



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities Since 1983

SELECTED EVENT DETAILS

More dramatic events can require a lot more planning than simply leafleting or displaying materials and information. The pay off is worth it though, with increased media attention for and awareness about the plight of farmed animals.

Cage-ins are an excellent way to bring attention to the plight of farmed animals. They are highly effective in conjunction with videos and can attract a media attention. You can make or purchase cages large enough to fit one or more people, or use smaller props to represent the cages, crates, and stalls used in factory farming. Home improvement stores have various supplies for both intricate and simple cage props.

Having activists sit in the cages is a very effective way to use the props, especially if they wear animal costumes and/or fake blood. This can be done next to an informative display, or at a symbolic location, such as a slaughterhouse or fast food chain. Another option is to allow passerby to sit in the cage when they visit an information table. When no activists or visitors are in the cages, plush animals or animals cut-outs can occupy them. Never leave a caged-in activist unsupervised.

Video set-ups can be as simple as a laptop computer or as elaborate as a mobile video rig. Video screenings work best after dark, but can still be effective during the day. To increase visibility, find shading or create your own with a tent or other cover. You will need a DVD or VHS copy of a **video that documents the cruel realities** faced by animals raised for meat, milk, and eggs. We recommend PETA's *Meet Your Meat*, COK's *45 Days: The Life and Death of a Broiler Chicken*, or, for a less graphic video, Farm Sanctuary's *Life Behind Bars*.

For information tables, **a laptop with a built in DVD player is the simplest option**. Play somber music, make sure there are volunteers to leaflet, and wear black to match the mood. For a demonstration, protest, or sit in, a video rig will be more effective, though more labor intensive. **A Power inverter is needed for a video rig**. Power inverters are simple devices that allow your TV/Video player to draw power from a car battery or from a separate battery pack.

You will need an inverter that converts 12-volt DC power into 117-volt AC power. Small inverters (150 Watts) are suitable for most combinations, but larger units may require a higher wattage. Check your unit to ensure compatibility. Less expensive inverters often have a single outlet, but you may choose to spend a few extra dollars on an inverter with multiple outlets, which tend to have a higher wattage capability. Online options include BUY.com or Radio Shack.

Running times vary so practice, practice, practice! If you are using a car battery to run your video, bring a pair of jumper cables and another car in case the battery runs low. You may also decide to take turns switching vehicles or **invest in an external battery pack**.

Die-ins are a visually powerful and symbolic form of protest where activists lie motionless in a public area. They have traditionally been used to protest nuclear proliferation and, more recently, the war in Iraq. World Farm Animals Day die-ins take a stand for animals raised for food, whose suffering is invisible and publicly denied.

Die-ins can be done in coordination with an information table and/or video screening. Speakers are encouraged as well, and speakers should have a script that includes animal death statistics. The amount of **lay-down time will vary from about 5-30 minutes**. Consider dress code, body positioning, and hand positioning. Wearing all black is appropriate. FARM's "Stop the Slaughter" shirt is available at a discounted rate to all die-in participants. Hands and bodies can be free form, or bodies can be in patterns and hands can be sprawled or over chests. Be careful not to look like a sleep-in!

It is helpful to have a dropping and standing strategy. If necessary, determine and mark positions before the event. Will participants drop and rise together, or one at a time? **Ensure that participants know dropping and standing cues.** Email instructions ahead of time, if possible.

Demonstrations are great ways to express outrage towards an establishment or company, highlighting their treatment or policies regarding animals in order to raise public awareness about the inherent cruelties in raising animals for food. They can also generate negative publicity for your target, if well-thought-out.

If you are working on a campaign in your area, **consider incorporating a demonstration into World Farm Animals Day** by staging a protest on or around Gandhi's birthday. Making your campaign part of an international day of action makes it much more news-worthy.

When planning your protest, **be sure to read up on local ordinances** regarding the size, location, timing, and noise levels of protests. Depending on local laws, you may need one or more permits. If you are not planning to engage in civil disobedience then remember to stay on public property.

Vigils and memorial services are somber events that focus attention on the tragedy of animal farming and slaughter. They are a time to remember the losses suffered by each of the more than 55 billion individuals murdered by agribusiness each year. These events can be as elaborate as funeral processions or as straightforward as candlelight vigils.

Props, such as candles, black ribbons, somber music, and funeral attire can create a very dramatic effect. Activists can also conduct a fast to increase the media appeal of the event, and to bring attention to the millions of people who go hungry as grains are fed to livestock instead.

Vigils can be added on to many other events, such as protests, demos, information tables, cage-ins, and more. A funeral procession can be added to a march for animals. Vigils can be done in highly public areas for maximum visibility, or they can be done in strategic locations, such as in front of a slaughterhouse. Regardless of the nature of the vigil or memorial service, it will be more effective if more activists take part, so effective outreach and planning are key.

Feed-ins demonstrate the benefits of a cruelty-free diet through delicious vegan food. Offer samples of meat-alternatives at a busy downtown intersection, feed homeless people, or conduct a workplace feed-in for your co-workers. Offering food samples works well in conjunction with leafleting or an info table.

If you would like to prepare food, figure out how much food you will need and what you would like to serve. Put your skills to use and plan to make a veggie lasagna with Gardenburger Veggie Crumbles and Daiya vegan cheese, Teese brand soy cheese pizza, or Tofurky sandwiches with Vegenaïse. Find more recipes at Meatout Mondays. **If you would like to offer samples only**, decide what you'll serve. Ideas include Tofurky deli slices, Gardenburger Riblets, vegan "chicken" nuggets, soymilk (most people prefer chocolate), Tofutti Cuties (soy ice cream sandwiches), or any other vegan meat/dairy alternatives you can pick up at the store.

Workplace feed-ins are an easy outreach event if you are short on time. The idea is to educate your co-workers with a display, information, and a cruelty-free lunch or samples. **Obtain permission** to host a workplace feed-in by approaching management with your plans. Explain that you are interested in sharing with your co-workers the reasons behind your lifestyle choices.

About a week prior to your event, alert your co-workers of your plans, explaining to them the concept of World Farm Animals Day and letting them know you will be bringing healthy, compassionate food for them to try during lunch hour. Consider marking it on the company calendar and/or making signs to hang around the office or post on the bulletin board.

On the day of the feed-in, bring all display materials and handouts into work with you. Plan to arrive early, so you can set up your display. If possible, make yourself available throughout the entire lunch hour to answer questions and discuss your reasons for hosting the event.