

Recent Activist Campaigns

- California's activist-funded 2008 Proposition 2 campaign outlawed common agriculture practices and set a precedent for other states.
- Lobbied to strip funding from USDA horse slaughter inspection, shutting down all domestic horse slaughter in 2007.
- HSUS infiltrated the 4-H program in 2010, presenting a session at the National 4-H Convention to youth leaders entitled: "Animal Instincts: Service Learning and Animal Welfare."

HSUS Corporate Supporters

- Steak and Shake
- Jack In The Box
- Sonic Corp
- Oreck Vacuums
- Chipotle
- Bank of America
- Microsoft
- Xerox
- PetsMart
- Land Rover
- Harland Clark- they probably print your checks

What YOU Can Do

- Spread the word of HSUS' deception through grassroot efforts;
- Sign up for NCBA'S MBA (Master's of Beef Advocacy) Program;
- Join groups such as HumaneWatch.org, Animal Agriculture Alliance, and Advocates For Agriculture;
- Utilize social media, Facebook, Twitter and blog platforms to share your story;

Bottom Line

- Either you believe in farming and ranching, or you don't.
- Either you are willing to defend it, or you aren't.
- Agriculturists MUST tell their stories in order to push back the opposition and preserve our ability to feed the world!

Living With The Humane Society of U.S.



Animal Welfare vs. Animal Rights

- “Animal rights” means that animals have rights - and aren't ours to own or use for food, entertainment, or companionship.
- “Animal welfare” means providing proper care to animals - something that farmers and ranchers work hard to achieve everyday!

About Animal Activists

They have been in the business of creating conflict between animal agriculture and the consumer for more than 30 years.

- The end goal? Cause animal protein products to become so expensive that the average American can't afford them, putting farmers and ranchers out of business.
- These are not people who want to make a deal; this is a movement, an ideology, dogma, religion... this is a long-term battle.
- They are targeting youth, schools, colleges, and rock concerts by using “hyper emotionalism,” a false display of cruelty to get their message out.

Who is the Humane Society of the United States?

•The Humane Society of the United States preys on emotion to fundraise - even though, according to IRS documents, less than one-half of one percent (.5%) of HSUS' \$100 million budget goes towards hands-on animal care.

•But- according to a 2010 survey, 83 percent of Americans think that HSUS supports local animal shelters. 71 percent think it is an “umbrella group” for local shelters.

•Where does the money go? \$2.5 million went to HSUS employee pension plans- five times as much as the money used by the organization to promote animal welfare.

•HSUS takes on expensive ballot initiative campaigns, advertising, and lobbying to restrict livestock production practices.

•According to David Martosko of Humanewatch.org, PETA and HSUS are very much alike; they just differ in how they market their brands. PETA is a “pickpocket” and goes for shock value. HSUS is a “con man,” manipulating the public to gain support.

For more information visit: Animal Ag Alliance's Facebook Page