welfare organisations to one of their Vietnam sanctuaries. Forty nine bears were saved from bear bile farming in 2023.

These included Na, a female black bear. Na had been confined in a tiny cage for more than 20 years. She was suffering health problems including broken teeth, glaucoma, crumbling bones, and heart disease. After her rescue she was transferred by Four Paws to their sanctuary in Ninh Binh, where she is finally getting the expert care and treatment she deserves.

**In 2005 there were 4,300 bears on farms in Vietnam, by the end of 2023, 208 bears remained. Our aim is for the Vietnam government to close all bear farms and transfer any remaining bears to sanctuaries and rescues centres by 2025.**



© Mr-Wang Feng

Shockingly more than 20,000 bears are still condemned to bile farms in China. We are working hard with consumers, medical professionals, businesses and the government to end the demand that so cruelly keeps bears confined.



📍 CHINA

## Inspiring wildlife-friendly medicine in China

During 2023 we had inspired wildlife-friendly medicine commitments from:

- ▶ 35,024 consumers
- ▶ 8 pharmaceutical and healthcare companies
- ▶ 1 traditional Chinese medicine foundation
- ▶ 1,375 doctors from the Chunyu Doctor's platform, one of China's largest online medical service providers.

These amazing commitments and the government's agreement to support an expert wildlife-friendly working group, lay firm foundations for China's move away from wildlife-based medicine.



📍 AUSTRALIA

## Putting feathers out of fashion

Feather use in fashion inflicts suffering, mutilation and cruel slaughter on ostriches, peacocks, pheasants, and other birds. Our 2023 report - 'Feathers are the new fur' - produced with Collective Fashion Justice - prompted Melbourne to become the first Fashion Week worldwide to ban clothing featuring wild bird feathers. This added to their existing fur and wild animal skin ban for which we had also strongly advocated.

© World Animal Protection / James Bugg



📍 DENMARK

And in Copenhagen, Fashion Week organisers revised their 2024 sustainability requirements to ban skin and feathers from wild animals. Copenhagen Fashion Week introduced a fur ban in 2022.



# Shutting down South Africa's lion shame

Despite South African government promises, 8,000–10,000 lions are still held captive in horrendous conditions. They are exploited for lion cub petting experiences, shot in 'canned' trophy hunts and their body parts and bones are used in traditional Asian medicine.

To highlight their plight, we released '[Putting a stop to cruelty: why South Africa's commercial captive lion industry should be shut down for good](#)' on World Lion Day, 10 August. This shocking report outlined the suffering of the lions – detailing cases of starvation and cannibalism – the industry's ties to international crime syndicates, and the risks of disease and injury to local people involved.

**We called on the government to honour its 2021 commitment to "immediately halt the commercial exploitation of lions, and to ultimately close all captive lion facilities in South Africa".**

In November we released research from our survey revealing that travellers favour an in-bound 'lion protection fee' for tourists to protect lions from being killed by hunters for sport. One thousand people from countries that frequently visit South Africa, including the African continent and overseas, were involved in the survey conducted by South African and UK researchers.



Free life: A wild lion at Hwange National Park, Zimbabwe.



Cruel conditions: A lion held captive at a South African venue.



End it: Young artists and wildlife enthusiasts, including Ugandan poet Brandy Arinitwe, joined forces at Uganda's National Theatre in Kampala. They spoke up for lions and other captive wild animals at our #EndWildAnimalsCaptivity event marking World Lion Day.



# ไปให้สุด หยุด ชั่ว



## #ให้ช้าง กลับไปเป็นช้าง

THAILAND

### Rapping against elephant shows

Famous Thai rapper, TangBadVoice, worked with us to create a song - 'No elephant show' - laying bare the distressing cruelty inflicted by the travel industry on almost 3,000 captive elephants in Thailand. The video featured our ambassador, celebrity Maria Poonlertlarp. Released on World Elephant Day (12 August) 'No elephant show' was seen by around 190,000 people and shared widely on World Animal Protection's social media channels in Thailand.



© World Animal Protection India

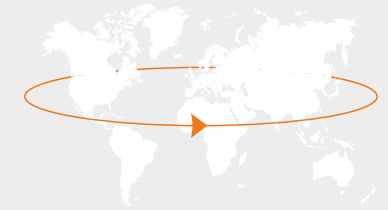
INDIA

Also on World Elephant Day we urged the Chief Minister of Rajasthan to end the cruel elephant rides at Amer Fort in Jaipur and retire the long-suffering elephants to a wildlife-friendly sanctuary. More than 500 people participated in a rally highlighting their plight.





# How we'll move the world in 2024



**Our goal:** Ensure farmed animals live good lives by transforming the global food system.

We'll...

1

**Focus** our campaign on JBS, the world's largest meat processor, to fundamentally challenge factory farming, improve animal welfare and press for this global giant to adopt sustainable practices. We'll expose how their sourcing of animal feed contributes to habitat destruction. This will build public opposition against factory farming, helping us powerfully advocate for a moratorium on factory farming, zero-deforestation commitments, global trade restrictions and regulations on deforestation-linked products.



© World Animal Protection / Justin Durner

2

**Mobilise** a movement to act for the urgent need of equitable, humane, and sustainable alternatives to factory farms and to press for increased production and consumption of plant-based foods. In Asia, with like-minded organisations, we'll call for the adoption of responsible minimum farming standards, to improve the lives of animals on existing factory farms and use it to restrict factory farming's further growth.



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3

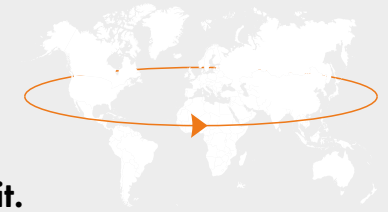
**Target** the financiers behind factory farming, urging these taxpayer-funded development banks and high street banks to stop funding its cruelty and planetary destruction. We'll also work with communities to uncover the true costs of financial institutions' failure to invest in humane and sustainable farming systems. From these we'll develop case studies that we'll share to bring about change.



© Fernando Martinho / Repórter Brasil



# How we'll move the world in 2024



**Our goal:** Stop wild animals being cruelly exploited as commodities by changing the systems that allow it.

We'll...

1

**Ramp** up our people-powered campaigns to convince key travel companies to stop promoting and selling harmful wildlife entertainment; we have already convinced 160 companies to do so. TUI Group and GetYourGuide, will be our main targets during the year; their commitment is critical in making such cruelty commercially non-viable.



© World Animal Protection / Chanklang Kanthong

2

**Focus** on more ways to end wildlife's exploitation by key industries. This will involve:

- **securing** pro-plant medicine support from traditional Asian medicine companies in China, then Chinese government endorsement in 2026
- **gaining** wildlife-friendly commitments from major fashion entities by 2025 and persuading key pet trade players to cease their activities, while raising public awareness about the associated cruelty
- **exposing** the public to the habitat destruction and harm to wild animals caused by agribusinesses.



© World Animal Protection

3

**Launch** our Wildlife Not Profit campaign, underpinned by our '**Bred for profit**' report. We will demand an end to global wildlife farming which supplies exploitative industries like tourism and traditional Asian medicine. Central to the campaign will be a global call to action asking the Thai government to stop breeding elephants for cruel entertainment activities. We'll also identify and promote sustainable humane alternatives that do not involve the capture and killing of wild animals for commercial gain.



© Blood Lions



# THANK YOU

Thank you to our worldwide family of individual donors, trusts, foundations, corporations and governments for your generous support of our mission.

## CREATING LASTING CHANGE

Our gratitude to our loyal donors who have left World Animal Protection a gift in their will to continue providing animals a better world. Forever.

If you would like more information on how to leave a gift in your will, please visit our website or email: [yourlegacy@worldanimalprotection.org](mailto:yourlegacy@worldanimalprotection.org)

## Hostelling guidelines protect wildlife



YHA Australia, the Australian arm of Hostelling International and the country's largest budget accommodation provider, worked with us to create wildlife guidelines for implementation across its brand and network.

CEO Paul McGrath said, "Implementing these guidelines has been an important step for YHA, aligning with our push to expose our guests to more authentic and purpose-driven experiences. We're already seeing the positive change they have brought about across the YHA network, and we hope the industry continues moving in the right direction to preserve the natural world that travellers are so eager to explore."

## Winning jaguar personality helps Costa Rica centre

Celeste, a playful young jaguar cub, resident of Las Pumas Sanctuary and Rescue Centre in Costa Rica, scooped our 2023 Wild Animal Unique Personality Award. The award was launched in 2022, in memory of Audrey Mealia, a much-loved member of our wildlife team. Celeste's US\$10,000 prize money will go to Las Pumas to help support its wildlife care and rehabilitation work.

**Award nominations for 2024 open in April.**



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Joanna Kerr Chair • Sarah Ireland Deputy Chair • Bérangère Michel • Christine Lloyd • Dearbhail Usher, appointed 15 June 2023 • Franc Cortada • Ka Keung Fung, appointed 15 June 2023  
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**Change for chickens:**  
Varakorn Laohasereekul, owner of Kid Dee Farm – a high-welfare, organic chicken farm – in Thailand, proudly sits with his flock. Kid Dee is working with Patom Organic Living, a grantee from our Investing in Others initiative. Investing in Others was awarded a US\$1.1m grant by Open Philanthropy to improve farmed animal welfare across the region.

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