



Eyes on  
Animals

Watching  
out for their  
welfare

# ANNUAL REVIEW 2023



Eyes on Animals and Welfare during a practical training of the French gendarmes on enforcement of the animal-protection-during-transport laws- this cattle truck was fined 6000 euros for violations to welfare, Nov 2023

Charitable ANBI nr (RSIN): 8203 40406

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## ABOUT US



Photo: Hedayat Amid

**Our mission: we work in the field to reduce the suffering of animals on farms, during transport, at market and slaughter.**

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Eyes on Animals is an animal-welfare inspection organization registered in The Netherlands and works internationally. Our work focuses on seven main aims:

1. To witness first-hand how animals are treated during transport and slaughter so that we can best judge what is really going on and identify what is needed to make real permanent improvements on the ground.
2. To evaluate if pertinent animal-protection legislation for transport and slaughter is being adhered to by the industry.
3. To oversee that the animal-protection legislation is being adequately enforced by the relevant authorities.
4. To identify animal-welfare loopholes in the legislation or local traditions and rectify them.
5. To spread information about “better practices” so that more industry players will reach a higher level of animal-welfare faster and because positive reinforcement works often better than negative reinforcement to get changes in place, and to keep society active and hopeful rather than apathetic.
6. To promote and assist industry stakeholders that do implement better practices (such as pioneer high animal-welfare farmers, small slaughterhouses that carry out slaughter as humanely as possible, transparent transporters who take responsibility for good welfare) become known for their efforts and become the norm. Thus changing the industry from within.
7. To promote a respectful and smart transition to a less animal-based and more plant-based diet in a way that attracts the masses.

We conduct **inspections** at livestock markets, export stations, livestock trucks and slaughterhouses.

We **distribute our inspection reports**, backed by photos and video evidence, to the pertinent government authorities to support them in their work of enforcement and inspection.

We are in **constant dialogue with the livestock industry** to advise and encourage improvements. We let the “good players” shine because positive reinforcement brings improvements fast and helps achieve an overall improvement to welfare globally, as those dragging behind eventually have to follow suit or go out of business..

We **train the highway police** on animal-protection-during-transport legislation so that they can inspect livestock trucks effectively and enforce the laws set out to protect animals.

We give **Welfare-Workshops to livestock chauffeurs and slaughterhouse-workers**, educating them on how to create less fear and suffering when transporting and slaughtering animals.

We **re-design facilities** (such as poultry transport containers, slaughterhouse raceways and restraint boxes, unloading ramps at markets etc..) so that farm animals can at least experience less confusion, fear and pain.

We give **Welfare-Workshops to poultry catchers** on our gentle upright method, in order to phase out the current cruel catching and loading methods used (birds grabbed by their feet and held upside down).

We **provide material to other animal-welfare organizations and political parties** that need evidence and facts from the field to support their **lobby-work, court cases and campaigns**.

We **work internationally** in areas where animal welfare during transport and slaughter is poor but where we can have a major impact because we know the language, have the necessary skills and the right people to get the job done well, such as Turkey and Ghana.

We **give interviews and provide evidence of good and bad practices to serious journalists** in order to raise awareness to the larger society.

We have established an **international task-force** made up of organizations and official veterinarians from around the world who also work in the field. We regularly share information and conduct inspections together so that animal-welfare standards can improve quickly and harmoniously across the continents and resources are pooled.

## WORDS FROM THE DIRECTOR



As a young girl, I was convinced that showing photos and videos of how farm animals are suffering from chronic boredom and severe discomfort on factory farms, or left for hours and even days on crowded trucks only to be slaughtered inhumanely at a solely profit-driven slaughter-plant, would be enough to make each person drop meat and dairy from their plates.

The world was going to go 100% plant based by the time I died if I just continued to talk to people about the suffering. At the “worst”, some meat and dairy would remain on a few people’s plates but it would really only come from honest and compassionate farmers who keep the calf with the cow, the pigs able to root in real

earth outside and the hens in small flocks.

They could slaughter on-farm or close by at old fashioned small slaughterhouses where profit and saving time were not the main driving forces. I would be sure that those people not convinced to go vegan would at least be convinced to be very picky about where their animal products came from.

How sad, but also naïve of me. Fortunately, after all the protests and arguments with meat eaters, I had some excellent role models who kept me hopeful, optimistic and realistic. My nana and grandad taught me that the world is not black and white and it is not good to generalize. Not all farmers or those in the livestock industry, are bad and cruel people. My nana had been a cattle farmer and would never have tolerated any of the abuse I had witnessed in magazines or at auctions at the time. Ingrid Newkirk from PETA taught me that moral superiority does not work if you want to actually help animals.

I joined her for one week to distribute doghouses to dog owners in several “rough” neighborhoods of Norfolk, Virginia. These dogs were kept on short chains and, neglected and never walked, there were often feces lying in the entire area where the dog could reach. Ingrid did not knock on the dog-owners’ doors angry, but rather with a warm smile and showing respect. She was not only often invited to stay for a cup of coffee, but the people really listened to her advice on what a dog needs and likes and how to take better care of them. At the end of the visit, the owners would be helping us clean up the feces and installing the dog houses. Some dog-owners would even go out and get a longer chain, start petting their dog, and thank us.

And then there was Temple Grandin, who taught me not to be shy or intimidated in a man’s world. Just enter that livestock market or abattoir, stand tall, and be there for the animals. As

long as you are honest and sincere about your intentions and have some good ideas, you will change the mentality or at least get concrete changes in place that do make a big difference for every animal passing through.

Shirley Anita Chisholm was the first black woman to be elected in the United States Congress and I remember one of her famous quotes: “You don’t make progress by standing on the sidelines, whimpering and complaining; you make progress by implementing ideas”. I feel as though every movement to make the world a better place needs both, at different times. First protesting from the sidelines is needed to make the issue visible; to shake the privileged about the suffering of the underdogs.

But thereafter, we need people on the actual ground doing the work, making the better decisions, changing the game from inside! I like to think that that is what Eyes on Animals does. We enter through the door, we speak to the truckers, chicken catchers, slaughtermen and farmers, we try to fix the ramps and raceways, we get shade built and captive bolt stunning in place, we make them confront animal’s needs and to think about the animals.

I now know that the world will not drop meat and dairy in my lifetime, but I am still aiming, together with my excellent colleagues at EonA and other NGOs, to make the world dramatically more humane for animals.

It may be less than my childhood dream, but if we all work hard I think we can achieve it. Imagine, what a better world it would be.

## OUR SUCCESSES

This year I wanted to do things differently. Instead of listing in a detailed fashion every improvement in 2023, I wanted to give you a bigger picture of what EonA achieved for animals thanks to our concentrated efforts on long-term projects we initiated years ago and kept working away at. Below are the significant changes in the past 10 years. Each success represents months, sometimes even years of preparation work, trust building, fieldwork, meetings, trainings and exposure. Most important is that our successes are always structured to have an impact in the long term, to create a permanent change.

### Main achievements in the last 10 years

#### 1. Initiated a fundamental change in Turkish slaughterhouses



**Before – all animals hoisted and cut while fully conscious**



**After – sixteen slaughterhouses now equipped with stunners, rendering animals unconscious first.**

Please first watch this [short summary video](#). In Turkey, cattle and sheep were slaughtered while fully sentient and conscious. Cattle as heavy as 800kg are placed into “trip-floor” restraint boxes, where they are forced to fall down as the floor tilts. They then have a thick metal chain wrapped around one leg and are hoisted fully off the floor like this. The pain of being hung like this is unbearable to watch but is important to face- see [video](#).

A slaughterman then begins to slice the thick throat, which is like cutting a loaf of bread. Sheep are forced onto their backs, have their legs often tethered, and then get their throats cut, often with a blunt knife and not yet sheered, resulting in a slow and painful death as very little blood flows out quickly. Ten years ago it was unheard of in Turkey to first render cattle and sheep unconscious before hoisting them and cutting their throats. All the animals were suffering this form of torture. We decided to make it our goal to change this because we have an excellent inspector who is Turkish and also very knowledgeable of the Muslim religion and Turkish culture. Eyes on Animals has been working in Turkey for the past 10 years. We inspect slaughterhouses and educate them directly about more humane techniques and show them what a captive bolt stunner is and how it works; we meet with Imams throughout the country, as well as officials from the Ministry of Agriculture and the Ministry of Religious Affairs (Dyanet) as well as managers of large supermarket chains (Migros, Metro). We also successfully organized permits to import captive bolt stunners into Turkey, as they are not manufactured in the country. The cartridges are considered a weapon and therefore we needed to settle matters first with the Turkish Ministry of Interior, Police and Customs in order to legally bring them in to Turkey. Now we have a large supply of stunners in the country and lease them out for free to slaughterhouses with trained staff and wanting to use them.

Two very famous Turkish Imams publicly speak out in favour of stunning and have published videos about this. Sixteen cattle abattoirs are equipped with stunners and have been trained in how to use and maintain them. This has resulted in a much quicker and much less painful death for thousands of animals so far, and we hope many more in the future. The cattle are stunned while standing up, or in some cases while lying on the ground (but never hoisted fully off the floor) and only have their throats cut when unconscious. The sheep remain in a natural standing position and are quickly stunned without stressful restraint. Only after falling unconscious are they bled out and hoisted.

As well, the large national animal-welfare organization, HAYTAP, has now opened a campaigning branch of their organization just to create awareness about “Halal” meat produced in Turkey in reaction to our work. This branch is called Acisiz Kesim (painless slaughter). The aim is to expose our footage and create pressure from the general public on the Religious Authorities, Halal certifiers and the Meat/Dairy board to accept and even mandate the use of stunners. We now work closely together and have given talks at their conferences. They are making hundreds of thousands of Turkish consumers aware of how their meat is produced and making them angry about the hypocrisy of Halal labels.

Should Turkey as a whole one day mandate that all cattle and sheep be rendered insensitive to pain prior to slaughter, this will impact not only the millions of sheep and cattle slaughtered every year in Turkey but it could have a major impact on animal-welfare throughout the Islam world. Turkey is seen by most Islamic countries as the leader and usually copy what Turkey does. The slaughter of animals while they are fully sentient and alert is one of the most horrendous animal-welfare crimes happening today in the farm-animal world.



## 2. Initiated a fundamental change in the way spent laying hens are caught



Before



After

Everywhere around the world, there are large poultry farms where broilers and spent laying hens are caught to be loaded and transported to slaughter. Groups of catchers enter darkened barns and catch them roughly by their legs and hold them upside down, 3-5 per hand. They bump them against installations and then stuff or throw them into transport crates and container drawers. It is so traumatic for the birds that their levels of corticosterone in their blood (stress hormone) remain equally high long after being loaded.

Chickens do not have a diaphragm, so it is unnatural and painful for them to be held upside down. As well, holding 3-5 chicken legs per hand results in their legs being squeezed, bruised and sometimes broken. Both broilers and laying hens already have sore legs from either too little calcium in their bones (spent laying hens) or having to carry such heavy bodies (broilers). When stuffed or thrown into the container drawers, some of the broilers land on their backs and die from not being able to upright themselves (too top-heavy and the weight on their hearts causes breathing difficulty and heart failure).

Laying hens sometime have their heads, wings, legs and toes crushed by the doors of the crates or caught in the gaps. Already with fragile bones, it is not uncommon that spent layers have a wing or leg broken during the catching process and are left like that to suffer during transport. To watch our short film on the conventional method of poultry catching, click [HERE](#). To watch a short film comparing the conventional with the gentler upright method, click [HERE](#). Most countries, including the Netherlands up until 2023 (when gentle handling

was reduced to 1% thanks to our exposure) accepted a 2% Dead-on-Arrival rate (DOA). This represents billions of birds.

We teach the gentle upright method of catching poultry - read instruction leaflet [HERE](#) and short video [HERE](#). One or maximum two birds at a time held upright with full support around their wings and under their bellies. At first only one catching company was interested in our training proposal, but when we got some egg companies to commit to making the switch, more joined on. Now all eggs from Demeter and [Kipster companies](#) come from hens that have been caught upright. A Norwegian and Swiss company have also copied this program.

Kipster USA has now also adopted the upright method of catching and we are now involved in Germany, as two farmers there made the switch and a German welfare label is going to mandate it, using our training material. Additionally, this case was brought to court in the Netherlands by Wakker Dier (whom we advised) as the EU regulation stipulates that animals cannot be picked up by their limbs, with no exception given for poultry. The judge confirmed that the method of catching poultry by their legs and holding them upside down was illegal. The Dutch authorities are now obliged to enforce this and have even issued several fines already. The poultry industry is now obliged to stop catching poultry upside down.

### **3. Initiated a fundamental change in dairy production**

Having inspected livestock calf markets and trailed dozens of trucks with unweaned calves that were the by-product of the dairy industry, Eyes on Animals knew that the only concrete and fast way to make a real improvement to the welfare of calves, and also their mothers, was to change dairy production from within.

The current way of producing dairy has inherent welfare problems, but to wait until the world is plant-based will take too long - let us improve dairy practices now. We knew that there were some dairy farmers in The Netherlands that did not separate the calves from their mothers right after birth but rather kept them together for at least 3 months. They also did not wean them abruptly, but rather gradually. Gradual weaning is much less stressful for calves. As well, at 3 months of age the calves' immune systems are fully developed and they are no longer dependent on just milk for nutrition (they have become ruminants and can eat solid food). They have also become social with other calves, thus less dependent on their mothers for warmth, play and safety.

We wrote an extensive report, called [Giving Milk a Good Shake - looking at better options in the way we produce dairy](#). The report covered all the inherent welfare problems of "conventional" dairy that we documented at calf markets, on trucks and ferries and on dairy farms where calves were kept in tiny individual pens or igloos. In this report we also reported on these dairy farmers that were keeping the calves with their mothers and giving the calves a good life. The aim was to show the problem with today's conventional dairy production, but also to show that there was a relatively simple and quick solution- keep the calves with the mothers in the herd.

We released this report via the well-known TV show Tros Radar in the Netherlands- [a 50 minute documentary about the inherent bad practices and the realistic good alternatives](#).

This started a huge discussion in the Netherlands with the Political Party for Animals successfully passing a motion to phase out separating the calves at birth from the cow on dairy farms in the future. Eyes on Animals also celebrated Mothers' Day by highlighting the wife or female farmer of farms where mother cows were allowed to keep their calves. This too generated a lot of positive publicity.

Since then, other NGOs have jumped on the wagon and we have together even attracted the attention of people in the food businesses. Our goal back then was to have dairy coming from cows that got to keep their calves labelled as such. And in 2022 our "goal" came true. Zuiver Zuivel, an already existing organic dairy company, started labelling its dairy products separately coming from farmers that keep their calves with their mothers (label – kalf en koe blijven samen = Calf and cow together).

At the same time a Dutch woman who used to work at Unilever, opened up a new dairy company, called Kalverliefde (Calf Love). Dairy under this label was also coming from some of these farmers that we knew, and that kept calves with their mothers for 3 months instead of sending them on transport at a young age. In 2023 Eyes on Animals became the official auditors of Kalverliefde.

We visit every farm and evaluate it. We are in regular contact with the farmers and with the founder of Kalverliefde and are helping facilitate this market so that more farmers can make this switch and find a "humane" market for their older calves away from white-veal production.

These dairy products are not only found at natural food stores but also at the Netherlands' largest supermarket chains Albert Heijn and Plus. Kalverliefde has recently started also producing yoghurt and it pays its producers 7 cents extra and a thank-you and reimbursement for keeping the calve and cow together.



*Dairy products coming from farms that keep the calves with their mothers instead of transporting them at young ages to white veal farms, are now separately labelled in the Netherlands.*

#### 4. Decreasing the suffering for billions of pigs during slaughter by designing a new pig slaughterhouse to phase out CO2 gas stunning

Due to our respectful relationship with the pig-slaughter industry, we were given permission in 2012 to install cameras in 3 pig slaughterhouses to document pigs in CO2-gas stunning systems and in automatic electric stunning systems.. The aim? We wanted to make a film showing the welfare problems of both current systems ([watch here](#)).

We also wanted to make it clear that CO2 gas was not an acceptable method of stunning pigs because it is neither painless nor immediate. Inhaling CO2 is extremely painful- it burns the mucous membranes, and it causes the feeling of suffocation. Up until our film, CO2-gas stunning in a commercial pig slaughter plant was kept totally secret by the industry. With this film we hoped to also finally get the full potential out of electric stunning, as when applied correctly electric stunning is immediate and painless. No one had up until then invested in improving the design of automatic electric stunning because everyone was just switching to the painful but hidden CO2-gas stunning option!

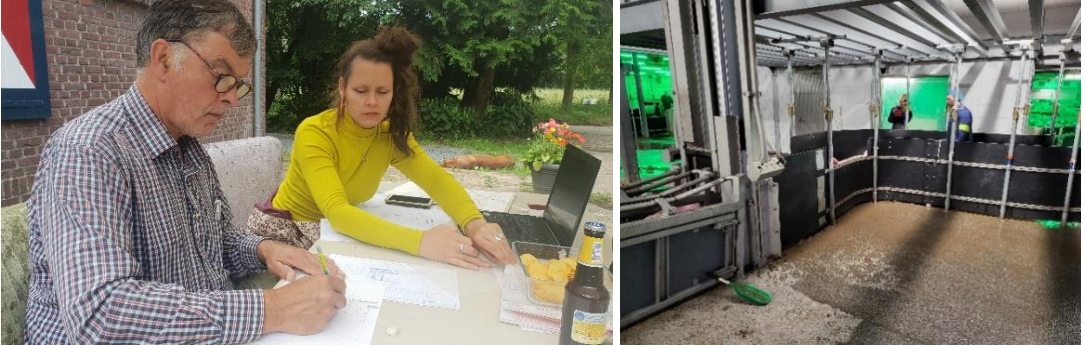
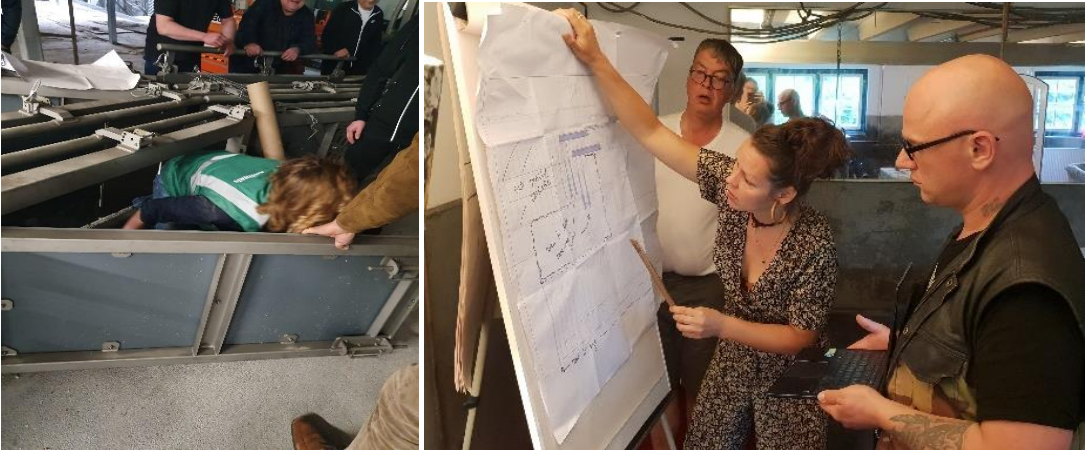
This film sparked off a revolution in the animal-welfare and meat world and among EU authorities and animal-scientists. Since then more footage of pigs in CO2-gas stunning systems has come out by animal-rights NGOs in other countries and the accumulated pressure and attention to this topic led to the European Commission to dedicate 2 million euros into identifying feasible alternatives to CO2 stunning of pigs. It also resulted in a large pig slaughterhouse in the Netherlands asking us to help them improve their electric stunning design so that they could avoid switching to CO2 gas.

They did not want to switch to CO2 as they found our footage horrible, but they, like all large pig slaughterhouses that use electric stunning, were having trouble moving the pigs through the single-file automatic electric stunner without electric prodding the pigs to force them in. The repeated use of electric prods in so many areas is also not acceptable. In 2020 the entire plant was dismantled and a new lairage, raceways and stunning area that we designed were built. We installed 4 stunners instead of just 1, and 2 raceways instead of just 1, to reduce the tempo and the pressure on the workers and pigs to move quickly.

Speed and pressure always result in employees taking their frustration out on the animals. We removed colour contrasts and built view-shields so the pigs could not easily see the employees, or other frightening distractions up ahead. We installed improved lighting so pigs walk from dimly lit lairage pens to well lit raceways, using their natural behaviour. We greatly reduced the size of groups moved simultaneously, and installed green and red lights so all employees could time the bunches appropriately.

The famous ethologist, Dr. Temple Grandin, advised us on-line. This particular abattoir slaughters 675 pigs per hour, every week-day except Christmas of the year. This project decreased the suffering of all those millions of pigs slaughtered by that one plant every year, but this project has now the potential to decrease the suffering of billions of pigs in other plants. We are actively encouraging other pig slaughterhouses using electric stunning to copy the new design and also pig slaughterhouses using CO2 gas stunning to phase it out and switch back to electric stunning.

Already we have a large French pork-producing company interested – they have one plant still using electricity and have decided not to switch it to CO2 gas but to instead improve their electric stunning design and make it similar to what we put in place. They visited us and we toured the Dutch plant together in May 2023. We have also had a pork plant from the UK visiting and government officials plus welfare labels from various countries coming to take a look, all with the aim of phasing out CO2-gas stunning and switching to this more “humanely” designed electric stunning system.



*Eyes on Animals team with Dr. Temple Grandin re-designing pig abattoir*

## 5. Significant changes in slaughterhouses in Ghana



**Before**



**After**

We have put important concrete improvements into place in eight Ghanaian slaughterhouses. We regularly bring captive bolt pistols into the country and teach slaughtermen there how to use them. We also teach more humane practices during herding, loading and unloading and restraint.

The reason we work in Ghana is that in 2017 I was contacted by the director of WACPAW (a local NGO: West Africa Center for the Protection of Animal Welfare), that had just started up. He informed me that they had 150 slaughtermen from various slaughterhouses, plus animal agricultural students, all eager to learn how to slaughter more humanely.

They also had a location to hold the training workshops, both for the theory and practical components. They just needed teachers. Where there is a will, there is a way! So we went for it. Within a few months we were there with a team of 3. Ever since then we work 2 weeks per year in Ghana to support WACPAW and in between guide them from a distance and help support their work financially.

The rest of Africa looks up to Ghana, which has a history of having a very stable and diplomatic government. We assume in the near future, WACPAW and EonA will be approached by companies or organizations in other African Nations, wishing to also get animal-welfare during slaughter improvements in place in their country.

To watch a few short films about this work:

- [Improvements Cape Coast abattoir](#)
- [Improvements at JFamco abattoir](#)
- [Improvements at various slaughterhouses in Ghana 2022](#)

## 6. Organized and hosted successful international conferences

Roughly every two years we organize conferences on how to improve animal-welfare during transport and slaughter. Whether it be in Istanbul (Turkey) for managers of Turkish slaughterhouses, official veterinarians and Halal auditors, or at Cape Coast University in Ghana, for agricultural students and butchers, or in Brabant, NL for European dairy farmers wanting to stop the transport of unwanted unweaned calves and instead create a dairy system where calves stay with their mothers in the herd.

In 2022 we hosted was a two-day conference on “Better Practices” in Zandvoort, NL. Representatives from 100 transport companies and slaughterhouses from throughout Europe and some even beyond, showed up to learn from experts such as Dr. Temple Grandin, Dr. Andy Grist, Dr. Kees Scheepens but also from each other and from us about how they could reduce animal suffering in their transport vehicles or slaughter facility.

The conference was very practical and goal oriented. The last big conference that we organized was on how to phase out castration in the organic pig sector, that still mandates that organic pig farmers castrate their pigs and even accept CO2 gas to “stun” the piglets before the painful procedure!



*June 2023 we held a dynamic conference on the need to phase out castration in the organic pig sector*

## 7. Regular interviews and documentaries of our work in the media

Our work has attracted the attention of the international press. We are regularly asked to be interviewed on subjects linked to farm-animal welfare. Documentaries are made about our work and our efforts at reducing animal-suffering in a practical way. The Guardian, Le Monde, RTE Ireland, Sunday Times, CBC, Radio Canada Tele, VPRO, NPO2, RTL, ARTE are just some newspapers and television channels that we have worked with. See [HERE](#) a list of TV shows and [HERE](#) is a list of printed articles.

One of the latest great media exposures of our work was in the spring of 2023 when RTE Irish television joined Eyes on Animals, Ethical Farming Ireland and L214 on our investigation into the long-distance transport of unweaned calves from Irish markets to veal factory farms in the Netherlands. This 50-minute documentary was released in July 2023 on prime-time television in Ireland and created a storm!

It has received numerous national and international prizes including the Royal Television Society prize for best documentary. It continues today to make noise and is the beginning of the end for the live export of unweaned calves from Ireland. We were interviewed on it and our footage was broadcasted in depth. Please watch it [HERE](#).





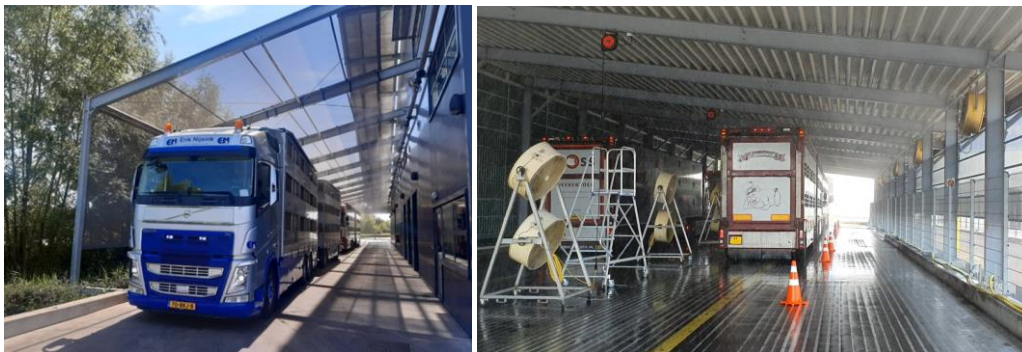
## 8. Combatting Heat Stress in The Netherlands

Our inspection and advisory work has led to concrete improvements on the work floor at various slaughterhouses. These improvements have a direct impact on animal welfare as they help reduce heat stress.

In total, we have implemented improvements at 13 slaughterhouses (6 pig slaughterhouses and 7 poultry slaughterhouses). At the remaining slaughterhouses, we were either not welcome, heat stress improvements were not necessary (there was no waiting time), or a follow-up visit is still pending.

Below are examples of the improvements that have been realized. These improvements affect the welfare of the millions of animals slaughtered annually at these slaughterhouses.

- Large canopies have been built so that (poultry) livestock trucks, which normally stand in the full sun, can now park in the shade. This occurred at pig slaughterhouses VION in Boxtel, VION in Apeldoorn, and Westfort in IJsselstein, as well as poultry slaughterhouses ESBRO in Wehl and Clazing in Zevenhuizen.



*Canopies at pig slaughterhouses*



*Canopies at poultry slaughterhouses bij varkensslachterijen*

- Large mobile fans and misting systems have been purchased for cooling both in the trucks and in the holding pens. This took place at pig slaughterhouses VION in Boxtel, VION in Groenlo, and Compaxo in Zevenaar, as well as poultry slaughterhouses ESBRO in Wehl and Van Miert in Breukelen.



*Fans and misting systems for cooling down the pigs waiting to be unloaded at large pig slaughterhouses*

- At various slaughterhouses, waiting times have been reduced. At VION, a tool has been developed to better schedule and distribute the arrival of livestock, resulting in shorter waiting times for the slaughterhouse.
- The asphalt underneath the canopy has been painted white so that it absorbs and radiates less heat, making it cooler for the animals in the trucks. This was implemented at the VION pig slaughterhouse in Boxtel and the Remkes poultry slaughterhouse in Epe. It's important to ensure that these slaughterhouses repaint the asphalt as it wears out.



*White asphalt to reduce heat absorption from the roadway into the livestock trucks*

#### **More concrete results on heat stress:**

- On July 2nd, 2020, national legislation came into force that forbids transport when the temperature exceeds 35 degrees.
- The Netherlands stopped certifying exports when journey temperatures exceed 30 degrees.
- The industry's own heat stress protocol has been tightened. The most important change: the protocol is activated as soon as the outside temperature reaches 27 degrees or warmer.
- A motion has been passed to stop transport when temperatures exceed 30 degrees and

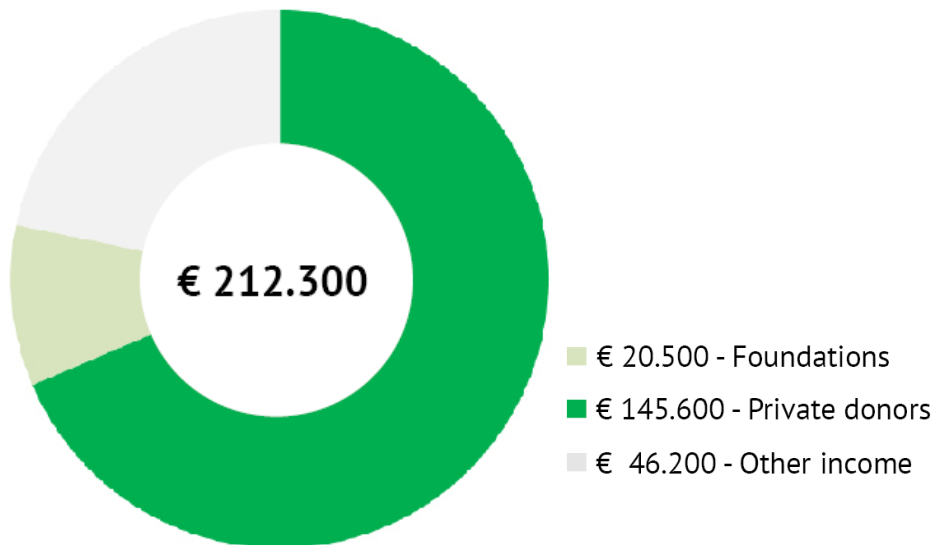
to ensure maximum waiting times at the slaughterhouse do not exceed 15 minutes.

- New criteria have been implemented to better protect farm animals produced under the Better Life label from heat stress.
- Together with the Dierenbescherming, we wrote a report on heat stress and organized a petition for stricter legal requirements. We also launched a billboard campaign to raise awareness for animals on trucks during heatwaves.
- We published a detailed report to highlight slaughterhouses that made improvements to prevent heat stress and to call out those that did not.
- For several years in a row, we have gained media attention, further pressuring the implementation of more heat stress measures.

## OUR FINANCES

### INCOME

In 2023 Eyes on Animals' total annual income was € 212.300. That is € 153.900 less than in 2022. The difference can mostly be explained by receiving an inheritance of €112,000 in 2022 and earnings from contempt fines (ingebrekestellingen). Eyes on Animals is funded primarily by dedicated private donors and a few committed animal welfare foundations.



69% of Eyes on Animals' income in 2023 came from a loyal group of private donors who have enabled us to expand our fieldwork activities and train our volunteers for the challenges of working in animal welfare.

In 2023 we were fortunate to enjoy continued and generous support from:

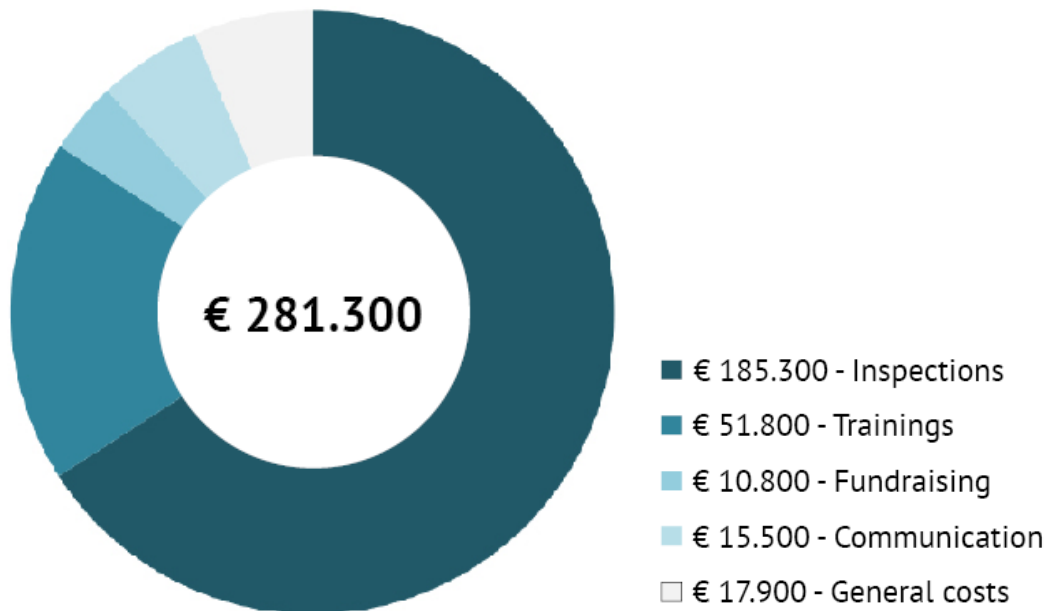
- **Fund for Animal Welfare Projects** generously funded a project to reduce suffering in slaughterhouses in Turkey and Uganda
- **Varkens in Nood** generously funded a project to reduce suffering in pig slaughterhouses in Ghana
- **Stichting De Hoorn**
- **Stichting Dier in Nood**
- **Stichting Libois**

The **Amsterdam House Hotel** generously offers us an office for free in Amsterdam so that we do not have any office rent costs.

Furthermore, we received and € 38.942 from legal fees.

## EXPENDITURES

The total expenditure for 2023 was € 281.300 – € 22.400 less than budgeted. There were fewer costs for inspections, administration costs and fundraising than anticipated. Careful financial budgeting, planning and management have allowed us to focus on our primary objective of fieldwork and inspections. We try to keep our overhead cost to an absolute minimum so we can allocate funds our donors entrust us with directly to animal welfare.



We closed the year with a deficit of € 69.000. In 2022 there was a surplus of € 68.000 – in 2023 we have spent this “extra” funds.

**Inspection Costs** cover all expenditures of sending teams into the field within The Netherlands and Europe, but also Turkey, Ghana and beyond.

**Training Costs** incorporate expenses incurred in the training of the Highway Police in various Eastern European countries as well as giving talks and workshops at training courses for the Dutch NVWA authorities.

**Fundraising Costs** cover fundraising efforts varying from sending postcards to paying freelancers to apply for funds from foundations. The production of our various newsletters and parts of our website are also earmarked as fundraising.

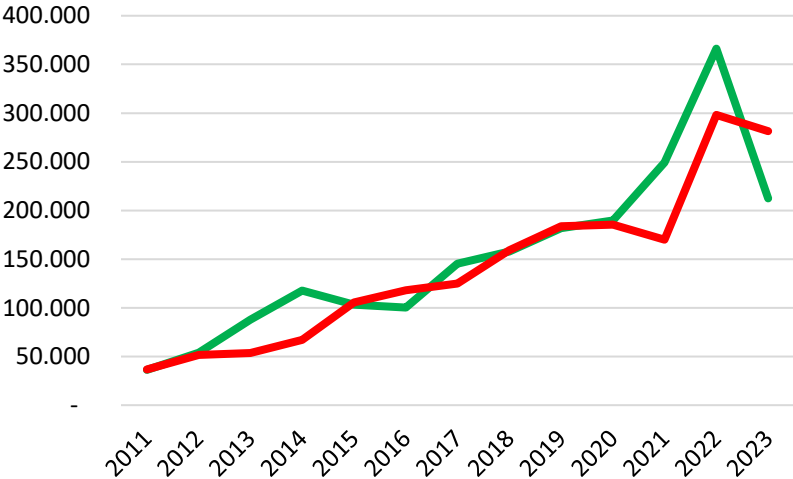
**Communication Costs** cover costs for our outreach, for example via social media, our homepage and newsletters.

**General Costs** cover administration and development costs. These include all office costs, investment in fixed assets such as cameras and laptops, uniforms, navigation systems, cell phones, cameras and thermometers, and IT maintenance.

### TRENDS IN INCOME AND EXPENSES

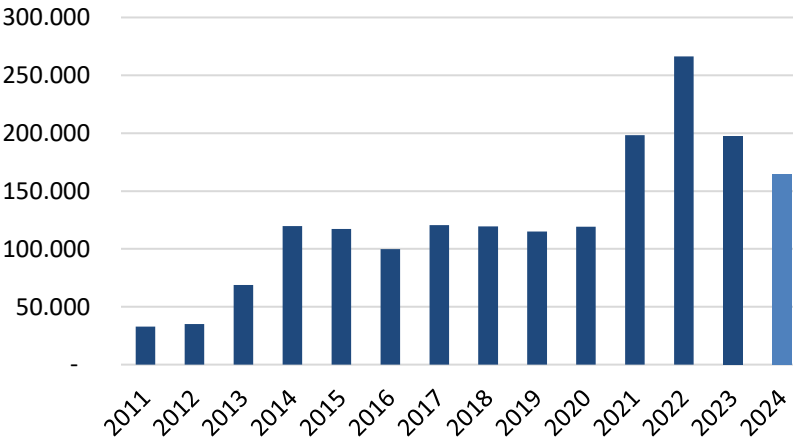
As our activities continue to expand every year, expenditures increase too. We enjoy a growing base of support, which results in an increase in income. We will keep focusing in generating enough income to be able to retain its sustainable growth.

Income and expenses 2011-2023 (€) (income in green, expenses in red):



### GENERAL RESERVE

Our aim is to allocate funds our donors entrust us with directly to animal welfare; that's why we try to keep our general reserve level to a low but safe minimum. At 31 December 2023, the general reserve is € 197.400. Our budget for 2024 shows a deficit of € 32.500, which will reduce the reserve to € 165.000 by the end of the year..



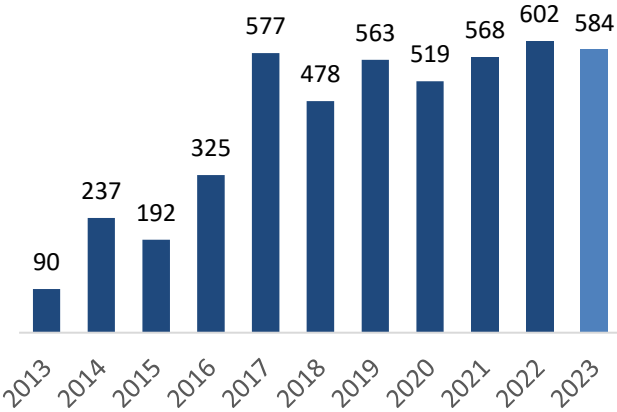
(2024 = projection)

## TRENDS IN DONATIONS

We are thankful to our donors, who make our work possible. We are blessed with a loyal group of donors. We do not use expensive and sophisticated fundraising means like telemarketing, advertisement on radio/tv or direct mailings. We try to keep our focus on direct help to the animals and our donors understand this.

Many people start to donate after seeing our footage or documentaries about our work on Dutch or international tv. Others get to know us via our Facebook, Twitter and Instagram-posts, newsletters or word of mouth advertisement by our current donors. More and more people support us with a periodical donation, which gives us safety of income and makes it possible to plan ahead.

Active donors per year, 2013-2023:



## BALANCE AS OF 31 DECEMBER 2023

| <b>ASSETS</b>                             | <b>31-12-2022</b> | <b>31-12-2021</b> |
|---|-------------------|-------------------|
| <b>Tangible fixed assets (1)</b>          |                   |                   |
| Inventory                                 | -                 | -                 |
|   | -                 | -                 |
| <b>Receivables and accrued assets (2)</b> | 21.433            | 26.110            |
| <b>Liquid assets (3)</b>                  | 209.446           | 247.834           |
|   | 230.879           | 273.944           |
| <b>Total</b>                              | <b>230.879</b>    | <b>273.944</b>    |

| <b>LIABILITIES</b>          | <b>31-12-2022</b> | <b>31-12-2021</b> |
|-----------------------------|-------------------|-------------------|
| <b>Reserve</b>              |                   |                   |
| - general reserve (4)       | 197.402           | 266.395           |
|                             | 197.402           | 266.395           |
| <b>Short-term debts (5)</b> | 33.477            | 7.549             |
| <b>Total</b>                | <b>230.879</b>    | <b>273.944</b>    |



## STATEMENT OF INCOME AND EXPENSES 2023

### INCOME

|                             | REALISATION 2023 | BUDGET 2023    | REALISATION 2022 |
|-----------------------------|------------------|----------------|------------------|
| Foundations, grants         | 20.500           | 43.242         | 29.949           |
| Donations                   |                  |                |                  |
| <i>legacies</i>             | -                | -              | 111.955          |
| <i>one-time donations</i>   | 67.668           | 84.500         | 74.855           |
| <i>periodical donations</i> | 77.903           | 75.000         | 69.785           |
| Sales                       | 6.786            | 11.000         | 26.164           |
| Other                       | 39.446           | 15.000         | 53.477           |
| <b>Total income</b>         | <b>212.303</b>   | <b>228.742</b> | <b>366.185</b>   |

### EXPENSES

|                                  | REALISATION 2023 | BUDGET 2023    | REALISATION 2022 |
|----------------------------------|------------------|----------------|------------------|
| Inspections                      | 185.270          | 223.740        | 195.661          |
| Projects & trainings             | 51.760           | 33.213         | 57.248           |
| Fundraising                      | 10.828           | 11.141         | 10.308           |
| Communication                    | 15.549           | 14.741         | 13.536           |
| Administration and general costs | 17.889           | 20.868         | 21.384           |
| <b>Total expenses</b>            | <b>281.296</b>   | <b>303.702</b> | <b>298.137</b>   |
| <b>Income less expenses</b>      | <b>68.993-</b>   | <b>74.960-</b> | <b>68.047</b>    |
| <b>General reserve at 31 Dec</b> | <b>197.402</b>   | <b>191.435</b> | <b>266.395</b>   |

## NOTES TO BALANCE AS OF 31 DECEMBER 2023

| Tangible fixed assets (1)             | 2023 | 2022 |
|---------------------------------------|------|------|
|                                       |      |      |
| <b>Book value as at December 31st</b> | -    | -    |

| Receivables and accrued assets (2)   | 31-12-2023    | 31-12-2022    |
|--------------------------------------|---------------|---------------|
| Debitors                             | 6.012         | 4.811         |
| VAT to receive                       | -             | -             |
| Donations to receive                 | 13.560        | -             |
| Interest to receive                  | -             | -             |
| Other receivables and accrued assets | 1.861         | 21.299        |
| <b>Total</b>                         | <b>21.433</b> | <b>26.110</b> |

| Liquid assets (3) | 2023           | 2022           |
|-------------------|----------------|----------------|
| Current account   | 117.761        | 156.587        |
| Savings account   | 91.403         | 90.982         |
| Cash              | 282            | 265            |
| <b>Total</b>      | <b>209.446</b> | <b>247.834</b> |

| General Reserve (4)                | 2023           | 2022           |
|------------------------------------|----------------|----------------|
| Balance as at January 1st          | 266.395        | 198.348        |
| Result                             | 68.993-        | 68.048         |
| <b>Balance as at December 31st</b> | <b>197.402</b> | <b>266.395</b> |

| Short-term debts (5)     | 2023          | 2022         |
|--------------------------|---------------|--------------|
| Creditors                | 27.084        | 3.920        |
| Taxes and social charges | 2.237         | -            |
| Deferred income          | -             | -            |
| Holiday pay reservation  | 2.947         | 2.640        |
| VAT to pay               | 1.209         | 989          |
| Other liabilities        | -             | -            |
| <b>Total</b>             | <b>33.477</b> | <b>7.549</b> |

## OUR PEOPLE



*Board members of Eyes on Animals and director*

Eyes on Animals is overseen by a board of three members. The director together with a handful of passionate and professional volunteer and freelance inspectors carry out the field work – inspections and trainings. We are assisted by computer-technicians, translators and video-editors who help us with the website, administration, writing strong reports and editing footage.

## BOARD

**Chairwoman:** Suzanne Renzen (marketing professional)

**Treasurer:** Jane Barrett (teacher)

**General member:** Patricia Beekelaar (journalist)

## INSPECTORS AND TRAINERS



**Director :** Lesley Moffat

**Core inspectors and trainers:** Lesley Moffat, Madelaine Looije, Safian Rahman-Abdul Asalet Sancakdaroglu, Monique Slee, Margreet Steendijk

**Additional help (volunteers and freelancers):** Vanessa Grams-Blakeslee, Marta Burzynska, Nicola Glen, Else de Jong, Katarzyna Kulikowska, Alina Lilova, Sanja Offenhuber, Michel Oosterhuis, Vera Rupp, Kees Scheepens, Monique Slee, Robin Smeets, Nicole Urbantat, Jan Voordouw, Alina Lilova, Roy Melsert, Michel Oosterhuis

**Technical assistants:** Jack Tummers

**Website manager:** Sanja Offenhuber, Jack Tummers

## HOW YOU CAN HELP US HELP ANIMALS



We could not do any of this work without the support of donors. Please do consider making a donation and telling your friends about us. The animals need more eyes on them, watching over their welfare. With your donation we can grow in number of inspectors and number of inspections.

**Our bank account number:**

21.23.64.219

IBAN: NL73TRIO0212364219

BIC: TRIONL2U

**Our bank:**

TRIODOS BANK

PO BOX 55

3700 AB ZEIST (NL)

Eyes on Animals is a registered non-profit charity. Our fiscal number (RSIN) is 8203 40406.

**Donations** made by EU residents are tax-deductible. Donations made by residents outside of Europe can donate via credit card or PayPal over our website to avoid international bank fees.

**Our address:**

Eyes on Animals

PO Box 59504

1040LA Amsterdam

The Netherlands

**Social media and website:**

[www.eyesonanimals.com](http://www.eyesonanimals.com)

Twitter: @Eyes\_on\_Animals

Facebook: [facebook.com/EyesOnAnimals](https://facebook.com/EyesOnAnimals)

Youtube: [youtube.com/eyesonanimalsinspect](https://youtube.com/eyesonanimalsinspect)

Instagram: [eyes\\_on\\_animals](https://instagram.com/eyes_on_animals)