

## Political candidate launches anti-dairy billboards around Melbourne

- Animal protection organisation Farm Transparency Project is responsible for two anti-dairy billboards which have appeared this week in Brunswick and Albion
- The billboards link to a website showing footage of Australian dairy farms and demanding a complete transition of the industry
- Chris Delforce, Executive Director of Farm Transparency Project has launched this new project while campaigning as an Upper House candidate in the upcoming state election



More images available at <https://www.dropbox.com/sh/pkfy5uums5a68ea/AABCKXbGrDAWSKuynQrKEz7Sa?dl=0>

Animal protection organisation Farm Transparency Project is calling for a complete end to the production of dairy with a series of controversial billboards.

The billboards which have appeared this week in Brunswick and Albion feature an image of a calf along with the words “the dairy industry will kill him tomorrow. But you can save him.” The group states that this references the standard industry practice of killing male ‘bobby’ calves within a week of birth, due to their inability to produce milk. In Australia, as many as 400,000 bobby calves are separated from their mothers and slaughtered every year.

Executive Director of Farm Transparency Project, Chris Delforce:

“While the majority of Australians are animal lovers, most have no idea of the violence and cruelty that happens within the industries that produce their meat and dairy. These industries rely on a veil of secrecy in order to continue to prioritise profit over the wellbeing of animals, humans and the planet. These billboards are an opportunity to expose the reality of these industries to consumers who we know want to make kind, compassionate choices.”

Delforce is currently running as the Animal Justice Party candidate for North-Eastern Metropolitan in the upcoming state election. He says that a lot has to change before Australia can claim to care about animal welfare.

“I’ve spent the last 11 years exposing the realities of Australian farming and I can say 100% that cruelty and violence is built into these systems. It’s not enough to trust these industries to self-regulate or to rely on outdated animal welfare legislation that deliberately excludes farmed animals. We need change on a political and legal level, which is why I’m running as a candidate in this state election.”

**For interviews, please contact:**

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