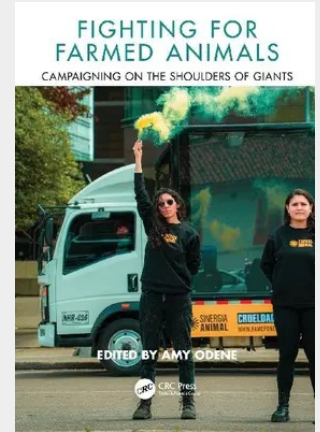


Fighting for Farmed Animals

Campaigning on the Shoulders of Giants

This book brings together first hand accounts from advocates campaigning for farmed animals across the world. The farmed animal welfare movement is an intricate ecosystem built around many complementary theories of change, but, while the day-to-day approaches differ, the relentless drive to advocate on behalf of animals who cannot stand up for themselves is a unifying flame. Each story in this book is from an individual who pushed through hardship and challenge, accepted their position as the underdog, and continued to fight anyway. Fighting for Farmed Animals: Campaigning on the Shoulders of Giants shows that, despite being up against a powerful industry whose marketing and lobbying budgets vastly out scale their entire global funding, animal advocates have the power to bring down these giants and their cruel practices. Acting as a training tool and source of global inspiration, this insightful collection is an energising and informative reference for those working in animal advocacy, as well as those wanting to join the field. It also offers a fascinating insider account for animal lovers interested in learning about different avenues to support those most in need. 8% of the money received from sales of this book is paid to the organisation Dzīvnieku brīvība in Latvia. Founded in 2012, Dzīvnieku brīvība's mission is to end animal suffering in industrial animal husbandry. They work to bring about long-term social change for the benefit of animals, providing the media, state institutions, legislators and other stakeholders with reliable information on animal protection issues.

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