INTERNATIONAL CAMPAIGN TOOLKIT

FARMS NOT FACTORIES

www.farmsnotfactories.org

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INTRODUCTION

Since making the film *Pig Business* and launching the *Farms Not Factories* campaign, people across the world have been in touch with us asking for advice on how to organise a campaign against a factory farm in their local area.

We have decided to put all of our knowledge and advice in one place to provide a useful resource for local communities.

This handbook is intended for anyone who has learnt of the proposed construction of a factory farm, or who is currently experiencing problems living near an existing facility.

The handbook explains the negative impacts of factory farming on human health, local and international economies, the environment and animals.

We provide a step-by-step approach to organising your own campaign, from gathering popular support to organising demonstrations.

At the end of the booklet there are some further useful resources for establishing your own campaign as well as some success stories to show that campaigns can and do work.

There are also details of international organisations fighting against factory farms as well as information about groups in your own country.

We wish you the best of luck with your campaign, do get in touch with us to tell us about your plans or if you have any questions:

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The following pages summarise what exactly a 'factory farm' is and how it can impact you and your family's health, your local community, the environment, and the welfare of animals.

On each page there are quotes from people we have met who have experienced the negative impacts of living near a factory farm. In some cases, these are the voices of people who are actively campaigning against their continued use.

WHAT IS A FACTORY FARM?

A concentrated animal feeding operation (CAFO), more commonly known as a 'factory farm', is an intensive agricultural facility in which livestock are reared.

In the case of pigs, factory pig farms house sows and their piglets in overcrowded, unhealthy conditions. This means they have to be given routine antibiotics to prevent them becoming sick. The facilities are either used for the breeding of piglets, or to rear pigs for slaughter.

Factory farms typically house large numbers of pigs, whereas smaller operations that use the same methods of production are referred to simply as concentrated feeding operations (CFOs). The pigs are mostly housed on bare concrete slats with no manipulable material. The EU allows sows to be confined in sow stalls (narrow cages) for up to a month in each pregnancy. The UK has banned these crates during pregnancy - increasing the farmers costs compared to cheaper imports.

The confined conditions in which these pigs live mean that huge amounts of waste is produced beyond the capacity of the locality, resulting in pollution of the surrounding air and water. Toxic gases that escape from the facilities sicken local residents. Both factory farms and CFOs produce negative consequences not only for the animals involved but also for human populations, local economies and the environment.

A huge factory farm owned by Agrosuper in Freirina, Chile – now successfully closed down.

Pigs stuck in 'gestation crates' where there isn't enough room for them to turn around.

In order to stay up to date with information on factory farming visit the following websites where you can find reports and sign up to newsletters:
www.farmsnotfactories.org
www.ciwf.org.uk
www.raw.info
www.farmsanctuary.org

"Factory farming profits by externalising the true costs on to the public through sickness and degraded soil, contaminated water and air. In the process it destroys both the economy and democracy by concentrating power and money into the hands of a few giant corporations."

Robert F. Kennedy Junior, Founder of Waterkeeper Alliance & Environmental Lawyer

HEALTH

Atmospheric pollution

Pigs produce between three to four times as much waste as humans do. In factory farms this waste is collected in 'lagoons' and is left to decompose, often uncovered and exposed to rain and wind.

Studies repeatedly show that air and water quality are threatened in and around factory farms. Noxious gases in the atmosphere from manure containing hydrogen sulphide, ammonia, and dangerous pathogens cause ill health not only to those working with the animals, but those living nearby.

Local residents suffer frequent headaches, eye irritation, excessive coughing, nausea, sleeplessness, anxiety and depression. Hydrogen sulphide can cause nausea, blackout periods, headaches and vomiting. Workers in factory pig farms often suffer from chronic bronchitis caused by ammonia and organic particles.

Antibiotic resistance

Because of the crowded and unnatural conditions in which factory farmed animals live, they are routinely given antibiotics.

Across the world, half of all the antibiotics used are administered to livestock. Around 80 -90% of all antibiotics used for humans and animals are not fully digested or broken down, leaving them to pass through the body and enter the environment intact through waste.

Evidence suggests that this over-use of antibiotics is helping to spread drug-resistant strains of diseases such as MRSA (*Methicillin-resistant S. aureus*) and E. coli, which can cause serious illness and death in humans.

Individuals living up to 1.6km away from factory farm facilities experience adverse health effects from atmospheric pollution.

An aerial view of typical factory pig farms in North Carolina with adjacent waste lagoons.

In the US, 80% of the antibiotics sold in 2009 were for use on livestock and poultry, and only 20% was for human medical use.
(Center for Livable Future, 2010)

"We do not open the windows; people have allergic reactions, they cannot breathe and often vomit. Some have red skin and boils; some have very strong headaches. It is very difficult".
Tatyana Muhanko,
Local Resident Living near an APK Farm
Druzhovka, Ukraine

COMMUNITY

Unemployment

Factory farming contributes to the decline in farm numbers and total farmers, as well as the size of the total labour force by: (a) reducing the total number of people needed to produce food and (b) through increased competition.

With factory farms being able to produce large amounts of meat at low cost, smaller farmers frequently have little option but to either intensify their own production or go out of business.

The corporate takeover of the meat industry is accelerating. In 1985, the top four pork-producing companies in the US accounted for 32% of the market; by 1998, they controlled over 56%. By 2007, that share had risen to 66% (Hendrickson & Heffernan, 2005).

Factory pig farms create very few low-wage jobs and displace three times that number of independent family farmers.

Some pork producers operate a system of 'vertical integration', which allows them to control the whole process from breeding and fattening, to the retail product. The loss of local meat packers and processing plants also undercuts rural economies, for example by reducing employment, investment and stability in rural localities.

On average, one farmer in the EU goes out of business every minute.

"Prices for meat have dropped so low, so that no-one has cows or pig and fields are bare. What will happen with our children? No jobs? There's unemployment everywhere and the kids have to steal. There's no work anywhere. Soon there'll be so much poverty, that thieves will be stealing from thieves."
- A Market Trader affected by a pig factory farm in Nielep, Poland

The average age of a farmer in the UK is now over fifty, a quarter of whom live in poverty.

"A culture that just uses a pig as a pile of protoplasmic inanimate structure, to be manipulated by whatever creative design the human can foist on that critter, will probably view individuals within its community, and other cultures in the community of nations, with the same type of disdain and disrespect and controlling type mentalities."

Joel Salatin, third generation 'chemical-free' farmer, lecturer and author.

ENVIRONMENTAL IMPACTS

Water

When waste water is spilt or leaks from intensive pig farming facilities it can cause a build up of nitrates in local waterways. Not only does this contaminate otherwise safe drinking water, but in such large concentrations this pollution can lead to a process called *eutrophication*.

Eutrophication occurs when high nitrate concentrations in rivers or lakes causes an 'algae bloom'. As the algae colony rapidly populates, it covers the surface of the water, blocking light from the sub-aqua ecosystem. Without sunlight plants can't grow underwater and so begin to decompose leading to an increase in bacteria. Fish populations then begin to die as they asphyxiate due to a lack of oxygen in the water.

Air

At local level, the atmosphere is contaminated by high levels of ammonia gas, pig waste particulates and antibiotic resistant bacteria, which cause detrimental health problems to workers and local residents. In some cases the waste from factory farms is used as fertiliser for crops. The manure is transported to fields where it is sprayed freely on to crops, polluting air even further from the facility.

On a global scale livestock-based products, such as meat, dairy and eggs, contribute directly to 8% of global greenhouse gas emissions, and up to 30% indirectly (FAO, 2006). The direct effects occur due to methane emissions from large, concentrated populations of animals.

Land

The increased demand for crops to feed animals has led to detrimental land-changes as grasslands and forests are converted to agricultural fields. This has caused particular problems in South America where enormous parts of the Amazon border terrain have been deforested leading to bio-diversity loss, soil erosion and carbon emissions.

Deforestation in Latin America to make space for cereal crops.

Fish which have asphyxiated due to eutrophication.

Further Reading:
The National Resources Defense Council (NRDC)'s report, *Cesspools of Shame: how factory farm lagoons and spray fields threaten environmental and public health*, is an in-depth US account of the environmental impacts of pig factory farm lagoons.

ANIMAL WELFARE

Endless pregnancy

Female pigs (sows) are first inseminated when they are 6-8 months old, mostly artificially. A sow's pregnancy lasts about 16 weeks and she usually has 10 to 12 piglets per litter. One week after weaning, she will be inseminated again. After giving birth to between 4 and 7 litters, exhausted by a life of constant pregnancies, she is slaughtered. Her natural lifespan would have been between 10 and 15 years.

Immobilised

Most factory-farmed sows are confined to a 'gestation crate' during pregnancy. This is a metal cage barely bigger than the pig, usually with a bare slatted floor for faeces and urine to drop through, so narrow that she cannot turn round or change position, and may only stand up or lie down.

Sows due to give birth are moved to special cages called farrowing crates, still used in the UK. These are like sow stalls, but with a small extra area to the side for the piglets, separated by bars from the mother. The sow is barred from her offspring and cannot build a nest or care for them in her own way. Meanwhile, the close physical restraint of the farrowing crate is liable to give her muscle weakness, lameness and inflammatory swellings of the joints. She is kept in the crate until her piglets are taken away at 3 to 4 weeks of age.

Mutilation

At 3 to 4 weeks, most young, intensively reared pigs are put into overcrowded, poorly lit pens or metal cages without any bedding, where boredom and frustration causes aggressive behaviour between pigs. To prevent this, very young pigs have their teeth clipped and tails cut off, all without anesthetic (tail docking still occurs in the EU despite a ban on routine docking).

Castration is performed, again often without anesthetic, on male pigs to prevent boar taint in the meat and to reduce problems associated with mounting/riding behaviour and aggression.

It is important to note that animal welfare regulations are not considered in planning permissions. However, this information can be a useful tool when gathering support for your campaign.

Piglets cramped in cages on metal slatted flooring.

Pigs stuck in 'gestation crates', where there isn't enough room for them to turn around.

This section outlines some basic methods of campaigning, which if done correctly should build a strong base of support for your campaign.

These suggestions are followed by example case studies of successful anti-factory farm campaigns from the US, Chile, Poland, Ukraine and the UK.

TIMELINE

GET YOUR FACTS STRAIGHT

The best place to start when gathering the facts about a specific factory pig farm development is with your local planning authority. Information may also be in local newspapers or radio stations.

However, bear in mind that in some cases smaller facilities are not required to apply for planning permission.

Once this information has been sourced you should begin to build up a documented profile of the proposed facility and owner.

Note: You should make sure to have as much communication with stakeholders, including the local government, recorded for future reference. Writing letters and sending e-mails ensure that a written record of correspondence exists.

Owner

In order to identify your opposition you need to know the name of the main beneficiary involved, i.e. the owner of the proposed facility. This is most helpful for gaining community support, as once the owner is known, individuals can initiate a dialogue with them.

It is also beneficial to find out who is funding the development of the factory farm. For example, *Leavesley Group* are the parent company of *Midland Pig Producers*, the company behind the proposed mega pig factory in Foston, UK (see 'success stories').

Location & size

Next you need to determine the exact location of the facility. It is important to make note of any nearby water sources; and if possible, the distance between the proposed site and the nearest active residential or commercial property.

It is also useful to know the dimensions of the facility and the total proposed pig population at full capacity (sows & piglets housed at the facility at the same time).

Useful dates

Dates such as proposed construction start dates and consultation deadlines will play an important role in your campaign and will serve as milestones.

Consultation deadlines are usually the last date that objections to the proposed plans can be submitted for consideration.

Waste management

Your local government may also be able to inform you of how the facility's pig waste will be handled. There may be plans to use anaerobic bio-digesters.

However, it is important to note that whilst anaerobic bio-digesters have been held up as the 'eco' way of dealing with intensive pig farm waste, it is little more than a green wash. Gases, bacteria and dust particles can still escape these units, leading to negative environmental and health impacts.

If the waste is to be used as manure it may be possible to find out where it is to be sprayed. Knowing this information may enable you to extend your support network to communities further afield. In Hungary, farmers refused to spray their fields with manure from factory pig farms owned by *Straatof*. This meant the farm had nowhere to put its waste and was forced to drastically reduce the number of pigs it would house.

COMMUNITY SUPPORT

Factory pig farms affect everyone in their surrounding environment, not just those living in the immediate vicinity.

In order for your campaign to gain momentum, you need to form a body of people that oppose the construction of the facility.

It is best to start by arranging a public meeting to present the issue to the local community. This event gives you the opportunity to share information already gathered, raise concerns, and pool resources, skills , expertise and contacts.

In order to get people interested you should: distribute leaflets or posters; make use of the internet to spread the message through social media networks, e.g. *Facebook* and *Twitter*; contact community groups, for example local religious groups, schools, youth groups, or other local campaign groups

You could also arrange a screening of a documentaries such as *Pig Business* or *Food, Inc.* to visually show the impacts of factory farming. See our website for more information on how to organise a screening.

From an initial meeting, you should aim to achieve the following:

- Establish a core campaign team
- Create a wider group of supporters interested in less time-consuming activities, i.e. signing a petition.
- Arrange further meetings, with dates and locations, to meet with both groups.
- Notify people of the how they can object to the plans by writing to the local authorities, or otherwise.

A good tool to communicate your community's opposition to the construction of a factory farm is a survey.

The Green Party of Derbyshire County in the UK organised a survey of the local residents in Foston village, where a factory pig farm is planned to be constructed – 85.1% of the local community were found to be against the development!

Local residents demonstrating outside of the proposed site of a pig factory farm in Foston, UK.

The *Jefferson County Farmers & Neighbours Inc.* in Iowa, US are an outstanding example of community support. They provide educational materials and organise regular community meetings.

Their website has extensive information on factory farms and they have published a guide on how to battle factory farms in their local area: www.jfaniowa.org

THE CAMPAIGN TEAM

Potential members of the campaign team should be aware of what they may be required to do before signing up. The campaign team will be responsible for the following:

- **Monitoring** the development of the planning procedures
- **Communicating** with national, regional and local government representatives, the press, environment and health authorities and the owners of the proposed factory farm
- **Networking** with non-governmental organisations (NGOs) and other relevant campaign groups
- **Organising** meetings for supporters
- **Updating** website/social network accounts

Campaign organiser, Jim Davies, informs local residents about a factory farm proposal at a town hall meeting.

Once you have established a core team, an initial planning meeting should take place (preferably quite soon after the community meeting). This meeting should:

Assign suggested member roles:

- Spokesperson/Chair who could become the face of the campaign
- Event Coordinator to organise meetings and public events
- Communications Manager to network and liaise with stakeholders and press and maintain website/social networks

Name the campaign:

- The campaign needs a name for people to refer to, whether it be the public or as an entity to be referred to in formal discussions

Establish a timeline:

- Major dates and events
- Consultation deadlines
- Local government elections

Design the campaign's strategy:

- Will there be a public demonstration?
- Will leaflets be distributed?
- At what stage will you arrange to meet different stakeholders?
- When and how will you engage the media?
- Is there a local or national politician you can involve?
- How will you most effectively engage in planning decisions?

GET ONLINE

Now that your campaign has an identity it's time to tell people about it. However, before you can approach various stakeholders and the media you need somewhere to direct people to.

If internet access is readily available in your community, get online! Depending on your 'online' experience there are different levels of internet use that you may wish to consider.

If you or someone you know has experience in building websites then it may be possible to set up a dedicated website for your campaign. However, if you are an absolute beginner or perhaps lack the skills to build a site from scratch, the following options are very easy to use and maintain.

Beginner

Sites such as Tumblr and Blogspot allow users to create easy-to-use blogs. From these sites you can upload new stories, images, videos, and much more.

Novice

If you want more control over the design of your website you may want to use platforms such as Google Sites or WordPress.

These sites allow you to add different pages to your site and generally give you greater scope on customising the design of your site.

Key things your online portfolio should feature:

Mission statement

Make clearly visible a simple and understandable message stating what your campaign is about.

Images

Upload pictures from meetings, demonstrations, or even of the proposed sites

Contact details

Create an email address for your campaign and place it clearly for people to get in touch with you.

Event details

Dates for meetings, demos, planning deadlines etc. should be made clear – this could be in the format of a calendar.

You may also wish to purchase your own domain to make your site easier to reach. For example, when using a WordPress site builder your website address would be:

www.[campaignname].wordpress.com

Instead, you can purchase a personal domain name to have the address of:

www.[campaignname].org

Domain providers can also issue you with email addresses tailored to your campaign's name, i.e:

username@[campaignname].org

INTERACT WITH THE LOCAL GOVERNMENT

Once your campaign and local support are ready you should establish contact with your local government.

Your correspondence should be sent to the department dealing with planning applications. You may already have this contact if you have sourced your information from the local government (see above).

This letter or email should be written on behalf of local residents opposed to the development, and should ensure that the necessary authorities are aware of their opposition to the factory farm. As many local people as possible should write to the planning authorities to object to the development.

Consider using our template below for the structure of your campaign's first letter or email:

Important points to mention in describing the current opposition:

- Number of people present at initial meeting(s)
- Support from community organisations such as churches or schools
- Plans to organise a local petition or survey for further support
- Any support from other NGOs and campaign organisations - showing national or international awareness - or public figures (although not vital at this time)

It is equally valuable to correspond with local leaders, such as your local Mayor or national representative, and ask them to pledge their support.

Look out for local elections as future candidates may support your campaign if they feel it is what their electorate wants.

Introduction to the campaign

↓

Concerns regarding public health

↓

Concerns regarding the local economy

↓

Concerns regarding the environment/landscape

↓

Concerns regarding animal welfare

↓

Request for the relevant authorities to oppose the construction of the Factory Farm

ORGANISING A PETITION

There are two main ways to launch a petition:

1) The simplest way is to write out a brief letter stating that your campaign is calling for the proposed factory farm construction to be rejected on the grounds of the negative impacts for human health, the environment, the local community and the welfare of the animals involved.

Copies of this letter can then be placed around a number of public places such as shops, bars, restaurants and clubs with extra signatory papers attached. You could also host a mass petition signing in a community space and get a large number of signatures in a short space of time.

The results can then be delivered to the relevant government authority, which is also a potential photo opportunity for local press.

2) With reliable access to the internet, there is a wealth of websites available that can help you build an online petition. For example, your petition could be a letter that once signed by individuals, is e-mailed automatically to decision makers.

The added benefit of these sites is being able to link them to social media websites (such as Facebook and Twitter), resulting in wider outreach than to just the local community. Petition websites include:

www.avaaz.org
www.change.org
www.care2.com

Note: Sometimes it's possible to feature in a newsletter, so it is also worth contacting these sites directly to tell them about your campaign and timeline of activities.

GET AN EXPERT'S OPINION

To add extra weight to your campaign it is useful to get opinions from the following recognised local individuals and organisations:

- Environmental authorities
- Planning consultants
- Relevant professors from universities
- Doctors and health professionals
- Veterinarians
- Pig (and other) farmers and market traders
- Fishermen

Some professionals may need paying. Explore your local networks for people that may offer help pro bono.

"In Santo Domingo there are approximately 50 or 60 installations from this industry and they produce a series of problems and afflictions to all the population around. As a medic in the area I have seen skin problems and gastrointestinal problems, that clearly... produce a serious problem in concern to human health."
- Dr. Julio Correa,
Local Doctor
Santa Domingo, Chile

NETWORKING WITH OTHER CAMPAIGN ORGANISATIONS

Depending on the country you live in there will be different organisations and campaigns available for you to contact. They may be able to offer you several advantages:

1. **Outreach through existing supporters** – the more similar their campaigns are to yours, the more likely existing supporters will help you in your campaign.

1. **Access to further information** – campaign groups generally share their information database freely and can help point you in the right direction when you're starting out.

2. **Relevant contacts** – many groups may already have the contact details available for certain government officials or other useful figures.

Once you have found the organisations that you are interested in contacting, draft a letter or email. You can use the following structure for ease:

Introduce your organisation and the reason why you're campaigning
↓
Acknowledge the work that their campaign has achieved whether ongoing or complete
↓
Ask for their support via their supporters – highlight the similarities between your campaign and theirs
↓
Request any relevant information you feel they may have that could help

Most organisations will be happy to help but remember to be clear in your communications and to highlight similarities between your campaign and theirs.

Visit www.farmsnotfactories.org/international/ for more information and links to national and international campaign organisations.

HIGH PROFILE & CELEBRITY SUPPORT

To expand your support network further it can sometimes be useful to gain the support of a local, regional, or national celebrity or high-profile figure.

These individuals attract media attention, especially if they are currently in mainstream news and entertainment.

A campaign in Foston, UK made use of actor Dominic West to promote their cause. This gained them a platform to access a wide variety of newspapers and television networks.

Many animal welfare organisations use rock stars, models and actors to highlight the impacts of factory farms with perhaps the most famous being Paul McCartney. It is best however, to find someone with a connection to the local area.

DISTRIBUTING INFORMATION

It is a good idea to distribute leaflets or posters to generate as much public awareness as possible.

It is best to do this after communicating with the local government and other campaigns to ensure you have all the information you need. The main reasons for distributing information in this way are:

1. **Education** – raise awareness and make more people interested in your campaign

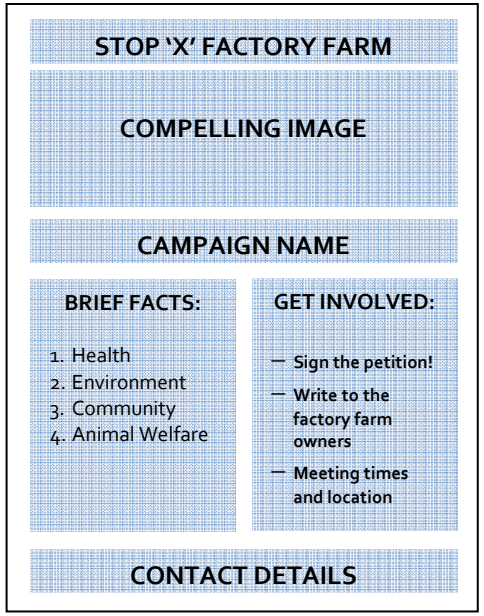
2. **Gain more support** – emphasise meetings and the petition in order to get more people backing the campaign.

Possible places to distribute leaflets and posters include:

- **Shops**
- **Butchers**
- **Farmers' Markets**
- **Restaurants**
- **Universities and Schools**
- **Town Halls**
- **Public Notice Boards**
- **Religious institutions**

Note: Always make sure you gain permission from shop owners or other facilities to display your campaign material.

Visit this page on the Farms Not Factories website for posters and flyers that can be modified and used in your campaign: www.farmsnotfactories.org/take-action/campaigning-resources/



Template for poster design

Template for leaflet design

MEDIA

Depending on your area you may have a range of different media outlets to approach with your campaign's story.

Newspapers are a good place to start, and most towns have at least one local paper. Write to both the editor and any journalists focusing on the environment, planning or farming.

Radio stations have access to a wide-reaching audience and also the opportunity for live interviews.

Television stations tend to want an unusual side to your story. For example, a celebrity supporter, a creative demonstration, or even a fall in local house prices. They also favour personalised stories about individuals.

Alternative media outlets include video hosting websites, such as **YouTube**, or online newspapers and blogs. The benefit of these websites is that you have more control over what is said and how your campaign is portrayed.

Using video hosting sites is a good way of spreading your message as filming can be done in interviews, or at events such as demonstrations or meetings.

The best way to communicate to various media outlets is through a **press release**.

A press release is an official statement that provides information about a particular event. This event may be the launching of your campaign, or a meeting with a government representative.

The press release should be simple and easy to draw information from. Journalists tend to take more interest in stories that have readily accessible facts and information.

Don't try and write a clever or catchy title, leave that to the journalists – instead keep it clear and simple.

Make sure the following pieces of information are included before anything else:

1. What is the press release about?
2. Who is involved?
3. When did it happen?
4. Where did it take place?

Numbers are valuable to journalists so try to include the total number of people who have signed the petition, or the expected number of pigs that will be housed in the factory farm.

Make your story about the people who are affected. Be sure to include pictures and quotes from local residents to make the article 'come alive'. It may also be useful to include quotes from the campaign leaders or indeed the owner of the proposed facility to attract journalists.

A campaigner is filmed at the G8 Hunger Summit, London

ORGANISING AN EVENT

Events are key to a campaign's success. They provide clear milestones and will help maintain momentum.

Events don't have to be big. Hosting a meeting or debate in a local venue, having an interview with a local government official, handing a letter to the factory farm owner, the release of a consultant's survey, or a lawyer's reports are all 'events' and therefore qualify as potential news stories.

For small-scale events, provide the media with any current figures and/or quotes that have been revealed. Prior to the event you should make use of social networks to make people aware of a meeting. Remember to use these opportunities to link people to your website or online petition (if you have one).

Equally, large scale events such as demonstrations, protests, rallies, and even fundraising concerts or quizzes provide a good platform from which to raise the profile of your campaign and gather more support.

It is a good idea to employ the **S.M.A.R.T.** criteria when planning larger events. Ask yourself: what is it you are trying to achieve from this event?

Specific (aim to achieve one thing)
Measurable (can you quantify the results?)
Attainable (do you have the necessary means?)
Relevant (does it relate directly to your cause)
Time-bound (do you have enough time to organise the event before a given date?)

If your event is going to require money then make sure you set out a clear budget to work towards. Costs to your campaign may include:

- **Audio equipment** – *microphones/speakers*
- **Stage materials**
- **Transport**
- **Distribution materials** – *banners/flyers*
- **Props or costumes**

A typical protest or demonstration could begin with a march towards a final destination to listen to a speaker, alongside your campaign spokesperson.

Event supporters need to know what you are doing, why you are doing it and most importantly when and where it will take place.

You can use flyers (*see next page*) to communicate this information before the event to local people, or use social networking for a wider outreach.

Protesters using banners and flags at the '"Wir haben es satt' rally in Berlin, Germany.

A slogan should be chosen for the march so that everyone is chanting the same message. This can be written on banners before the event. You could also use props to create a visual impact to increase media attention (*see pictures below*).

Once you have decided upon your tactics and plan you must establish a couple of safety measures to ensure the success of your event:

Police: in most countries you are required to notify police of a planned march for public safety. Doing so will not only protect your supporters but may also allow you to block roads for a larger demonstration.

Stewards: it is a good idea to have volunteers available to distribute banners and other materials as well as to coordinate the overall march or demonstration. Make sure they are clearly visible, perhaps with a certain colour t-shirt.

In the appendix of this booklet you will find a checklist of things you should do when planning a public demonstration.

MARCH AGAINST THE PROPOSED FACTORY FARM!

- **WHAT:**
- **WHY:**
- **WHEN:**
- **WHERE:**

MAP OF ROUTE

MARCH SLOGAN

REQUEST FOR VOLUNTEERS:

CONTACT DETAILS:

Template for event flyer design

Visit this page on the Farms Not Factories website for posters and flyers that can be modified and used in your campaign: www.farmsnotfactories.org/take-action/campaigning-resources/

Props used by the people of Freirina, Chile to demonstrate the 'death' of their local community caused by factory farms.

Banners and props used by the UK Food Sovereignty Movement protesters at the G8 Hunger Summit, London

SEEKING LEGAL ACTION

So you've launched a petition, engaged with local stakeholders, organised fundraising events, created a communication network, held a mass protest and established a presence in the media... but the factory farm has still been given permission to be built!

What do you do next?

If permission has been granted for the factory farm to be built you should start exploring routes of legal action. Being aware of the various options you have is important to enable you to stop the facility being constructed.

Environment

Depending on the country you live in, there might be differing laws or acts relating to the environment, e.g. the *Clean Water Act* in the US. These should be researched fully and examples of past court cases should also be read.

By contacting your local government you should be able to find out any regulations or criteria that the factory farm is expected to meet. These could be to do with the number of pigs per square metre or how their manure is disposed of. By comparing these regulations with the planning documents of the factory farm you may be able to hold the owners accountable for not meeting standards.

It is also valuable to research other government recommendations or regulations relating to the environment. For example the US, Netherlands and Canada have all published research suggesting minimum separation distances from factory farms to residential areas (see appendix).

Social

In the UK, there are two main laws that have been used whilst fighting against factory farms, namely *Trespass* and *Nuisance*.

The *Law of Nuisance* refers to the situation in which a property owner cannot comfortably use their property due to a particular disturbance. This disturbance could be a noise or, in the case of factory farms, an odour.

The Law of Trespass refers to the unauthorised entrance, use or interference with a private property that is not yours. It is arguable that factory farms interfere with private property through the contamination of the surrounding air.

Furthermore you have the right to not be subject to interference with your private life or home according to the Universal Declaration of Human Rights, European and American Conventions (see page across).

Note: both of these laws cannot be referred to unless the facility has been built - as until the 'nuisance' exists, it cannot be proven to be the source of discomfort in your private and home life.

Article 12 of the **Universal Declaration of Human Rights** states that:
"No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks."

Article 8 of the **European Convention on Human Rights** states that:
"Everyone has the right to respect for his private and family life, his home and his correspondence."

Article 11 of the **American Convention on Human Rights** states that:
"No one may be the object of arbitrary or abusive interference with his private life, his family, his home, or his correspondence, or of unlawful attacks on his honor or reputation"

Contacting a lawyer

While seeking legal advice and hiring a lawyer can be expensive, some lawyers will work on cases for free if they have an interest or are passionate about the cause.

Once a suitable lawyer is found the first thing to do is to get them to draft a letter to the owners of the potential factory farm explaining your demand for them to stop. This letter should include the legal research you have done as well any further legal inputs the lawyer may have.

The purpose of this letter is not to threaten the company, but to make them aware that you understand the legal side to your opposition and that you will take them to court if they proceed with the construction. It is important to keep a record of this letter and also to make sure the local planning authority is aware of your research – especially if the company are not meeting standards.

The lawyer should continue to advise you on all legal matters, particularly if you choose to take the issue to court.

DIRECT ACTION

Direct action refers to physical acts of protest rather than verbal or negotiation-based protest. This method has been a legitimate means of political action for hundreds of years, but it is by no means essential to the success of a campaign.

Direct action, as part of a wider selection of tactics, can prove beneficial to your campaign as a last resort, if the planning permission is granted and you fear a factory farm may be constructed before you can obtain legal assistance.

Examples of direct action include:

Occupations

This action refers to having campaigners reside, semi-permanently, at a targeted location in order to disrupt or block activity. This could be at the proposed site to prevent or delay construction, or outside the offices of the company planning the factory farm to prevent staff being able to enter work.

If you're planning on staying somewhere for a while remember to take food and sleeping equipment!

Sit-ins

These are a more temporary form of 'occupation' which require a number of people to station themselves in a targeted location, for example during a key event such as a contract signing. The purpose, like longer term occupations, is to establish a physical obstacle to the further development of the factory farm.

Roadblocks

It may be possible to cause a road block to stop construction vehicles, feed trucks or other required transport

This list is by no means comprehensive and many other forms of direct action exist, so get creative!

However, whilst various forms of direct action can be effective, it is important to note that they can result in negative consequences. Issues such as trespassing on private property and property damage etc. can result in punishment from legal authorities. Make sure whoever is involved in actions such as these are prepared and aware of these implications before getting involved.

Campaigners block a road in Freirina, Chile to stop vehicles reaching the Agrosuper factory pig farm complex (see success stories)

SUCCESS STORIES: UNITED KINGDOM

Kenton & Starcross, Devon

Local individuals behind the STOP Powderham Estate Pig Factory campaign were quick to mobilise themselves against a company interested in building an 8000 head pig factory near their community.

After establishing a strong presence in the local community, as well as online (www.stoppowderhampigfactory.co.uk) and in the national media, the campaign managed to cause enough public pressure to dissuade the landowner and company from pursuing a formal planning application, after only a month of action!

Upton Cressett, Shropshire

The strength of Upton's community campaign against a large scale pig farm led to the swift rejection of planning permission by the local council in Shropshire.

The campaign group organised mass emails and letters of objection, which were then sent to Shropshire Council to oppose a building which would have housed 2000 pigs only 400m away from residential properties.

Foston, Derbyshire

A campaign against a proposed mega-farm in Foston, is another example of how community resistance and cohesion can defend against the imposition of large companies and their facilities. The local community first objected to plans for a 25,000 pig farming unit in 2009. The local Council went on to receive over 35,000 letters of objection, mostly through online petition. The proposal was finally withdrawn in March 2015.

The proposed location was situated next to a women's prison and had a number of residential properties nearby which could have been drastically affected by the farm's emissions. These issues were used to defend the locals against the establishment of this farm whilst also pursuing the legal research relating to trespass and nuisance. As a result, the Environment Agency refused to grant a permit.

The STOP Foston PIG Factory campaign used the company of their target farm's logo against them by inverting the smile on the pig's face. They then used this as their campaign's logo.

For more information search Facebook for STOP Foston Pig Factory.

SUCCESS STORIES: UNITED STATES

Jo Daviess County, Illinois

In Autumn 2012 a small community group called Helping Others Maintain Environmental Standards (*HOMES*) successfully stopped a mega-dairy farm from being built near their town. Although this particular campaign relates to a dairy rather than a pig farm, the success of the story is worth reflecting on.

The construction, of what would have been Illinois's largest dairy farm to date, was halfway through completion when it was finally stopped by HOMES. Although the campaign took 5 years to stop the building it was successful because it linked the environmental impacts that would be caused by the facility with the rights of the local residents.

For years the owner had been stockpiling corn, which eventually began to ferment. This lead to leached toxins entering the vulnerable water supply. You can see the effects of this in the pictures on the right of pink rivers.

HOMES requested a permanent injunction on the facility, which was declined, and so they opted to make a formal *Clean Water Act Section 308* complaint. This lead to the US Environmental Protection Agency demanding a full waste management evaluation of the proposal, eventually leading to the owner deciding to sell the land rather than pursue its development.

For more information on their campaign (and for an example of a great website) go online to: www.stopthemegadairy.com

One of the lagoons constructed by the factory farm owner, despite not have the necessary legal or environmental permits

The infamous pink rivers – a sure sign that of the vulnerable waterways that could have been affected by the factory farm
Aerial view of the now closed Mega-Dairy

farm

SUCCESS STORIES: CHILE

Freirina, Chile

In December 2012 the residents of Freirina, Chile were successful in shutting down the world's largest pig factory farm. This was no easy victory as the facility was owned by Agrosuper, a company in control of 68% of Chile's pork production.

The fight began in May 2012 when local residents began complaining of the reduced water supply and smell produced by the newly established factory farm. Riots began to occur and access roads were blocked. The government listened to the people and ordered the factories to close down. However, six months later they announced all of the complexes could stay open.

On the 25th November 2012, the residents staged a funeral to mourn the death of their valley, a good example of using street theatre as a means of protest. Eleven days later the protesters blocked the major roads to the factories to stop the workers and lorries from getting to work. They were met by military forces and two people were beaten up by the factory guards and severely injured.

The bad publicity generated by these events, and the new environmental regulations imposed by the government, finally led to the closure of the facilities. This case study shows the importance of strong community organisation and determination in winning a campaign.

One of the many giant pig farms in Freirina

The local community demonstrating against Agrosuper

See the whole story unfold: watch Farms Not Factories' new film Pig Business in Chile which documents the final weeks of the campaign

SUCCESS STORIES: POLAND

In 2003, local residents of Swieszyno, north-west Poland discovered that Poldanor, a subsidiary of Danish giant Axzon, was planning to build a 12,000 pig factory farm in their area. The local residents were not properly consulted during the planning process. As a result, they took their case to the administrative court, and won. They also had a resolution passed by the local council that ensured only straw-based pig farms would be permitted in the area. Despite Poldanor still wanting to build the farm, the residents have maintained their campaign and for 10 years have managed to prevent its construction.

Andrzej Bielinski, local campaign coordinator, expresses the spirit needed to put up a successful fight: "It is possible for residents to fight for the vision of their country. But they have to participate. At the local council meetings, putting pressure on the committee, putting pressure on the mayor, presenting their own ideas, and fighting for it. There is no other way... It requires time, willingness, energy, action, and to think about not just yourself, but a community... it's worth fighting for."

*Rows of hog sheds line the enormous fields at Poldanor (**Photo: Marek Kryda**)*

SUCCESS STORIES: UKRAINE

63-year-old Maria Vasylivna of Sivka-Voinylivs'ka, western Ukraine, managed to delay the construction of a Danish-owned pig factory farm – despite having the local authorities strongly on the company's side. She is an example of how a difference can be made with very few resources, "with her old cell phone and worn notebook".

In 2005, Danosha signed an agreement with the village council to rent and build on village land. In addition, 200 land owners agreed to lease their land to the company. When the plans unfolded a few years later, it provoked Maria and a group of villagers to stand up for themselves.

Maria, and 20 others, held protest meetings and collected petition sginatures; which they then presented at a Village Council meeting. This proved successful, as the Council subsequently terminated their agreement with Danosha.

Danosha appealed this decision and won in court on the 30th April. However, they soon after announced that they would drop the building project in light of the strong local resistance, citing the company value of "forming partnerships with local communities based on respect and trust".

(Villagers are still wary of this announcement as they are yet to see a written statement. The battle continues...)

Residents of the village scold a representative of the Village Council (Photo: Daniel Hjort)

APPENDIX

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MINIMUM SEPERATION DISTANCE

Research across the world is showing that factory farms situated close to residential areas increase rates of illness amongst communities through the diffusion of antibiotic resistant bacteria and other pathogens from pig manure and urine.

US

The State Government of Iowa suggests that concentrated animal feed operations (CAFOs/ factory farms) should be located at least 305m from any major water sources, as well as any wellheads, agricultural drainage cisterns or sinkholes, and 762m from a designated wetland.

Furthermore, research carried out by the University of Texas and the University of Cincinnati in 2006 found antibiotic resistant bacteria up to 150m away from their sampled factory farms. This was said to pose adverse health risks to those working in the facilities and living nearby.

Canada

The Canadian Agriculture and Rural Development Ministry suggests that factory farms should not be built within 800m of hamlets, villages or residency zones.

The Netherlands

A study conducted by the Institute for Risk Assessment Studies (IRAS) at the University of Utrecht found that levels of harmful particles from factory farm waste could be found in high concentrations up to 250m away from the facilities. Even up to 1000m away there were still 'background' levels of particles in the atmosphere showing the dangers of living near such units.

The research conducted by IRAS was quoted by the UK's Health Protection agency in their consultation response to the planning application of the Foston pig factory farm.

"Those working at or inside the facility and those living in close proximity downwind of the facility could be at risk of adverse health effects associated with exposure to large numbers of multidrug-resistant organisms." [1.]

"The school is about 150-200m away, it is the closest building to the farm. The children often have running noses, eyes, and other allergic reactions..."
Edmund Pawolek,
President of the Ecological Association of Wieckowice, Poland

1. Gibbs, S G., Green, C F. *et al.* **2006. Environmental Health Perspectives 114:7** *Isolation of Antibiotic-Resistant Bacteria from the Air Plume Downwind of a Swine Confined or Concentrated Animal Feeding Operation*

PUBLIC DEMONSTRATION CHECKLIST

TASK	COMPLETED
Make sure the purpose of your demonstration is clear – what are you trying to achieve?	
Decide on your message – make it clear and simple so that it would take up no more than two lines on a banner	
Set a time and date, ensuring you have enough time to plan	
Draw out the planned route on a map	
Decide on what activities will take place – will it just be a march, or will you incorporate some sort of street theatre?	
Notify the police of your plans and your contact details. Contact radios, newspapers, and television stations	
Distribute leaflets and posters in farmers' markets, schools, universities and food outlets	
Use your campaign network to let other organisations know about the event	

ORGANISATIONS AGAINST FACTORY FARMING

Beyond Factory Farming
www.beyondfactoryfarming.org

Compassion in World Farming
www.ciwf.org.uk

Food & Water Watch
www.foodandwaterwatch.org

Friends of the Earth
www.foei.org

Soil Association
www.soilassociation.org

Waterkeeper Alliance
www.waterkeeper.org

World Society for the Protection of Animals
www.wspa-international.org

Along with the above , the *Farms Not Factories* website has much more information on organisations from around the world campaigning against factory farming or providing alternative solutions.
www.farmsnotfactories.org

FURTHER READING

Antibiotic Resistance 101: How Antibiotic Misuse on Factory Farms Can Make You Sick. By **Food & Water Watch** (2012)

Beyond Factory Farming: Sustainable Solutions for Animals, People and the Planet. By **Compassion in World Farming** (2009)

Cesspools of Shame: how factory farm lagoons and spray fields threaten environmental and public health. By **The National Resources Defense Council (NRDC)** (2001)

How to Protect Your Family and Home From Factory Farm: a practical guide for dealing with confined animal feeding operations in your community. By **Jefferson County Farmers and Neighbours Inc.** (2007)

How to use your rights in planning applications. By **Friends of the Earth** (2005)

How to Win Campaigns: Communications for Change. By **Chris Rose** (2010)

Old MacDonald had a farm: the possible impact of proposed mega dairies and massive pig factories on the small family farm. By **Soil Association & WSPA** (2011)

The CAFO Reader: the Tragedy of Industrial Animal Factories. *Edited* by **Daniel Imhoff** (2010)

For an exhaustive list of further reading material, please visit the *Farms Not Factories* Resource Library: www.farmsnotfactories.org/resource-library

GLOSSARY

- **Antibiotic** - an agent that inhibits bacterial growth or kills bacteria
- **Antibiotic Resistance** - a type of drug resistance where a microorganism is able to survive exposure to an antibiotic
- **Boar** - an uncastrated male pig
- **CFO** - concentrated feeding operation
- **CAFO** - concentrated animal feeding operation
- **Direct Action** - an action performed by an individual or group of people in order to prevent or block a particular activity, or demonstrate alternatives to a current social problem.
- **Eutrophication** - an environmental response delivered by ecosystems when an abundance of inorganic chemicals builds up in waterways.
- **Factory Farm** - a confined indoor facility which houses a large number of animals for livestock in cramped, unsanitary conditions in order to maximise the economic efficiency of meat, egg and dairy production.
- **Farrow** - *(verb)* when a sow cares and feeds her litter of piglets.
- **Lagoon** - a pit used by factory farms to store animal excrement.
- **Minimum Separation Distance** – the recommended distance of physical separation between a factory farm and another specified establishment
- **Pathogen** - a microorganism with the potential to cause disease
- **Piglet** - a newborn pig
- **Sow** - a female pig that has been pregnant
- **Stakeholder** - an individual or organisation who has an interest in, or is affected by, a decision making process and its outcome.
- **Weaner** - a young pig reared to be used as pork