

**MEDIA RELEASE: 25 JULY 2020**



## **Name change: Aussie Farms becomes Farm Transparency Project**

We're changing our name!

Since our inception in 2014, we've used the name Aussie Farms to challenge perceptions of what it means to farm animals for food in Australia.

However, the time has come for a name that more clearly captures our purpose as an animal protection organisation, to fight for the rights of animals to not be exploited and abused commercially, by forcing transparency on industries dependent on secrecy. We've always believed that truth and transparency are some of our greatest tools in the movement for animal liberation.

So we'll be moving forward as "**Farm Transparency Project**".

By dropping the "Aussie", we're also ready to expand our efforts internationally, with new countries to be added to our Map and Repository websites later in the year. Our primary focus will always remain Australia though, to continue combating the myth that things are somehow done "ethically" or "humanely" here.

Over the coming week, we'll be gradually updating our social media, websites and other materials to reflect the new name.