Activist Groups at a Glance

Animal rights groups have increasingly turned their focus to agriculture, utilizing misleading undercover videos and multi-million dollar political campaigns in an effort to drive farmers and ranchers out of business. The following report profiles the key animal activist groups that are actively fighting against animal agriculture. It includes financial information from the 2009 Animal People watchdog report, mission statements, and an overview of key campaigns and staff.

This information was compiled by the Animal Agriculture Alliance.

Index of Key Activist Groups

Animal Legal Defense Fund
Compassion Over Killing
Farm Animal Rights Movement
Farm Sanctuary
The Fund for Animals
Humane Society of the United States
In Defense of Animals
Mercy for Animals
People for the Ethical Treatment of Animals
Physicians Committee for Responsible Medicine

“The only person we have to answer to is those animals, not a judge or law enforcement.”

– Peter Young, North American Animal Liberation Front Spokesperson

“We have no reason to believe that the animal agriculture industry will manage its systems any other way than poorly.”

– Michael Weber, Farm Animal Rights Movement

“I think it would be great if all of the fast-food outlets, slaughterhouses, these laboratories and the banks who fund them exploded tomorrow.”

– Bruce Friedrich, Farm Sanctuary (formerly with People for the Ethical Treatment of Animals)
Headquarters: Petaluma, CA
Other Locations: Portland, OR
Website: www.aldf.org

Mission:
“To protect the lives and advance the interests of animals through the legal system.”

Major Programs:
- Promotes animal rights using the legal system.
- Offers free legal service to prosecute cases related to animal use.
- Involved in lawsuits against counties and states, petitioned USDA to require mandatory labeling of egg cartons.
- Encourages change in the future of animal law through Student Animal Legal Defense Fund Chapters and an Animal Law Program.
- Outreach includes seminars, workshops and publishes a quarterly newsletter, The Animals Advocate.

Key Staff:
- Stephen Wells, Executive Director
- Carter Dillard, Director of Litigation
- Matthew Liebman, Staff Attorney
- Bruce Wagman, Chief Outside Litigation Council
- Stephan Otto, Attorney and Director of Legislative Affairs
- Scott Heiser, Senior Staff Attorney

Quotes from Animal Legal Defense Fund Staff

"Animal rights is one of the greatest social justice movements of our time. It's captivating and alluring to students to get involved in this, to recognize that the human-animal bond is not reflected in the law as it is in society."
– Pamela Hart, Director of Animal Law Program
USA Today, 2010

“We’re concerned that this could be a national trend, and certainly it’s more of a threat in states that are more agricultural and have more legislatures that are more sympathetic to the agriculture lobby.”
– Matthew Liebman, Staff Attorney, on prevention of “undercover” farm photography

Year Founded: 1979

Expenses: $4,111,448*
Donations Received: $3,646,282*
Assets: $4,754,627*

*Financial information provided from 2011Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.
Headquarters: Washington, D.C.
Other Locations: Los Angeles, CA
Website: www.cok.net

Mission:
“To give a voice to the billions of animals who suffer behind the closed doors of animal agribusiness and to empower others to choose compassion by leaving animals off their plates.”

Major Programs:
- Campaigns to persuade food companies to decrease use of meat, eggs and other animal by-products:
  - Dunkin’ Doughnuts with Dunkin’ Cruelty.com for refusal to produce vegan products.
  - Boca (in collaboration with Mercy for Animals) to end usage of eggs in its products.
  - Morningstar Farms (in collaboration with Vegan Outreach) to decrease the amount of eggs in its products.
  - Subway with “We Love Subway” encouraging people to ask for all vegan products at their local Subway.
- Representatives seek undercover employment at farms and processing plants to obtain illicit video footage and photos.
- Promotes a meat, egg and dairy-free lifestyle.
- Operates traveling anti-meat exhibit often seen in urban areas.

Key Staff:
- Erica Meier, Executive Director
- Cheryl Leahy, General Council
- Christina Tacoronti, Campaign Director
- Miyun Park, former Co-Founder and President (now with Global Animal Partnership)
- Paul Shapiro, former Co-Founder (now with HSUS)
- Josh Balk, former Outreach Coordinator (now with HSUS)

Quotes from Compassion Over Killing Staff

“One of the most important things we can do for our health is to eliminate eggs, meat and milk from our diet.”
– Erica Meier, Executive Director
HSUS Taking Action for Animals Conference, 2009

“There is nothing more important than promoting veganism.”
– Paul Shapiro, former Co-Founder (now HSUS Senior Factory Farming Campaign Director)
National Student Animal Rights Conference, 2004

“I don’t want to be in the position where I am treating someone else different simply because they are another species.”
– Miyun Park, former Co-Founder/President (now Global Animal Partnership Executive Director)
“Gristle” book signing event, 2010

Expenses: $437,400*
Donations Received: $476,815*
Assets: $407,363*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.

Year Founded: 1995

Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.
**FARM (Farm Animal Rights Movement)**

**Headquarters:** Bethesda, MD  
**Website:** www.farmusa.org  
**Year Founded:** 1976

**Mission:**
“To end the use of animals for food through public education and grassroots activism. We believe in the inherent self-worth of animals, as well as environmental protection and enhanced public health.”

**Major Programs:**
- Coordinates annual grassroots events including the “Great American Meat-Out” and “World Day for Farm Animals.”
- In collaboration with In Defense of Animals hosts “Meatout Mondays” providing supplemental material on how to live meat free for one day per week.
- Provides small grants to vegetarian and farm animal protection groups in 30 countries.
- In 2010, launched “FARM Underground” a campaign targeting youth to advocate for their schools to provide vegan options and encourage youth activism.
- Organizes the national Animal Rights National Conference held every year, alternating between Los Angeles and Washington D.C.
- Provides vegetarian and vegan eating guides, and other materials.
- Founded “A Well Fed World”, an organization focused on climate change and hunger issues.

**Key Staff:**
- Alan Hershaft, President  
- Dawn Montcrief, Executive Director  
- Michael Weber, Campaign Coordinator

*(Organization was formerly known as the Farm Animal Reform Movement)*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.*

**Quotes from Farm Animal Rights Movement Staff**

"What I believe, what I know to be true, is that animals are people, and people are animals. What I want, what I intend to bring to fruition, is total animal liberation.”
— Alan Hershaft, President  
Animal Rights Conference, 2002

“Factory farming is not the key problem, but a system. The key problem is that society thinks it is okay to kill and use these animals.”
— Michael Weber, Campaign Coordinator  
Animal Rights Conference, 2010

(Animal Agriculture Alliance, 2011)
Headquarters: Watkins Glen, NY  
Other Locations: Orland, CA  
Website: www.farmsanctuary.org

**Mission:**  
“To end cruelty to farm animals and promote compassionate living through rescue, education and advocacy efforts.”

**Major programs:**
- Operates two shelters for rescued farm animals in New York and California. 
- Hosts a “Walk for Farm Animals” benefit and annual “Adopt-a-Turkey Project” encouraging people to adopt a turkey at Thanksgiving instead of eating one. 
- Active in the national and state political arena - advocated for many state legislative initiatives against agriculture including California’s Proposition 2 and “Ohioans for Humane Farms” initiative campaign, and federal initiatives such as “Preservation of Antibiotics for Medical Treatment” and “Prevention of Equine Cruelty” acts. Often collaborates with HSUS. 
- “Veg for Life Campaign” provides vegetarian/ vegan resources including eating guides, and “Veg Pledge.”

**Key Staff:**
- Gene Baur, President and Co-Founder (Previously known as Gene Bauston while married to Lorri Houston) 
- Allen Kornberg, Executive Director 
- Bruce Friedrich, Senior Director for Strategic Initiatives (Formerly with PETA) 
- Lorri Houston, Co-Founder and former President (Previously known as Lorri Bauston while married to Gene Baur)

**Quotes from Farm Sanctuary Staff**

“We need to keep pushing them farther and farther and hold their feet to the fire.”
– Gene Baur, about animal agriculture  
 HSUS Taking Action for Animals Conference, 2009

“I dream of a vegan world—that’s where I want everything to go.”
– Gene Baur  
 HSUS Taking Action for Animals Conference, 2010

“People need not consume meat, dairy, or eggs... Everyone who agrees unnecessary animal suffering should be ended must eat no animal food products.”
– David J. Cant, Farm Sanctuary “investigator”  
 Kansas City Star, 2000

**Financial Information:**
- Expenses: $5,888,248* 
- Donations Received: $5,850,986* 
- Assets: $6,393,674* 

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy. 

Year Founded: 1986
Headquarters: New York, NY
Website: www.fundforanimals.org

Mission:
“To protect animals in the courts and provide for their veterinary, sanctuary, and rehabilitative needs at direct animal care facilities.”

Major Programs:
- Formed the Humane Society Legislative Fund with HSUS to run legislation campaigns at the state and national level.
- Operates five horse and wildlife sanctuaries.
- Lobbies against hunting, trapping, animal agriculture, and circuses.
- Launched the Animal Protection Litigation department, with a staff of 30+ full-time lawyers and a network of 1,000+ pro bono lawyers.
- Coordinates “Animal Law Litigation Project” at George Washington University’s School of Law.

Key Staff:
In 2005, Wayne Pacelle and Michael Markarian merged HSUS and the Fund for Animals. It is now owned and operated by HSUS.

Quotes from The Fund for Animals Staff

“We have no ethical obligation to preserve the different breeds of livestock produced through selective breeding. ...One generation and out. We have no problems with the extinction of domestic animals. They are creations of human selective breeding.”
– Wayne Pacelle, former National Director of Fund for Animals (current HSUS President/CEO)
Animal People News, May 1993

"We are going to use the ballot box and the democratic process to stop all hunting in the United States... We will take it species by species until all hunting is stopped in California. Then we will take it state by state."
– Wayne Pacelle, former National Director of Fund for Animals (current HSUS President/CEO)
Full Cry, October 1990

“..your everyday meat-eaters and cosmetics users; they are not vivisectors, they are not slaughterhouse operators, and they have basic feelings of compassion. But they are accustomed to eating, wearing, and using animal products, and they need to be convinced to give them up. They can be won over- slowly but surely they are being won over...”
– Michael Markarian, former President (current HSUS COO)
Humane Society of the United States (HSUS)

Expenses: $121,725,153*
Donations Received: $100,846,047*
Assets: $160,511,563*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.

Headquarters: Washington, DC
Other Locations: Many state/ regional offices
Website: www.humanesociety.org
Year Founded: 1954

Mission:
“We work to reduce suffering and improve the lives of all animals by advocating for better laws; investigating animal cruelty; conducting campaigns to reform industries; performing animal rescue and emergency response; and providing care to animals through our sanctuaries, emergency shelters, wildlife centers, and clinics.”

Major Programs:
- No affiliation with local shelters- runs misleading commercials filled with celebrities and images of mistreated animals to fundraise.
- “Factory Farming Campaign” seeks to ban common farm animal production practices through legislation and ballot initiatives.
- Representatives seek undercover employment at farms and processing plants to obtain illicit video footage and photos.
- Hosts conferences and workshops for animal activists, including annual “Taking Action for Animals” conference- all events are catered with vegan food only.
- Buys stocks in retail/restaurant companies to introduce shareholder resolutions impacting farm animal production practices.
- Targets youth with campaigns; launched Humane Society University in 2010.
- Files lawsuits against governments and animal facilities to force policy changes.
- Acquired the Association of Veterinarians for Animals Rights (now called Humane Society Veterinary Medical Association) in 2008.

Quotes from HSUS Staff

“We believe in the Three Rs - reducing the consumption of meat and other animal-based foods; refining the diet by eating products only from methods of production, transport, and slaughter that minimize pain and distress; and replacing meat and other animal-based foods in the diet with plant-based foods.”
– Wayne Pacelle, President/CEO
Farm & Dairy Magazine, 2009

"The Meat Industry Equals Systematic Murder."
– sign carried by Paul Shapiro during Compassion Over Killing protest (prior to joining HSUS as Campaign Senior Director)
The Washington Post, 2003

"My goal is the abolition of all animal agriculture."
– John “J.P.” Goodwin, Director of Animal Cruelty Policy and former Animal Liberation Front spokesperson

Key Staff:
Wayne Pacelle, President /CEO
Michael Markarian, Executive VP/COO
Michael Greger, Director of Public Health and Animal Agriculture
Paul Shapiro, Senior Director of Factory Farming Campaign
Josh Balk, Outreach Coordinator of Factory Farming Campaign
Matt Prescott, Director of Corporate Policy & Supply Chain Strategy
John “J.P.” Goodwin, Director of Animal Cruelty Policy (former Animal Liberation Front spokesperson)
In Defense of Animals

Headquarters: San Rafael, CA
Website: www.idausa.org
Year Founded: 1983

Mission:
“To end animal exploitation, cruelty, and abuse by protecting and advocating for the rights, welfare, and habitats of animals, as well as to raise their status beyond mere property, commodities, or things.”

Major Programs:

- Has a variety of campaigns focused on:
  - Banning animals in entertainment.
  - Eliminating dissection in science classrooms.
  - Anti-dog breeding, foiegras and fur.
  - Banning medical research using animals.
  - Promoting animal “guardianship”- not “ownership”.
- Advocates for a vegetarian or vegan lifestyle, promotes “eco-eating” using Youtube videos.
- Produces PSAs with celebrity endorsements and images of injured or mistreated animals.
- Operates the Hope Animal Sanctuary in Mississippi.
- In collaboration with FARM, hosts “Meatout Mondays” providing materials on how to live meat-free for one day per week.

Quotes from In Defense of Animals Staff

“Our goal: to convince people to rescue and adopt instead of buying or selling animals, to disavow the language and concept of animal ownership.”
– IDA website, 2001

“It is time we demand an end to the misguided and abusive concept of animal ownership. The first step on this long, but just, road would be ending the concept of pet ownership.”
– Eliot Katz, President

“We are all the animals and they are all us.”
– Doll Stanley, Sanctuary Director
Animal Rights Conference, 2010

“Animals on a modern factory farm lead lives of unimaginable suffering and die cruel deaths in order to end up on the dinner table. [...]Death is merciless and inevitable: a bolt gun or a knife ends a life spent in hell.”
– IDA website, 2011

Expenses: $3,394,504*
Donations Received: $3,441,840*
Assets: $4,272,157*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.

Key Staff:
Elliot Katz, Founder and Chairman
Doll Stanley, Sanctuary Director
Bill Dyer, Southern California Office

(Animal Agriculture Alliance, 2011)
Mission:
“Works to be a voice for animals through proactive consumer education and advertising campaigns, research and undercover investigations, rescues, working with news media, and grassroots activism.”

Major programs:
- Advocates for the total elimination of animal agriculture, promoting a vegan lifestyle.
- Sponsor of 2011 “Farm to Fridge Tour” promoting undercover videos of “factory farms”.
- Hosts the website ChooseVeg.com, a provider of vegetarian and vegan eating guides, recipes and reasons to switch to vegetarianism.
- Representatives seek undercover employment at farms and processing plants to obtain illicit video footage and photos.

Key Staff:
- Nathan Runkle, Executive Director and Founder
- Matt Rice, Director of Operations
- Daniel Hauff, Director of Investigations
- Brooke Mays, Director of Communications
- Jason Smith, Hired “Investigator” on Ohio Dairy Farm (Also hired by HSUS for farm footage in Vermont)

Quotes from Mercy for Animals Staff

“It’s quite common that farmers don’t have respect for animals and use them as a commodity.”
–Heather Patrick, MFA Chicago Campaign Coordinator
HSUS Taking Action for Animals Conference, 2009

“Animal abuse is systemic throughout animal agriculture.”
–NathanRunkle, Executive Director
“Fowl Play” video, 2009

“Often, MFA investigators will obtain jobs at a facility, as a maintenance worker for example, and then use pinhole-sized hidden cameras and audio recording devices to document what they see.”
–Matt Rice, Director of Operations, about “undercover” photography on farms
Veganconsultant.com, 2011

Expenses: $335,385*
Donations received: $461,381*
Assets: $211,411*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.
**People for the Ethical Treatment of Animals**

**Headquarters:** Norfolk, VA  
*many other locations*

**Website:** www.peta.org

**Year Founded:** 1980

**Mission:**
“PETA operates under the simple principle that animals are not ours to eat, wear, experiment on, or use for entertainment. PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans.”

**Major programs:**
- Uses shock tactics and celebrity endorsements to gain media spotlight while advocating for the elimination of animal agriculture, the fur industry, hunting and animal research.
- Defends actions of Animal Liberation Front, a group that uses arson and illegal acts to intimidate those opposed to animal rights.
- Buys stocks in companies to introduce shareholder resolutions.
- Targets children/teens with youth advocacy campaigns and social media.
- Seeks undercover employment at farms to obtain illicit video and photos.
- Launched $1 million challenge to companies to develop commercial production of “invitro” meat by 2012.
- Promotes an excise tax (or “sin tax”) to be placed on meat.

**Key Staff:**
- Ingrid Newkirk, Founder /President
- Bruce Friedrich, Vice President
- Neal Barnard, M.D., Scientific Advisor  
  *(Current President of PCRM)*
- Dan Mathews, Vice President

**Quotes from PETA Staff**

"*[Eating meat] is not your personal decision, any more than, you know, whether somebody beats their child is their personal decision.*"
– Bruce Friedrich, former Vice President (current Farm Sanctuary Senior Director)  
Animal Rights Conference, 2002

“*There’s no rational basis for saying that a human being has special rights. A rat is a pig is a dog is a boy. They’re all animals.*”
– Ingrid Newkirk, President  
Washingtonian Magazine, 1986

"*We're at war, and we'll do what we need to win. If we got rid of the slave trade, we can get rid of the beef industry.*"
– Dan Mathews, Vice President  
USA Today, 1991

"*What we must do is start viewing every cow, pig, chicken, monkey, rabbit, mouse, and pigeon as our family members.*"
– Gary Yourofsky, National Lecturer  
Toledo Blade, 2001

**Expenses:** $33,190,056*  
**Donations Received:** $32,614,373*  
**Assets:** $24,656,863*  

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy.
**PCRM**

**Physicians Committee for Responsible Medicine**

**Headquarters:** Washington D.C.

**Website:** www.prcm.org

**Mission:**
“Promotes preventive medicine, conducts clinical research, and encourages higher standards for ethics and effectiveness in research.”

**Major programs:**
- Created by PETA in 1985 to be the “scientific” voice of the animal rights movement. It spreads stories about the horrors of eating meat, milk and eggs, and promotes vegetarianism.
- In August of 2000, PCRM filed a complaint with the USDA over its new “Thermy” campaign that promotes the use of thermometers in meat preparation, claiming that “meat is unsafe at any temperature.” It promotes that meat consumption leads to cancer, diabetes, heart disease, hypertension, and other serious health problems. Barnard even compares “the dangers” of eating meat to smoking tobacco.
- Promotes a national anti-meat and anti-milk campaign depicting a vegan lifestyle as the healthiest choice. In 1991, PCRM proposed that meat and dairy be dropped completely from the Food Pyramid.
- The PCRM Legislative fund, Cancer Project, and Washington Center for Clinical Research are spinoffs of PCRM projects. PCRM received funding from PETA until 2005.

**Key Staff:**
- Neal Barnard, M.D., President
  *(Scientific Advisor to PETA)*
- Russell Bunai, M.D., Treasurer & Secretary
- Mindy Kursban, Esq., Director
- Mark Sklar, M.D., Director
- Barbara Wasserman, M.D., Director

*(Physicians make up just 6 percent of PCRM’s membership.)*

**Quotes from PCRM Staff**

“To give a child animal products is a form of child abuse.”
– Neal Barnard, M.D., President

“Food For Life” book, 1994

“The beef industry has contributed to more American deaths than all the wars of this century, all natural disasters, and all automobile accidents combined. If beef is your idea of “real food for real people,” you’d better live close to a real good hospital.”
– Neal Barnard, M.D., President

The Buffalo News, 1995

“Get arrested. Destroy the property of those who torture animals. Liberate those animals interned in the hellholes our society tolerates.”
– Jerry Vlasak, M.D., former spokesperson and scientific advisor

Animal Rights Conference, 2002

**Expenses:** $7,893,844*

**Donations Received:** $9,003,536*

**Assets:** $7,340,925*

*Financial information provided from 2011 Watchdog Report on Animal Charities, compiled by Animal People, a newspaper founded for animal advocacy. The separate PCRM Foundation had total expenses of $8 million and granted $5 million to PCRM in 2010.

**Year Founded:** 1985
The ideology of the animal rights movement—that animals are not ours to own, enjoy, or use in any way—is a direct assault on farmers and pet owners. Activists often hide their true agenda in order to gain the support of unknowing pet lovers. Here, you will find current updates from the world of animal rights.


Read the Alliance’s free monthly newsletter featuring the latest news on activist groups.

http://www.animalagalliance.org/newsletter/index.cfm

More information is available on the Alliance’s Member website.

http://animalagalliance.org/members/

This reference from the NAIA explains the differences between a variety of animal use philosophies, from animal abuse to animal liberation.

http://www.naiaonline.org/pdfs/continuum.pdf

Read a collection of revealing quotes from some of the leaders of the Humane Society of the United States and other prominent animal rights activists.

http://www.furcommission.com/debate/words2.htm

An insightful blog that keeps a watchful eye on the actions of the Humane Society of the United States.

http://www.humanewatch.org/

Established in 1987, the Animal Agriculture Alliance includes individuals, companies and organizations who are interested in helping consumers better understand the role animal agriculture plays in providing a safe, abundant food supply to a hungry world. The Alliance’s mission is to communicate the importance of modern animal agriculture to consumers and the media. The Alliance educates these audiences about topics ranging from animal welfare to biotechnology using reliable, science-based information. Learn more at www.animalagalliance.org.