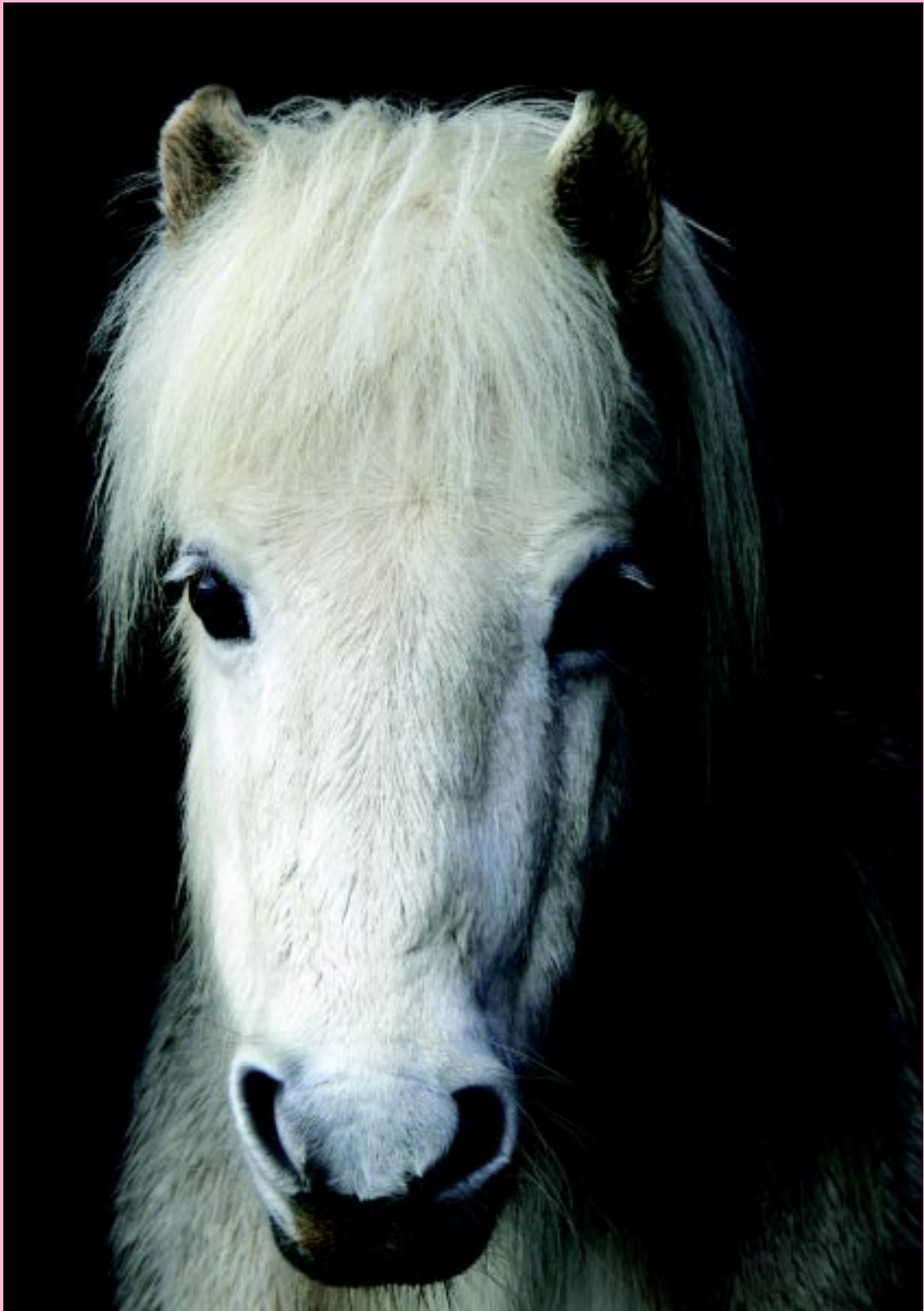




Hillside



Animal Sanctuary



Winter 2007/8



Hillside
Animal Sanctuary
Hill Top Farm
Hall Lane Frettenham
Norwich NR12 7LT
☎ 01603 736200

e-mail: contact@hillside.org.uk
www.hillside.org.uk

Founder: Wendy Valentine
Patron: Martin Shaw

Front cover: Sammy at Hillside

Our Webcam

You may visit our animals during daylight hours on our LIVE webcam via the home page of our website www.hillside.org.uk. The webcam is focused on a field in the centre of our Sanctuary at Frettenham where until the end of February you will be able to see our adoption cow Bluebell with Pixie and Lucky.



Popular times to view the animals are at feedtimes which are 7.30am - 8am and 2.30pm - 3pm in the afternoon.

Hillside Leaflets



Please help us create awareness and support by distributing our leaflets (which include details of our work, farm animal investigations, gifts and adoption scheme) 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.

Have you moved?



If you have moved please be sure to let us know your **NEW** address as well as your **OLD** address. Also, please let us know if any other Hillside supporters at your address have also moved. Thank you.

2007 Open Days at Frettenham

We regret that due to the recent **FOOT AND MOUTH** outbreaks, to prevent any risk to our animals, we have decided to cancel our Open Days for the remainder of 2007. We are hoping, of course, that in 2008 our Open Days will not be affected - we will keep you informed through our Newsletter and website: hillside.org.uk



Holidays at Hillside

Following our exciting news (see page 5) you will be pleased to know that we are considering reintroducing self-catering holidays in 2008 at our proposed new farm at West Runton, situated on the North Norfolk coast. Surrounded by our rescued animals and close to the sea, the accommodation will offer a very special holiday location for our supporters.

If this appeals to you, please write to let us know of your interest. When we are able to confirm our plans, we will be pleased to send you full details including dates available and tariffs.

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



The Winners of our Grand Summer Draw 2007:

(Drawn 27th August 2007)

- 1st Prize £1000: 0769080 J Hall, Luton
- 2nd Prize £500: 1205070 M Cousens, Abergavenny
- 3rd Prize £250: 0000008 Miss B O'Brien, Ashton-under-Lyne
- 4th Prize £100: 1021564 Mrs E Mellor, Mirfield, Yorkshire



- 5th - 10 Prizes of £50 Hillside Gift Vouchers:
 - 0264730 Mrs I Hanner, Norwich
 - 0517851 Mrs F Jessop, Benfleet
 - 1296179 Mr P Waterhouse, Worcester
 - 1146526 Roger Smith, Cardiff
 - 0924027 Mrs Wilcox, Leamington Spa
 - 0907006 L Lincoln, Wellingborough
 - 1311906 Mrs M Cummings, Bournemouth
 - 1091702 Mrs J Manning, Somerset
 - 0537000 Mrs M Last, Ilford
 - 1069157 Mrs Patricia Walton, Co Durham

Thank you to everyone who supported this Draw

A Legacy for Life

If you would like to secure Hillside's future, helping and campaigning for animals in need, please consider a legacy to Hillside Animal Sanctuary, so that your ideals may continue to live on through our work.

Thank you for caring



A Happy Ending for Cuthbert

You may remember our article, last October, about the Ross family who had moved from the town into the house next to Cuthbert's field in the Cornish countryside. Cuthbert lived with a herd of other cattle, all destined for an untimely end!

The Rosses fell in love with this friendly bullock who would come to their fence to take apples from their hands. As the friendship grew, they couldn't bear the thought of Cuthbert being sent for slaughter and asked if he could come to Hillside to live out his natural life in the company of our other cattle.

So in October 2006, the Ross family brought Cuthbert to Hillside to join our other 70 rescued cattle, and said their goodbyes. When Mrs Ross visited him this Summer, some nine months later, she was surprised when he came directly over to her when she called him from the fence. She couldn't believe that Cuthbert still recognised her, especially after



such a long time. At the beginning of September this year, the Ross family came for another visit. On approaching his field, Mrs Ross called Cuthbert's name and again on hearing her voice, he immediately answered with a bellow, left his four-legged companions and hurried over to see her.

As you can see from these pictures, there can be no doubt that

Cuthbert has not forgotten his old friends. We think this just goes to show that the intelligence of farm animals should never be underestimated. They feel many of the senses that we do: pain, fear, distress, anxiety when separated from their young and of course the more positive feelings such as a sense of well being which comes from enjoying companionship of their own kind, having enough to eat and drink and being able to shelter from the elements.

We know that Cuthbert will never forget his human friends who saved his life.



Mutual affection - Mrs Ross visiting a 'much loved' friend!



Dear Wendy,

I was so pleased to visit Hillside to see our beloved Cuthbert.

I enclose a picture taken by my son during my first visit in July. It is unfathomable to imagine that people could be unaware of the intelligence and sensitivity of those creatures who endure such pitiful existences within the factory farming system. I hope that in some way Cuthbert's story may help to dispel the 'comfortable myth' that farm animals are other than the dignified and feeling creatures that I have been privileged to know.

I will never find the words to thank you for providing refuge for Cuthbert and for having the courage to expose the suffering endured by all factory farmed animals. With my eternal gratitude.

Humane Horse Handling



During the Summer we were pleased again to welcome Bonnie Stoehn, from California, to the Sanctuary. While visiting England, Bonnie kindly spent a week giving our horses and staff the benefit of her expertise in humane horse handling. While working with our horses and ponies she also gave demonstrations of her skills to our visitors on Open Days. Bonnie has a long standing connection with the Sanctuary and was even instrumental in founding it. While on a visit to England in 1994 Bonnie helped Wendy Valentine gain evidence of appalling living conditions for hens in a Norfolk battery unit. It was this evidence, shown on a television programme hosted by Julia Somerville early in 1995, which helped formulate the founding ethics of Hillside. Before this in 1990, Wendy had also spent two years in California helping Bonnie set up a horse sanctuary which since then has gone from strength to strength.

One horse that Bonnie worked with was Dessie, an apparently 'well bred' Arab horse (his 'posh' name is Deskant). He recently came to Hillside suffering from serious psychological problems. In just seven years of life he had had four previous homes, before his last owner finally brought him to the Sanctuary to secure a permanent future for him. Dessie was highly strung and extremely head shy when he arrived. He was very wary of humans and it was difficult to administer even the most basic of routine care. Bonnie worked alongside our staff with Dessie daily and as you can see, gradually gained his trust and confidence. Dessie is just one horse that has certainly benefitted from Bonnie's stay here.



Working with Hannah during an Open Day demonstration at Hillside



Making progress with Dessie



Making friends with Neddy . . .



. . . and having her hat eaten by a deer!



Hillside Land Appeal



For the benefit of the Sanctuary's existing animals and to help others in the future, last June, Hillside launched a Land Appeal.

We are delighted to tell you that the search for land has proven fruitful and we have successfully negotiated for a farm that we consider offers more than just extra land for our rescued animals. This is 'The Norfolk Shire Horse Centre' at West Runton, an established visitors' attraction situated on the coast between the popular holiday resorts of Sheringham and Cromer. The Centre already attracts lots of visitors and we consider this an excellent opportunity to 'gently' educate so many more people about what goes on behind the closed doors of the factory farming industry.

The Centre consists of 73 acres, barns, stables, accommodation, shop and a café, ideal for serving 'animal-friendly' food. To protect their future, we were delighted to be able to include the Shire horses, many of whom are elderly, and the other animals there in the negotiations. In preparation for a completion date in January 2008, we have a loan arranged on standby to make up any shortfall that we are unable to raise, but we are obviously hoping to borrow as little as possible to avoid depleting our future funds with interest-added payments. We are also grateful for recent legacies which will significantly help towards this Appeal.

Our new Sanctuary will be known as 'Hillside Animal and Shire Horse Sanctuary' and will run in conjunction with Frettenham where Sunday Open Days have always been popular with our supporters. At West Runton we will be able to welcome visitors from 10am - 5pm, five days a week from Easter until the end of October. Here you will be able to meet our rescued animals along with the resident heavy horses! We look forward to giving you an update on our progress in our next Newsletter. We would like to say 'thank you' again to everyone who has so kindly helped with this appeal.

"Please help Hillside with this urgent appeal for extra land and facilities to provide a safe haven for more animals in need."

Martin Shaw

(Hillside's Patron)

If you would like to help with this Appeal, every **£2.50** you kindly donate will allow us to purchase **ONE SQUARE YARD OF LAND** (with barns etc)

Your generosity will be rewarded by a certificate of thanks as a permanent reminder of your support.



Looking forward to a secure future, Shire horses in the fields at West Runton

I would like to donate £ _____ to Hillside's Land Appeal

Please send me a 'Square Yard' certificate YES/NO

If you would like to dedicate your kind donation to someone special for inclusion on the certificate please give their name below . . .

.....

Please tick if you would like this to be: a Gift for Dedication to In Memory of



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

Address.....

.....

..... Postcode.....

My Sanctuary Number is: 5



Please make cheque/PO payable to Hillside Animal Sanctuary Ltd

OR debit my Mastercard/Visa/Maestro number

Valid From/..... Expiry date...../..... Last three digits on signature strip.....
Issue No _____ (for Maestro only)

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





At Hillside we have over 170 horses, ponies and donkeys in our care. Our dedicated staff who feed and care for them know their individual characters, and any concerns about our equines are quickly reported to our veterinary team.

Caring for Horses at Hillside

by Tracy Reeve

The horses, ponies and donkeys at the Sanctuary range from the young to the very elderly. Many come to Hillside with problems such as psychological trauma as a result of bad handling, ignorance or neglect, or they have chronic ailments which their owners can no longer cope with. Some are retired because of age or disability. Whatever their individual needs may be, our team of staff at Hillside dedicates its time in caring for them, particularly specialising in the welfare of the older horse.

FEET

Horses can suffer with so many hoof-related problems and it is essential that their feet are checked regularly by a qualified farrier. To keep them in good shape our horses' feet are trimmed every six to eight weeks.

VACCINATIONS

All our horses, ponies and donkeys are routinely vaccinated for tetanus and equine 'flu. This is an important preventative measure as both diseases can have fatal consequences, especially in donkeys and older horses and ponies.

DIET

During the summer months when grass is plentiful, our horses enjoy their time grazing in the fields. However, during these months some of our family have to have their grass intake monitored very carefully as they are prone to a condition called laminitis (inflammation or oedema of the sensitive laminae of the hoof). These ponies benefit from a high fibre diet of hay, chaff or soaked fibre nuts with added herbs and vitamin supplements. In the winter, as the grass loses its goodness, we feed plenty of good quality or vacuum-packed hay.

This is supplemented with grass nuts with added herbs, garlic, vitamins and minerals which are soaked in water with the addition of seaweed and cider vinegar. This grass nut mix, which we call 'The Hillside Recipe', is fed mixed with chaff and cereal mix at ratios depending on the individual animal's requirements. Our horses also enjoy carrots and apples when they are available.

INTERNAL PARASITES

It is very important to follow a strict de-worming programme, using the recommended dose of the appropriate wormer. One of the most important, but sometimes overlooked, part of parasitic control is the regular removal of droppings from the horses' pasture, a procedure that our staff carry out on a daily basis.

We also monitor our de-worming programmes with regular worm egg counts. We do this by taking faeces samples and checking them under the microscope.

SHELTER

It is important to protect equines from wind, rain and sun (particularly in very hot weather). This can be in the form of a natural windbreak ie: thick hedge or trees, or a man-made shelter. Donkeys must have a purpose-built shelter to protect them from our wet, and often cold British climate, as their natural coat does not have the benefit of the protective oils that horses and ponies have.

FLYSTRIKE

Like other animals, horses can suffer with flystrike during the warmer weather. Therefore, it is important

that they are checked daily for wounds etc, as, if left untreated, they will soon become infected with maggots.

POISONOUS PLANTS

Ragwort and Yew are the most common but also watch out for: Cowbane, Cuckoo Pint, Deadly Nightshade, Foxglove, Hellebore, Hemlock, Water-dropwort, Henbane, Herb Paris, Horsetail, Iris, Laburnum, Larkspur, Lily of the Valley, Linseed, Lupin, Meadow Saffron, Monkshood, Privet, Rhododendron, Bracken, Black Nightshade and Box.

TEETH

All horses, ponies and donkeys can suffer with dental problems, especially as they get older. It is important that their teeth are regularly checked and treated by a qualified dental technician or vet, even if they are not being ridden. We find 'Hillside's Recipe' is of particular benefit to our older horses whose teeth cannot always cope with long fibre.

SKIN CONDITIONS

Horses can suffer with skin conditions such as sweet itch, ringworm and lice infestation etc. It is important to get the correct diagnosis as soon as any rubbing or irritation is noticed so that they can receive the appropriate treatment without delay.

COMPANIONSHIP

Horses, ponies and donkeys are naturally a herd animal and desperately crave companions of their own kind. It is a very sad sight to see a solitary horse who usually has only the occasional company of his owner to look forward to!



April and Spangles

April was in very poor condition and pregnant when she came to Hillside in April 2007. With lots of TLC she recovered well and in July gave birth to a healthy foal we have named Spangles.





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

Just **£3** a month will help provide us with regular funding to ensure continuous care for the animals in our Sanctuary, as well as helping 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 page 20 and the **Standing Order Form** below, and *return both forms to us*.



Thank you for caring . . .



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 _____ 200__
and afterwards on the same day each
MONTH/QUARTER/YEAR until further notice
(please delete as appropriate)

My Name _____
My Address _____
_____ Postcode _____

My Account No. _____ Sort Code

My Sanctuary No:
 5

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

Signature _____ Date _____

Please send to:
Hillside Animal Sanctuary, Hall Lane, Frettenham, Norwich NR12 7LT



'Tonight with Trevor McDonald' Exposes RSPCA's Freedom Food Scheme

In March 2007 producers of 'Tonight with Trevor McDonald' highlighted ongoing cruelty on **three** RSPCA monitored Freedom Food accredited farms. Hillside's footage of Freedom Food ducks, turkeys and pigs was broadcast to the nation to expose the suffering that goes on behind the closed doors of all aspects of factory farming - including those farms that are supposed to be 'closely monitored'! Despite the broadcast showing animals on all three Freedom Food accredited farms living in horrific conditions, the RSPCA's Director General, Jackie Ballard went on to tell viewers just **how proud she was of their scheme!**

We don't understand why the RSPCA, who do a good job in other aspects of their work, let themselves down badly by allowing millions of animals to suffer in their so-called 'highly audited' scheme.

We have now made an official complaint about the Freedom Food scheme to the Advertising Standing Authority. Our letter to them is overleaf.

You may order a free copy of 'Tonight with Trevor McDonald' programmes featuring Hillside's footage, on page 18.



Exposed - cold, wet and covered in excrement, RSPCA's 'Freedom Food' approved turkeys on a farm owned by Traditional Norfolk Poultry Ltd

'Tonight with Trevor McDonald' Exposes 'Free Range, Organic' Chickens



Poultry firm, Traditional Norfolk Poultry Ltd, whose Freedom Food turkeys were a subject of the above 'Tonight' programme, was again highlighted by Trevor McDonald in another broadcast last June. This time their 'organic free-range' chickens were brought under scrutiny when Hillside's footage was used to show chickens being reared in appalling conditions. Birds at just two weeks old were being attacked and eaten alive by rats. On seeing our footage, Lawrence Woodward, director of Elm Farm Research, a world-leading centre of research into Organic Agriculture, commented, **'this is far worse than anything I have seen.'** He went on to say, **'These are hock burns, marks where the ammonia from chicken waste has burned through the skin on the legs.'** Hock burns are a prime example of bad animal welfare conditions, associated with the intensive farming industry.

The birds, Cotswold Whites, started life as factory farmed chicks, not organic, and were being fed *only* 85% organic feed and not 100%, perfectly acceptable under EU Standards!

The farm's certifiers, Organic Farmers and Growers say they operate a vigorous and thorough inspection programme based on the UK and European Organic Standards. As we have shown before, it is impossible for any 'farm assured scheme' to properly monitor animal welfare standards and guarantee that suffering has not taken place at some stage.

You may order a free DVD or video containing both 'Tonight' programmes on page 18.

BBC's 'Whistleblowers' Exposes Bio-security Lapses

In May 2007, BBC1's 'Whistleblower' programme revealed shoddy practices carried out by Tesco. Apart from selling out-of-date meat and fish and other 'behind the scenes' health risks, the programme highlighted a total lack of bio-security compliance by Crown Chicken Ltd, which are accredited by the 'Red Tractor' farm assured scheme and also supplies meat to other major supermarkets.

The producers used Hillside's footage, filmed six months earlier, and then recorded their own evidence when BBC reporters accompanied our investigator on a follow-up visit to a Crown Chicken site at Swainsthorpe in Norfolk. Even in January they were able to film the 'dead' bins full of rotting chicken carcasses with accompanying flies and maggots. What they weren't able to capture on camera was the terrible stench!

We have covered the issue of how flies could easily spread bird 'flu to other farms (and people) several times before. And indeed, following the release of our 'Come Fly With Me' DVD, which showed undercover footage of the Crown Chicken site and another nearby farm owned by Banham Poultry, we were contacted by local residents who complained about constant plagues of flies invading their homes. If you would like to see the full extent of this appalling lapse of bio-security, please send for a free copy of 'Come Fly With Me', available on DVD or video, on page 18.



*The Red Tractor website states, '...hygiene standards are maintained as well as standards for animal welfare and the environment.'!!!

21st August 2007

The Advertising Standards Authority
Mid City Place
71 High Holborn
London
WC1V 6QT

Dear Sirs

We wish to make a complaint against the RSPCA's 'Freedom Food' Scheme as we believe their advertising material is untruthful and misleading.

We have evidence dating back to 2000 showing serious ongoing shortfalls in the welfare and conditions of animals on Freedom Food farms. On the 13th March this year the 'Tonight with Trevor McDonald' programme showed conditions on three different Freedom Food farms, rearing ducks, turkeys and pigs. In the duck shed viewers saw ducks that were deformed, severely lame and clearly distressed. Other birds had been dead for days. The water in the trough was filthy despite the requirements for a 'hygienic water source'. Viewers were then shown inside an RSPCA monitored pig unit. There was no straw for the pigs to sleep on (a major requirement under RSPCA standards) and there were lame pigs that appeared to be in pain. The Freedom Food turkeys, again, were in unacceptable conditions - far removed from the image that is portrayed to consumers.

When interviewed on the 'Tonight' programme, the RSPCA's director general, Jackie Ballard, admitted there were some examples of poor animal welfare on the farms shown. She admitted that some animals were suffering, and stated that that was not good enough. Ms Ballard went on to say, 'We have the most monitoring of any of the labelling schemes that there are in this country but we're not sitting on a farm 24 hours a day monitoring so we don't see what's going on all the time and inevitably things will go wrong.' In reality, inspectors may only be present to check on Freedom Food farms for no more than two hours or so, annually, as the RSPCA admits that inspections are made on average 12-15 months apart. We believe this is insufficient to guarantee the high standards of animal welfare that the public is led to believe exist. The expectation is that when a consumer picks up a product that contains the Freedom Food logo, they do so assuming that the animal from which it came was treated humanely, and lived under above-average conditions. Indeed any products displaying the Freedom Food logo promise this, a promise which accounts for the higher price tag. As you will see from the enclosed footage, in some cases the Freedom Food promise has proved to be highly misleading.

Our complaint is that, by the director general's own admission on the 'Tonight' broadcast, the standards the RSPCA set out in their Freedom Food Scheme are only, after all, 'aspirations'. Her predecessor, Peter Davies, also said this on a BBC 'Watchdog' programme in 2001.

These aspirational standards are not indicated on labelling or in their advertisements and this is therefore misleading. We can all 'aspire' to certain standards but until those aspirations are achieved, there should be no deception. The public should not be expected to pay a higher price for something that is only an aspiration and produced under conditions similar to any other factory farming outlet. According to the Freedom Food website, '*All farm animals under the Freedom Food scheme must be reared according to strict RSPCA welfare standards.*' Clearly, any attempt by the RSPCA to improve farm animal welfare is to be applauded. We are, however, concerned that some farms are falling seriously short of the high standards drawn up by Freedom Food and claimed for Freedom Food-approved farms. This failure is resulting in some consumers buying products under the misapprehension that they are supporting high standards of animal welfare.

It is interesting to note that (*name withheld*), a former Trustee of the RSPCA, wrote to us in 2003 stating, 'I also feel it is impossible for any organisation to economically monitor that every creature so-labelled has been raised and killed according to any set of standards.'

Between 2000 and 2007 we have randomly looked at 20 Freedom Food farms. Conditions on seven of the farms investigated were so atrocious that six of the farms were featured on BBC1's 'Watchdog', on ITV1's 'Tonight with Trevor McDonald' and on channel 4's 'Dispatches' (copies enclosed). Two of these investigations resulted in the RSPCA taking out prosecutions against Freedom Food-approved farms. These represent one third of Freedom Foods farms, which have been visited by Hillside.

Referring to the 'Watchdog' programme in 2001, the RSPCA complained to the Broadcasting Standards Commission that they were unfairly portrayed but their complaint was not upheld. A copy of the adjudication is enclosed.

I look forward to hearing from you.

Yours sincerely

Wendy Valentine (Founder)

Enclosures: BBC 'Watchdog' - broadcast 25/10/01
Channel 4 'Dispatches' - broadcast 01/08/05
ITV1 'Tonight with Trevor McDonald' - broadcast 13/03/07
Farm Animal Investigations - please refer to No. 2, 'Ducks in Despair'
and No. 5 'Factory Farming Today', which shows FF hens, turkeys
and pigs, filmed in our earlier investigations.
Adjudication
Extract from RSPCA Freedom Food website

Foot and Mouth . . .

Our hearts stopped in August when we heard of the outbreak of Foot and Mouth disease in Pirbright, Surrey. As with the 2001 epidemic of FMD, animals were systematically killed despite it not being a fatal disease! After a few weeks the ban on animal movement was lifted and the farming industry seemed back to 'normal'. Then just a few days later in September, another case of FMD was identified in Egham, Surrey and even more worrying for us there was a suspect case in Norfolk just a few miles from the Sanctuary. Luckily this one proved to be negative but it certainly gave us cause for concern. In view of this, we decided to cancel our few remaining Sunday Open Days in order to protect our animals. Visitors come here from all over the country and we thought it not worth putting our animals at risk. Should FMD strike Hillside or even nearby, three quarters of our animals would be killed - a decision which would be out of our hands.

You may remember in 2001 we reported the first farm in the UK to contract the disease SIX WEEKS before FMD was confirmed there. Although at the time of our report, when MAFF officials visited the farm in Hebdon Bridge they took no action until AFTER the disease was discovered as having originated there. The only positive outlook we can have on the whole FMD scenario is that it vividly portrays, via the media, just how farm animals, which are sentient beings, are used and abused. We know from the amount of letters we received in 2001, that because of the FMD publicity, many people changed their eating habits from a carnivorous diet to a healthier and kinder meat-free lifestyle.



. . . and Bio-security

Just days after the shocking news that Foot and Mouth Disease had broken out in Surrey in August, our investigator was able to film (with GPS proof) pig carcasses heaving with maggots in a skip just yards from a public highway. Defra may halt all animal movement to stop the spread of disease but what action do they take to stop flies, who can easily travel up to two miles away (and don't wipe their feet) from infecting other animals nearby?

We film more cruelty at Bernard Matthews . . .



Following our filmed evidence of Bernard Matthews' workers kicking and 'playing baseball' with live turkeys, which lead to the prosecution of two offenders, **only this June we were again able to film another Bernard Matthews' employee kicking the birds as they were about to be caught for slaughter.** Our footage of this latest incident was widely reported in the media and the RSPCA have told us that they are taking steps to prosecute the worker.

Sharron Davies Promotes Bernard Matthews' Turkeys!

We were shocked to see that Olympic swimmer, Sharron Davies, is promoting Bernard Matthews' products. We assumed that she couldn't have seen inside a turkey shed, but Miss Davies, who insisted she was 'an animal-lover', stressed she had checked the company out thoroughly before agreeing to promote it. *"I have been to the farms and five or six sheds and seen the quality of the way the turkeys are kept."* she said. All we can say is that she certainly hasn't seen inside the sheds that we've visited! Sharron was obviously shown the 'show' sheds that ex-BM workers have told us about - those that are kept in pristine condition for the benefit of visiting supermarket representatives, etc.

Considering that BM has been in the turkey business for fifty years, and apart from the above-mentioned court case, we do not know of any other cruelty conviction against the company. This is despite all the evidence that Hillside, other organisations and the media have shown over the years to prove the awful conditions and suffering that his turkeys have to endure. We feel that this shows how the farming industry is shielded by the government who certainly aren't backward in coming forward in giving compensation for the consequences of BM's shoddy bio-security practices!



A Bernard Matthews' turkey pictured August 2007



Hens confined with their decaying companions on a battery egg farm endorsed by a Member of Parliament

Caring for Battery Hens!!

In 2000 we exposed battery hens existing in appalling conditions on Basil Cook's farm near Norwich and our filmed evidence of this is shown in our 'Farm Animal Investigations' DVD. Again, in 2007 our footage (and pictures shown here) prove that conditions haven't changed. On both occasions (in 2000 and again this year) we reported our findings to the RSPCA and although we know they 'visited' the farm both times - no action was forthcoming. In 2002, in between our investigations, Richard Bacon, MP for South Norfolk, had the following to say in Parliament. **We have highlighted in red his comments regarding Basil Cook's farm.**

The following are excerpts from Hansard, (the Official Report of Parliament) recording discussions about the Draft Welfare of Farmed Animals (England) (Amendment) Regulations 2002 and Draft Code of Recommendations for the Welfare of Livestock: Laying Hens and Meat Chickens and Breeding Chickens

Mr. Colin Breed (South-East Cornwall): I support most of the remarks made by the hon. Member for Mid-Norfolk (Mr. Simpson). His is a balanced approach, and we are trying to achieve a balance between the welfare requirements of animals and the realities of farming, particularly for farmers who produce eggs. We could have a semantic conversation about whether the directive is gold-plated, but, while there is no gold-plating, a certain amount of gold leaf has been added to some parts and that does not fit precisely with the impression that was given to the industry beforehand.

The public consultation exercise must be carried out in an informed way. For

example, we need to ensure that proper scientific, and other, evidence is obtained. However, we already have an idea of how public opinion works on such matters. The public are, rightly, concerned about animal welfare issues and make their concerns known, but their buying habits show that they tend to disregard those concerns and buy the cheapest products that are available. Thus, on one hand there are legitimate concerns and on the other there is economic reality. We must ensure that the public consultation exercise reveals that situation and that the public recognises that it is no good having a conscience about the improved welfare of animals unless it is supported by their buying habits. I hope that the public consultation can make that clear, because that clarity will be needed in this and other areas of agriculture.

I understand that a large number of German operations may introduce enriched cages at an earlier date, but most existing production facilities are, even at this stage, being transferred to new plants in Poland that will not be

**"My point is that Mr. Cook and many farmers like him know how to look after animals."
Richard Bacon MP**

subject to the directive. We, too, will find that investment will be diverted across the border to circumvent some directives. The German Government may provide investment loans or assistance, but we have always been told that we cannot do that because it would

amount to state aid. If such action did not contravene state aid rules, would the Government consider creating similar circumstances in the UK? If it does contravene the rules, we should make darned certain that that course of action is not being pursued by the German Government so as to benefit their egg industry at the expense of ours. A large egg producer is sited in my



A view from above

constituency and I have visited it on a number of occasions. We should recognise that the egg industry has spent a lot of time, effort and money raising standards in many ways, that investment has been made over a long time, and that there has been much improvement—for example, the little lion and other things—without any Government support. The industry must operate in a fiercely competitive market and must sell its product in what is, perhaps, the most



In desperate need of veterinary care!

competitive market of all—that run by supermarket purchasers. Margins have been squeezed until they are wafer thin. If we genuinely want to assist the industry to make the necessary improvements to animal welfare, we need to recognise that costs will have to be sustained somehow. The industry should be able to recoup its costs. For example, it could operate a code of practice with supermarkets or get its message across to the consumer. If the costs cannot be recouped, we will not have an egg industry 10 years from now. Finally, I want to draw a comparison with the pig industry. A favourite publication, Pig World, shows an interesting reduction in the figures for our pig industry and an increase in the Danish pig industry. That is no coincidence; it is because, rightly, we have been moving towards the sort of animal welfare that we want. However, there is a cost which must be borne by the production process, either through supermarket regimes and consumer recognition or through some recognition by Government, which I hope will not be in contravention of state aid rules. If that can be done it will be a worthwhile exercise, but I fear that it will not happen. There will be a reduction in the egg industry and a loss of jobs to those abroad, but no significant overall improvement in animal welfare.

Mr. Richard Bacon (South Norfolk): It is a pleasure to follow the hon. Member for South-East Cornwall, who, like my hon. Friend the hon. Member for Leominster and I, was a member of the Committee on the Animal Health Bill. The hon. Gentleman made some cogent points.

“...the best evidence that hens are being reasonably looked after is that they lay eggs—no distressed hen will lay; they simply stop laying.”

Richard Bacon MP

The regulations are slightly depressing. On Saturday, I took part in a round-table discussion with a group of farmers in my constituency. Following on from what my hon. Friend the Member for Mid-Norfolk said, most farmers do not have the impression that the Government have their long-term interests at heart. Some farmers told me last Saturday, and others have done so on other occasions, that they wondered whether the Government really cared whether there would be a serious agricultural sector in this country in the next few years. In the past two or three years, 50,000 farmers have gone out of agriculture.

The measure appears to be another attempt to kick farmers in the face, especially those who are trying hard to meet the welfare standards. **My constituent, Mr. Basil Cook, knows a thing or two about looking after animals and about laying hens. He has been running a farm for 50 years. Although he is, I think, almost 80 years old, he continues to work every day, rising 6 o'clock in the morning. His business, which he runs with his son, who is following in his footsteps, produces 22 million eggs a year. It is situated in Wicklewood in my constituency, which is quite close to the constituency of my hon. Friend the Member for Mid-Norfolk.**

The reason why I asked the hon. Member for Dover (Mr. Prosser) whether he had been into a battery hen-house because I visited one recently, at Mr. Cook's invitation. That visit completely changed my views about battery hens. Like many who had not been into a battery hen-house, the notion of battery-cage production was repulsive to me—I had assumed that it would be better if it did not exist. I was therefore extremely surprised by how wholesome it was, and to learn that, apart from very

small-scale free-range systems, the only system of large-scale egg production that does not involve the use of antibiotics is battery cages. [Interruption]. I see a civil servant shake his head, but he may want to check his facts. If

he talks to a vet, he will find that what I say is correct. Apart from battery-cage systems, most egg production systems in this country use antibiotics. So-called free-range barn systems use antibiotics. Why? Because the hens are running

around in their own chicken litter and they get diseased. Similarly, when



Mr Cook's hygienic conditions!

hens are outside, exposed to the elements, they are exposed to diseases carried on the wind, and they have to have antibiotics.

I must say to the Minister and his advisers that it is a fantasy that UK egg production can be satisfied by a bunch of small-scale producers with beautiful young wenchens running around in Laura Ashley dresses and green wellies, picking up the odd egg here and there. That is not how most free-range systems work, although it would be splendid if they did. I speak with some feeling, as I was brought up in the country on a very small holding. We had a house, a couple of acres and a hen-house holding 24 hens, and that is more or less exactly how our eggs were produced—until a fox got in and killed all the hens, but I digress.

My point is that Mr. Cook and many farmers like him know how to look after animals. Extraordinarily, Mr. Cook has just invested £300,000 to bring his facilities up to the standards laid down in the last directive. The explanatory memorandum to the regulations—signed by the Minister, so I presume he either wrote or approved it—states:

“The present rules for caged hens date back to 1988.”

The implication is that the existing regulations date back to the Ark or to 1066, and that it would therefore be completely beyond the pale to continue with them. The last directive was not transposed into UK law into 1994 or 1995. **Mr. Cook spent £300,000 to comply with that directive, but he now finds that to meet the standards of**



A build-up of 'Farm Fresh Eggs'!

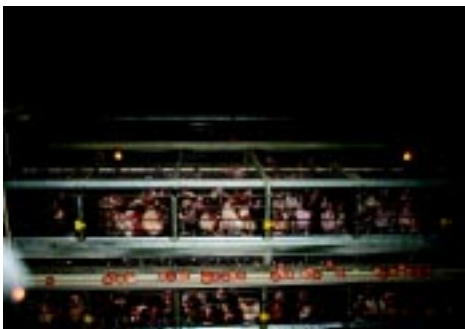


Softer than standing on wire floors - Mr Cook's hen have the luxury of rotting carcasses on which to rest their feet !

the new directive—whereby he must have not 450 sq cm but 550 sq cm—he will have to spend an extra £40,000 on his farm. When building his cages, which were finished only in 1998, he went not for 450 sq cm, but for 500 sq cm, because he thought that that was better for his animals. Mr. Cook knows a thing or two about how to look after animals. Hon.

Members have referred to scientific evidence, but the best evidence that hens are being reasonably looked after is that they lay eggs—no distressed hen will lay; they simply stop laying.

My hon. Friend the Member for Mid-Norfolk referred to exporting welfare problems. Mr. Cook was on the NFU poultry committee for some 15 years, and he has travelled throughout Europe. He visited an egg-production



An overall view

farm in Italy where the farmer kept seven to eight birds in cages smaller than his—and Mr. Cook keeps only four or five birds in each cage. He was told that the inspector came no more than once a year, and that when he did come and saw that there were too many birds in the cage, he issued the farmer with the equivalent of a parking ticket—a £150 fine. The farmer paid the fine then carried on as before, and the inspector and he had a glass of grappa to celebrate. If the Minister thinks that that sort of behaviour will change—[Interruption.] It is always an honour to provoke the Minister into intervening.

Mr. Morley: I am not so easily provoked. I assure the hon. Gentleman that we will investigate the case if he will give me the details, including when and where it

happened. We will pursue matters if we think that another member state is not complying with the regulations.

Mr. Wiggin: Like France on beef.

Mr. Bacon: As my hon. Friend the Member for Leominster said, like France on beef. I will give the Minister the details if I can get them. His was a kind offer and it would be churlish not to accept it.

The costs concern me. My hon. Friend the Member for Mid-Norfolk referred to the fact that the industry makes a profit of £5 million to £10 million a year, which I did not know. If the British Egg Industry Council is to be believed, the cost of the regulations will be £431 million. That would mean that the industry would have to devote between 40 and 86 years' profits—depending on whether the years were good or bad—to financing the improvements. No one who has been involved in business would consider that a particularly fair or balanced equation, to use the word that has been mentioned several times.

I have two questions for the Minister, which are on issues that my hon. Friend has already raised. First, if my constituent, Mr. Cook, spends £40,000 bringing his facilities up to the standard laid down in the directive, will the Government assist him in any way? In some ways I regret having to ask that question, because I believe that the Government should stay out of his hair and not ask taxpayers to stump up the money. However, if the Government are to impose the regulations, there is at least a case for saying that they should help farmers who must adhere to them.

Secondly, will the Minister give a cast-iron guarantee that, if my constituent makes that investment to bring his facilities up to the right standard, those facilities will be usable until 2012? Or, will he find in not so many years from now that exactly what happened to him before will happen to him again, in that he will be required to spend yet more money to meet yet more new regulations?

Footage of Basil Cook's hens is shown on our 'Farm Animal Investigations' DVD under the heading 'Factory Farming Today' and is available free of charge. Please see page 18 to order.

The end product . . . a consignment of 'Farm Fresh Eggs' ready to be dispatched to unsuspecting consumers!

Hillside's response . . .

When the farming industry is looking for a several-year extension of the 2012 battery cage ban and we have an influential MP talking 'out of the back of his neck' in Parliament about the conditions on these farms, also making false statements like *'the best evidence that hens are being reasonably looked after is that they lay eggs—no distressed hen will lay; they simply stop laying'*, we have got to be concerned. (If there is enough light, even dim lighting, and food is provided, laying eggs is a natural biological function of the hen.

How can an elected MP, and a member of the Committee on the Animal Health Bill, come to make proposterous and untrue statements about the battery cage system and animal behaviour, and also endorse his constituent's business in such an unethical way?

Battery hens only suffer in such appalling conditions because the general public supports the system by buying their eggs. Millions of egg-laying chickens are kept in battery cages in the UK at any one time, producing 63% of the country's egg supplies; most of which are hidden in a variety of everyday foods such as cakes, pasta and ready-made, convenience meals.

For anyone who has a sweet tooth, or enjoys a plate of pasta etc, there are plenty of cruelty-free, eggless alternatives available (An Animal-Free Shopping Guide is available from our gift pages £5.95). If you check food labels carefully you will be really surprised to find just how many seemingly innocent products contain 'egg' or 'albumen' which are almost certain to be products of the cruel battery system!

May we ask you to write to:

The Rt Hon Hilary Benn, MP
Secretary of State for Environment,
Food and Rural Affairs,
Nobel House, 17 Smith Square,
London, SW1P 3JR

and make your objections known.





As we have reported before, we show how sheep's feet are regularly left to rot away to this painful state . . .



Left - a rescued ewe with neglected foot rot and above after a few weeks of care.

Suffering in Silence

Pictures: Wendy Valentine



Second rescued sheep with painful hoof and above during recovery.

A report written by a veterinary surgeon who viewed our evidence:

To whom it may concern

I have been shown three photographs of sheep's feet taken by Hillside Animal Sanctuary. All three show advanced stages of foot rot where extensive portions of horn have separated from sensitive underlying tissues and have been, or are in the process of being shed, leaving these underlying tissues exposed. In one foot it looks like the claw is greatly overgrown which may have been a precipitating factor. These sheep would have been in very considerable pain; they would also have been, most likely, obviously lame. Their condition should have been noticed and treated much earlier and not left to reach this advanced stage thereby severely compromising the welfare of these sheep. Unfortunately, such neglect is not uncommon in the sheep industry.

Amir Kashiv BA, BVSc, MRCVS

Mr Amir Kashiv BA, BVSc, MRCVS



The RSPCA has said that docking puppies' tails, which causes pain and possible fatal infection, causes 'great suffering' and compared it to 'cutting off a baby's fingers'. Docking dogs' tails under the Animal Welfare Act 2006, except for veterinary reasons, is now illegal, so why are farmers still allowed to mutilate live sheep in this cruel way? Like other aspects of factory farming, despite legislation, little consideration is given to the pain and suffering that animals farmed for meat, have to endure!

Left - a pile of tails, cut off without the use of anaesthetic, from live lambs of all ages. The close-up picture above shows the amount of flesh that was hacked through in order to remove the tails!



Last January we discovered the remains of fifteen dead sheep which had been left in a field to rot, with some actually decomposing in the waterways. We informed Norfolk Trading Standards who visited the site at Spixworth and served a notice for the farmer to clear up. A week later the remains were STILL there and in all it took three requests by NTS (prompted by us) over the period of a month before all the dead sheep were removed. **Despite this, the farmer wasn't prosecuted!**



In a separate case last year, we reported a farm at Tivetshall St Mary in Norfolk, where we discovered a mummified cow in one barn and in a second shed, decaying sheep left in with live animals. Again - **Norfolk Trading Standards failed to prosecute.** You may watch a similar case we filmed at Tasburgh where Trading Standards also failed to act, on our website, hillside.org.uk, entitled 'Dead Giveaway'.

Please write to Norfolk Trading Standards, at County Hall, Martineau Lane, Norwich, NR1 2UD, and request an explanation as to why they failed to prosecute these farmers under the Animal By-Products Regulation (EC) No. 1774/2002.



Dairy cows, heavy with milk, who've just had their day-old calves taken away.

As with any maternal animal, after giving birth the cow's whole mental and physical being is focussed on nursing her calf.

It doesn't take much imagination to know just how much distress and mental torment a cow, separated from her new-born calf, has to endure in order that humans can drink the milk that is naturally intended for her calf!

Every year, 500,000 male calves are either shot soon after birth or sent abroad to veal crates. Although these crates were outlawed in the UK, because they were deemed cruel, it is still legal to export calves to be confined in them in other countries!

**"Who could do this to my baby?
Somebody's just shot him!"**

Pictures: Wendy Valentine



The tragic end - unwanted by-products of the dairy industry!

If you are affected by these issues and would like to stop supporting these cruel practices by using 'animal friendly' alternatives to milk, cheese, butter and yogurt etc., please see page 18 to request a copy of Viva's free booklet 'How to be Dairy Free'.

'Hillside Farm Animal Investigations' on DVD (or Video)

Some of the issues raised in these investigation pages are shown in this DVD which include:

- Ducks in Despair
- Pigs in Purgatory
- The Christmas Turkey
- Chicken Supreme
- Factory Farming Today

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

To order **FREE OF CHARGE** please use the form on page18 stating either **DVD or Video**



'Farm Animal Investigation Appeal'

Hillside has had much success in bringing to the public's attention the cruelty involved in today's intensive factory farming systems. Not only have we gained the confidence of television documentary producers who regularly broadcast our evidence, we also distribute thousands of free 'Farm Animal Investigation' DVDs and videos so that people can see for themselves just what is going on behind the closed doors of the farming industry. The "Bernard Matthews' turkey beaters" was one of Hillside's investigations and programmes such as ITV1's 'Tonight with Trevor McDonald', BBC's 'Watchdog' and C4's 'Dispatches' have featured Hillside's footage. We feel that our ongoing undercover operations which expose battery hen farms, appalling sheep welfare and other atrocities in the farming industry are vitally important. If you would like to contribute towards funding this work, please make a donation to our **'Farm Animal Investigation Appeal'** on the back page. Thank you.

Would you like to join our Supporters' email List?

Due to the nature of our investigations, we often receive very short notice of when our work will be featured in a national newspaper or on TV. Because of this we are rarely able to give you advance warning in our Newsletters. Recently we have helped in the making of a number of television documentaries and investigative programmes and are concerned that you, our supporters, the people who make this possible, are missing these informative broadcasts.

If you would like to receive emails telling you of forthcoming programmes and other news, please complete the form below and return it to us.



Name

Sanctuary Number

This can be found above your name & address on the back page

email Address

Address.....

.....Postcode.....



Pollyanna December 1994 - June 2007

It is with much sadness that we have to tell you that in June this year, Hillside's adoption pig, Pollyanna, passed away peacefully at the grand old age of thirteen - quite a milestone in piggy years. She was one of the first animals to arrive after the Sanctuary was founded in 1995. She was rescued from the factory farming industry along with her sisters, Poppy, Primrose and Prunella who have already gone to the animal sanctuary in the sky.

Pollyanna is sadly missed, especially by the staff who looked after her. She will always have a special place in our hearts.

We have chosen Flossie the pig to follow in Pollyanna's footsteps. Flossie was Pollyanna and Lily's next-door neighbour and, like Pollyanna, was rescued from the intensive factory farming industry.



Star and Angel . . .



Being affectionate here with Sandra - Star and Angel are looking for a loving home

Although the animals at Hillside are mainly horses and those rescued from the farming industry, we are always willing to assist, where possible, with other animals in need. So, this Summer when we were asked to look after five dogs in urgent need of help, we were happy to take Star, Angel, Lulu and two puppies into our care. Three of them have found permanent homes with our staff and we would now like to find a suitable home for Star and Angel, a dog and bitch who have both been neutered and are fully vaccinated.

These young dogs are very friendly but would need firm handling with a kind person who is prepared to devote time to them. It would be ideal for them to be re-homed together but we would consider letting them go separately if suitable homes should become available. If you live in the Norfolk area and feel you are able to offer a loving home to one or both of these dogs, please telephone us on 01603 736200 for more information.

If you are able to offer a dog a secure future, please contact your local dog rescue centre who will always have lots of mongrels and pedigrees waiting to be re-homed. This could save a dog from being put down and help discourage breeders from producing yet more unwanted dogs, **thousands** of which are destroyed every week in the UK!

We've been out and about this Summer . . .

To help spread awareness to the plight of animals in the farming industry, this year we attended Norfolk's major agricultural shows and other prominent events. Lots of people who visited our stand showed an encouraging interest in our work. Many took information packs, which included a DVD of our undercover investigations, and later contacted us saying how shocked they were at the way farm animals are treated. Most of them had little or no idea of the suffering and the appalling conditions in which animals have to exist to put meat, eggs and dairy produce on their tables.



Linda and Bernie preparing to meet visitors at the Aylsham Show in August

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



There are so many easy ways to help Hillside:

- Make a donation (please see back page)
- Adopt a rescued animal (see page 20)
- Buy Hillside gifts (see back pages)
- Distribute our leaflets (see this page)
- Enter our 'Spot the Horse' Competition
- Place a Piglet Collection Box (see this page)
- Organise sponsored events (see this page)
- Visit on Open Days
- 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 8)

Spread the Hillside Message

PLEASE SEND ME QUANTITY REQUIRED

PLEASE SEND ME	QUANTITY REQUIRED
The following are available free of charge *(please state DVD or Video)	
*'Tonight with Trevor McDonald'(both programmes)	
*Hillside 'Farm Animal Investigations'	
*C4's Dispatches 'Supermarket Secrets'	
*C4's 'What's Really in Your Christmas Dinner'	
*BBC's 'Watchdog' - exposing Freedom Foods	
*'Come Fly with Me'	
*'The Story of Boris the Bull' by Martin Shaw	
'How to be Dairy Free' Booklet	
'Spot the Horse' competition forms	
Hillside Leaflets to distribute	
Adoption Forms	
Extra Newsletters	
Sponsored Event Forms	
Cardboard Money Box	
Piglet Collection Box (£3 refundable deposit)	

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/Maestro No.

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

Last 3 digits on reverse of card

I prefer to donate by **Standing Order**
 and enclose the form on page 8

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.....

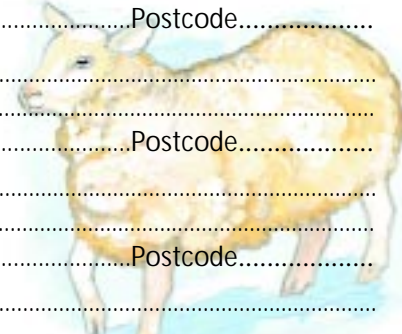
Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....



Spot the 'missing animal' competitions . . .



Please enter our

'Spot the Horse' Competition

First Prize £1000

Second Prize £250

plus 10 runner up prizes of

£50 Hillside Gift Vouchers

(A competition form is enclosed with this Newsletter)

Closing date 31st January 2008



to help provide extra feed and care for our rescued animals during the winter months . . .

Winners of our 'Spot the Sheep' Competition . . . (Closing date 30th September 2007)

1st Prize £1000 (for the cross nearest to the sheep's nose)

Miss M. Norman, Hartlepool

2nd Prize £250

Ms S.E.E. Ford, Chelmsford

**10 runner up prizes of
£50 Hillside Gift Vouchers**

Mrs E. Taylor, Sunderland - Mrs C. Royle-Evatt, Flockton
Mrs C. Laithwaite, Cheadle Hulme - Ms Karen Hicks, Sittingbourne
Mrs J.S. Beadsworth, Market Harborough - Mrs I.B. Knapp, Colchester
Ms Gemma Teate, Hinckley - Doreen McCluskey, Leigh-on-Sea
Mrs Helen Youle, Havant - Mrs B.A. Hewer, Syston, Leics



The circle shows the 'missing' sheep

Winners of our 'Spot the Hen' Competition . . . (Closing date 31st May 2007)

1st Prize £500 (for the cross nearest to the hen's beak)

Mrs Sheila Cluro, Mansfield, Nottinghamshire

**10 runner up prizes of
£50 Hillside Gift Vouchers**

Miss M Peacock, Reigate - Ms K Elliott, Bishop's Stortford
Mr F Robinson, Stockport - Mrs W Lamprey, Gower, Swansea
Ms H Lee, Bredwardine, Herefordshire - Mr R Deyes, Cardiff
Mr J A Clowes, Maidstone - Mrs S Smorodinsky-Moody, Hove
Miss J Leask, Pulborough - Mr A Gates, France



The circle shows the 'missing' hen

A Hillside Gift Idea . . .



Optional Presentation Folder £2.50

You may order your adoption on-line from our secure site www.hillside.org.uk or telephone 01603 736200 9am - 9pm 7 days a week



Adopt a rescued animal for just £10 a year!

Adopt one or more to receive an attractive certificate with twice-yearly report and photograph of each animal. Your contribution will help to feed and care for our rescued animals. We ask for a minimum donation of £10 yearly for each adoption.



"Makes an unusual present for family and friends!"

(Please allow 7 days for delivery)



*La Vizelle an ex-Racehorse



*Katy the Pony



*Rosemary Rabbit



*Bluebell with Pixie



*Starlight the Sheep



*Flossie Pig



*Doris Duck

Animals available for adoption at Hillside



*Jessica the Goat



*Felicity the Pot-bellied Pig



*Henrietta an ex-battery Hen



*William Shire Horse



*Dennis the Donkey



*Tessa Turkey

I would like to 'Adopt' _____

For myself/as a gift for: (Mr/Mrs/Miss/Ms) _____
(DELETE AS APPLICABLE) BLOCK CAPITALS PLEASE FORENAME SURNAME

Address _____

Postcode _____

My 'Sanctuary Number' is

If you are a new supporter please write "NEW" in boxes

Please send first photo & report to ME to the RECIPIENT

As a: Christmas Present Birthday Present Other Gift
(Please tick appropriate box)

Date you require adoption to arrive by _____

I would like to include the message (maximum 5 words including your name) _____

If you are giving this adoption as a present, please complete YOUR details below:

(Mr/Mrs/Miss/Ms) _____

Address _____

Postcode _____

Tel No: _____

(Please add £2 for postage abroad)

I enclose £ _____ (minimum £10) also an additional £2.50 for a Special Presentation Folder YES/NO or I prefer to pay by STANDING ORDER and enclose the SO form on page 8

Signature _____ Date _____

Please make Cheque/PO payable to: Hillside Animal Sanctuary Ltd, Hall Lane, Frettenham, Norwich, NR12 7LT

or debit my Visa/Mastercard/Maestro No. _____ Expiry date...../..... Issue No.____



Last 3 digits on signature strip on reverse of card



Hillside 2007 Christmas Cards

XM7. Featuring Rupert the foal with his friend Sally the pony and rescued battery hens free-ranging at Hillside
 Message inside cards reads:
Merry Christmas
 (8" x 6" with envelopes)
 Pack 8 cards in 2 designs
 £2.95
 2 packs £5.50



Hillside Cards and Gifts by post



These and other gifts are available on our secure website
www.hillside.org.uk



All prices include P&P



X70. **Christmas Cards**
 Showing Joseph the donkey and rescued deer
 Message inside cards reads:
Merry Christmas
 (5" x 5" with envelopes)
 Pack 10 cards in 2 designs £2.45
 2 packs £4.45



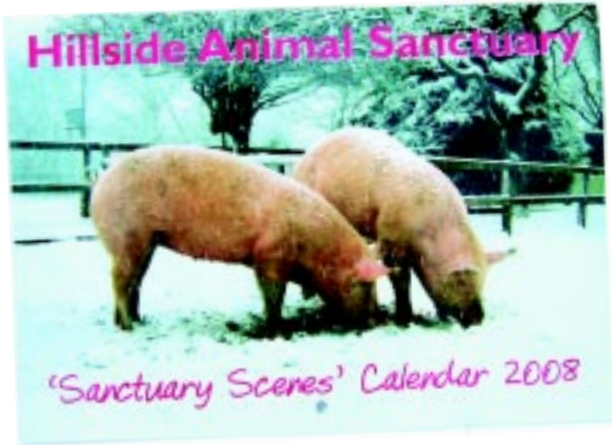


Hillside 2008 Calendar and Diary



CL8. Hillside 2008 Calendar

12 Sanctuary Scenes
(opens to 11" x 16")
£2.95 each
or 2 for £4.95



D8.

Hillside 2008 Pocket Diary
in Maroon, Black or Navy
£2.50 each
or 2 for £3.95



HS1. Greetings Cards

'Summer at Hillside'

Featuring our rescued horses at pasture
Blank inside for your own message
(8" x 6" with envelopes)
Pack of 4 different designs
£2.50



TC3. Hillside Christmas Cards
Turkey cartoon design

Message inside cards reads:
Season's Greetings
(8" x 6" with envelopes)
Pack 4 cards in 4 assorted designs £1.95

S20. Hillside Pen

Animal design
Fibre Tip blue ink
£1.50 each
or 2 for £2.75



S101.
Hillside
Writing Pad
Dog & Cat design
(8" x 6")
50 sheets
with 20 envelopes
£2.95





PB2. Soft Toy Bears
(14" long)
Soft and cuddly
in Gold or Brown
£9.95 each



Gifts of your adopted animal . . .

55. Adoption Glass Paperweight (with stand) £6.95

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



53. Adoption Fridge Magnet £2.50

CT2. Adoption Coasters
Set of 4 different pictures of your *adopted animal
£1.95

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

51. Adoption Badge 70p

AB1. Adoption Pocket Address Book £2.95

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

57. Adoption Keyring £2.50

90. Frame to display your latest adoption Photograph (7" x 5") £2.95

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

When ordering Adoption Gifts please choose from:
Katy, Felicity, Rosemary, Starlight, William, Bluebell, Dennis, Jessica, Henrietta, Doris, La Vizelle, Flossie, Alice or Tessa

*Coasters of Flossie are not available



KB1. Children's Fun Bag
in Duck or Sheep design
£3.95 each



V4. Value Assorted NOVELTY PACK
with soft toy, book, ornament, keyring, notelets & more. Ideal stocking fillers for children over 3 years . . .

£16.00 ~~£10.95~~ (Typical pack illustrated)

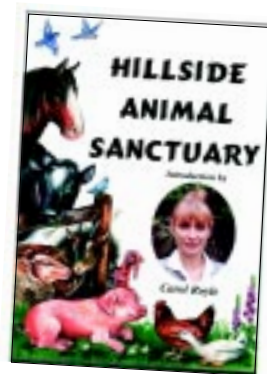
DN1. Dennis the Donkey at Hillside
on DVD or Video (15 minutes)
£9.95



LV1. La Vizelle (an ex-racehorse) at Hillside
on DVD or Video (15 minutes)
£9.95



CK1. Clock
in Horse or Cat design
(3"diam)
£2.95 each



N4. Hillside Video Sanctuary Scenes
(30 minutes)
£4.95



Jessica at Hillside Animal Sanctuary hillside.org.uk

CT1. Hillside Coasters
Set of 6 different rescued animals £2.75

Natural Supplement for your animals . . .

Organic Seaweed

A natural source of iodine, amino acids, minerals and vitamins, this pure seaweed is suitable for dogs, cats and all other animals from budgies to horses. Seaweed naturally enhances health and wellbeing by improving stamina and the structure of teeth, beaks and bones. It also aids digestion, helping to build muscles and keeping coats, feathers and skin in optimum condition.

(500gms) £3.95



C98. 'If you love animals' Mug
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