

JANUARY 2004 NEWSLETTER

# Hillside

## ANIMAL SANCTUARY

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or 0870 9914530

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### **Boss Hog safe in the Sanctuary**

Inside - the story of one little pig . . .  
and how BBC's Food Police take up  
the plight of the Christmas turkey

HELPING AND CAMPAIGNING FOR ANIMALS IN NEED



**Please consider a gift  
by Standing Order  
to Hillside . . .**

**Just £3 a month** will help provide us with regular funding to ensure continuous care for the animals in our Sanctuary, and help us to campaign for animals in need.

If you would like to make a regular donation please fill in this form and *return to us*. To adopt an animal by Standing Order, please fill in both the **Adoption Form** on the back page and the **Standing Order Form** below, and *return both forms to us*.

*Thank you for caring . . .*

*Wendy Valentine*



**Standing Order Form**

Bank Name \_\_\_\_\_

Bank Address \_\_\_\_\_

Postcode \_\_\_\_\_

Please pay Hillside Animal Sanctuary Ltd  
A/C No 70560088 Sort Code 08-90-14

The Co-operative Bank, 69 London Street, Norwich NR2 1HL

£ \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_  
and afterwards on the same day each

**MONTH/QUARTER/YEAR** until further notice  
*(please delete as appropriate)*

My Name \_\_\_\_\_

My Address \_\_\_\_\_

My Postcode \_\_\_\_\_

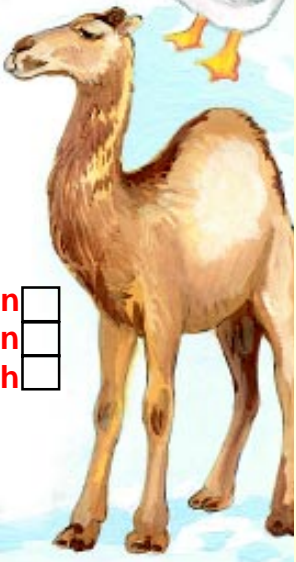
My Account No. \_\_\_\_\_ Sort Code --

Signature \_\_\_\_\_ Date \_\_\_\_\_

This Standing Order is for: **Donation**   
**Adoption**   
*(please tick as appropriate)* **Both**

My Sanctuary No is:  
**5**

**Please send to:**  
Hillside Animal Sanctuary  
Hill Top Farm Hall Lane  
Frettenham  
Norwich NR12 7LT





**This is the tale of one little pig - Boss Hog. Less than 48 hours after being born, he was found all alone on a busy Norfolk road with his umbilical cord still attached. He was brought to Hillside where we bottle fed him and gave him lots of TLC. And here we show him growing up in the Sanctuary ...**

**The Early Days...**



*Content with a soft toy piggy to cuddle*



*Saying hello to Rambo ...*



*... and our rescued deer*



*Recovering after a 'little necessary op'*

**Growing up...**



*Playing for England!*



*Helping Cassie out with her tea!*



*Wallowing in the flower bed!*

**Making friends with Flossy Pig...**



*At last a real piggy companion*

*Rooting around for acorns*



*Come on, time to get up and play!*



*Togetherness - snuggling up with Flossy Pig*



**Tablemats of Boss Hog are available from the Gift pages at the back of this newsletter.**



## Doggy in the Middle . . .



Regular supporters will be no stranger to Rambo, the Sanctuary dog, who has appeared in several appealing pictures with our other rescued animals. Rambo lives with Hillside's founder, Wendy Valentine, and came to us from a dog rescue centre where he unfortunately ended up with his brothers and sisters. Thousands of unwanted dogs are destroyed every week because of overbreeding by thoughtless dog owners. May we therefore urge anyone able to offer a dog a loving, caring home to contact their local dog rehoming centre for an animal companion. Please do not encourage breeders, as even pedigree dogs often end up surplus to requirements.

**Rambo is pictured above with Boss Hog and Flossy Pig.**



**I want to tell you a secret!**



**Posing with Pacco is such tiring work and when you want to get your head down to have a good night's sleep. . .**

**. . . you have to share your bed with a deer!**



**Did someone say something funny?**



## *Pet Memorial Garden*

Our Pet Memorial garden is situated next to the Sanctuary office at the entrance to Hillside. If you would like a plaque to be placed by a rose bush in memory of a dear departed pet, please send us your requested wording in **BLOCK CAPITALS** (maximum 15 words including dates), along with a minimum donation of £50. Donations will help cover costs and contribute to feeding and caring for our ever growing family of rescued

## Supporting Hillside by STANDING ORDER can be a lifesaver

We would like to thank our supporters for the wonderful response to our Winter/Christmas newsletter.

However, this Winter's very real threat of a prolonged postal strike brought home to us just how vulnerable we are as a Sanctuary, depending on the majority of our funding coming to us via the postman. With hundreds of animals to feed and care for, we greatly rely on the daily delivery of letters bringing your orders, adoptions and kind donations to fund our work.

For a time recently, when the contents of our mailbag were drastically reduced, we were extremely thankful to those supporters who had kindly pledged their donations by Standing Order.

If you do not already help in this way, may we ask you to consider making an extraordinarily kind gesture by donating a

small amount each month by Bankers' Standing Order to guarantee our rescued animals continue to enjoy the healthy happy life they so deserve.

If you would like to help in this way, which also saves on our administration costs, please fill in the form on page two.

**Thank you.**

## Spotted Amongst the Flowers



Picture courtesy of the Eastern Daily Press

When a Norfolk florist opened a delivery of flowers she couldn't believe her eyes. In amongst the Chrysanthemums was a seven week old wild rabbit who had amazingly survived the journey across the sea from Holland.

The well-travelled bunny, named Spot, faced being put down unless £700 could be found to fund her necessary six-month quarantine period. Thankfully, due to national publicity, a public appeal was successful in raising enough money to save her from an unhappy end.

In November when Spot's quarantine in Cambridgeshire was nearing an end, Miss Pariss, who first found Spot, contacted Hillside for help. So when finally released, the lucky stowaway came to the Sanctuary and is now hopping around happily with our other rescued rabbits.

## LIVESTOCK TRAILER APPEAL

Although we have adequate equipment for transporting our horses, we urgently need a purpose-built trailer to move our other animals (cattle, sheep, pigs etc) safely

around the Sanctuary, and to use when collecting animals from rescue situations.

A trailer, similar to the one pictured here, would be ideal for our requirements, and would cost in the region of **£3,000**.

If you would like to contribute to this appeal (any amount, no matter how small, will be most gratefully received), please use the form on the back page to make your kind donation.

**Thank you**



# Hillside Investigations Report...



## UK ANIMAL WELFARE LAWS RARELY ENFORCED IN THE FARMING INDUSTRY

We have continued to monitor the general conditions on pig farms and here we show you pictures from a recent investigation. We found sows incarcerated in farrowing crates lying for days in their own excrement with their newly-born piglets left to paddle around in the stinking slurry. We contacted Trading Standards who visited the site and reported that *'any matters could be dealt with by advice, which we duly gave'*. However, we were encouraged to learn that Trading Standards did successfully bring

Their only way to feed - piglets suckle milk from their mother's excrement covered teats

another offending farmer to justice with one of their rare farm animal prosecutions. On a different farm, pigs were found living in a lake of slurry with no fresh straw, and huddled together to keep warm, with some pigs feeding on rotten carcasses. You might be interested to know that this case was not exposed because Defra



or a similar authority carried out an inspection - it was exposed simply because neighbours complained of the dreadful smell. **Most pigs exist on farms which are situated in isolated areas and do not have close neighbours to raise the alarm for them!**



Unable to move, and lying in her own excrement, this sow was due to give birth with rat poison (circled) just inches away from her farrowing crate

### The Welfare of Farmed Animals (England) Regulations 2000 Schedule 6 - Additional conditions that apply to the keeping of pigs

#### Lying area

11.-(1) Where pigs are kept in a building they shall be kept on, or have access at all times to, a lying area which is clean, comfortable and does not adversely affect them, and either has well-maintained dry bedding or is well-drained.

Living in squalor, this sow endures painful sores caused by direct contact with the cold, dirty concrete floors

A free video 'Pigs Behind Bars' showing the conditions we found on the farm pictured above, is available from Hillside.

## UPDATE - BBC's Food Police to feature 'The Christmas Turkey'

Many supporters have enquired about the outcome of 'The Christmas Turkey' report featured in our Winter Newsletter, where we exposed the dreadful suffering of turkeys on a farm belonging to Cherryridge Poultry Ltd in Norfolk. Unfortunately, the result of our reporting the conditions to Trading Standards was exactly as we had predicted. Following their inspection they concluded that *'there was not one single welfare issue'*. When we reported Cherryridge Poultry Ltd to the authorities we did so in conjunction with BBC's Food Police programme. They accompanied Trading Standards along with a Defra vet to the farm, but were made to wait outside while the sheds were examined.



Having seen (and filmed) the sickening sights we were again appalled that the authorities could condone such suffering. To prove that the conditions we had witnessed still existed, we returned (much to the authorities' surprise) to film and reveal the same horrific scenes that we had found before. After viewing our post-inspection evidence, The Food Police programme were extremely concerned that such disturbing footage could be taken only one day after the farm was considered to be acceptable. This is now going to be the subject of a television

programme due to be broadcast in January or February. Keep an eye on your TV guide for the exact date and time. Remember, we also now operate a supporters' e-mail service to send you such information and news. To join simply let us have your name, supporter's number and e-mail address.

**If you have not already ordered our 'Christmas Turkey' video to learn what Trading Standards along with a Defra vet considered *not* to be a welfare issue, we would urge you to request a free copy.**

Pictured above - 'live' turkeys on a Cherryridge farm

When we first found the shameful conditions on this turkey farm in 2000, it was accredited under the RSPCA's Freedom Food Scheme. At this time we filmed for one evening (this footage is shown on our Animal Investigation video) and then informed the RSPCA of the situation there. We told them we wanted to film for just one more night and then let them take over.

**The only action they took then was to inform the farmer of our intentions, therefore preventing us from obtaining further evidence.** They then made the statement *'the shed shown on the video did not, at that time, contain turkeys being reared under the Freedom Food scheme'* and even tried to shift the blame onto us for some of the appalling injuries (caused by head pecking) that the birds were left to suffer with. Despite an RSPCA statement *'We act as quickly as we can to investigate the whole situation, and if necessary, take steps to alleviate any suffering and prevent any such problems arising in the future'* conditions at this farm never improved, even though we had made the Society well aware of the suffering there.

The RSPCA have since told us that this farm, as of 2001, was no longer accredited under their Freedom Food scheme but did not explain as to whether it had been removed or whether Cherryridge had simply opted out.

## WE SHOW THAT HOCK BURNS ARE RIFE IN BRITAIN'S SUPERMARKETS

Since publishing the article 'Chicken Supreme' in our last newsletter, accompanied by postcards to send to various supermarkets, we have been inundated with requests to explain more about the hock burns which are evident on chickens being sold in supermarkets.

We have carried out a survey on stores in Norfolk and found chickens which had suffered hock burns displayed on the shelves of \*Tesco, Asda, Co-op, Waitrose, Morrisons, Somerfield and even Sainsbury's and Marks & Spencer where we also saw the tell-tale signs on 'organic' chicken! These painful lesions are sustained when chickens are forced to put on as much weight in the shortest possible time. With their legs unable to support their bodies properly, many drag themselves around to reach food and water, and have no choice but to crouch on filthy, ammonia-soaked floors. As a result, many chickens suffer breast blisters and hock burns such as the example shown here.

Next time you are in a supermarket why not do your own investigation and check out the chicken section - fresh and frozen? Hock burns are very easy to spot, although sometimes you will see a 'nick' on the hock where the offending burn has been cut out. Maybe you would like to confront the manager with your findings and with a little research you can even quote to him the suppliers of the poultry.

The label on wrapped meat products carries a code from which you can easily find the producer. If you have access to the internet - just type in 'astab' and the UK number on a Google search eg **ASTAB 5464** and the supplier's name will appear. Alternatively contact us for a complete list of producers' names and locations.

\*Suppliers of the chickens we found with hock burns at the above supermarkets are: **Tesco (3005 Dove Valley Poultry Ltd, Asbourne), Asda (3006 Faccenda Chicken Ltd, Brackley), Co-op (5011 Buxted Chicken Ltd, Suffolk), Waitrose (9502 Moy Park Ltd, Coolhill Dungannon), Morrisons (4014 Sun Valley Poultry Ltd Hereford), Somerfield (5017 GW Padley Poultry Ltd, Suffolk), Sainsbury's (9504 Farm Fed Chickens, Coleraine, organic 8005 Lloyd Maunder Ltd, Cullompton) and Marks & Spencer (5011 Buxted Chicken Ltd, Suffolk, organic 7161 JW&VM Scale, Pembrokeshire).**

(NB: Most supermarkets are supplied by more than one poultry producer.)



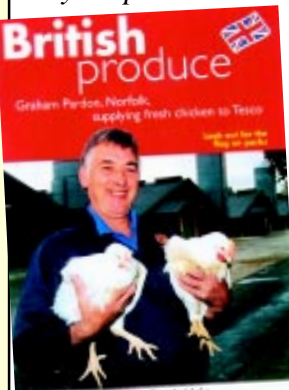
This hock burn was apparent on a chicken in the Co-op, but we also found similar evidence of poor animal welfare in EVERY supermarket we surveyed.



Banham Poultry's EEC code

### Supermarkets attempt to cover up their supply chain

Following our exposé of supermarket meat producers causing extreme suffering to farm animals, some supermarkets are trying to deny that these producers even supply them. In our last newsletter we enclosed a postcard naming Grampian Country Chickens, Bernard Matthews, Kerry Foods, Banham Poultry Ltd, PD Hook (Broilers) Ltd and Cherryridge Poultry Ltd who have all supplied poultry products to Tesco. Tesco responded to our supporters with a standard letter which stated 'For clarity, you list a number of suppliers on your postcard who do not supply Tesco.'



Grampian - 'Supplying fresh chicken to Tesco'

We immediately visited our local Tesco store in Norwich and asked the store manager to accompany us to the meat section to confirm the suppliers on show. Bernard Matthews and Kerry Foods products were labelled as such. Banham Poultry's UK code (5464) and Premier Poultry Ltd's code (2037), who are supplied by PD Hook, were shown on chicken produce. An e-mail from Tesco verified 'I can confirm that Cherryridge are a supplier to Tesco' and a poster in their store some months ago advertised Grampian as 'supplying fresh chicken to Tesco'.

Tesco also told our supporters 'no way could Hillside have found out where we (Tesco) get our supplies.' WRONG - from the UK number clearly

shown on all wrapped meat, the name of the supplier can easily be traced. (See the article above for how you can find this 'closely guarded' information.) After our report on the suffering endured by chickens on eight of Banham Poultry's farms, the Co-op wrote to us 'I can also confirm that Banham Poultry does not provide products to the Co-operative Group.' After receiving this letter we visited three of their local stores and found Banham Poultry's name still clearly visible on chicken produce. On taking this matter up with the Co-op again, they then changed their statement to 'Banham Poultry is no longer supplying the Co-op and any stock that is on our shelves with their name displayed has been delisted.'

### Banham Poultry's reply

Our 'Chicken Supreme' article highlighted chicken producer Banham Poultry Ltd in Norfolk where we filmed disturbing scenes of suffering and abuse on eight of their farms. After seeing our footage Banham Poultry's response of 13th October 2003 stated:

*'In respect of the footage filmed at Ames site on the 8th August 2003, you may not be aware that some 8 hours later an unannounced visit was made to the site by the RSPCA accompanied by Police Officers and an independent veterinary surgeon Mr Alex Dallas. As a result of this inspection no welfare issues were raised by Mr Dallas or the RSPCA, who were entirely satisfied with the management of the site.'*

*'In respect of bird handling issues relating to the collection of birds, the matters raised by the video have been addressed and employees instructed in the proper handling of birds. The Company has and will continue to take disciplinary action against employees if and when birds are not properly handled in the catching process.'*

Of course we were aware of the RSPCA's visit, we instigated it. However, we are pleased to know that Banham Poultry, who have been in the poultry business for forty-five years and now slaughter around 20 million chickens a year, having seen our footage of their catching gangs at work, are at last 'instructing their employees in the proper handling of birds'!!

**If you would like to see the footage taken just before and again after the RSPCA's raid where everyone was 'entirely satisfied with the management of the site' our 'Chicken Supreme' video is still available for you to request free of charge.**

# AN EX-POULTRY MANAGER SPEAKS OUT . . .

Having worked in the industry for five years I am relieved to have the opportunity to enlighten the public about the true conditions in which broiler chickens are 'reared.'

**Welfare** - there is a welfare plan on all broiler sites which should be operated to include the five freedoms: **Freedom from hunger and thirst, Freedom from discomfort, Freedom from pain, injury and disease, Freedom to express normal behaviour, and Freedom from fear and distress.**

Most managers, if not all, have been on welfare courses. In my experience this is just another bit of paperwork for show as very few practices concerning welfare are ever carried out.

**The hatchery** - here, where people were sexing the birds, I was surprised to see the day-old chicks going round and round on a conveyor belt system. The cockerels and pullets are put into different chutes and then proceed along another fast moving belt to be automatically counted and put into trays. These are then stacked up, sometimes 14 trays high, and taken to the lorry (until it is full) to be transported to the broiler sites. Whilst at the hatchery, I saw birds that were deformed, dying, or too small. Many of these were killed but I did see lots get missed and put into the trays to be sent to the farms. On three farms,

I have seen chicks fresh from the hatchery, suffering with bloody feet. These injuries are due to the speed of the conveyor belt when their tiny feet and claws get caught on parts of the machine.

The chicks are born white but a yellow dye is put in the incubation chambers to turn the chicks bright yellow. I never did find out why this was done. The chickens end up with white feathers, so why dye the chicks?

**Disease** - Infectious Bronchitis (**I.B.**), diarrhoea ('scouring' as it's called) and Tibial Dyscondroplasia (**T.D.**) are all common diseases found in broiler chickens. **T.D.** is a leg disorder, which causes the joints in the legs to swell because the bone is basically growing too fast (enlarged growth plates). This in turn causes the chicken to suffer terrible pain with which the bird cannot stand or walk in order to get feed and water. This process does not happen overnight, it takes approximately 2-6 days for birds to get to this stage. These birds should be culled but this is often not done and they are left just dragging themselves about. Birds are given either vitamin D3, multivitamins or Amoxinsol which is a form of penicillin. In my opinion these birds are affected from birth, which means the parent flock is also suffering.

**Temperature controls** - alarm temperatures should be set at 5 degrees above and below the required house temperature every day. On some sites I have seen this not adhered to and have seen thermostats set between 20-40 degrees above and below the house temperatures. From the amount of dust I have seen on them making the numbers illegible, on some sites they are not touched for days.

**Heat Stress** is a major cause of suffering and death, not only for chickens, but also for all intensively produced ducks and turkeys. While the public are soaking up the sun on a hot summer's day they ought to spare a thought for the millions of birds crammed together by the thousands, struggling for breath in the stifling hot, ammonia-ridden windowless sheds. I know only too well about this having experienced the sight of thousands of chickens panting heavily, trying to spread their wings, their natural way to keep cool, but unable to do so because they are all so tightly packed in. Opening all the shed vents and turning up the fans to full blast is sometimes to no avail as many of the birds die a slow death. You try to cull as many as you can but there are too many to help!

**Litter** on some farms I saw was disgraceful and was so wet that the chickens tried to avoid sitting on it, yet I saw shavings on sites that could have been used to bed them down.



Despite it being illegal to transport livestock in an unfit condition, day-old chicks arrive at the broiler farms deformed, injured and dying.

**Segregation** - in some sheds cockerels are penned off from the pullets using barriers made of wood and mesh. The chickens try to get to each other, sometimes getting stuck in the feeder track and subsequently dying. With chicks it is even worse because they all huddle up near the barriers, and many are smothered to death.

**Catching** - all chickens are slaughtered by just 42 days of age and are starved for six hours prior to depopulation. The lights are turned down or off and the birds are caught by hand or machine. When they hand catch, a forklift is used to collect a module from the lorry and driven into the sheds with UV lights on, often running over the chickens. The catchers pick up approx 10-15 birds at a time, holding them by one leg and throwing them into the module crates. There are eight trays to a module and 15-20 birds weighing three to four pounds are put in each tray. The module is then picked up and the whole process starts over again. Sometimes, the chickens' heads or wings get caught up in the crates as the drawers are shut causing yet more pain and distress to the birds.

A catching machine (the harvester), is often used. This is a small tractor with rubber prongs on the front which scoops up the chickens into a loading bay at the back. This is then reversed inside the shed (with shed lights off and tractor UV lights on) to put the birds onto a conveyor belt taking them to an automatic counting machine where it counts the chickens (sometimes wrongly) and puts them in modules. These are then taken off by forklift and put on the lorry.

It only takes about an hour for a gang of five men to catch 4,500 chickens by hand and the same amount by machine (that's 75 birds a minute). Is this not **distressful, painful, uncomfortable, and fearful** for the birds who regularly get **injured**, left with broken wings, dislocated legs and often run over? Are the other birds that are not being caught left **hungry** and **thirsty** (birds are starved of food and water prior to catching)? They keep the birds on the lorry stacked in crates until it is full but think about what happens on a hot day. The birds have no water for the time that they are on the lorry and during transport to the slaughterhouse where on arrival they sometimes have to wait hours before being killed!! On this final journey many die from injuries, suffocation and heat stress.

**Inspections** - when there is a supermarket site visit or audit coming up, farms are pre-warned. Normally, a day before an inspection is due the fieldsman will come on site and do a pre-inspection himself. If anything is wrong he will get things sorted and extra staff could be called in to rectify problems so as not to fail the audit. The fieldsman's job is to come round and inspect the chickens for ill health, litter conditions, alarms, house environments - basically, everything to do with the welfare of the birds. Sometimes he does not do his job properly. If he arrives late because he has been delayed on another farm he will carry out a quick check of the site, write a visit report and go home.

The area manager is responsible for all the broiler poultry houses and what goes on in them. His job is to make sure that the fieldsmen are doing their jobs. My area manager often complained that he 'didn't have enough staff to carry out necessary procedures.'

I think that supermarkets should carry out unannounced spot checks. The representatives of these companies should be allowed to go on to *any* site at *any* time without prior notice. After all, a manager is on site 24 hours a day, so he would be able to take them round. This way they would know more about what is going on. Or is it the case they do not want to know how the chickens are reared?

**Biosecurity** is to stop the spread of diseases but the regulations are seldom adhered to unless there is an audit. Everyone entering poultry sites should spray the wheels of their cars with the wheelspray provided and there is a sign on the gate to this effect. Why have a sign if no one takes any notice of it? I guess it is just for show. Even my managers and veterinary personnel have all been seen not spraying their wheels, and yet they go to other poultry farms in the course of a day risking the spread of disease from farm to farm. Another regulation which is often ignored is the use of footdips on site before entering the sheds. Again this only seems to happen if vets or supermarket reps are on site and I've seen both the area manager and the fieldsman fail to do this on a number of occasions.

The way the old Antec farm fluid is disposed of is often irresponsible. On three sites I have been to this was either poured down a soakaway drain or onto the ground, whereas there should be separate containers available for its disposal. This shoddy practice does not do the wildlife or water courses any good. The firm I worked for had already been fined for bad water quality but continued to ignore the rules.

**Culling** - the way I have seen the area manager and other employees cull birds is cruel and I believe it to be illegal. They pick the birds up by the head and spin them around until the neck is broken. This causes a strangulation effect on the bird and must be very painful..

**Ammonia levels** in the poultry houses are supposed to be checked by the fieldsmen, but this is not always done - unless there is a site visit due by a supermarket representative etc. If the levels are too high, it burns the tiny hairs off the backs of the chickens' throats and causes what is known as 'snicking'.

**Lighting** - the chickens do not see daylight from the moment they are brought in, to the moment they are caught for slaughter. The only light they see is from light bulbs or strip lights. I have seen the twenty-two hour lighting programme being overridden by a switch on the main panel in order to give the birds two hours more light (24 hours light). This is often overlooked when there is an inspection or audit etc. Unless they knew about this switch, they would not know what to look for. (Broiler chickens should be allowed two hours of darkness in order to get them used to being without light in the event of a powercut.)

**Weighing** - this is done by picking up five birds by one leg and tying string around the legs. These are then hung on scales to be weighed. Does this not cause pain to the birds?

**Staffing** - I have seen a site operating with only three staff - one full-time manager, a full-time and a part-time assistant - to look after approximately 230,000 chickens. With only three people it is impossible to check all these birds, as well as do all the other jobs on the farm during the day. On this site, I saw that it took the manager and the staff just two hours to walk the whole site of 15 sheds and at weekends it was more like one hour. On Sundays the manager did not check the birds or pick up the dead but only filled in the relevant paperwork to say that he did.

**I respect what Hillside are doing and think that it's excellent that the general public should be made aware of how the food they eat is treated while it is still alive.**

On a hot summer's day spare a thought for the millions of birds crammed together by the thousands, struggling for breath in stifling hot, ammonia-ridden windowless sheds.



## Prosecutions update

◆ A third man has now been arrested and awaiting charges in connection with a Hillside investigation which exposed a third illegal slaughterhouse. The two other men have been charged and are awaiting trial.

◆ In Norfolk, our investigators are preparing to give evidence in a case regarding cruelty to ducks on an RSPCA 'monitored' Freedom Food farm following our exposé. This case having already been adjourned three times, is now to be heard (as we go to print) at Thetford Magistrates' Court on 19th December 2003.

If you would like to join our Supporters' e-mail service to keep updated with all our important news as it happens, just send us your name, Supporter number and e-mail address.

If you would like to help fund our **Animal Investigations Appeal**

please complete the form on the back page of this newsletter

## Undercover Investigation Video

A video giving an insight into Hillside's undercover investigations is available priced **£1.00** (to cover P&P)

This video shows the commonplace suffering of animals in the intensive factory farming industry

To order please use the back page quoting VID 24/7.



## Can You Help Distribute Hillside Leaflets?

Please help us create awareness and support by giving Hillside leaflets (which include details of our farm animal investigations) to your friends, family or neighbours. We would also be grateful if you are able to distribute them, i.e. in shops, at work, in waiting rooms or door to

door etc. If you would like to help support Hillside in this way, please request the amount you require on the back page.

Thank you

# We rescue in-foal mares from the New Forest pony sales...

where most animals only destiny is the slaughterhouse.

Report by Margaret Gibbins, Ann Taylor and Sarah Cooper

The end of the Summer saw the start of the pony sales at Bodmin Moor, Dartmoor, New Forest and The Welsh Hills. Tens of thousands of tourists are attracted by the sight of ponies seemingly living wild in idyllic surroundings. The brutal reality is that the moors, forests and hills are little more than glorified horse meat factories! Thousands of our wild ponies are sent to the slaughterhouse each year to supply the continent with horse flesh.



*Making friends, the two pregnant mares Polly and Molly*



*Safe in the Sanctuary - Molly with Reggie at Hillside*

This November at the New Forest, Ann was asked to rescue three ponies for Hillside. There are so many frightened souls at the market, making it very difficult to choose. Ann walked around feeling more and more upset as she heard distressed mares and foals calling out to each other. Then she saw a little thin grey mare, blind in one eye, trying to keep away from the others in the crowded pen. Ann made up her mind that no dealer was going to get this mare. Two hours or so later, the little mare was pushed into the ring and was confronted by crowds of people standing around and above her, while two men with rags on

the end of sticks drove her round the ring. She looked terrified, only being able to see by continually turning her head. The meat dealer bid and just when it looked as though he had bought her, Ann topped his bid and the little mare was safe. Then another pony was brought in and Ann thought they would be company for one another, naming them Molly and Polly.

Towards the end of the day when the few private buyers had gone and the meat dealers were the only ones bidding, a sad little roan colt foal was shoved into the ring. He stood calling and calling for his mother. Ann knew she could not find his real mother but thought that the two mares would make wonderful step-mothers to Reggie as he was subsequently named. Unlike most foals at these sales, this won't be his first and only summer; he may well have thirty summers to look forward to at Hillside.



*Rounded up from the New Forest, mum-to-be Molly, who is partially blind, can now look forward to a secure future with her offspring at Hillside.*

Why is there this indiscriminate breeding of unwanted ponies? Verderers of the New Forest say the ponies are required for maintenance, are often called the architects of the forest, and save the tax payer an astronomical amount of money but admit there is a worldwide over-supply of equines. Dartmoor - the ponies are the emblem of the National Park. What a way to repay these creatures whose only destiny is the slaughterhouse where they may be shot from a range of three metres from the door of the killing room. (ref: Farm Animal Welfare report on the welfare of farm animals at slaughter and killing).

The hills, moors and forests are the ponies' birth right where they have roamed for hundreds of years. Surely it is not beyond the wit of man that they could be left in peace in sustainable herds watched over with compassion?



*Molly (above) and Polly (below) - awaiting their fate at the Beaulieu Road sales in the New Forest where most of the wild ponies, including those in foal, are sold for slaughter.*



*This is the life - Polly enjoying a roll!*

# Helping Hillside to help and campaign for animals in need. . .



**There are so many easy ways to help Hillside:**

- ◆ Make a donation (see back page)
- ◆ Adopt a rescued animal (see back page)
- ◆ Buy Hillside gifts
- ◆ Distribute Hillside leaflets (see this page)
- ◆ Sell our Draw tickets (see this page)
- ◆ Place a Hillside Collection Box (see this page)
- ◆ Organise sponsored events (see this page)
- ◆ Visit on Open Day afternoons
- ◆ Remember Hillside in your Will



## Standing Orders

Donating or adopting by Standing Order provides the Sanctuary with regular funds, and saves on our administration (please see form on page 2)

## Spread the Hillside Message

PLEASE SEND ME	QUANTITY REQUIRED
Hillside Poster to display	<input type="checkbox"/> A5 (unlaminated)
	<input type="checkbox"/> A5 (laminated)
	<input type="checkbox"/> A4 (laminated)
Adoption Forms	<input type="checkbox"/>
Sponsored Event Forms	<input type="checkbox"/>
Books of Draw tickets	<input type="checkbox"/>
Today's Farm Animals - The Inside Story	<input type="checkbox"/>
'The Christmas Turkey' Video	First copy free extra copies £1.00 each to cover p&p
'Chicken Supreme' Video	
'Pigs Behind Bars' Video	
Alternatives to Dairy Products City-free Alternatives to HRT Drugs	<input type="checkbox"/>
Dietary Fact Sheets	<input type="checkbox"/>
Hillside Leaflets	<input type="checkbox"/>
Extra Newsletters	<input type="checkbox"/>
Cardboard Money Box (For your home)	<input type="checkbox"/>
Yellow Plastic Collecting Box (suitable for shop counters/public display (£1.00 refundable deposit))	<input type="checkbox"/>

**Yes, I would like to spread the Hillside message!**

I have indicated the items that I require from the list on the right

Name (Mr/Mrs/Miss/Ms) .....

Address.....

.....Postcode .....

Parent's Signature (if under 16): .....

My Sanctuary Number is:

Can be found above your name and address on the back page

A donation towards the postage of the items on your list would be very much appreciated. **I enclose a Donation/Stamps £.....**

Hillside Animal Sanctuary, Hall Lane, Frettenham, Norwich NR12 7LT

## Become a 'Friend' of Hillside



I would like to become an 'Annual Friend' (min £5)

I would like to become a 'Life Friend' (min £50)

Name (Mr/Mrs/Miss/Ms).....

Address.....

.....Postcode .....

My Sanctuary Number is:

I enclose a Cheque/Postal Order for £.....

or debit my Visa/MasterCard/Switch No.

Expiry date...../..... Issue No.....(only applicable to Switch)

I prefer to donate by Standing Order and enclose the form on page 2

Signed.....Date.....

## Please send my friends a Newsletter

To increase awareness and support of Hillside Animal Sanctuary you may have friends who would like to receive details of our work. We will not add their names to our regular mailing list unless they request us to do so.

**PLEASE USE BLOCK CAPITALS**

Name.....

Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....

Name.....

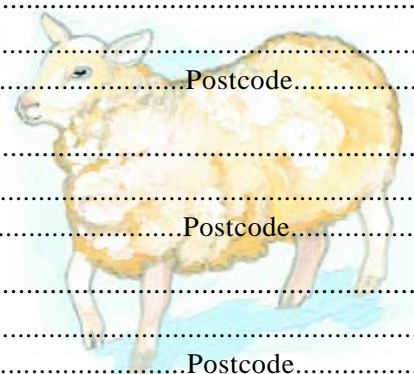
Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....



# Hillside Cards and Gifts by post



To order ring 0870 9914530  
9am - 9pm 7 days a week



**Personal Address Book**

AB3. Pocket Address Book featuring this Sanctuary Scene or your adopted animal  
£2.95

**New Design**

S101. Hillside Writing Paper (11" x 8")  
10 sheets with envelopes  
£2.95

**CL1. Hillside 2004 Calendar** showing 12 Sanctuary Scenes (opens to 22" x 16")  
~~£2.95~~ now **£1.75** each or 2 for **£2.95**



**B55. Hillside 'Friends Together' Birthday/Greetings Cards**  
left blank inside for your own message  
2 designs in pack of 6 cards (6" x 8" with envelopes) **£3.95**

**Prices include Post & Package**



**Makes an ideal present**



**D2. Hillside Sanctuary Scenes Greeting Cards**  
6 Cards in 2 designs  
left blank inside for your own message (8" x 6" with envelopes)  
**£3.95**



**F1. HILLSIDE 2004 CHRISTMAS CARDS**  
8 Cards in 2 designs (8" x 6" with envelopes)  
~~£3.25~~ **£2.50**  
or 2 Packs for **£4.50**



**99W. Hillside Writing Pack in Presentation Folder**  
6 Birthday Cards, Writing Paper, Notelets (all with envelopes)  
Pencil Sharpener with eraser, Notepad and Pen **£11.95**



**A70. Cats, Horses or Pig Doormat**  
Quality hard wearing mat for indoors or outdoors, fade resistant, non-slip (27"x18")  
**£21.95 each**

**A**



**SB2. Laminated Hillside Tablemats** showing **Sanctuary Scenes** (of Boss Hogg) (Size 12"x 8")  
**£2.95 each or Set of any 4 £9.95**

**B**



**C**



**D**



**S20. Hillside Pen**  
Animal design  
Fibre Tip blue ink  
**£1.50 each**  
2 for **£2.75**

## Hillside Sweatshirt and Polo Shirt



Embroidered logo

**SS1. Hillside Sweatshirt**  
tunic style in marl grey with fleece lining featuring embroidered logo.  
**Adult Sizes S M L XL £19.99**  
**Child Size age 12/13 £14.95**

**PS1. Hillside Polo Shirt**  
in grey (not illustrated) featuring embroidered logo.  
**Adult Sizes S M L XL £14.99**  
**Child Size age 12/13 £11.95**

Please note that both Sweatshirts and Polo Shirts are made in generous sizes



**XY2. Hillside Notelets**  
(opens to 11"x 8" for extra writing)  
pack of 10 with envelopes **£2.95**  
or 2 packs for **£5.50**

**SP2. Pencil Sharpener**  
with eraser  
Fig, Cow, Horse, Sheep, Cockerel or Goat  
**£1.50 99p each**



Why not send a subtle message to your family and friends?



**AN8. Notelets** showing a Sanctuary scene on the front and a smaller picture of intensively farmed animals - turkeys, pigs, ducks and hens on the back of the card. (size 6"x 4" with envelopes)  
**Pack of 8 cards with 4 designs £2.95**  
or 2 packs **£4.95**

**PS1. Hillside Polo Shirt**  
in grey (not illustrated) featuring embroidered logo.  
**Adult Sizes S M L XL £14.99**  
**Child Size age 12/13 £11.95**

Please note that both Sweatshirts and Polo Shirts are made in generous sizes



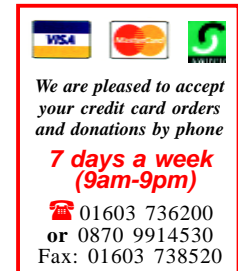
**C98. 'If you love animals' Mug** **£4.95 each**  
or 2 for **£8.95**



**JG2. 1000 Piece Deer Jigsaw**  
**£5.95 now £3.95**



**KY7. Hillside Sanctuary Scene Keyring** **£2.50**



We are pleased to accept your credit card orders and donations by phone  
**7 days a week (9am-9pm)**  
☎ 01603 736200  
or 0870 9914530  
Fax: 01603 738520



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 (50mmx35mm) and leave the rest to us!



All we need is your chosen photograph 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 then we are able to amend the size for you. Please send an extra £1.00 to cover this.  
**Please send an original, unmarked and uncut photo as we are unable to use negatives.**

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

## Personalised Gift Ideas from Hillside

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!

**ACTUAL SIZE**

(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)





PC1. Hillside Sanctuary Scenes Postcards Pack of 8 different cards £1.95



N2. Hillside Notepads Animal Design (50 sheets) 3"x 4" £1.25 each or 5 for £4.95



CS1. Hillside Car Sticker 60p each or 2 for 99p

**Make sure your dog can be seen in the dark!**



CF1. Reflective Dog Collar Sizes 12" 16" 20" or 24" £6.25 each



CB1. Hard wearing, quality Canvas Shopping Bag Size 17" x 15" with Gusset Choose from: Cat, Flower or Horse design £11.95 each

**Prices include Post & Package**

**Gifts of your adopted animal . . .**

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



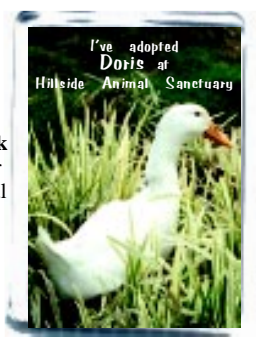
**New Gift**



N4. Hillside Video Sanctuary Scenes showing our work also featuring adopted animals Pollyanna, Dennis, Jessica, Henrietta, Tessa, Laura, Bluebell & Doris Duck. (30 mins) £10.95



AB1. Pocket Address Book featuring your adopted animal £2.95



53. Adoption Fridge Magnet £2.50



51. Adoption Badge 70p



57. Adoption Keyring £2.50



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



55. Adoption Glass Paperweight (with stand) £6.95



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



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



TB1. Tablemat of your adopted animal Laminated Size 12"x 8" £2.95

**Animal Friendly Books & Charts**

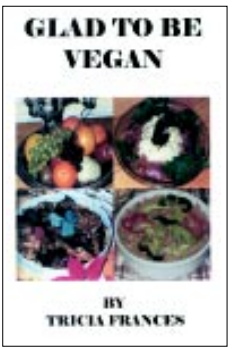
- C1. Meals without Squeals £3.95
- C2. More Meals without Squeals £3.95 or both books for £6.95

**New Book**  
C4. Glad to be Vegan £5.95

S32. Animal Free Shopper for animal friendly products and ingredients £5.95



S31. Rabbit Book Caring for rabbits £3.99



S44. Colourful 'Animal Friendly' Food Chart for healthy eating

PROTEIN	Essential fatty acids (omega 3 & omega 6)	A	B group
Eggs & Rice Beans & Potatoes Soya Milk Tofu & Pulses Bran & Lentils Breads & Pasta	Vegetable Oils Soya Walnuts Flaxseed Pumpkin Sunflower Olive Oil	Carrots Spinach Green Leafy Vegetables Watercress Peppers Yellow Vegetables Fruit Dried Apricots	Green Leafy Vegetables Wholegrain Soya Yam Cauliflower Broccoli Mushrooms Garlic Yeast Extract

Also Available... (not illustrated)  
H99. Herbal Wall Chart guide to recommended healing herbs for various ladies' symptoms including menopause, anxiety, 'monthly' problems etc **£3.25 each**

**When ordering Adoption Gifts please choose from: Katy, Felicity, Rosemary, Topsy William, Bluebell, Dennis, Jessica Henrietta, Doris, La Vizelle, Laura Pollyanna or Tessa**

