



This code of conduct has been developed around approaching buildings, pens and crates that contain cows and/or calves. This is in order to avoid any animal becoming stressed as the result of a Project Calf events.

As animal rights activists we are there to document what we see and show compassion, sadly sometimes this can be lost in translation with the animals. All of this advice is given for farms where footpaths and other public rights of way go between, past, or close to animal enclosures. We do not ask Project Calf activists to trespass.

Cows are extremely sensitive prey animals. They will get spooked by quick movements, loud or sudden noises, touching and high emotions. It can be difficult in the moment as we're trying to get footage to share to temporarily forget this, but all animals deserve our protection and compassion.

Please make sure you are always looking out for visible signs of distress. If the animal is backing away or bolting take a step back and put your camera down.

Lighting and photography:

- _ A natural instinct is to bolt, make sure time is taken while approaching them. Do not approach them from behind either as this is their blind spot.
- _ Approach from anywhere where you can see the cow's eyes as they can more than likely see you from here.
- _ Remember, activists should approach the cows calmly and slowly, preferably from the side, not head on, so they aren't deemed as a threat.

Interaction with Animals:

- _ Do not feed the cows or calves.
 - _ Do not touch the cows straight away, if at all. Allow the cows to adjust to your presence and never touch the nose, or the bridge of it between their eyes. They cannot focus as quickly here due to weak eye muscles, which cause them to have worse depth perception than us. They are better seeing from a distance, so any fast movements or shadows around this area will spook them.
 - _ Try not to touch the animals. If you do choose to and the cow doesn't seem stressed, remember do not touch their face between the eyes or their blind spot. Be slow and be calm. If there are farm workers present be guided by them – they may well let you stroke the animals.
 - _ Try and keep silent or at the very most talk in a whisper, cows have extremely sensitive hearing.
 - _ If you get emotional, please move away from the pens straight away as the cows will pick up on your distress.
 - _ If any animal is spooked, they start getting nervous or bolting move yourself and everyone quietly but quickly away from the enclosure.
 - _ Once they are scared, it will take around 30 seconds for them to calm down until they are calm, do not re-approach the enclosure.
- If you have any questions, comments, concerns, suggestions etc. please don't hesitate to message Project Calf.