



Animal Welfare and Public Policy Trends and Implications

National Institute for Animal Agriculture

April 2009

Kay Johnson Smith
Executive Vice President

Animal Welfare Initiatives

- Local
- State
- National
- International

AR Activists of the '80s



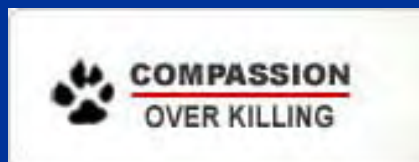
AR Activists Today



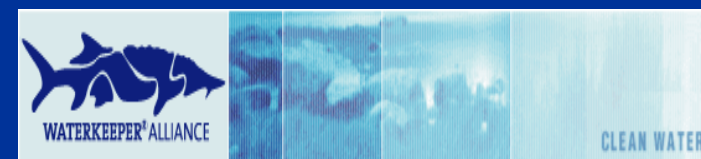
Wayne Pacelle, HSUS
President & CEO

“Few are in a position to speak for the animals like Wayne Pacelle. ... he leads nearly 10 million members and constituents in the mission of celebrating animals and confronting cruelty.” *HSUS website*





\$300 Million/Year



Relating Modern CAFOs to Environmental Destruction, Human Disease & Abuse

Johns Hopkins University's Bloomberg School of Public Health Center for a Livable Future

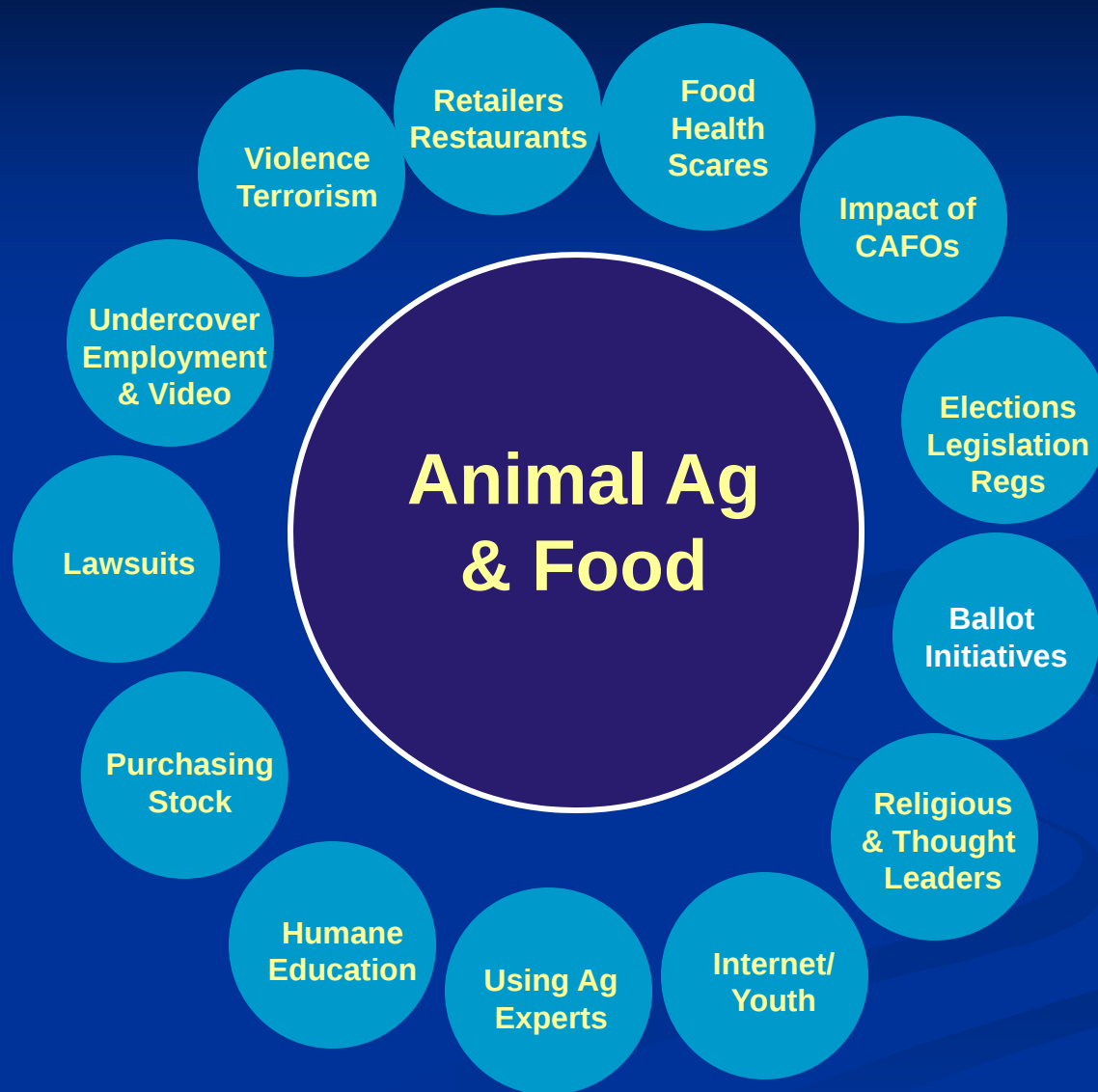


\$3.4 Million Study Funded by Pew Charitable Trusts



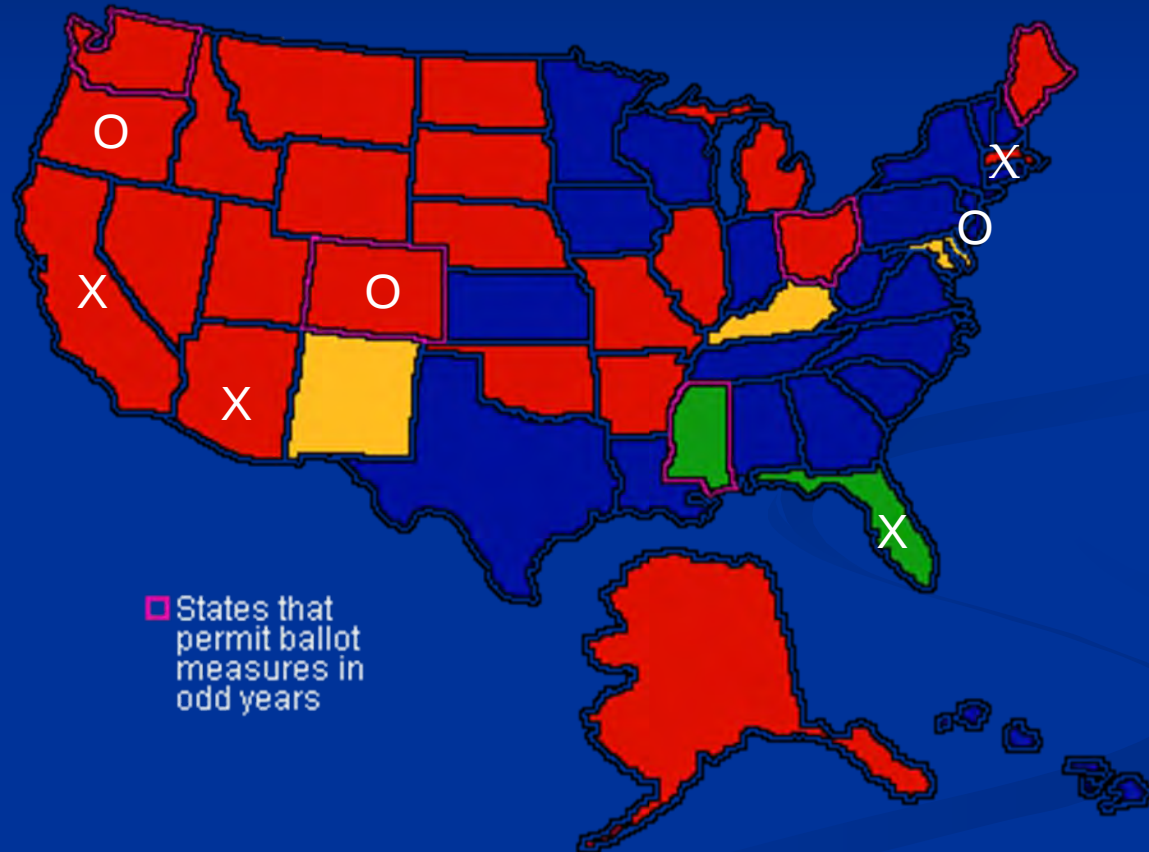
What Are Their Tactics & How Are They Impacting Animal Agriculture?

Animal Agriculture Under Attack



Ballot Initiative States

■ Initiative and popular referendum
■ Popular referendum only
■ Initiative constitutional amendments only
■ Neither method



X- Animal rights initiatives passed-
FL, AZ, CA, MA

O- Legislative Action taken to set farm production standards - some to avoid animal rights ballot initiatives -
NJ, CO, OR

■ **Activist State & Local Initiatives**

Tactics

- Pressure state legislatures with influence of ballot initiative wins
- Letter/Email/Phone Campaigns - Influence based on HSUS' number of Members (1 in 20-30 in USA)
- Pressure ag groups to support legislative compromise to avoid future ballot initiative campaign
- Ballot Initiative Campaigns in more states

Goals

- Ban Modern Production Practices (cages, stalls, surgical procedures, etc.)
- Ban Sales & Consumption of Food Products (foie gras, products from modern production systems, i.e. cages)
- Ban New Farms or Expansion of Existing Farms
- Expand Efforts to Change Animal "Owners" to Animal "Guardians"
- Ban Use of Antibiotics in Farm Animals for Disease Prevention
- Increasing Penalties for Animal Cruelty Violations
- Add Farm Animals under State Animal Cruelty Statutes

HSUS Humane Lobby Days



March 26, 2009

- Delaware

March 30, 2009

- New York

March 31, 2009

- Maine
- Vermont
- Pennsylvania
- Michigan
- Vermont
- Wisconsin
- Alabama
- Oklahoma
- Rhode Island

April 2, 2009

- West Virginia
- Florida
- Texas

April 14, 2009

- Massachusetts

HSUS 30 State Directors

In 2009

Activists' National Legislative Initiatives



Tactics

- Meetings with Congressional Members & Administration
- Congressional Letter/Email/Phone Campaigns - Influence based on HSUS' number of Members (1 in 20-30 in USA)
- Congressional Animal Protection Caucus (30+ members)
- Contribute to Candidates' Campaigns (or against if opposed to AR agenda)

Goals

- Amend Federal Animal Welfare Act to include Farm Animals
- Ban the use of Antibiotics in Farm Animals
- HR 503 – Criminalizing Transportation & Selling of Horses Intended for Slaughter
- Farm Animal Anti-Cruelty Act
- Farm Animal Stewardship Purchasing Act
- Transportation Regulations for Farm Animals
- Repeal of Animal Enterprise Terrorism Act (AETA)



Humane Society chief seeks animal-rights focus in D.C.

arojas@sacbee.com

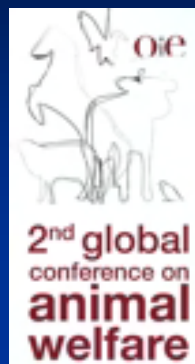
Published Friday, Nov. 28, 2008

Few political groups have been as successful in recent years at shaping state policies as the Humane Society of the United States under Wayne Pacelle.

Now that the nation's largest animal rights group has effectively banned the caging of egg-laying hens in California, it is turning its focus to Washington.

A week after voters here overwhelmingly approved Proposition 2, Pacelle called on the Humane Society's 10 million-plus members "to build on the momentum of that landmark outcome."

International Farm Animal Welfare Initiatives



International Guidelines
Have Been Developed on:

- Transport of animals by land
- Transport of animals by sea
- Transport of animals by air
- Slaughter of animals for human consumption
- Killing of animals for disease control purposes

Future Guidelines Being Developed:

- Livestock Production Systems
- Livestock Housing Standards



**FAO Open Forum & Expert Meeting
on Capacity Building to Implement
Good Animal Welfare Practices**

Rome, Italy

September 29 – October 3, 2008

Corporate Campaigns

- *Undercover Hires “Reporting” - playing on media & public’s love affair with animals*
- *Threatening Letters sent to Producers, claiming cruelty*
- *Continued push on retailers/producers for AW Guidelines;*



- *Stock Purchase - Shareholder Resolutions (Hormel, Tyson Pfizer, McDonald’s, many more)*
- *Campaigns Target CAFOs - attributing to public health concerns*
- *Terrorism Against Ag, Research & Food Companies*

Legal

- *Litigators on Staff of Animal Rights Organizations (HSUS, ALDF)*
- *90 Law Schools with Animal Law Programs; More Forming*
- *State Bar Assns. with Animal Law Sectors on the rise*
- *Growing Number of Lawsuits*
- *Training citizens to file lawsuits against CAFOs – GRACE*
- *Lawsuits filed based on existing laws*
 - *Government agencies (NJ, USDA)*
 - *Producers/processors (CA)*
- *Goal to Grant Same Legal Status to Animals as Children*
- *Courts Providing Damages beyond Monetary Value of Animals*

**Animal Ag can be Successful in Maintaining
Consumer Confidence**

BUT

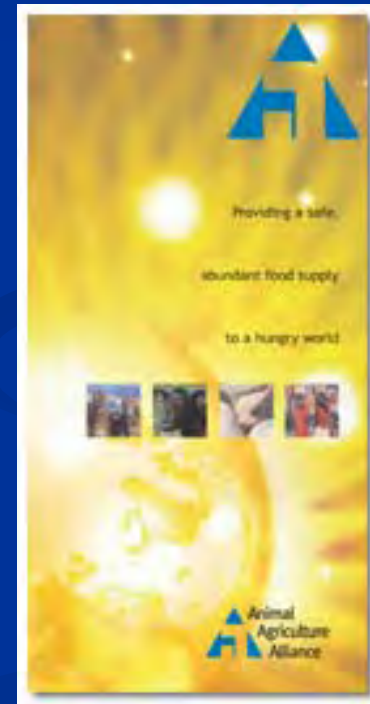
All Stakeholders Must Be Proactive

NOW

Things You Can You Do

At Your Farm or Business

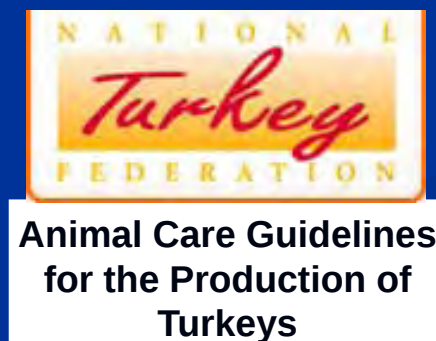
- Implement Industry's Animal Welfare Guidelines on farm and for transportation (NCBA, DQA, AVA, PQA *Plus* etc.)
- Become Certified
- Conduct 3rd Party Audit



Alliance brochure providing summary of industry-driven Animal Welfare Programs

Animal Welfare Programs in USA

Developed by 10 Ag Industry Organizations



Things You Can You Do

At Your Farm or Business

- Develop Company Policies on Animal Care & Handling
- Thoroughly Screen All Job Applicants – *know who you're hiring*
- Train All Employees on Policies & Proper Handling Procedures – ensure they know your expectations
- Hold Employees Accountable – *signed agreement w/ stated consequences*
- Implement a Security Plan – visitors, calls, signs, computers
- Develop a Crisis Management Plan
- One Company Spokesperson – Media Trained

Things You Can You Do

At Your Farm or Business

- Develop A Company/Farm Website
 - Free website development www.officelive.com
 - Make animal welfare & environmental stewardship prominent features
- Find Solutions to All Animal Handling & Care Problems – look at your farm & practices from outsider's perspective

Things You Can You Do



In Your Community & The World

- Tell Your Story – Ensure Your Commitment and Shared Values are Known:
 - *Customers, Legislators (local, state & federal), Community, Local Law Enforcement, Media*
- Strengthen State Laws to Protect Farming & Ranching
- Actively Participate in & Sponsor Community Events
- Join or Form State Alliance Coalition
- Join the Animal Agriculture Alliance – *national & international*

Threats Are REAL

Threats Are NOW

Potential Impact is Enormous

ANIMAL AG MUST ACT NOW

The Activists' Goals: In Their Own Words

....“We're willing to risk our lives and freedom to defeat you and stop your cruelty, most of you retreat at the thought of losing your new yacht or luxury car. Now really, who do you think is going to win?” - January 9, 2007 ALF Press Release

“Our goal is the abolition of all animal agriculture.”

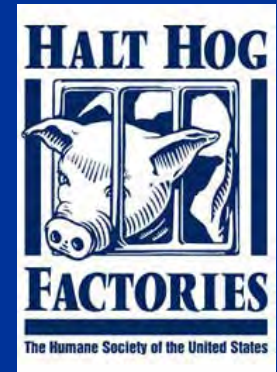
- John Goodwin,
HSUS Director

“Our long-term goal is rid the world of animal agriculture and convert everyone to a plant based diet.” – Bruce Friedrich, PETA Outreach Coordinator

“We are essentially in a pre-regulation phase in dealing with animals reared for food.”

**Wayne Pacelle, HSUS - Des Moines
Register, April 2, 2006**

HSUS' objective for the egg laying and broiler chicken industry is:
“to get rid of the industry.” – Miyun Park, Vice President of Farm Animal Welfare,
HSUS, October 6-8, 2006





www.animalagalliance.org

(703)562-5160

2009 Alliance Stakeholders Summit:

***“Politics, Activism & Religion – Influencing the
Debate on Animal Welfare”***

May 12-13, 2009

Alexandria, VA