

Strength and  
challenges of  
an expanding  
movement:  
Italy as a case  
study



ESSERE  
ANIMALI







# THE DECLINE OF VIVISECTION

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*Number of animals used*

**2007:** 908.002

**2009:** 830.453

**2011:** 781.815

**2013:** 723.739

**2014:** 691.666

**2015:** 581.935

*Number of dogs used*

**2007:** 1021

**2009:** 607

**2011:** 408

**2013:** 300

**2014:** 191

**2015:** 540



# OUR FOOTAGE ON NATIONAL MEDIA





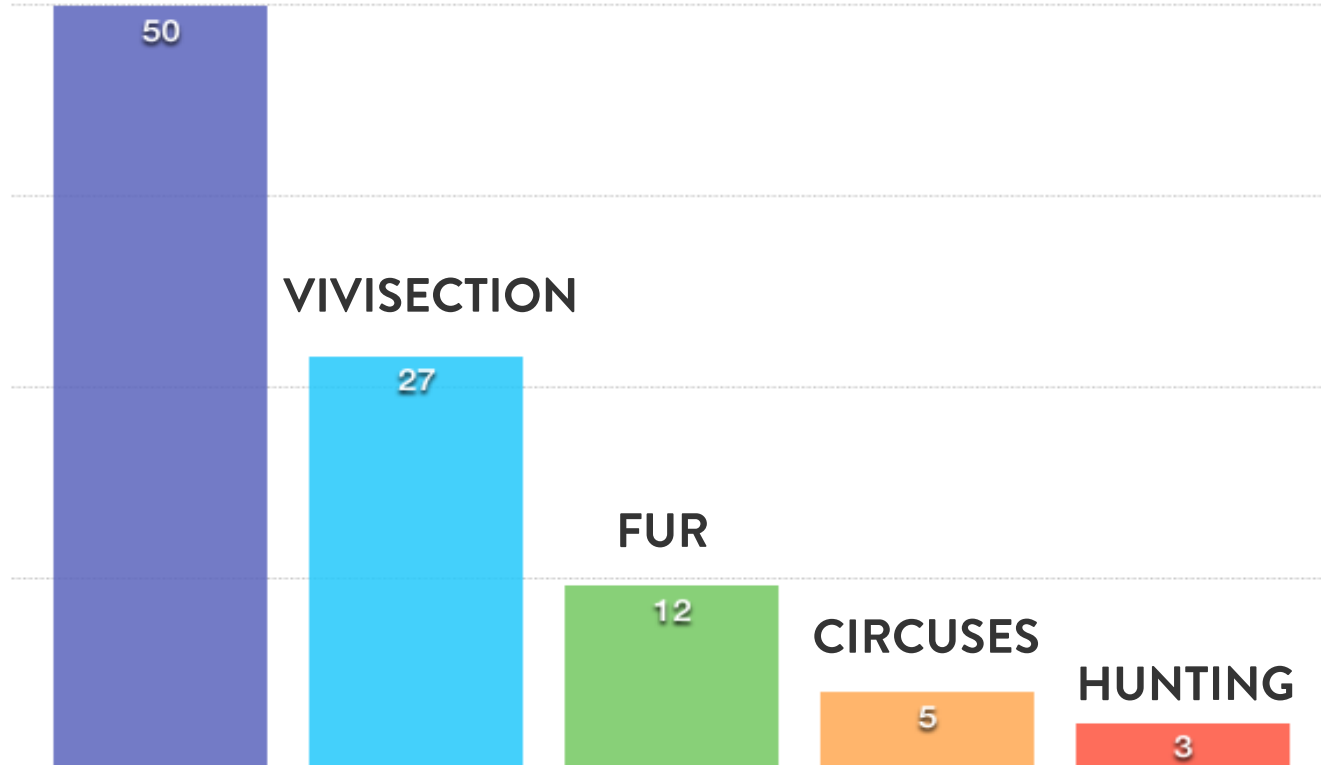
# OUR FOOTAGE ON NATIONAL MEDIA



# A DIFFERENT MOVEMENT

*The first issue that brought people in the movement (2017)*

## FACTORY FARMING





# PUBLIC OPINION ON OUR SIDE

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*The opinion of italians according to Eurispes, Italy Report 2016*

**NO** fur farms **86,3%**

**NO** circus with animals **71,4%**

**NO** animal experiments **80,7%**

**NO** hunting **68,5%**

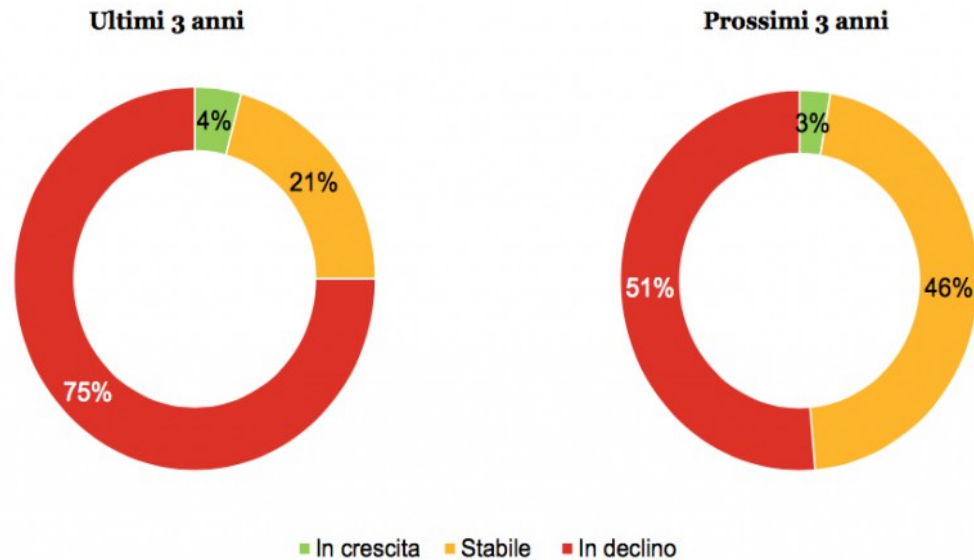
**NO** dolphinariums **56,3%**

**NO** zoos **54,9%**

# THE DECLINE OF FUR

**Percezione dell'evoluzione del mercato della pellicceria da parte degli operatori**  
(% delle risposte non nulle)

*Secondo la sua opinione, come si è evoluto/si evolverà il mercato della pellicceria negli scorsi/prossimi 3 anni?*



Drop in sales = 8% every year



# THE DECLINE OF FUR

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**Fox farms = all CLOSED**

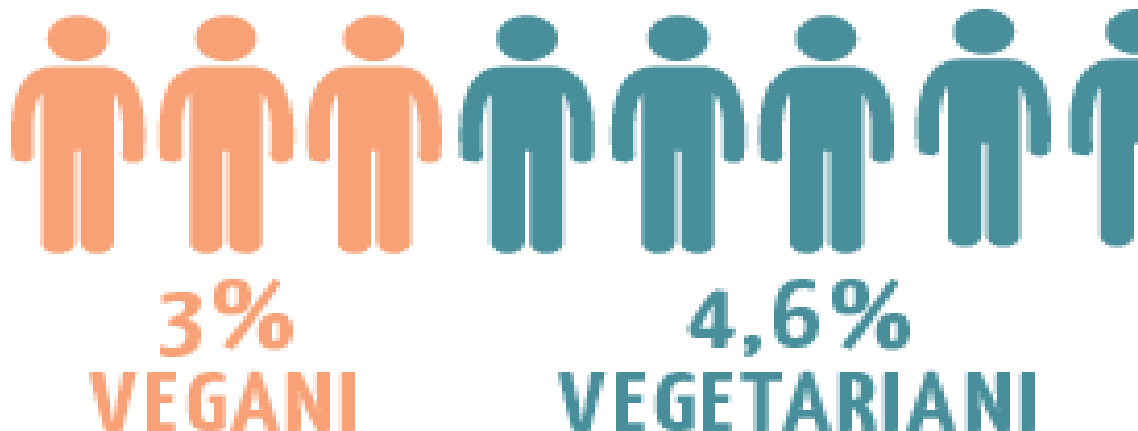
**Chincilla farms = all CLOSED**

**Mink pelts = down from 180.000 to 160.000**



# THE RISE OF VEGANS

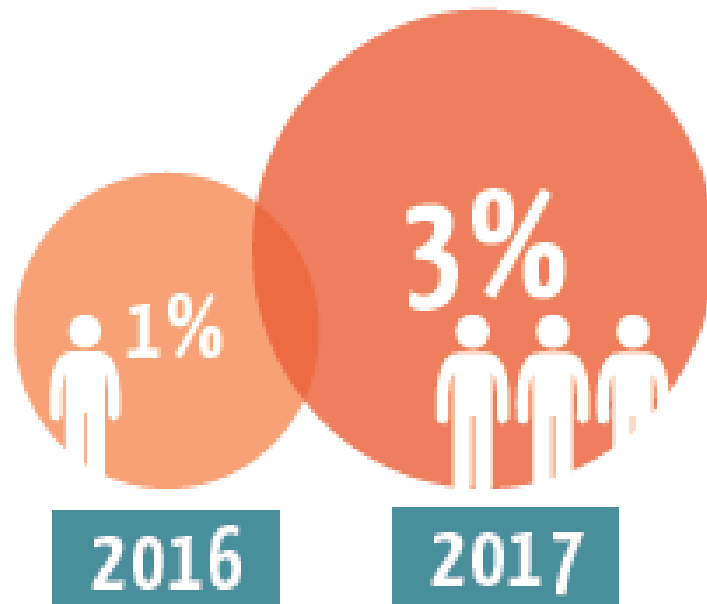
**IL 7,6%** DEGLI ITALIANI  
SEGUE UN'ALIMENTAZIONE VEG  
DI CUI:





# THE RISE OF VEGANS

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INCREMENTO  
DEI VEGANI  
IN UN ANNO

DEL 300%

# THE DECLINE OF MILK

*Per capita consumption*

**Milk:** -33% in 10 years

**Butter:** -23% in 5 years

**Yogurt:** -16% in 5 years

## VEGAN “Milk” SALES

+ 16,3% in 2014

+ 17% in 2015

+ 19% in 2016



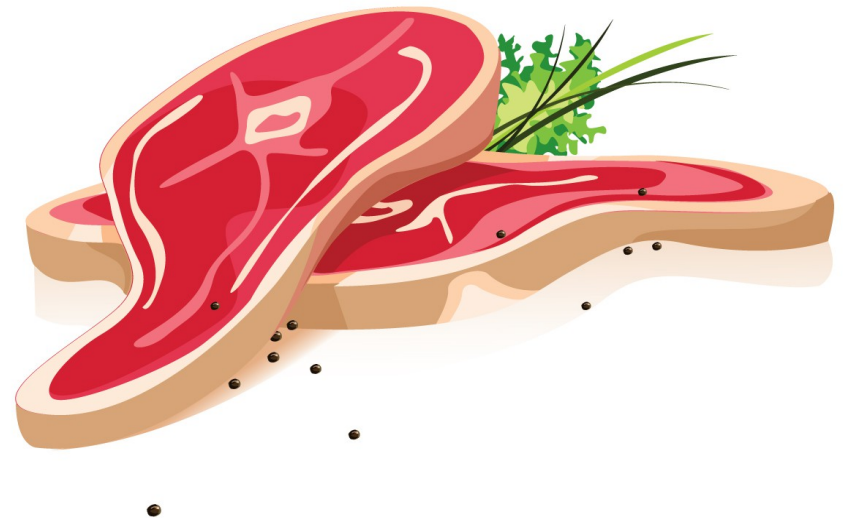
# THE DECLINE OF RED MEAT

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*Per capita consumption in 2016*

**Red Meat: -5,8%**

**Processed meats: -5,1%**



# THE IMPACT ON FARMING

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**Farmed pigs:** -10% since 2008

**Slaughtered pigs:** -14%

In Lombardia -21% pigs in farms



# THE IMPACT ON FARMING

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**Farmed cows: -300.000**

**farmed rabbits: -700.000**



# “THE REVENGE OF BEEF”



“In 2015 for the first time meat has lost the first place in the spending budget of italians: it comes second after vegetables”

*Coldiretti*

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# **CHALLENGES FOR THE FUTURE**

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## THE DOWNSIDE OF IT ALL

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# Slaughtered chickens:

**2013:** 472 millions

**2014:** 481 millions

**2015:** 505 millions

**2016:** 525 millions



## THE DOWNSIDE OF IT ALL

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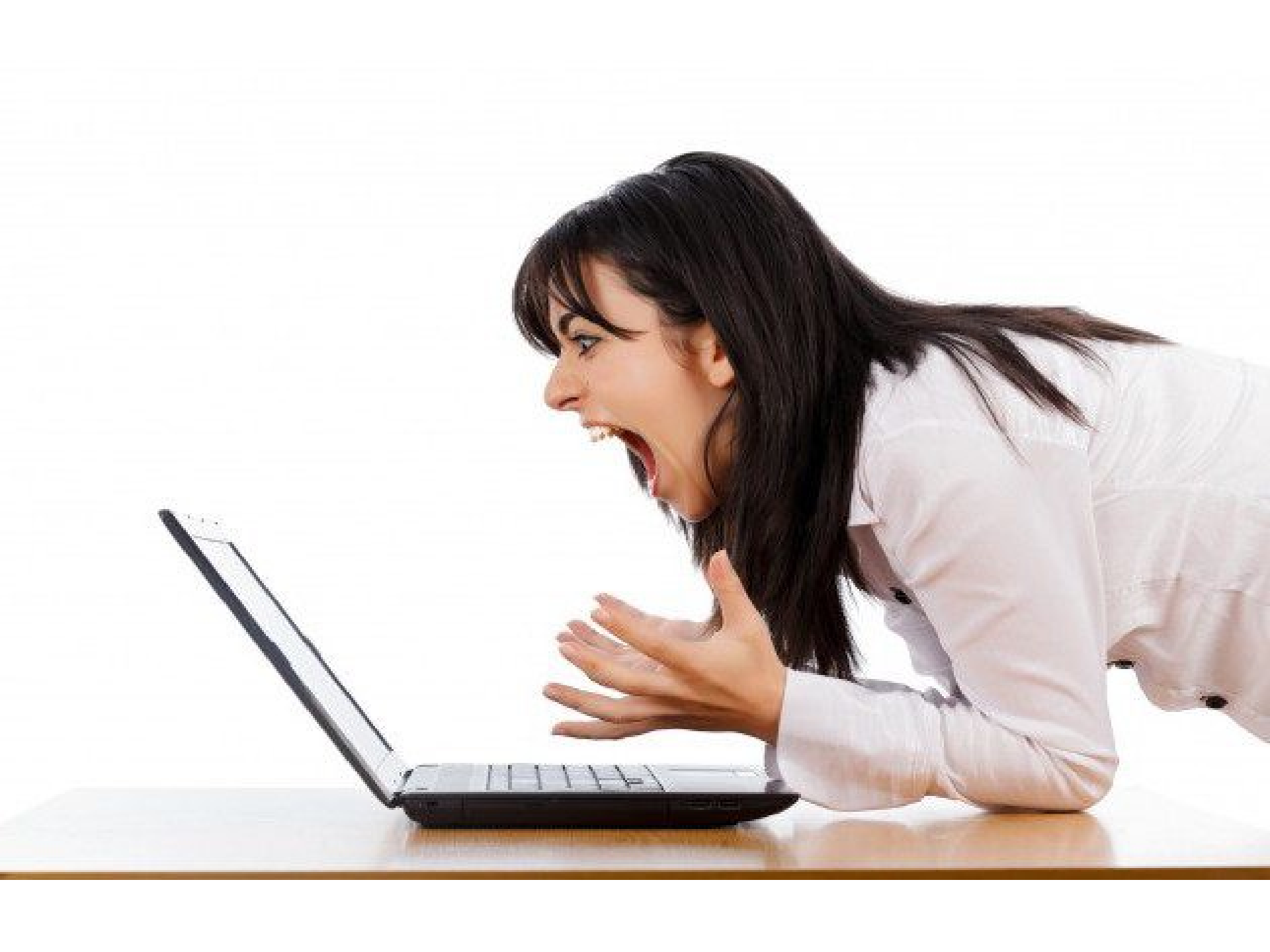
**Fish consumption in 2016**

+ 9,5%









What can i do to have  
the greatest impact on  
the life of animals?

# THANK YOU!



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