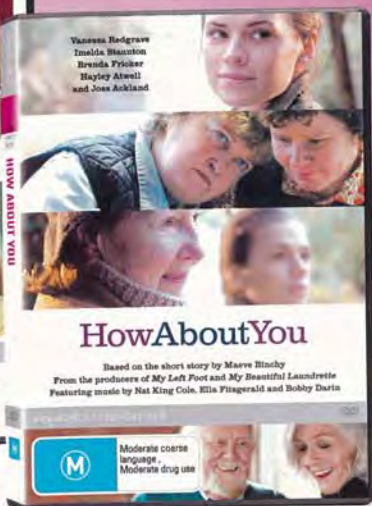
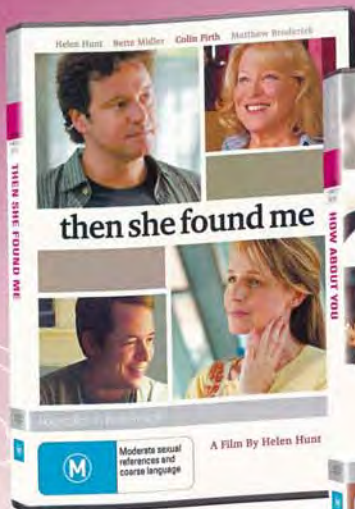


THEN SHE FOUND ME
Stars Helen Hunt, Colin Firth, Bette Midler & Matthew Broderick in a deeply moving story about the way we create families both by blood and by choice.



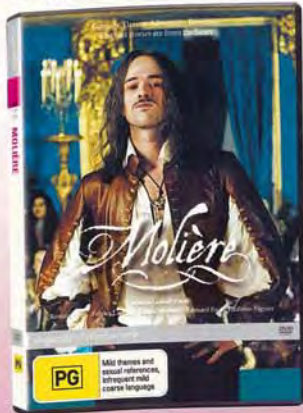
HOW ABOUT YOU
Adapted from a short story by best-selling author Maeve Binchy, *How About You* is a heart-warming tale about love, redemption, family and second chances. Stars Vanessa Redgrave, Imelda Staunton and Brenda Fricker.

Great Loves

Inspiring Lives

MOLIÈRE

Overflowing with intrigue and romance, this irresistible French frolic blends comedy and tragedy in the tradition of *Shakespeare In Love*.



"Laced with romance, suspense, frivolity, deception, clever wordplay... A wildly impressive French frolic."
Total Film

THE WOODLANDERS

The Woodlanders is the moving story of love, betrayal and class division, based on the timeless classic and best-selling novel of the same name by Thomas Hardy.



"The Woodlanders is classy and involving."
Variety

LADY CHATTERLEY

Based on an earlier version of D.H. Lawrence's internationally-renowned novel *Lady Chatterley's Lover*.



"Lose yourself in this sumptuous feast of a movie."
Sunday Magazine

Farm-animal advocate Pam Ahern with three of her charges: Queen Priscilla the pig, Willow the rooster, and Redesdale the lamb.



on a mission

PAM AHERN WORKS TO MAKE CONCERN FOR THE PLIGHT OF FARM ANIMALS AS POPULAR AS FREE-RANGE AND ORGANIC PRODUCE.

YOU WON'T FIND rare or endangered species at Edgar's Mission, although its resident animals once faced an equally perilous fate. When Pam Ahern established the centre, about 70 kilometres north of Melbourne, in 2005 it was to raise awareness of the unnecessary suffering of common farm animals. There's no doubt the residents of this 25-hectare farm sanctuary are the lucky ones.

But Pam also regards her disparate collection of 150 or so pigs, sheep, goats, poultry, rabbits, horses and

alpacas as ambassadors. Their presence prompts people to make connections between the animal itself, some far-from-humane but still widely accepted animal husbandry practices, and the issue of consumer choice.

Those choices can make a difference to the way millions of farm animals are treated, she explains, as well as change the environmental impact on the Earth. She cites the global movement towards free-range and organic foods as proof that widespread changes are possible. >

WORDS VIRGINIA IMHOFF PHOTOGRAPHY EAMON GALLAGHER

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CLOCKWISE FROM TOP LEFT Pam with Priscilla, one of the mission's ambassadors, and rooster Wee-man; information snippets are posted on fences to make visitors think; Josephine with her kid, Tara; Pam with her horse, Neville; a message of hope. FACING PAGE Pam sports the mission's motto.

"THERE'S A LOT WE CAN ALL LEARN AND WE NEED TO INCREASE OUR KINDNESS FOOTPRINT ON THIS EARTH."

"Now you can get free-range products everywhere," Pam says. "And people are prepared to pay a little bit more for the welfare of animals."

Edgar's Mission is well planned and orderly. Laneways run between the various enclosures, with signs explaining how the animals came to live there.

"All these animals have different stories [about how they were treated]," she says, "but they have one thing in common; their futures weren't looking good."

We pass dozing inmates in deep straw beds, but as most of the gates are open to allow free ranging, other more curious creatures wander up. An enormous recumbent pig named Edgar Alan scarcely raises his head to grunt a hearty greeting. Once, like most pigs, his whole purpose was to become someone's breakfast bacon — and yet he's now the star ambassador after whom the farm was named.

"Pigs have the intelligence of a three-year-old child, yet they are one of the most maligned farm animals," she says. Next door a cheeky miniature pony named Monty sniffs at Pam's pockets, looking for a treat. He simply grew too big for the stud breeder's liking and was destined for the slaughterhouse. Nearby, a regal-looking turkey was bred with overdeveloped muscles for the roasting pan; it was never meant to fly.

Pam, 47, is vegan, choosing not to eat or use any animal products. "I don't want to be part of animal suffering," she explains.

She looks forward to a day when live export and intensive farming practices, such as battery hens and factory piggeries, in which pigs spend their lives severely confined, unable to socialise or move around, and deprived of their natural habit of rooting in the soil — are just bad memories.

But until then, she says, the use of sow stalls and farrowing crates, where pregnant pigs are kept in a small pen that stops them taking more than a couple of steps or even turning around, will remain common in Australia.

"The largest pig producer in North America stopped using the sow stall because of consumer demand," she says. "Yet in Australia we still use it. The legal system has failed these animals, and economics

pushes people to cut corners. It's up to consumers to ask where their food has come from."

Pam's animal welfare instincts developed early. As a child growing up in country Victoria, she rescued many stray cats and dogs. Later, books on animal liberation had considerable impact, especially the works of the Australian bioethicist Peter Singer, author of *The Ethics of What We Eat*. Then, in 2003, she obtained a young pig to be photographed in a campaign to highlight the plight of factory-farmed pigs. That pig was Edgar Alan, who eventually became the driving inspiration for Edgar's Mission.

Visitors are welcome at the farm — entry is free and Pam often hosts school groups, encouraging children to "think about food and the impact our choices make on the Earth". She also attends local markets — her "outreach work" — where she talks to consumers and farmers.

"I care deeply for people as well, there's no barriers to that care. But there's a lot we can all learn, and we need to increase our kindness footprint on this Earth. There are so many links between what we do to animals and what we do to our fellow humans."

The message at Edgar's Mission remains positive. "We don't tell people what to do. We just want people to think about it," Pam says. "When people come here and say, 'I never thought about that before', I know I've done my best." *

Edgar's Mission is at 365 McHarg Road, Willowmavin Victoria. 0408 397 301; www.edgarsmission.org.au

