



## SEPTEMBER 2010 NEWSLETTER

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## AFRICA'S FIRST VEG PRIDE PARADE

CALLING ALL CAPETONIAN VEGGIES AND VEGANS! Break out the veggie / vegan message tee shirts, dust off the fruity topped hat ala Carmen Miranda, stitch up a 'peas on earth' hat, wear orange pants and tee with a green hat (carrot), or red pants and tee with green hat (strawberry) paint up a positive and fun poster / banner and come and be part of Africa's first VEGGIE PRIDE PARADE at 10 o'clock sharp in Cape Town on Saturday 30<sup>th</sup> October, from the corner of Long Street and Strand Streets. If you don't want to dress up, that's okay too, just come and join us!

We will walk to the **Beauty Without Cruelty Awareness Day & Wellness Natural and Organic Market at Jan van Riebeeck Primary in Kloof Street**, which is from 9am to 2pm. (About 1 ½ kms)



A parade needs participants so we need you, and you and you! If you are vegetarian or vegan **please join us** and show Cape Town that we are here and that veg living is great!

We will have prizes for the best adult and under 16 outfits (we want funny, clever, inventive) and the best banner / posters too! I want HUNDREDS of you please, so take a days' leave, set the tape to record, and be out and proudly Veg at 10am in Long Street!

It won't be a long parade, so bring the veggie kids – if only your kids are veg, you can wear a tee that says "proud parent of a Veg Kid" and you can join us too!

The market will have music, vegan food demos, organic fruit and veg, stunning art and crafts, animal welfare stands, vegan food, cookies, bakes and cakes and more! Prize giving will be at 12pm and winners must be present to collect their prizes.

Please invite all your veg friends!

See the [information](#) for the BWC film festival held in Cape Town, KZN and Jhb for which [Shannon Keith](#), Los Angeles based lawyer, activist and film producer is our special guest!

## DANCING SHRIMP

A venue in California has recently agreed to remove live shrimps from their menu. (Note the usual term is shrimp, singular, just like 'chicken')

It would seem that the practice of eating live shrimps is considered a delicacy in Japan.

Apparently the live shrimps exposed flesh is sprayed or sprinkled with lemon juice which makes them "dance" before being eaten live.



Robert Elwood and his colleagues at Queen's University in Belfast have indicated they have found convincing evidence that prawns do feel pain. When they put acetic acid onto one of 144 prawns' two antennae, the prawns reacted by grooming and rubbing the affected antenna for up to 5 minutes. This focused reaction is similar to that seen in mammals exposed to a noxious stimulant . (*Animal Behaviour*, DOI: 10.1016/j.anbehav.2007.07.004).

Elwood says the results show a centrally organised response to the irritant. "The prolonged, specifically directed rubbing and grooming is consistent with an interpretation of pain experience," Most researchers believe that only vertebrates feel pain, but Elwood argues that this is unlikely.

This means that, over and above the standard suffering of shrimps, they are tortured with lemon juice (acetic acid) to make them writhe in pain before being eaten alive.

Crustaceans have the following in common with land animals: They have a central nervous system including a brain, so there is recognition of pain, they possess a gastric system that enables nutrients to be broken down with an anus for expelling waste, they have a reproductive process between male and female, and they have a circulatory system with a heart that pumps blood.

Fishes, mollusks, squid, octopus and others don't have faces that show emotion, and they don't have audible screams when in pain, but their distress is obvious when caught by a line or in the case of the shrimp, 'dancing' which is in fact writhing in pain. The fact that they struggle, wanting to escape, is a clear indication that they want to live.

## EDUCATION

Please contact Denis Fajans in Johannesburg ([DenisF@joburg.org.za](mailto:DenisF@joburg.org.za)) or Heather Howe in Cape Town ([heatherhowe@mweb.co.za](mailto:heatherhowe@mweb.co.za)) if you would like them to present the Beauty Without Cruelty concept, at no cost, at your school. There are different presentations for high and junior school levels, which are roughly 45 minutes.

In Cape Town, a presentation at Cannon Creek International School in Pinelands was given to a group of students. BWC received an enthusiastic and welcoming reception from teacher Melanie Williams, who has added animal rights to her teaching and assessment.



Heather Howe presenting at Cannon Creek.

## TO NEUTER IS CUTER

The importance of ensuring one's companion animals are neutered cannot be emphasized enough. It takes a single chance encounter to result in a litter, if not for your companion animal, then for someone else's. If we have un-neutered animals in our care then we are, in fact, directly responsible for the many thousands of unwanted animals killed (euphemistically called 'put to sleep') every month. This [letter](#) from a vet makes thought provoking and essential reading.

If you decide you want an animal to share your home please, take into consideration your lifestyle and the animal's needs before opening your home to another. To read reports of people dumping their dogs at the local welfare group 'because they didn't know he would grow so big', for example, or because 'she is too boisterous' is both inexcusable and heart breaking!

You have your work, your family and friends and your social life. All they have is you.

## BABOONS MATTER

If you live anywhere in the Cape, or intend visiting, I can highly recommend the walk with Baboons, with Baboon Matters. ([www.baboobmatters.org.za](http://www.baboobmatters.org.za)) It is a most humbling and gratifying experience to be allowed to share their space, while they enjoy a breakfast of bulbs and seeds. If one has had any negative experience in the past it is especially important to enjoy this time in their company and see them as they should be and not, as it were, as the villains of the piece. It is through our interference, destruction of their habitat and pedestrian areas and our arrogance and stubborn unwillingness to change our ways slightly so we can in fact, live in harmony that has resulted in some destructive behaviour.

It will be both educational and memorable. Do yourself a favour.



**SUPPORT US HERE**

## **NEW RANGE ENDORSED**

For many years Beauty Without Cruelty has been investigating the humane status of manufacturers and their products and the results are published as a free service to the public. BWC has been named as an independent organisation qualified (in experience) to audit such humane status claims.

*There is no charge made to companies whose products are endorsed by BWC and they may, by arrangement, use the BWC name and logo on their products if they so wish, at no cost.*

Our criteria are stringent, to ensure consistency and that when a purchase of a BWC product is made, profits do not go to anyone who do not comply with our humane status requirements. Should a product also be environmentally friendly and contain no potentially harmful substances (such as sodium lauryl sulphate) that is a bonus. This is noted, as on occasion we have been criticized for not having too many 'green' options on our list.

As virtually all substances have been tested on animals at some time, BWC requires companies to initiate a self-imposed cut-off date on the use of animal tested ingredients, as long as it is at least five years before the date of application and the company must guarantee that the chosen date will be strictly adhered to in the future. Failure to comply with the fixed cut-off date will result in immediate removal from the BWC approved product guide. Products may not contain substances, which have been obtained as a result of the suffering or death of an animal. (We will accept vegetarian at this stage) Written assurances must be obtained from ingredient supply companies, that individual ingredients supplied to the company, have not been tested (by them) on animals after the cut-off date. Parent companies and their subsidiaries too, must comply with these criteria.

We are delighted to announce a new range, Onaka & Bloom, which is BWC endorsed and consists of 17 body products, which contain no petrochemicals, parabens, or colourants. The range launched 18 August 2010 and can be found at the following outlets so far :



# ONAKA & BLOOM

SOUTH AFRICAN  
EARTHLY ESSENTIALS

The Light Shed – Craighall  
Just Ginn's lifestyle Store Sunninghill  
Marie B, Gifts and Decor Riebeeck Kasteel  
Vanilla House Gift and Decor – Morningside, Durban  
Beach house Interiors and Homeware, Hermanus  
Booyens Pharmacy, Hercules, Pretoria  
Kitchen Mecca, Mafikeng  
Green With Envy, Durban  
Medicare Parkmore Pharmacy, Parkmore, JHB  
Constantia Cherry Farm Store, Clocolan  
Chelsea Interiors, Somerset West  
Cosmos Pharmacy, Bethal  
Marigold Neighbourhood Gift Shop, Oranjezicht Cape Town  
Tapenade Olive Shop, Cresta JHB  
Simply French, Bryanston  
Beautiful House, Grahamstown & Port Alfred  
Vincent Morris House of Interior Trading, Bloemfontein  
Butterflowers, Sandton

The contact details are: Onaka & Bloom Email: [info@onakabloom.com](mailto:info@onakabloom.com)  
Website: [www.onakabloom.com](http://www.onakabloom.com) Tel/Fax: 012 346 8333

## UPLIFTMENT PROJECTS NEED RETHINKING

In Virginia OFS animals are being starved and neglected. It is alleged that the local municipality supplied the animals and provided funds meant for the welfare and feeding requirements of the animals concerned.

Feeding projects meant to uplift the lives of people should perhaps concentrate on kitchen gardens, which can feed many more people, especially where is a shortage of water, and education around managing and maintaining the project must be paramount. Where animals are involved and they are seen only as a source of food or wealth, abuse and neglect is almost guaranteed.

Eye witness accounts indicate the pigs have no access to water or food and have resorted to feeding off the dead. They are badly sun burnt due to lack of shelter (they have similar skin to humans) and are riddled with disease. The starving mother pig with her piglets suckling, seen below, was standing on a broken leg!



## RECIPES TO LIVE FOR

Last month we touched on all the benefits of [watermelon](#) but were unable to provide [recipes](#) due to technical reasons.



Watermelon is extremely beneficial for our health due to the high content of iron - as rich in iron as spinach is -, lycopene and antioxidants. Iron as a nutritive mineral boosts energy in our bodies, makes us active and providing us with stamina.

After tomatoes, watermelons are the second richest lycopene source. Lycopene is very important for our health, as it is a very potent antioxidant that protects us against free radicals. It is a naturally occurring red pigment in plants that is a powerful anti-cancer agent

A 2006 study warns against storing the watermelon in the fridge before eating it. Store and eat watermelon at room temperature as it loses its beneficial effects when cold, it seems watermelon has less vitamins and nutrients as compared with watermelon preserved at normal temperature.

The scientists also discovered that watermelon continues to produce vitamins and nutrients after being picked, but this also happens when kept at room temperature. When conserved at lower temperature, the nutrients producing process slows down.

## MEAT FREE MONDAYS

If you are not already vegetarian or vegan, but concerned about your health, the state of the planet and animals, what you eat is an important tool in working to achieve environmental sustainability. Meat Free Mondays are an easy way to lower your own environmental impact and help ensure worldwide food security.

The demand for animal flesh / byproducts is expected to more than double by the year 2050. In order to meet this growing appetite, animals will no doubt be reared more intensively and cheaply with factory farming and aquaculture (fish farming) causing further pollution, water and land usage. If nothing is done, the devastating environmental impact of meat production can only increase.

Giving up meat one day a week will benefit the planet, our health and of course, the animals. If every South African goes meat free one day a week, as many as 11 200 cattle, 2 million chickens, 10 000 pigs and 22 300 sheep will be saved from slaughter weekly. Eating less meat will decrease the likelihood of heart attacks and high blood pressure.

Pledge your support for the [Meat Free Monday](#) campaign, a Fry's initiative, in association with BWC, The Vegan Society, WESSA, ARA and the Animal Anti-Cruelty League and win! Also, you can support us with your [purchase](#) of a shopper, bracelet or booklet.

The Parlotones signed the MFM pledge and proudly wear their MFM wristbands, seen here with Tammy Fry of Fry's Special Vegetarian Foods.





The Parlotones released their latest album, Stardust Galaxies, in South Africa on the 30th of October 2009.

## **BUNNY STOMPER TO BE CHARGED**

It is unclear why the perpetrator of the rabbit stomping incidents in Kempton Park cannot be named but criminal charges in terms of the Animals Protection Act will be laid against the man whose property is used to breed rabbits, kill them and sell the bodies for human consumption

## **BAD TASTE ADVERTISING**

Beauty Without Cruelty has written to a couple of advertisers about their television adverts in which animals are used and has noted that some appear to have quietly been removed from air, with no acknowledgement of offense, although City Lodge did acknowledge in writing that they knew their Hadida advert offended some viewers and insisted they would continue to air the advert!



We aren't interested in whether or not the animals in question 'are loved', well cared for and so on, which tends to be a standard answer to our query of why animals are used at all – the point is that adverts which include animals do not automatically mean more sales, the whole point of ads, and in fact can have the reverse affect.

We were unsuccessful in our bid to prevent the continued screening of The Toughest Cowboy, for inherent animal cruelty, but believe that when the next series airs on Action TV (channel 106) the more DSTV viewers who write to complain, the better. It is only through the public's vocalized opinion that anything can change. And that perhaps this will cause Multichoice to rethink their position. While we did attend a tribunal arranged by the BCCSA there was nothing in the code that was overstepped.

We are of the opinion that the recent rodeo held near Onderstepoort was a direct result of the show being aired.

## **FUR FREE PIETER TOERIEN PRODUCTIONS**

Posters at the latest Pieter Toerien production of Evita make it clear that the furs used in the show are faux. We are delighted that this stance has been taken, as 'vintage' or not, the use of animal fur in this day and age is unacceptable. The show will not suffer in any way and indeed, may well enjoy more patronage due to the clear message that entertainment can be excellent without the use of animals or their byproducts.

*Pieter Toerien's*  
**MONTECASINO**  
**THEATRE**  
*and Studio*

Mark Sage at Montecasino has confirmed with Beauty Without Cruelty that real fur will no longer be used in any current or future Pieter Toerien productions at Theater on the Bay in Cape Town or Montecasino in Johannesburg. We urge you to show your support of this compassionate stance by attending a performance.

## RECYCLING

Found a great tip to share which is a great way to properly seal plastic bags if you have the odd plastic bottle lying around!

1. Cut the bottle off at the neck as shown.



2. Stick the plastic bag through the NECK of the bottle which you have just cut off, and screw the cap on to seal.



**Beauty Without Cruelty** is calling everyone who cares about animals - come and join us and hand out leaflets and carry a picket at the corner of **Kloof and Long Streets Cape Town from 10h30 Saturday 2 October 2010**

Please, only RSVP to [toni@bwcsa.co.za](mailto:toni@bwcsa.co.za) if you will actually be there so we get an idea of numbers! Carry a banner or pickets, paint your face, wear a mask, wear your message tees against factory farming and animal exploitation in all its guises, for a combined World Farm Animals (2 /10) and World Animals Day (4/10) and be there!!

BWC will have SOME pickets for use. We will have leaflets to hand out.

**2010 Film Festival**  
 hosted by **Beauty Without Cruelty** 1975-2010

Special Guest Speaker  
**Shannon Keith**  
 Lawyer, activist and USA based film producer of  
*Behind the Mask & The Skin Trade*

**Premier theatre screenings of  
 The Skin Trade and Bold Native!**

**CAPE TOWN Fri 29 & Sat 30 Oct**  
 Labia Theatre Orange Str Cape Town 6pm

**DURBAN Wed 3 Nov**  
 Earth Mother Organic, 106 Bulwer Rd Glenwood 7pm

**JOHANNESBURG Sat 6 Nov**  
 Ster Kinekor Hyde Park 2pm

Visit [www.bwcsa.co.za](http://www.bwcsa.co.za) for details in your area!

See the [information](#) for the BWC film festival held in Cape Town, KZN and Jhb for which [Shannon Keith](#), Los Angeles based lawyer, activist and film producer is our special guest!

## TEEN FEST

Saturday 18<sup>th</sup> September saw Beauty Without Cruelty at a table for SA MAST, along with volunteers from Sea Shepherd Conservation Soc at the Teen Fest in Cape Town, handing out flyers and chatting to people. Beauty Without Cruelty had Meat Free Monday flyers along with BWC pamphlets and was pleasantly surprised by how many vegetarians and vegans were there, all of whom were informed of the upcoming veg pride parade. We hope to see all the Cape veg teens on the 30<sup>th</sup> October! Our thanks to SA MAST for inviting us along to share the table!



## A VEGAN BANQUET AT WINDOR CASTLE

Windsor Castle went vegan for the day, with a banquet for 200 people of varying faiths (and dietary requirements) including UN General Secretary Ban Ki-moon, Archbishop Valentine Mokiwa, President of the All Africa Conference of Churches, with the Duke of Edinburgh at the head of the table. It was the first time that vegan, local, fair-trade and organic produce with no

bottled water (tap water with lemon was offered instead) was served at the castle, November of 2009. The Bishop of London is now vegetarian for ecological reasons.

## OUR SUPPORTERS



### AVATARA VEGETARIAN / VEGAN GUEST HOUSE

[www.avatara.co.za](http://www.avatara.co.za) [info@avatara.co.za](mailto:info@avatara.co.za)

Tel+27 (0)21 433 0341 Fax+27 (0)21 433 0138



[www.lionrescue.org.za](http://www.lionrescue.org.za)



[www.frysvegetarian.co.za](http://www.frysvegetarian.co.za)



[www.stellarorganics.com](http://www.stellarorganics.com)



[www.altonsa.co.za](http://www.altonsa.co.za)

Web site development and hosting , Site maintenance, Registration with search engines , Optimising search engine ranking, Graphic creations , Corporate screensavers, Customised corporate CD's.



[www.labia.co.za](http://www.labia.co.za)

The Labia Theatre in Orange Str Cape Town, an Italian Embassy Ballroom, was opened by Princess Labia in May 1949 and is currently the oldest independent art repertory theatre in the country.



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[www.flavour.org.za](http://www.flavour.org.za)



[www.animalrescue.org.za](http://www.animalrescue.org.za)



[www.charlotterhys.com](http://www.charlotterhys.com)



Café and Eatery. Location: [42 Palmer Road, Muizenberg](#) Cape Town, South Africa, 7945  
Phone: 074 1440033 Tues - Fri: 9:00 am - 5:00 pm Sat: 10:00 am - 5:00 pm



<http://www.bellavegansa.blogspot.com>

Phone: 021 786 2428

[128 St. Georges Street \(main road. opposite Jubilee Square\). Simonstown](#)

NOTE call before you visit, Bella Vegan is undergoing change



DaisyMeisie Vegan catering @ Deerpark Cafè, Vredehoek  
[anel@daisymeisie.co.za](mailto:anel@daisymeisie.co.za) 082 323 5066