

Spring 2005

Hillside

Animal Sanctuary

*with
Hillside Cards and Gift Ideas*

1995 - 2005

Hillside Animal Sanctuary

Hill Top Farm

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Norwich NR12 7LT

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e-mail: contact@hillside.org.uk

website: www.hillside.org.uk

Founder: Wendy Valentine

GRAND SUMMER DRAW 2005



Please find enclosed a book of tickets (mainland UK only) for our **Summer Draw**. We hope you will be able to support this and help us continue our important work.

Extra books are available to sell to your friends - please see the order form on the back page. Why not come along on Monday 15th August to meet our rescued animals and watch the Draw taking place.

Land Appeal Draw 2004 Winners: (Drawn 19th Nov 2004)

1st Prize £1000: 0807036 Mrs D Green, Northampton

2nd Prize £250: 1918668 Mr & Mrs C Davis, Awbriidge, Hampshire

3rd Prize £100: 1423639 Mrs P Chivers, Shepperton, Middlesex

4th Prize £50: 2123448 Mrs D Connell, Stoke-on-Trent, Staffordshire

5th - 10 Prizes of £25 Hillside Gift Vouchers:

0122015 Miss D Moynahan, Wisbech - 0146194 Mr & Mrs A Lincoln, Litcham, Norfolk

1735535 Mr N Giles, Melksham, Wiltshire - 0600526 Mrs M Moodie, Perth

0986821 Miss C Walker, Hull - 1617802 Mrs A Campbell, Haywards Heath

0520143 L Harvey, Burnley - 2066313 Sue Evans, Matlock

1596024 Mrs E White, Seaford, E Sussex - 1149915 Ms Cutts, Uxbridge

Winter Feed Draw Winners 2004/2005: (Drawn 3rd Feb 2005)

1st Prize £1000: 1723668 Mr E Chambers, Chatham

2nd Prize £250: 0967028 R and S Crooks, Poulton le Fyde, Blackpool

3rd Prize £100: 1965842 Mrs Walters, Newbury

4th Prize £50: 0852474 B Jones, Coventry

5th - 10 Prizes of £25 Hillside Gift Vouchers:

0205474 Mrs V Evans, Rhayader, Powys - 0048898 Mrs B Williams, Barnsley

0690436 Mrs L Frost, Bexhill on Sea - 1639889 Miss J E Mears, London

1940088 G Hosking, Truro - 0175307 Mrs R Eke, Northampton

120893 Mrs J Whitehead, Cheltenham - 0984454 C Penney, Bolton

0690570 Mrs B E Langley, Bexhill on Sea - 1623660 Mrs H Szlachta, London

Thank you to everyone who supported these Draws

Please Can You Help Distribute Hillside Leaflets?



Please find enclosed a copy of our revised general leaflet. Please help us create awareness and support by giving these (which include details of our Open Days

and farm animal investigations) to your friends, family or neighbours. If you are able to distribute these to your local shop, at work, in waiting rooms or door to door etc., please request the amount you require on the back page. **Thank you.**

Considering a Summer holiday or Winter break in Norfolk?

We are pleased to offer our supporters comfortable self-catering accommodation at Hillside for holidays throughout the year. If you like the idea of taking a holiday in Norfolk while staying in the company of our rescued animals, please write to us for further details and weekly prices.

Well behaved dogs welcome

SPECIAL RATES FOR WINTER BREAKS



HILLSIDE OPEN DAYS

Visitors are welcome

to meet our rescued animals
1-5pm EVERY SUNDAY
until the end of October

Also Bank Holiday Mondays

and every Monday during

June, July and August

We are open Good Friday, Easter Saturday, Sunday & Monday



Hillside Gold & Foreign Coin Appeal

To raise funds we are always very grateful to receive items of scrap or broken gold jewellery.

If you have just come back from a foreign holiday with a pocketful of loose change or notes you don't know what to do with, these too can help us to feed and care for our rescued animals.

We would also be grateful to receive **clean sheets and towelling** to use for animal care.

Please send us your **used printer cartridges with a copper strip** as these can be recycled to raise £1 each for Hillside!

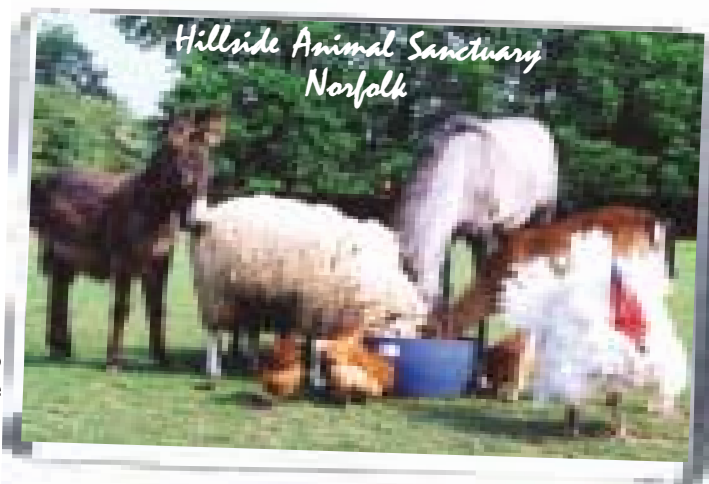


You will find this cardboard **MONEY BOX** enclosed to replace the one you may already have which might need emptying. We would be very pleased to receive your money box donations as **every penny collected helps to feed and care for our rescued animals.** Thank you.

Celebrating the first ten years ... by Wendy Valentine

In 1995 when I first started Hillside Animal Sanctuary, friends and acquaintances warned that it was going to be harder to get people interested in the welfare of cows and pigs than I had done with horses ten years earlier when I founded Redwings Horse Sanctuary. Despite people's views, I felt I had to at least try to bring attention to the suffering of animals that for so long had been mostly disregarded.

With the help of a legacy from my father, I was able to set up the initial administration office for the Sanctuary and with the use of just twenty acres set about rescuing our first animals, mostly from the cruel practices of the intensive farming industry. Amongst the first animals to arrive at the Sanctuary were Pollyanna pig, Pixie the calf, Laura the lamb and Dennis the donkey all of whom are still thriving ten years on!



To celebrate the first ten years of Hillside, our Anniversary Fridge Magnet is now available priced **£3.50** (actual size shown)

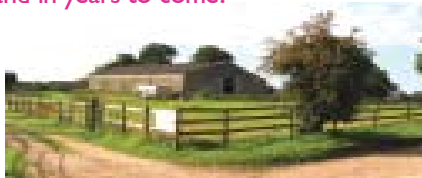
Throughout the last decade, our numbers have steadily grown and we now have around 800 animals all receiving a very high standard of care. Our ability to help so many animals is attributable to the tremendously kind and loyal help of our supporters, without whom we would not have been able to turn our vision into this reality.

Following the establishment of the Sanctuary we set up an investigation team in order to gain our own evidence of the appalling standards of welfare in the factory farming industry. Our undercover work has gone from strength to strength, resulting in a number of successful prosecutions. We work regularly with national press, radio and TV, which has created a great deal of awareness amongst the general public to the plight of animals used for food.

Thank you ...



Here you can see Hillside's rescued cattle enjoying the comforts of their new winter quarters after our supporters generously responded to our appeal to complete the purchase of our new land. An enormous thank you to everyone who kindly donated to this appeal which has secured an extra twenty acres, barns, stables and shelters for the benefit of rescued animals now and in years to come.



continuing from a previous newsletter ...

'FREEDOM FOOD' DUCKS' DAY OF DESPAIR

We have had lots of interest from our supporters who wanted to know the outcome regarding the additional evidence that we presented to the RSPCA following the disappointing 'not guilty' verdict last August after Kerry Foods were charged with cruelty to ducks. Below is our correspondence with the RSPCA ...



17th November 2004

Mr John Rolls

RSPCA

Dear Mr Rolls

Court Hearing - RSPCA v Kerry Foods

I am writing to enquire what action the RSPCA has taken following the evidence we presented you showing that Mr Charley, Kerry's Manager had committed perjury during the court case and which almost certainly affected the judge's verdict.

The majority of the case hinged on evidence concerning the duck sheds' lighting patterns which Mr Charley stated under oath went out at 9pm, making a third daily check on the birds impractical. Although we have our own unquestionable evidence, we took Mike Butcher along to the Kerry's site so he could witness that in fact the lights were still on at 11pm.

I look forward to hearing from you as soon as possible, please.

Yours sincerely

Wendy Valentine

24th January 2005

Dear Mr Rolls,

We are in receipt of your letter dated 4th January 2005 in response to ours of 17th November 2004.

After the court case, we monitored the site in question for a week and in September 2004 we took Mike Butcher (of your Special Operations Unit) along to show that Kerry Foods, duck shed lighting patterns were set to switch off after 11pm and not 9pm as stated in court. Kerry's manager, Mr Charley, told under oath how they were always turned off at 9pm on all sites to allow the ducks to have a sufficient rest period.

We would draw your attention again to the enclosed 'Ducks in Despair' video, where Footage B, taken on 10th February 2002 just three days before your inspection of Kerry's ducks at Wood Lane Corner, Little Ellingham in Norfolk, clearly shows that the shed lights were still switched on at 11.30pm. The Global Positioning System (GPS) leaves no doubt as to the exact time and location. At the time of filming we had no idea that these lighting patterns would be an issue of an ensuing court case!

We had already contacted the police regarding our evidence of perjury, but they referred us back to you, the prosecuting body, to take action. Therefore we are prepared to make available to you any of our evidence to assist you to pursue this matter.

For over two years we have filmed evidence showing the appalling condition of Kerry's ducks which also happens to reveal this company's usual lighting patterns. After Kerry's were charged with cruelty to ducks (but before the court case), even the BBC were able to film unacceptable welfare conditions after 10pm, on three consecutive days - illuminated by Kerry's lighting system. We note, however, that since raising this issue, Kerry's duck shed lights are now extinguished at precisely 9pm.

We await your response with interest. We also would appreciate the return of the master copies of our original footage which we handed to Mike Butcher at his request for use as evidence.

Yours sincerely

Wendy Valentine

4th January 2005

Dear Wendy

You are mistaken when you say that Hillside has "presented evidence" to the RSPCA concerning the case RSPCA v Kerry Foods. Chief Superintendent Hamish Rogers has made it clear that your observations about the lights being on at 11pm on the date when you showed Mike Butcher, does not constitute evidence that the lights were on at 11pm on the date of the offence.

If you still consider that you have evidence of perjury, you should also take your allegations to the police who are the proper authority to deal with this issue.

As regards whether your observations might have affected the judge's verdict, this is not a matter on which the RSPCA would speculate.

Yours sincerely

John Rolls (Director of Animal Welfare Promotion)

If you would like to see the filmed evidence we presented to the RSPCA taken on one of their 'monitored' Freedom Food farms, please request our FREE video, 'Ducks in Despair' which also features the BBC's 'Inside Out' programme.

ALSO we promised to report more on the BBC's 'Inside Out' programme when they further revealed the horrors of duck farming on another of Kerry's sites. DEFRA constantly assure anyone who questions their animal welfare policies by saying:

"As you know, this Government is committed to high standards of farm animal welfare." and *"The State Veterinary Service (SVS) enforces the welfare legislation and conducts regular programmed inspections of farmed premises to check the welfare of livestock. The SVS also investigates all complaints and allegations about poor welfare on-farm. Where appropriate legal action is taken."*

You may therefore be interested to read the transcript of 'Inside Out's' interview with a DEFRA vet who told quite a different story ...!

BBC: In those sheds, we found sick, trapped, blind and ailing ducks. Does that breach the legislation?

Defra Vet: Yes. Absolutely.

BBC: As a result of our findings, will you now be carrying out an investigation?

Defra Vet: If you present to us, as you seem to be doing, a suggestion that there is a widespread problem in the industry, then yes, then I think it's highly likely that we will, at a local level, take a pro-active stance and go out and look.

BBC: Do you have sufficient resources to uphold the legislation?

***Defra Vet:** We have sufficient resources to respond on an individual basis to a problem, but if you are asking me have we got enough resources to be going out looking at duck farms, or any other intensive farms...

BBC: Under a regular inspection basis?

Defra Vet: On a regular inspection basis, no, we haven't.

BBC: Who does the responsibility lie with?

***Defra Vet:** Well, the responsibility for getting it right lies with the producers. It isn't our responsibility to go out and wave a big stick over everybody on a regular basis. The producers should be doing it right - in the first place.

BBC: You say that ducks are waterfowl. Now the public will see these ducks being raised in barns, well away from water. That seems unusual to me. What about you?

Defra Vet: Unfortunately, intensive production leads to looking after animals of various other sorts not in exactly the same way they would

have lived and been reared, if you like, in a wild situation. Unfortunately, compromises do have to be made. But I'm not here to talk about the moral issues of whether we should bring ducks indoors to rear.

BBC: Do ducks need to be in or near water?

Defra Vet: I don't think that's my place to actually say. It would very much be a personal opinion. We have to talk about what is legally allowed within the farming thing for the purposes of this discussion.

Hillside's Comments . . .

***Also saying DEFRA will 'respond on an individual basis to a problem' meaning, we assume, to a complaint from a member of the public. Because animals in the factory farming system are mostly hidden from the public eye, who is there to complain?**

***Isn't this like the Police sitting back and saying 'Well, the responsibility for not breaking the law lies with the public. It isn't our responsibility to go out and wave a big stick over everybody on a regular basis. The public should be doing it right - in the first place?!'**

One of our supporters suggested an alternative acronym for DEFRA -
Department of Exploitation, Fiasco and Reluctance to do Anything
From our experience of them we are inclined to agree!

Hillside Investigations Update...

In our June 2004 update we reported on the atrocious conditions of the pig farm pictured below: *Despite reporting our findings to Trading Standards before Easter and again to a DEFRA vet at the beginning of May, these pigs on a Norfolk farm continue to exist in these horrendous conditions. Their only escape from this squalor is slaughter:*

From April to December 2004 this farm has now been reported FOUR TIMES to DEFRA and even though regulations (*see opposite*) are in place NOTHING HAS CHANGED to benefit the pigs. We even showed a DEFRA vet filmed evidence of our findings and although she promised to investigate, we have still been able to film the same appalling conditions on at least twelve further occasions!

DEFRA have also been incorporating in their standard replies to the public the following extract:

“As you know, this Government is committed to high standards of farm animal welfare. The welfare of pigs is protected by the Welfare of Farmed Animals (England) (Amendment) Regulation 2003 (which came into force on 14 February 2003 replacing the pig welfare section of the Welfare of Farmed Animals (England) Regulations 2000). The Regulations are backed up by the pig welfare code, which gives good husbandry advice to farmers. Enforcement action can be and is taken against farmers who do not comply with this legislation.... You will gather from this that we dispute the picture that Hillside is portraying of systematic animal welfare abuses on pig farms.”



To discover the destination of these pigs who belong to Hazel and Patrick Ames of Home Farm, Brumstead, Stalham in Norfolk, we followed a

loaded lorry to Grampian Country Food's slaughterhouse at Haverhill in Suffolk.

Grampian, who have admitted that they buy pigs from Home Farm, are a major supplier to supermarkets such as TESCO, SAINSBURY'S, ASDA and MARKS & SPENCER.

Following Hillside's ongoing investigation of this farm, Grampian have informed us that *“the farm was immediately suspended as a supplier to Grampian ...”*. In view of their boasts on their website (*shown opposite*) why were we able to find such appalling standards of animal welfare in the first place? We wonder about the conditions of other farms that supply Grampian that we haven't yet been able to look at!

These pigs are featured in our FREE video 'Pigs in Purgatory'

The Welfare of Farmed Animals (England) (Amendment) Regulations 2003 (S.I. 2003 No. 299), Schedule 6, Part II, paragraphs 6 and 7 state that:

6.(2) The accommodation used for pigs shall be constructed in such a way as to allow each pig to -

(b) have a clean, comfortable and adequately drained place in which it can rest;

paragraph 12 states that:

Where pigs are kept in a building, floors shall -

(b) be so designed, constructed and maintained as not to cause injury or suffering to pigs standing or lying on them;



Above - conditions on a farm supplying Grampian Country Foods and below - an extract from their website, www.gcfg.com

Animal Welfare



Grampian Country Food Group is proudly committed to the highest standards of animal welfare.

In all our different activities, this commitment is supported by Policy and Procedure Manuals which empower our managers to facilitate the highest standards of husbandry.



Our Employees and associates will be supported with training to ensure compliance with this policy.

At all times, our procedures will comply with or exceed legislative standards of animal welfare.



The Web of Deceit . . .

We have shown time and time again that Grampian isn't the only offender who attempts to fool the public with glib marketing statements and pictures giving false impressions of their animal welfare policies. Here are just *some* of the companies that our investigations have exposed . . .

TESCO (in their standard letters) say, *"I would like to assure you that animal welfare is a top priority with our company"* and their website, www.tescofarming.com, boasts *"We will continue to communicate honestly and clearly to our customers about the animal welfare standards under which our food is produced."*

Left to die, this is just one of many turkeys being reared at Cherryridge Poultry Ltd, a supplier to Tesco. Conditions at Cherryridge Poultry can be seen in our FREE video, 'The Christmas Turkey'.



MORRISONS write *"I can assure you that we take great care to ensure that all animals bought by us are reared properly, cared for well and handled correctly. We buy from established, reputable suppliers who observe recognised humane practices, good animal husbandry and the highest standards of welfare generally. The farm assurance schemes observed by our suppliers are closely monitored and the farms independently inspected to ensure welfare standards are maintained."*

Please be assured that we are a reputable company with high regard for ethical trading principles and as such can be relied upon to ensure our policy regarding farm animal welfare is rigorously maintained."

CO-OP state *"We were the first major retailer to support the RSPCA's farm animal welfare standards by selling a range of 'Freedom Food' labelled products under the Co-op own brand."* The Co-op also buy chicken produce from Banham Poultry Ltd.

These are RSPCA 'monitored' Freedom Food hens. We have also exposed Freedom Food pigs, turkeys and ducks being reared in totally unacceptable conditions shown in our FREE video 'Factory Farming Today'



Suppliers to Morrisons - a chicken being reared at Banham Poultry Ltd who are featured in our FREE video, 'Chicken Supreme'.

MARKS & SPENCER claim on their website (www.marksandspencer.com) *"Our suppliers follow strict specifications to ensure high standards of animal welfare, food safety and quality and we use trained auditors for regular inspections."* and *"our Peking duck comes from suppliers in Norfolk and Suffolk. They house the ducks in straw-bedded barns and feed them a cereal-based non-GM diet."*

We exposed a not-so-cosy scene when we filmed Manor Farm Ducks who were a major supplier to M&S.



Videos giving an insight into Hillside's undercover investigations are available

FREE on request

Ducks in Despair

Pigs in Purgatory

The Christmas Turkey

Chicken Supreme

Factory Farming Today

These videos show the commonplace suffering of animals in the intensive factory farming industry

To order please use the back page

Hillside names and shames . . .

On occasions when we have found immense farm animal suffering and have been frustrated by the inaction of DEFRA, Trading Standards or the RSPCA, we have taken our own measures to at least make nearby residents aware of what is going on right under their noses! We sent our footage, which revealed the shocking conditions that animals and birds endure, to FIVE HUNDRED residents living closest to the offending farms. Those who received our evidence were horrified to learn about the grim reality of the factory farming industry - in these cases, less than a stone's throw away from where they lived. Our actions certainly generated heated debates at parish council meetings when locals demanded action against the animal abuse, dreadful smells and plagues of flies which hatched out from the millions of maggots which we filmed on rotting carcasses.

If you would like to help with similar 'name and shame' video distributions, please support our Animal Investigation Appeal on the back page.

This is Pete, one of three healthy Highland Cattle who we were pleased to offer a home to after their loving owner sadly died. Initially DEFRA wanted to destroy them as they were insufficiently ear-tagged to show registration . . .

Forthcoming prosecutions . . .

We took this picture on a Norfolk farm where around 150 pigs were being kept in intolerable conditions.

Living in up to TWO FEET OF EXCREMENT, some animals were emaciated and displaying desperate cannibalistic



behaviour. We saw pregnant sows and witnessed one giving birth only for the piglets to be immediately devoured by the other pigs. We are pleased to report, that at least on this occasion, Trading Standards have proceeded with a prosecution and the farmer has been charged with fifteen counts of causing unnecessary suffering to pigs.

The next court hearing is scheduled for 17th February as this newsletter goes to print.

Also in February (21st) three men are preparing to face criminal charges in Yorkshire following a Hillside investigation when we exposed a **THIRD** illegal slaughterhouse. We will update you on the outcome of these trials in a later newsletter.

. . . luckily this situation was eventually resolved and Pete, Gill and Buttercup can now look forward to living out their days in the Sanctuary.



Hillside Gifts by Post

To order ring 01603 736200
9am - 9pm 7 days a week



or simply order by post using
back page for fast delivery
(within 7 days)

Further gifts are available in
the accompanying leaflet.

**NEW FOR
SPRING...**



**CS1. Mice on
Candlestick
Ornament**
(Height 8") £14.95



**SP3.
Ceramic
Salt & Pepper Set**
in Cat or Poppy
design
(to match clock)
£5.95



**C23.
Ceramic Clock**
in Cat or
Poppy design
(10" diam)
£15.95



**MB2.
Piggy Money Box**
£5.95 each



SP1. Sleeping Pets
in Cat or Puppy design
See them breathe and hear them snore!
Suitable for ages 3 and up
(12" long - batteries not included)
£11.95 each



**All Prices
include
P & P**

**F2. Hillside
Greetings/Birthday Cards**

left blank inside for
your own message
Pack of 4 different cards (as shown)
(6" x 8" with envelopes) £2.50

Pictures by Wendy Valentine



All Hillside's cards are
made from wood fibre
from sustainable forests



Children's Gifts ...



H1.
Flock Horse
7" high
£3.95 each



F2. Colourful
Animal Frame
£4.95 each

(size 5"x5")



T3. Colourful animal
Tin Purse
with zip (size 3"diam)
£1.95 each



W2. Colourful
Animal Writing Set
with notepad,
ruler, eraser
& two pencils
£2.95 each

V3.
Value Assorted
NOVELTY PACK
with book, soft toy,
magnet, ornament,
keyring, notepad
& more
for children over 3
years
~~£11.00~~ **£6.95**



BL 1. Billy's Great Adventure
Written and colourfully illustrated
especially for Hillside - an older children's
story book telling of Billy the goat and the
farm animals he rescues on his travels ...
~~£2.95~~ **£2.25**

Personalised Gift Ideas



Actual size shown

Your Own Special
Personalised
Keyring or
Fridge Magnet
£3.50 each

Just make sure your
keyring/magnet picture fits this
ACTUAL SIZE template (50mm x 35mm)
and leave the rest to us!

(Please write your name & postcode on the
back of your photo. We regret we cannot be
responsible for the loss or damage
to photographs in the post)

To order a keyring, magnet or paperweight
please use the form on the back page



All we need is your chosen photo of
animals *or* people to create your own
individual **keyring, magnet or glass**
paperweight.

If you have a favourite photo that *does not* fit
within these templates for just an extra **£1**
we are able to amend the size for you.

Please send an original, unmarked and
uncut photo as we are unable to use
negatives.



Your Own Special
Personalised
Paperweight
(with stand)
£9.95 each

Just make sure
your paperweight
picture fits this
ACTUAL SIZE
template and leave
the rest to us!





PM4.
4 Table Mats
with 4 Coasters
in Pig, Cat or Sheep
design
~~£8.95~~ **£6.95** set



C98.
'If you love animals' Mug **£4.95** each
or 2 for **£8.95**

Gifts of your adopted animal . . .

TBI.
Tablemat of your
adopted animal
Laminated
Size 12"x8" **£2.95**

**53. Adoption
Fridge Magnet £2.50**

**55. Adoption
Glass Paperweight
(with stand) £6.95**

**AB1. Adoption
Pocket Address
Book £2.95**

**66. Adoption Mug
£6.95 each
or
2 for £12.95**

**51.
Adoption
Badge 70p**

52. Adoption T-Shirt/Nightshirt
Sizes:
Adults **M L XL £10.95**
Childs age 12/14 years **£8.45**

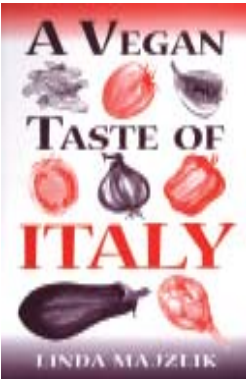
**57. Adoption
Keyring £2.50**

**50. Adoption Framed
Photograph
(7"x 5") £3.95**

**89. Shopping/Beach Bag
of your adopted animal
in Cotton 18"x18"
£5.95 each**

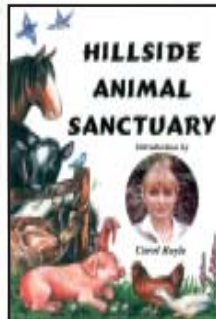
When ordering Adoption Gifts please choose from:

**Katy, Felicity, Rosemary, Topsy
William, Bluebell, Dennis, Jessica
Henrietta, Doris, La Vizelle, Laura
Pollyanna or Tessa**



Cooking from Around the World

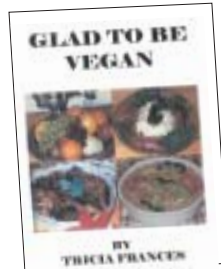
A Vegan Taste of . . .
CW1. Italy
CW2. France
CW3. The Caribbean
CW4. Thailand
CW5. The Middle East
CW6. India
CW7. Eastern Europe
CW8. Greece
CW9. North Africa
CW10. Mexico
£6.50 each
or any two for **£11.95**



N4. Hillside Video
Sanctuary Scenes
showing our work (30 mins)
Reduced to £4.95

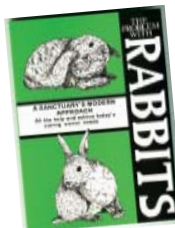


**C6. Green Harvest
(vegan edition) £5.95**



**C4. Glad to be
Vegan
Reduced to £3.50**

**S44. Colourful
'Animal Friendly'
Food Chart
for healthy eating
£3.50**



S31. Caring for rabbits
We offer **£3.95** special
discounted price for
purchases of ten books or more.
Please contact us for details.



**VBI.
Vegan Baking £6.50**



