

Animals Asia Review

# 2012

**China rises**

against bear bile farming

**Vietnam sanctuary**

saved from eviction

# Jill Robinson

*Dear friends of Animals Asia,*

I'll never forget the day our world collapsed in Vietnam. The moment we received an eviction order – and faced having to close our bear sanctuary, built with such care and compassion.

The eviction was totally unjust, so despite the stress and anxiety, we refused to bow to pressure and launched our Stop the Eviction campaign. Our decision was backed by good people across the world – friends who rallied behind and supported us as we began what would become the fight of our lives.



For nearly two years, the 77 local staff at our sanctuary feared losing their jobs and having to put the 104 bears they cared for back into cages while another sanctuary could be built. Then in January, good sense and justice finally prevailed when the Prime Minister of Vietnam announced that we could stay.

*It's with endless thanks to you that we can now expand our original sanctuary to rescue more bears, and continue our work in both Vietnam and China to end bear bile farming once and for all. Bear bile farming is now a major talking point in China and the people are saying a loud "no" to the cruelty.*

Our work to help the bears – and many other animals – continues because of the kindness of people around the world. Thank you again and again for helping us to heal our broken bears and, at the same time, move all of our work ever forward ... until the cruelty ends.

With grateful bear hugs,

Jill Robinson MBE, Dr.med.vet. h.c.  
 Founder and CEO  
 Animals Asia

PS: We achieved so much in 2012. Let's make 2013 an even better year for the animals. Please turn to pages 14 and 15 to see how you can help.



**Your support is helping  
to end the abuse** of bears in  
China and Vietnam.

Animals Asia works to end the barbaric bear bile trade, which sees over 10,000 bears – mainly moon bears but also sun bears and brown bears – kept on bile farms in China, and around 2,400 in Vietnam.

Our work to help **end bear bile farming** focuses on five areas. We operate **bear sanctuaries** in China and Vietnam, we **reduce demand** for bile, we monitor **the bile trade**, we run extensive **public awareness** campaigns in China and Vietnam, and we work with **government and policy** makers to build support for an end to the trade.

# China rises against bear bile farming

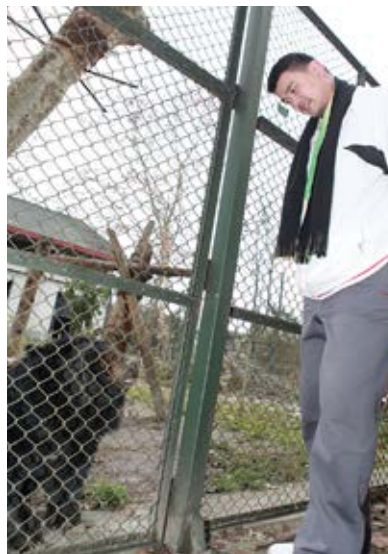
**2012** saw an extraordinary rise in support for Animals Asia's campaign to end bear bile farming in China, with unprecedented numbers of people voicing their outrage online and on the streets.

The outcry was sparked by two key issues:

- Plans by Guizhentang Pharmaceutical Co – a bear bile farm in Fujian Province – to list on the stock market to fund an expansion from 470 to 1,200 bears; and
- A letter from the China Association of Traditional Chinese Medicine (an association of Chinese medicine manufacturers, which has Guizhentang as a paying member) attacking Animals Asia and appealing to the press to back the bile trade.

The letter caused an immediate backlash and a surge of support for our work from the public, the media, and from many TCM practitioners. A subsequent comment from the head of the China Association of Traditional Chinese Medicine that “the process of extracting bear bile is as easy, natural and painless as turning on a tap,” sparked further outcry.

Global celebrities like basketball legend Yao Ming, who visited our China sanctuary in February, and actors Ali MacGraw, Stephen Fry and Peter Egan added their voices to the campaign.



By year's end, the bear bile debate was one of the “10 hottest internet topics” in China, with millions going online to call for an end to the industry. Toby Zhang, our Director of External Affairs said, “The plight of the moon bears has captured the hearts and minds of the Chinese

people to such an extent that people who feel exploited or oppressed now use the expression ‘I feel like a moon bear’. The shift we saw last year is truly encouraging. This issue is not going to go away.”

As leading experts on the industry, Animals Asia is providing evidence of the cruelty of bear bile farming and the health risks of consuming bile, enabling Chinese animal welfare groups, the Chinese media, and the Chinese public as a whole to make their opposition to bear farming known, and put unprecedented pressure on the industry.

## Victory in Vietnam



After months of intense lobbying, our bear sanctuary in Vietnam's Tam Dao National Park is safe from eviction. The good news came in January 2013, when Prime Minister Nguyen Tan Dung ruled

in an area of national defence significance. The order to move out of the park – which would have seen 77 local sanctuary workers unemployed and 104 bears back in cages while we developed a new

that the rescue centre could stay and more bear enclosures could be built.

Our Stop the Eviction campaign began in October 2012, after the Ministry of Defence issued the order, claiming the sanctuary was

sanctuary elsewhere – followed aggressive urging by the Director of Tam Dao National Park, Mr Do Dinh Tien, who had plans for an “eco-tourism park” and hotels on the sanctuary site.

Our Vietnam Director, Tuan Bendixsen, is now looking forward to focusing his energies back onto our campaign to end bear bile farming in Vietnam. “This really is a huge relief. Our sincere thanks to the tens of thousands of supporters from around the world who wrote letters, sent emails and signed petitions calling for the eviction to be stopped.”

# 11 bears rescued



In 2012, nine rescued bears arrived at our sanctuary in Tam Dao and two in China. Sadly one young bear we named “Girl” was so sick that she passed away shortly after her arrival.

## Vietnam

**11 Jan:** The first arrival of the year was **Tieu Long** – Little Dragon – a young male handed over to us by Son La forestry officials who had confiscated him from a farmer keeping several illegal wild animals.

**9 Feb:** **Isis**, a friendly young female, was transferred to us after being confiscated by the Son Tay forestry officials. The family who had owned her had kept her isolated in a cage for six years.

**20 April:** **Song Long**, a 13-year-old female, arrived with us after being kept as a mascot in the backyard of a company for her whole life. She was handed over to us by her owners, who felt they could no

longer look after her and who were thankfully unwilling to sell her to a bile farm.

**15 May:** **Eugi** was handed over to us voluntarily by a man who had purchased him as a 7kg cub. After keeping Eugi in a small cage in a dark shed for 10 years, the ageing owner had found it increasingly difficult to care for him and had decided to give him up.

**24 May:** **Girl**, a tiny and extremely sick bear, was handed to us by the owner of a small circus. Little more than skin and bones on her arrival, she passed away within a matter of days, despite the team’s attempts to save her.

**31 July:** **Cat Ba**, a healthy young female – and the last bear held on Cat Ba Island – was confiscated and handed to us by the Cat Ba forestry officials, who were also responsible for rescuing all of the other bears previously held on the island.

**22 Sept:** **Ricky** and **Joey** were handed over to us by Lai Chau forestry officials who confiscated the tiny male cubs from smugglers near the Chinese border.

**13 Dec:** **Bon Bon**, a timid and nervous young male, arrived with us after being confiscated from a trader in Central Vietnam, close to the Cambodian border. Bon Bon had been looked after by police for a year before he came to us.

## China

**7 Dec:** Two young bears, **Wan Cai**, a male and **Holly**, a female, were handed to our Chengdu Bear Rescue Centre after being confiscated from villagers by the Sichuan Forestry Department. The villagers had apparently found them in the wild as cubs.

**Clockwise from top left:** Tieu Long, Isis, Ricky, Bon Bon, Joey and Holly.

# Around China and Vietnam

## 1,000 doctors sign pledge to Heal without Harm



In April, over 1,000 Chinese doctors attending the 8th Shanghai International Forum of Infection Control in Shandong province signed our pledge not to prescribe bear bile to their patients. Animals Asia met with doctors at the event and provided information on the cruelty involved in the bear farming industry and the health risks of consuming bile. These pledges are vital to our work to end bile farming as most bear bile consumed in China is prescribed by doctors to patients in hospitals.

By end-2012, 40 pharmacies around China had also joined our Healing without Harm campaign, pledging not to sell bear bile and to promote herbal alternatives.

## IUCN resolution

A resolution calling for an end to bear bile farming was passed at the International Union for Conservation of Nature (IUCN)

World Conservation Congress in South Korea in September.

## Awards for 'Moon Bear'

"Moon Bear", an undercover documentary on Chinese bear bile farms launched at an Animals Asia press conference in February, won the "Best Educational Value" film prize at the Fifth China Ya'an International Panda, Animals and Nature Film Week.

The film also won Best Director, Grand Jury, and Best Charity Film Production awards at The One Foundation's charity film festival ceremony in Beijing. The One Foundation was founded by actor, producer and martial artist Jet Li.

## New cub house – and bear kitchen

Rescued bear cubs in Vietnam now have their own dedicated accommodation with the opening of our first cub house in 2012.

Dens and enclosures are designed to accommodate the cubs' various stages of growth until their integration with adult bears.

In China, we opened a new bear kitchen to replace the food preparation area that was destroyed by the 2008 earthquake.

## Targetting bear bile tourists

In February, Animals Asia and the Vietnamese authorities collaborated on a public-awareness campaign to discourage the illegal sale of bear

bile in the tourist area of Ha Long Bay. In June, we launched a further campaign with the Korean Animal Welfare Association to inform tourists and travel agencies in South Korea that taking bear bile into the country from China was illegal.

## Eye specialists treat bears

Veterinary ophthalmology specialists from the Animal Health Trust, UK, performed eye checks and surgeries at our rescue centres in China and Vietnam in April, improving the eyesight of a number of bears and helping one see again after years of blindness.

## Moon bear week

On 22 April, World Earth Day, Animals Asia launched "Love Moon Bears Week" in Chengdu and held promotional events in Beijing, Shanghai, Tianjin and Dalian.

## US Illustrator visits sanctuary

In August, Ed Young, the award-winning American illustrator of children's book "Moon Bear", visited our bear rescue centre in Chengdu and attended press events in Chengdu and Beijing to mark the launch of the book's translation into Chinese.

Millions of railway commuters in the Chinese cities of Guangzhou and Chongqing saw more of Young's work on our new anti-bear-bile posters when the two cities donated 120 advertising spaces along the Metro line for August and September.



Your support is helping  
to end the abuse and neglect  
of companion animals.

To improve **cat and dog welfare** we focus on five  
areas. We **empower local groups** by providing funding and training, promote **humane population  
management**, investigate and monitor **the meat trade**, run extensive **public awareness** campaigns  
on cat and dog issues, and engage with **government and policy** makers to bring about change.

# Helping those who help cats and dogs

**We** provided over 90,000 free promotional packs to 54 animal protection groups and



individuals from 32 Chinese cities throughout 2012, assisting them in more than 70 public awareness and education activities and

reaching more than 100,000 people. Eight events were also jointly organised with the Chengdu Public Security Bureau.

Our initiatives to help local welfare groups included continuing financial and

veterinary support for the Qiming Small Animal Protection Centre, which is caring for hundreds of dogs saved from “meat trucks”.

In Pingyao, Shanxi Province, we donated 1,000 rabies vaccinations and information packs on humane dog care to support the Swiss Animal Protection’s “Pink Collar Programme”, and in Changsha, we co-launched an advertising campaign with Changsha Small Animal Protection Association, and displayed 40 large animal-welfare posters at 20 bus stops around the city.

## A busy year for our canine therapists

**Dr Dog:** Our Dr Dogs brightened the lives of around 25,000 people in 2012, including special-needs children, the sick and elderly in Hong Kong, Guangzhou, Shenzhen and Chengdu, promoting our “Friends or Food” campaign at the same time. Here are a couple of highlights:

In April, our teams joined other animal-protection groups in Chengdu, Guangzhou and Shenzhen to launch the “Caring for Animals” campaign and spread our message of love and respect for all animals.

To celebrate Children’s Day in June, Shenzhen Dr Dogs Duoduo (pictured above with two new adoring fans) and Sunliangliang paid a visit to Xingguang Special Children’s Rehabilitation Centre, taking the children gifts of colour pencils and joining them for some fun games.



And Guangzhou’s Dr Buddy – who has visited special-needs children and the elderly with his guardian Ms Chen since 2009 – was the subject of an inspiring CCTV programme.

**Professor Paws:** To help young people in mainland China and Hong Kong learn about the importance of compassion for animals, our canine professors visited a wide range of schools and attended numerous promotional events throughout the year.

Our professors also joined a “Responsible Dog Ownership”

event for children organised by the Guangzhou Public Security Bureau and similar events in Shenzhen for the general public.

### Paw prints Jan – Dec 2012

#### Guangzhou, Shenzhen, and Chengdu

Dr Dog: 82 visits reaching over 5,000 people.

Professor Paws: 65 school visits reaching about 6,000 students.

Community education: 39 presentations reaching about 36,000 people.

#### Hong Kong

Dr Dog: 196 visits reaching 8,724 people.

Professor Paws: 48 school visits and 45 presentations reaching 4,849 students.



# Reaching out through World Animal Day

To coincide with World Animal Day on 4 October, our China teams organised a number of fun events.

The annual **“Sharing Love with Them” online photo competition**, hosted on popular Chinese social networking site Weibo, attracted huge attention and 2,448 entries in five categories. The winners were announced in October and exhibitions of the best entries were held in 17 cities around China – attracting over 80,000 visitors.

The winning photo in the category, “Most touching eyes” (top right), was entered by Yu Peng in Beijing. Mr Yu works as a volunteer for Granny Ding, who is famous in the capital for her work to save street

dogs and cats. This little dog is one of the lucky strays she has taken in.

Our annual **“Cyclists Love Animals”** event attracted 55 teams of animal welfare workers, students and other animal lovers from 21 Chinese cities. Teams cycled through their hometowns wearing placards to help spread the “love animals” message. A total of 1,431 cyclists took part in this year’s event, collecting 40,000 signatures of support along the way.



## Hope for stray dogs and cats

Animal protection organisations and veterinary professionals from more than 20 Chinese cities gathered in Beijing in March for the first “China Cat Management Symposium” organised by Animals Asia and Beijing Lucky Cats. Participants discussed desexing and the implementation of long-term trap, neuter, release (TNR) programmes, following up with a visit to Lucky Cats’ successful “cat colony” in Beijing.



We also worked with Beijing Lucky Cats in November and December to provide training on stray cat TNR for the Zhangzhou Small Animal Conservation and Rescue Centre and Tianjin Cats’ Hope. With our support, they have now launched their own programmes.

In August, our team jointly hosted the 4th China Dog Ownership Management Symposium in Dalian with the Humane Society International, Dalian Pet 100 and Dalian Dog Management Office. The symposium brought together 120 people, including 75 officials from public security and urban dog management departments from over 30 cities,

as well as members of local and international non-governmental animal protection organisations.

Earlier in the year, our China team worked with government officials in Chengdu and Harbin to advise them on ways to improve their dog management and ownership regulations.

We also contacted and worked with a number of dog management departments in response to unreasonable rules on ownership, culling of stray dogs and poor shelter management, and responded quickly to reports of abuse, dog fighting, and dog meat festivals.



**Your support is helping  
to end the abuse** of animals  
in China's zoos and safari parks.

Animals Asia works to improve the welfare of animals in zoos and safari parks in China. We are campaigning for a ban on cruel practices such as wild-animal performances and live feeding of prey to tigers for entertainment.

China's **zoos and safari parks** are where we focus our work to improve the welfare of millions of animals trapped and suffering in captivity. We conduct **investigations** at captive-animal facilities and we're **training vets** throughout the country. We're **improving welfare** through workshops for zoo staff and **public awareness** campaigns in Chinese schools and universities. We engage with **government and policy** makers to encourage them to improve the lives of animals in China's zoos and safari parks.

# Compassion for captive animals

**In** 2012, our work to improve the welfare of animals in China's zoos and safari parks continued to gather momentum, with a growing network of volunteers offering to help monitor conditions in zoos.

Our cooperation with the China Association of Zoological Gardens (CAZG, the government authority responsible for regulating zoos in China) is growing too.



## Enriching their lives



In April, Animals Asia, CAZG, and The Shape of Enrichment (a non-profit organisation)

held a four-day enrichment workshop at Zhengzhou Zoo in Henan Province that attracted 46 animal managers from 25 Chinese zoos and safari parks. Attendees learned how to devise and implement enrichment plans at their own facilities. "Enrichment" refers to items that help to prevent boredom, aggression and depression, such as toys,

climbing frames, swings and varied food treats.

For the CAZG Zoo Directors' Conference in Shanghai, in June, we arranged for international experts in captive animal management to attend and speak on topics such as assessing the welfare of captive animals and the importance of welfare assessment in staff training.

## Training vets

Animals Asia's veterinary surgeons shared their expertise with 30 of China's senior zoo vets at the 1st International China Veterinary Symposium at Beijing Zoo in September. The three-day event on advanced specialist techniques was arranged by the CAZG in partnership with Beijing Zoo, and with the support of Animals Asia and the University of Edinburgh.

In October, we collaborated with the Chinese Veterinary



Medical Association, the University of Edinburgh, and World Society for the Protection of Animals to organise an Animal Welfare Forum at the

association's 3rd China Veterinary Conference in Suzhou, Jiangsu Province. International vets and animal welfare experts discussed topics such as humane education, welfare in vet clinics, humane slaughter, welfare of livestock, and animals in scientific research.

Prior to the conference, veterinary students at Jiangsu's Nanjing Agricultural University attended a week-long workshop on humane clinical techniques.

# Zoo watch 2012

In 2012, we enlisted the help of teams of university students and committed volunteers throughout China to help gather evidence that many zoos and safari parks are ignoring the government's 2010 directive to stop feeding live prey to larger animals as "entertainment" and to end animal performances.

Through surveys and zoo visits, our volunteer teams found that 54 of 111 zoos had abandoned all types of animal performances, with others stopping big-cat performances but continuing small-animal shows.

## Feeling the public pulse

One survey we conducted to assess public opinion on the use of captive animals for entertainment brought some encouraging responses, but also showed a need for further education and promotion.

**Feeding of live prey:** 16% of people surveyed said they had bought live animals to feed to predators for entertainment; 63% said that feeding live animals as prey was cruel; **89% said they would still visit zoos if live feeding was banned.**

**Animal performances:** 97% had attended an animal performance and 77% of these found it entertaining; 15% described animal performances as cruel; 7% as mis-informing, and 6% as unnecessary; 78% found it



acceptable to use wild animals in circus performances in some circumstances, although **85% said they would visit zoos with no animal performances.**

**Use of wild animals as photographic props:** 4% said it was cruel to use wild animals as photographic props, although

**92% said they would still visit zoos if the practice was banned.**

**Capture of wild dolphins and whales:** 19% opposed the capture of wild dolphins and whales to be trained for animal performances.

**Note:** Survey commissioned by Animals Asia and conducted by YouGov. Sample size: 1,000 people.

# Financial Performance

Our financial statements allow us to show how donors' contributions are helping us reach our goals. We are committed to accountability and transparency, and we strive to keep administration costs low so more money goes to animals in need.

**2012** was a pivotal year for Animals Asia, with more spending on programmes in a push to end bear bile farming, investment in public education to reduce demand for bear bile, and investment in our systems and infrastructure to improve efficiency. The latter requires short-term investment to secure long-term financial stability.

Despite global economic challenges, Animals Asia once again raised the much-needed funds for our programmes,

thanks to our generous and committed supporters who contributed US\$8.68 million globally in 2012.

Over 70 cents in every dollar spent went directly to our programmes to help animals. Bear rescue and related work in China and Vietnam accounted for 85% of total programme expenditure of US\$6.29 million.

We continued to economise on manpower and resources while growing our organisation in 2012.

## Highlights – 1 January to 31 December 2012

### Income

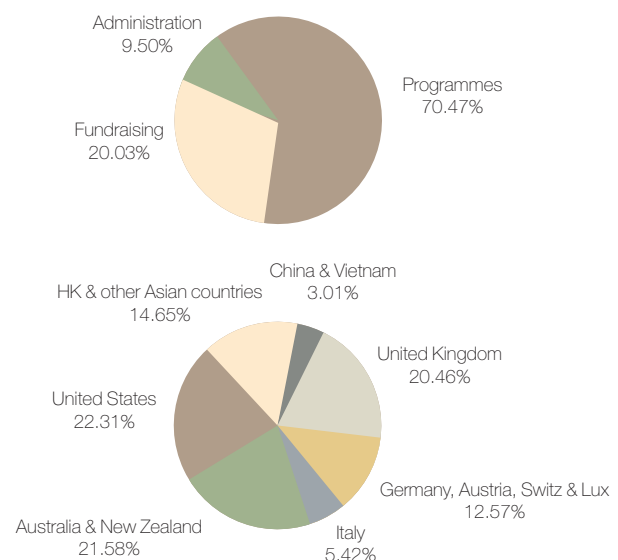
	(US\$'000)
2011 programme surplus	1,012
2012 income	8,688
	<u>9,700</u>

### Expenditure

Programmes	6,298
Fundraising	1,790
Administration	849
	<u>8,937</u>
Balance carried forward for future programmes	763

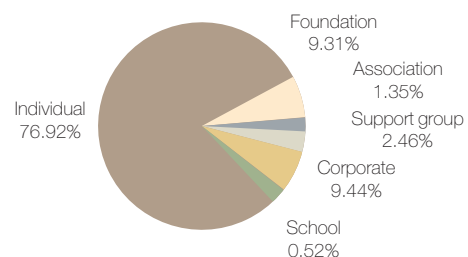
### Global income by source

China and Vietnam	262
United Kingdom	1,778
Germany, Austria, Switz & Lux	1,092
Italy	471
Australia and New Zealand	1,874
United States	1,938
HK and other Asian countries	1,273
	<u>8,688</u>



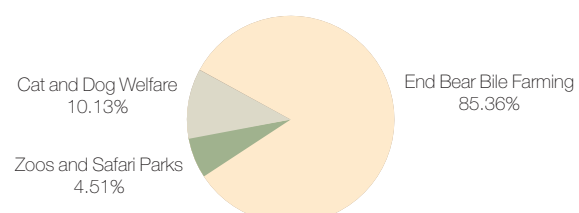
### Global income by donor type

Individual	6,683
Foundation	809
Association	117
Support group	214
Corporate	820
School	45
	<u>8,688</u>



### Global expenditure by programme

End Bear Bile Farming	5,376
Cat and Dog Welfare	638
Zoos and Safari Parks	284
	<u>6,298</u>



**Note:** These highlights provide an unaudited summary of the financial statements of Animals Asia's global offices and rescue centres (and Head Office in Hong Kong), which are audited as required by law. (Updated April 2013)

# Sponsor a bear – and save a life

## Help a bear every month

For a small monthly donation, you can sponsor one of our rescued bears and provide these intelligent, forgiving animals with all their basic care. Please see our website for how you can Sponsor a Bear.

### Sanctuary

Caring for these bears for life is a huge commitment. At our sanctuaries, they live in semi-natural enclosures, with access to dens for shelter and rock pools to cool off in. They sleep in sturdy hanging-basket beds and eat a specially formulated bear diet, rich in protein and vitamins. They have round-the-clock specialist veterinary care and their rough and tumble play means their dens

and enclosures must be strong and “bear-proof”.

Your sponsorship will allow us to continue to provide these bears with the best of care and allow them to live the lives they so deserve.

In return for your support, you will receive a sponsorship certificate, a photo of your bear in a specially printed frame and information about your bear and his/her character. Each year we will send you an updated photo so you can see for yourself how your bear is progressing.

### Vet care

Rescued bears leave bile farms in appalling health, many suffering from crippling ailments, such as arthritis, peritonitis, weeping ulcers, ingrown claws and infected eyes and gums. They often develop terminal liver cancer and all need surgery to remove their damaged gall bladders. Many have broken teeth from years of biting the bars of their tiny cages, a third are missing limbs, and all are in a state of severe psychological trauma.

Our small, but extremely dedicated and professional veterinary team ensures the bears get the best possible medical attention.

### Rehabilitation

Once they get the all-clear from their initial surgery and follow-up health-checks, the bears are moved into roomy recovery cages where they gradually become accustomed to more space. Depending on their progress, they spend around three months here before moving to dens and starting the gradual process of integration with the other bears.

In the recovery cages and the dens, the bears are given browse (fresh greenery) to make nests and to chew. They also get toys to play with, hose showers from their carers and special treats to keep them occupied.

The final step is the most exciting – release into a rehabilitation area, where they can learn to swim, climb and simply be bears.



## How your Sponsor a Bear funds will be used

Your sponsorship will help provide the bears with all their basic care – nutritious food and clean water, veterinary care and accommodation – so they can put their horrible pasts behind them and enjoy life as the beautiful bears they were born to be.

# Help us with a lasting legacy

Animals Asia's projects are long-term and we're committed to seeing them through to the end. As a relatively young organisation, we need to build on our financial reserves to ensure we have adequate funding for future projects.

By including us in your will, you'll be creating a lasting legacy that will allow us to help abused animals well into the future.

## Peace of mind

Speak to your lawyer about the benefits of leaving a charitable bequest – in some cases, your

loved ones may not have to pay as much tax on your estate.

Please consider leaving a bequest to Animals Asia to ensure that your commitment to animals and our work continues past your lifetime.

## Help us plan ahead

If you decide to leave a bequest to Animals Asia, we would love to hear from you.

Please let us know your plans and whether you would prefer your gift to be directed to a particular part of our work –our campaign to end bear bile farming or our

animal-assisted therapy programmes, for example.

We would also like to discuss how we can thank you for your gift by creating a lasting tribute that your family can be proud of. For instance, depending on the nature of your gift, there may be opportunities to name a part of one of our sanctuaries.

By letting us know *your* plans, we can better plan ahead – and ensure that animals like sun bear David (here enjoying a coconut at our Vietnam sanctuary) get the long-term help and care they need.

