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## Animals Australia declares farm war

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Brad Cooper

THE organisation which shattered Australia's live export trade last year is waging a new war on farmers.

Animals Australia, which just over a year ago fed video footage of animal cruelty to ABC Television leading to a month-long ban on the live export trade, has launched a multimedia campaign aimed at ending what it calls "factory farming".

"Imagine a world where all animals are provided with a life worth living and protection from cruel treatment. A world that recognises their needs and interests, not just takes from them," a statement on their website says.

"A world where every animal is treated as a someone, not a something. With the launch of this campaign imagination will become action, because we have a plan to Make it Possible - a plan to end factory farming in Australia!"

The campaign, which features TV ads, pleads with consumers to use their purchasing power to end the trade. The ads show pigs and chickens in squalid conditions with some animals made to look like they are singing.

Backing the campaign are ambassadors including tennis legend Pat Rafter, musician Missy Higgins, and now US-based TV host Rove McManus, among a host of TV personalities and comedians.

Animals Australia wrote to National Farmers Federation chief executive, Matt Linnegar, about the campaign arguing it would give farmers interested in welfare but concerned about backlash the confidence to change practices.

"We understand that the current demand for pork, chicken and egg products cannot be met by higher welfare systems, hence the need to educate the community to eat less and pay more - ensuring that the bottom line for producers can remain positive.'



Animals Australia campaign director Lyn White.

<http://theland.farmonline.com.au/news/nationalrural/livestock/news/animals-australia-declares-farm-war/2630242.aspx>