Animal Rights 101

Overview of the animal rights agenda, legislative history, and recent tactics used against the agriculture industry
What is the Alliance?

The oldest and largest national coalition providing a united voice for farmers, ranchers, agriculture associations, allied industry, scientists, veterinarians, and retailers.

Connect
Educate
Protect
Alliance Mission
To communicate the important role of animal agriculture to our nation's economy, productivity, vitality, security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to our daily lives.
### 2012 Board of Directors

**Corporations/Institutions**
- Alltech
- Bayer Animal Health
- Dr. Robert Hagevoort, NMSU
- Diamond V
- Elanco Animal Health
- Genus/PIC/ABS
- Hy-Line North America
- Merck Animal Health
- Morning Fresh Farms, Inc.
- Murphy-Brown, LLC
- Potash Corp.
- Vance Publishing

**Associations**
- American Farm Bureau Federation
- American Feed Industry Assn.
- American National Cattlewomen
- American Sheep Industry Assn.
- American Veal Association
- Iowa Soybean Association
- Nat’l Cattlemen's Beef Assn.
- National Chicken Council
- National Milk Producers Fed.
- National Pork Board
- National Pork Producers Council
- National Turkey Federation
- United Egg Producers
- United Soybean Board
- U.S. Poultry & Egg Association
Animal Rights in USA

- Mid-1970s: Animal Rights began in USA - Initially focused on animal research
- Mid-1980s: Focus turned to farm animals
- Early 1990s: Disorganized movement; competing for funding, interests and tactics
- Early 2000s: Began to organize; become strategic
- 2004: Pacelle appointed President & CEO of HSUS – strategic coordination of movement began
- Late 2000s: Funding has grown exponentially and tactics against animal agriculture are strategic and potentially devastating
Who Are Today’s Key Activists?
Wayne Pacelle, HSUS President & CEO

“We would be foolish and silly not to unite with people in the public health sector, the environmental community, [and] unions, to try to challenge corporate agriculture.”

— “Animal Rights 2002”
July 2002

HSUS’ goal is to be “a National Rifle Association of the animal rights movement.”
Paul Shapiro, HSUS
Vice President, Farm Animal Protection

“Nothing is more important than promoting veganism.”

-2004 National Student Animal Rights Conference
John ‘J.P.’ Goodwin, HSUS
Director of Animal Cruelty Policy
(former Animal Liberation Front spokesperson)

"My goal is the abolition of all animal agriculture."

-As quoted on AR-Views discussion board
Josh Balk, HSUS  
Director of Corporate Policy

“The way for farm animals to be happy would be to stop eating them.

- 2012 Taking Action for Animals
Matthew Prescott, HSUS
Food Policy Director (formerly with PETA)

“We're saying people who eat meat are like the non-Nazi Europeans in the Holocaust who knew generally what was going on but chose to turn their back,”

Prescott also made the news in 2008 when he purchased a plot in the cemetery where Kentucky Fried Chicken founder Col. Harland Sanders is buried. The epitaph on the gravestone reads "KFC Tortures Birds."
Miyun Park, Global Animal Partnership (formerly with HSUS and COK)

“I don’t want to be in the position where I am treating someone else different simply because they are another species.”

-2010 “Gristle” Book Reading
Arlington, VA
Bruce Friedrich
Farm Sanctuary (formerly with PETA)

"The point at which society moves towards our views is a point where we are significantly closer to the vegan world that we are all working toward."

-2010 Animal Rights Conference

“Eating meat is unethical”

- 2012 TAFA Conference
Gene Baur, **Farm Sanctuary**

Founder

"I dream of a vegan world - that's where I want everything to go."

-2010 Taking Action for Animals Conference
Nathan Runkle, *Mercy for Animals*
Executive Director

“The lifeblood of Mercy For Animals is our *undercover investigations of animal agriculture*.”

-2011 National Conference to End Factory Farming
ASPCA:

“... the ASPCA recognizes that the cultural and social relationship that humans have with animals clearly transcends that of property, and is *better reflected by the term “guardian” than by the term “owner.”*
Coordination Among Activist Groups

Animal rights organizations are bound together in many ways, including shared staff and financial support.

Names listed represent individuals collaborating with two or more activist groups.

$$$ = Financial assistance
Vast Growth in Activist Groups Funding

$400 Million
Where does all the money go?
Influencing Public Opinion

**Undercover Animal Rights Investigator**

One of the most powerful tools animal rights activists have is the video documentation places like puppy mills, dog deals, whistleblowers, and farmers. These videos provide a glimpse into the cruelties that are often hidden from public view. By sharing these videos through channels like YouTube, Animal Agriculture Alliance helps raise awareness and inspire action. The resulting strategy

**Meatless Monday goes to school.**

Tools and Resources for K-12

**Eating Animals**

Jonathan Safran Foer

*Food, Inc.*

“More than a terrifying movie; it’s an important movie.”

Omar Epps, *Beverly Hills, 90210*
Influencing Decision Makers

The Hidden Costs of Eating Meat

Yes, you can buy a double cheeseburger for $5 or a pound of ground pork for well under $5, but that isn’t necessarily the good news it seems to be. The large-scale industrial farms necessary to produce huge quantities of inexpensive meat are typically overcrowded, unclean, and poorly regulated. As David Kirby illustrates in his new book, Animal Factory, the way of raising livestock has been linked to antibiotic-resistant bacteria and food-borne illness. The author explains what’s gone wrong and how it all might be fixed.
Influencing Retailers/Shareholders

MATT PRESCOTT, 26, is one of the pioneers of a new kind of corporate-savvy activism: One minute he might parade around with a bucket of fake blood and a sign that charges torture, and the next he's dressed in a tie and jacket, addressing the CEO at a stockholders' meeting.

In the past year, this wunderkind has forged agreements with Carl's Jr., Hardee's, and Burger King, all of which have changed their menus to include eggs from cage-free hens.

...Prescott accomplishes his wins by playing to both the fears and desires of corporate executives.
Key Federal Goals:

- Animal Protection Liaison in the White House
- Permanent ban on horse slaughter
- Modify the Animal Welfare Act to include poultry
- Eliminate use of antibiotics for farm animals
- Establish federal farm animal welfare regulations

However – most activist attention is focused at state level.
Why the State Focus?

“Both the Congress and the USDA are in the grip of agribusiness. As such, the states have a vital role to play in protecting animals from cruelty; frankly, it’s their last resort.”

HSUS blog, November 9, 2011
Visit animalagalliance.org to download current and historical report of legislation impacting animal agriculture.
HSUS establishes **full-time state directors** in states that it is most active. 44 are currently listed on its website.

State Focus: **Common Tactics**

California Senior State Director

Jennifer Fearing

Prior to joining The HSUS as the California senior state director, Jennifer Fearing worked for nearly a decade in economic consulting before starting a Sacramento community spay/neuter organization and running United Animal Nations.

During her time at The HSUS, she has co-authored a book on creating dog-friendly workplaces, coordinated research on spay/neuter in the Gulf Coast, led California’s successful Prop 2 campaign, and helped guide the enactment of numerous California animal protection laws, including the 2009 ban on cow tail-docking and the 2011 ban on the shark fin trade.

Fearing is currently spending a lot of her time promoting wildlife and habitat protection in California. She is member of the board of directors of the CalFIP Foundation (an anti-poaching/polluting organization).

Fearing received her B.A. from the University of California at Davis, and an M.P.P. from Harvard.

For journalists seeking interviews with HSUS experts, please see our directory of media contacts.
Grassroots training and lobbying at the state level.
State Focus: Common Tactics

Town Hall meetings to position HSUS as mainstream animal advocate.
State Focus: Common Tactics

Ballot Campaigns Rely On Emotional Appeals to Voters

Vote YES! on Prop 2 ... to help stop animal cruelty
Activist Action in Dairy Industry

- 2009 - CA banned tail docking of cattle *(effective 2010)*
- 2012 - RI banned dairy cattle tail docking *(effective 2013)*
- August 2012 - “Undercover” video filmed (June 2012) and released to media and government. The “undercover” activist did nothing to stop or prevent the actions shown or report any concerns.
- October 2012 – “Undercover” video released; three dairy workers charged with counts of animal cruelty
In Conclusion...

• Opposition isn’t going away.

• The ultimate objective of extreme activists is not to improve animal well-being but to promote their animal rights and vegan agenda while driving farmers and ranchers out of business with legislation and bad press.

• There is power in numbers - agriculture (and allied industries) must unify.
Thank you!

Questions?
info@animalagalliance.org

Visit Meatingplace.com to read weekly *Activist Watch* blog.