FARM ANIMAL RIGHTS’ NATIONAL ANIMAL RIGHTS CONFERENCE
JULY 10-13 2014 • LOS ANGELES, CA

SPECIAL REPORT
Executive Summary

The National Farm Animal Rights (FARM) conference was held this year between July 10th and 13th in Los Angeles, California. As the Alliance has done for more than ten years, we sent staff members to observe the conference and report back on upcoming campaigns, new targets for the animal rights movement, and general sentiment of the attendees and notable speakers.

More than 1,300 animal rights supporters attended the 2014 FARM conference, representing forty-five states and fifteen countries. This year, Alliance staff members split up to try and cover as many of the 80 breakout sessions as possible. More than 120 speakers representing virtually every sector and viewpoint of the animal rights movement attended the conference. Notable speakers included Ingrid Newkirk, Nathan Runkle, Chris DeRose, Michael Klaper, Colleen Holland, Will Potter, Steve Best, Gene Baur, Michael Budkie, Merritt Clifton, Natalie Prosin, Rachel Meeropol, and FARM’s Alex Hershaft.

This year’s conference also boasted new sessions including Feminism & Animal Rights, organized by Charlotte Cressey, and Tales from the Trenches, which “moved the audience to tears with harrowing first-hand accounts by undercover investigators Taylor Radig, Simone Reyes, and TJ Tumasse.”

Repeatedly, the speakers emphasized that the movement “is winning” and were confident that serious changes would be made this year to “improve” the lives of farm animals, animals used in entertainment, and animals used for medical research. Despite that confidence, however, multiple speakers noted that the animal rights movement is bifurcated; plagued by in-fighting and political squabbles. It would appear, therefore, that there is dissent within the animal rights ranks.

For example, FARM’s Alex Hershaft publicly commented that he was enthused that Ingrid Newkirk was speaking at this year’s conference—after she had refused to attend the conference for the last thirteen years. Similarly, the Humane Society of the United States (HSUS) was repeatedly accused of being “too nice,” and compromising too much with the opposition, a sentiment that was echoed in a recent blog by HSUS’ Wayne Pacelle where he impressed upon viewers to “trust HSUS” and its work.

There are certainly similarities between this year’s report and the 2013 Alliance Farm Conference Report. Additionally, you’ll notice similar phrases, jokes and overall sentiments expressed by the speakers at the FARM conference, that were previously expressed a few weeks earlier at HSUS’ Taking Action for Animals Conference.

Of particular note at this conference, however, were the panels that included current and former undercover investigators and the animal rights organizations that employ and defend them. Mercy for Animals’ Nathan Runkle called these investigators the “special forces” of the movement. UndercoverJustice.com, a company that specializes in creating hidden photo and video equipment, sponsored these sessions. The popularity of these sessions indicates that the proclivity held by animal rights organizations towards utilizing this tactic are not waning.

Speakers also focused a great deal of time on discussing those animals used in entertainment including animals kept in zoos, circuses and at SeaWorld. Multiple speakers touted this year’s campaign against SeaWorld, including the popular documentary Blackfish as a great success for the movement overall.

In the pages that follow, you’ll find our staff members’ notes presented in their original form. In order to ensure the authenticity of this report we have included direct quotations without alteration, and apologize in advance for those quotations that include profanity or otherwise offensive language. We have organized the sessions into five key sections, the last of which is a reference section containing links to videos and books referenced throughout the conference by various speakers. Sessions highlighted in blue represent the sessions attended by Alliance staff.
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Opening Plenary
Lessons from Movement Leaders Movement leaders with decades of experience share their expertise

Animal Rights Yesterday & Today Historical development, Eyewitness account, Differing philosophies

State of Our Movement Recent progress, challenges, and prospects in key areas of animal abuse

Documenting Our Movement: Then and Now Archiving the history of our movement and displaying current issues to the public

Confronting Challenges to Animal Activism Repression of investigations and social activism by government and corporate interest

Developing Our Movement Mission & vision, structure, alignments, issues, leadership, communications

Our Movement Will Win

Keynote Presentation
Ingrid Newkirk - founder and president, PETA
With the lights off and an emotional song playing in the background, actress Elaine Hendrix lit three candles. The first was for all of the suffering animals, the second was for the activists that could not attend—especially those imprisoned for the fight, and the third candle represented the animal oppressors—so that they could change. The lights then returned and the candles burnt throughout the night as the Co-founder and President of Farm Animal Rights Movement (FARM), Alex Hershaft, took the stage.

Alex Hershaft: Hershaft immediately set the tone for the conference by stating: “animals have the right to be free from human exploitation.” This is essential, and video documentation will allow us to reach this point sooner as people join with the goals of animal activists. Asking how many people were attending the conference for the first time, a vast majority raised their hands; he ensured them that the conference was a “safe space,” promising: “this will be a life changing experience.” He also requested that all “under-covers” who were sent to report back to their companies report accurately.

John D’Amico: To give perspective on himself and the work he has done in West Hollywood, D’Amico pronounced West Hollywood as “the most humane city in the United States,” and desires to work to expand this standard into other cities. His words were few, mostly speaking to various accomplishments and his work to set the standards for all policy makers in the advancement of animal rights.

Paul Koretz: He immediately announced that part of his job was to represent the animals, and he declared Los Angeles to be the first animal cruelty-free city in the world. His work has included prohibiting the eviction of elders with pets, as well as lifting the “3 pet minimum” in Los Angeles homes. However, in reference to working against hunters to create legislation prohibiting hunting from helicopters and hunting with dogs to chase
Animal Ag Aware (MEMBERS ONLY)

bears up trees, he stated “special interest groups have a lot of sway.” Veterinarians presented an obstacle in legislation to ban declawing of both domestic and exotic cats, because that’s where “they make a lot of money.” Passing the bill against exotic cat declawing, he will continue to work to end domestic cat declawing. As of now, “cities cannot regulate medical procedures.” According to Koretz, luckily for LA, the bullhook was successfully banned, as was the use of rodenticide in the Hollywood Hills that was suspected to be accidentally killing owls and mountain lions.

Ted Leu: He united himself with activists present, speaking to their efforts saying it is “harder to help those without a voice.” He proclaimed that the success LA and the entire state of California has had is the goal for the entire country. Speaking briefly, he congratulated all on their accomplishments, especially when working against those like hunters who will try to intimidate you out of a vote.

Remarks from the Session’s Silver Sponsors
A Well-Fed World, Dawn Moncrief
Compassion Over Killing, Erica Meier
International Primate Protection League, Dr. Shirley McGreal
Stop Animal Exploitation Now!, Karen Budkie
Sea Shepherd Conservation Society, Susan Hartland
Veganuary, Matthew Glover

Dawn Moncrief: “[We] animal activists can get accused of not caring about people,” but A Well-Fed World “connects people with animals.” The better alternative to Heifer International, which kills more animals than people it feeds, A Well-Fed World is feeding people without abusing animals.

Erica Meier: One of the most important questions we need to ask is this: “How many animal abusers does it take to change a light bulb?” “None, because they want to keep you in the dark.” Animal agriculture wants to keep you in the dark and are ensuring this with ag-gag laws, “this is an important battle that we need to fight.” “Animal ag” is protecting themselves, not the animals. Now, “How many vegans does it take to change a light bulb?” “It doesn’t matter because we’re here to change the world, not a light bulb!”

Dr. Shirley McGreal: Highlighting Gibbon Sanctuaries, among others, Dr. McGreal announced legislation in Malaysia banning the slaughter of monkeys. She continued to describe successes and hopes for the future very enthusiastically.

Karen Budkie: Unlike the majority of organizations present, Budkie made it clear that SAEN’s goals “focus exclusively on the animal experimentation movement.” The National Institute of Health spends taxpayers’ money to exploit 150-200 million animals per year, and that needs to be brought to light; her hope is to move these animals to sanctuaries.

Susan Hartland: For the Sea Shepherd Conservation Society, their work is “direct action animal protection.” Describing the international campaigns of the Sea Shepherd, and regretting that Paul Watson could not join them at the conference, she specifically highlighted the ongoing efforts to protect whales and seals.
Matthew Glover: At the conference during his honeymoon, Glover spoke about Veganuary as an up-and-coming effort to turn more people vegan. Launched in the United Kingdom, his goal for this January is to reach 100,000 participants in the United Kingdom and 50,000 participants in the United States. Comparing Veganuary to the Beatles, Glover stated: “We want to take America by storm.”

Dr. Shirley McGreal: Speaking to the accomplishments in her forty-one years of activism, the first campaign mentioned was Project Bangkok Airport, where she and other volunteers logged every animal transported. Upon delivering the information to the Thai Prime Minister, the export of all monkeys was promptly banned. With the Singapore Connection, they successfully stopped the “laundering and exploitation” of Gibbons monkeys. The India Export Ban was unique because it brought greater awareness to veganism and the relationship between monkeys and humans. Another success story was the Taiping Four Case where the Nigerian Minister of State was so “furious” from the cited gorilla abuse that an investigation was done and Nigerian gorilla export was ended. Such support “was thunder.” With all of these efforts, Dr. McGreal concluded of herself and her volunteers that “we feel we are so privileged to share our lives with animals.” The moderator took a moment to personally applaud these animals, saying that “the misconception is we haven’t accomplished anything because the whole world isn’t vegan, but these primates would disagree.”

Dr. Marilyn Kroplick: Beginning with an informal poll of who felt the movement was getting “shittier” and who felt there was “greater awareness,” the room showed partial support of each. Dr. Kroplik presented the current situation as a moment of truth for civilization, going one of three ways. The first was to put on the blinders and hope everything stays the same; the a second is that catastrophe is soon to come and cause a horror show. The third, is the one activists can control: “you are the creator of this story,” responding to crisis with a movement that is unified. To do this requires three things:

1. Build enthusiasm as a resource for yourself – we only see trauma; we don’t see meat but rather the animal in pain. That’s exhausting, but please, “enjoys the process.”
2. Broaden your activism, “activists are active for the purpose bigger than self-interest,” move beyond protesting and campaigning to shift towards consciousness, taking the perspective of a beginner’s mind.
3. Redefine the meaning of your life; don’t absorb the trauma, face it.

Remember: “this isn’t an exclusive club, it isn’t an ‘us versus them’.” We need to make this movement mainstream “without sacrificing integrity.”

Gene Baur: Speaking of the various events he and Animal Sanctuary have endorsed, he summarized: “we encourage people to live in a way that aligns with our values.” The choices people make in eating have “profound consequences” and “we are trying
to inspire people to live well.” Baur continued, “at farm sanctuary, animals are our friends not our food.” Animal abuse is a people problem, he urged, referencing their fight against Higgins Pigeon Shoot. With early Higgins protests, participants yelled “what about abortion?” to which activists responded: “your mom should’ve had one!” People eventually sided with [us], Baur consoled, but it reminds us to learn about the different perspectives. The decrease in the number of animals slaughtered in the U.S. is because “people don’t want to be a part of an abusive system” we are the rationalizing animals and we need to walk away from farming. After all, referring to his work, “sanctuaries were an outgrowth of abuse.”

Animal Rights Yesterday & Today

**Historical development, Eyewitness account, Differing philosophies**
Steve Best - Professor of philosophy, *University of Texas El Paso*
Merritt Clifton - Editor, *Animals 24/7*

**Merritt Clifton:** It’s taken a long time for the movement to get here, Clifton reminisced, speaking to the religious offset of veganism and anti-cruelty teachings. Crediting such figures as Henry Bergh and Carol White with pioneering the movement, he described those in the beginning as having “advocated on behalf of everything we believe today.”

**Steve Best:** In contrast to Clifton, Best was incredibly animated, and at times, would yell at the audience. He described utility as “the best action is the action that brings the greatest joy to the most people.” From there Best’s arguments centered on animals and how much their interests should count, first arguing sentience and then morality. Speaking to animals’ rights for freedom from exploitation, he announced “The question is can they feel – God damn it, we know the answer to that.” He went on to emphasize animal agriculture as modern day slavery, urging everyone to take Peter Singer’s moral standard and give it the element of protection: “we’re not talking about kindness anymore, we’re talking about justice.” Best concluded that “we are fighting not for reform, but revolution.”

Plenary

**State of Our Movement** Recent progress, challenges, and prospects in key areas of animal abuse
Alex Hershaft - President & Co-founder, *Farm Animal Rights Movement*
Micheal Budkie – Executive Director, *Stop Animal Exploitation Now!*
Lisa Lange – Senior Vice President of Communications, *PETA*
Lauren Ornelas – Executive Director, *Food Empowerment Movement*

**Alex Hershaft:** “Animal abuse is as old as history itself.” Anti-vivisection and humane organizations began in in the 19th century while the concept of animal rights: “that animals have their own rights,” started in 1964. Today there is “less drama [in the movement] because it is in the talking stage.” The animal rights movement is “more institutionalized” and “more professional.” There is also a “greater public acceptance.”

**Michael Budkie:** The animal rights movement has helped create “true landmark events” in the area of animal testing. These include “literally cutting off the supply of animals” to the Smithsonian and successfully fining the University of Wisconsin $35,000
for “allowing them [Muskoxen] to literally starve to death” as well as fining Harvard University, University of Louisiana and Reno for similar “injustices.” From 2010 to 2012 animal experimentation dropped 16 percent. The “bottom line is we are winning” and “winning in the court of public opinion.” However, there are still 95,000 animals “excluded from the definition of animal and not counted.” “During this talk 3,400 [monkeys are] victimized.” Budkie “need[s] all of you to get involved and help with this fight.”

Lisa Lange: The best example of a success in the animal rights movement is the SeaWorld campaign. “Things will never be the same for this ‘abusement park’.” Most of this success is due to the movie Blackfish: it has caused schools to cancel field trips and overall attendance has gone down. Sea World sued PETA for viewpoint discrimination and PETA won. A great moment in the anti-Sea World movement was when a 12-year-old jumped the barricade to protest the Sea World float during the Rose Bowl Parade. Revenue has dropped 11 percent and “shareholders are dropping stock left and right.”

Lauren Ornelas: “We must use our voices and elect politicians that have our beliefs and views.”

Documenting Our Movement: Then and Now Archiving the history of our movement and displaying current issues to the public
Carolyn Mullin Executive Director, National Museum of Animals and Society
Gwyneth Thayer – Head Curator, Tom Regan Animal Rights Archive

Carolyn Mullin: Speaking to the efforts of creating the museum as reclaiming the movement, she credited Caroline Earle White as her inspiration, being the “Rosa Parks of the movement.” The mission of the museum is to “actively enrich human and animal lives,” focusing on animal protection, animal studies, and humane education. Highlighting exhibits, “Uncooped” looks at chicken integration in society while “My Dog is My Home” looks at the relationship between the homeless and their pets. “Our museum is the museum of the underdog,” she said, and collected materials range from grassroots campaigns to more focused initiative. Their next step will be an oral history series on the movement.

Gwyneth Thayer: Thayer’s personal interest stems from greyhound racing, having written a book on the subject. She ensured that “this is not a movement that just emerged out of nowhere,” but rather the animal rights movement is finally getting attention on the academic map. Documentation is critical, and the archives will serve to preserve the challenges, hopes for the future, and goals. Without the formal archives, many animal rights groups do not have accessible histories, unlike the Massachusetts Society for the Prevention of Cruelty which has maintained its own historical archives. Not all materials obtained are digitized, but through their website they can take requests for information; in this way they have seen a number of Ph.D. students use the archives, which they will hopefully then refer to again in future materials the students publish. Between the museum and the archives, “we need to recognize what’s important and preserve it.”

In the question and answers session, Alex Hershaft asked if Thayer and Mullins were in competition (for materials). Both agreed that there is no competition because they need to work together to catalogue everything.
**Confronting Challenges to Animal Activism** Repression of investigations and social activism by government and corporate interest
Vandhana Bala – General Counsel, Mercy for Animals
Will Potter – Author, Green is the New Red

**Vandhana Bala:** The agriculture industry is losing profits. To combat this they have tried to pass ag-gag legislation. At first the legislation just attempted to stop videotaping on farms but now it [the legislation] is also banning misrepresentation on employment applications. To support this legislation the agriculture industry gives money to “backers” such as in the case of the beef industry and the Iowa Governor. The industry is now trying to sneak the ag-gag bills into other legislation. However, the undercover investigations are necessary for reasons like the Bettencourt dairy in Idaho where “one worker was sexually abusing one of these cows.” The Idaho Dairy Association then gave the government $500,000 dollars and the Association itself wrote an ag-gag bill sponsored by the American Legislative Exchange Council representative. It is important to stop the ag-gag legislation because it “effects environment, food safety and workers rights.”

**Will Potter:** The United States Government considers animal activists the number one domestic terrorist. The animal industry (companies listed in picture below) is attempting to pass legislation that would deem animal activists terrorists for negatively impacting an animal agriculture business. Potter discussed how he was able to go onto a website shared by all of the listed companies, type in “test” for the username and password and find out information the industry was saying about him and the Humane Society of the United States.

With regard to ag-gag legislation, other countries are saying they want to implement similar laws. And now, finally, the American Civil Liberties Union is starting to chime in against ag-gag. Pork Network has stated that 73% of those in agriculture are against ag-gag legislation. If videos are banned on factory farms, Will Potter discussed his new idea. He recently raised $75,000 dollars to buy drones to fly over farms and videotape the impact of CAFOs on the environment.
Developing Our Movement  Mission & vision, structure, alignments, issues, leadership, communications
Alex Hershaft President & Co-Founder, Farm Animal Rights Movement

**Alex Hershaft:** The animal rights movement is a social movement consisting of a vision, public support, leadership and rapid means of communication. Although, Hershaft noted, the movement is “not so good on publications anymore.” The movement’s vision was created in 1990 by 46 organizations. “92% support the idea but 98% continue to eat them [animals].” “Carnism” is the social norm today, “eating animals is a concept, not just a diet.” It is important to “frame our idea.” “Our concept is that not eating animals is normal and natural.” The “meat industry does not say it has no role in chronic diseases, they say its not as bad as we [activist] say.”

In 1964 Ruth Harris wrote the book Animal Machines and shortly after the first animal rights meeting was held and 60 organizations were formed from 1,500 people. The 1981 conference established the official beginning of the animal rights movement. One attendee at that meeting was Alex Pacheco who also “enrolled in GWU [George Washington University] for the purpose of funding his little organization, People for the Ethical Treatment of Animals.” What does a movement do, asked Hershaft? Litigation, leafleting, writes books, education. “Some are more militant” and “some of us do more education.”

“Movements need victories,” said Hershaft. The problems this movement has experienced include our “strength of conviction.” Many activists lack motivation and there are few who are passionate about the issues. Hershaft shared an analogy asking: if your dog was to go missing and was sold to a laboratory down the street, would you just write a letter or would you break him out?

Critical Lacks:
- Unity: “I don’t think I would advocate unity.”
- Uniformity: All those who attend the conference are interested in different areas.
• Communication: The “different organizations should communicate better.” “If our opponents know how little we communicated – they would be amazed.”
• Donations: donations have increased in the last 20 years.
• Cooperation: Hershaft was frustrated that conference speakers were upset that other speakers were also presenting. Hershaft adding “We can’t afford this personal bullshit.”
• Leadership: There is a “lack of charismatic leadership,” adding, “we don’t have a Martin Luther King.”

Highlighting the strife within the animal rights movement, Hershaft noted that he had asked Ingrid Newkirk why PETA has not been to the FARM conference in 13 years. Newkirk replied, “they [PETA] are criticized at these conferences by other people.” Hershaft stressed that it was important for all groups to get along because they all agree, “non-human animals need rights.”

An audience member stated that in the new atheist movement there were online debates and forums. She wanted to know why the animal rights movement could not do this with an organization such as the National Dairy Council. Hershaft stated, “I don’t think they would be interested, I know they wouldn’t be interested” because the “Dairy Council has no good information they want to spread.” Another attendee added that there had been a previous public debate with Gene Baur and Joel South that the winner was voted on by a neutral audience. The animal advocates won 75-25.

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Plenary
Our Movement Will Win
Colleen Holland – Associate Publisher, VegNews Magazine
Chris DeRose – Founder, Last Chance for Animals
Dr. Michael Klaper – Vegan Doctor

Colleen Holland: Fourteen years ago, the first “VegNews” was premiered at AR2000 and the support was incredible. Now, in 2014, we are seeing “people waking up” they want to “prevent disease” and “save the world.” “The veil is finally being lifted from factory farms,” people are demanding it!

Holland then presented a compilation of this year’s ten most “defining” headlines:
1. “America’s Milk Consumption is Plummeting”¹
2. “India Bans Foie Gras”²
3. “Egg-Replacing Startup Raises $23 Million from Asia’s Richest Man”³
4. “Cinnaholic Gears Up for Sweet Expansion Plans Post Shark Tank”⁴

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5. “World’s 10 Best Vegetarian Destinations”\(^5\)
6. “Native Foods Receives $15 Million Investment”\(^6\)
7. “Levi’s Stadium Dubbed USA’s Most Vegan-Friendly Stadium”\(^7\)
8. “Mexico City Joins Others in Banning Animals in Circuses”\(^8\)
9. “TCBY Releases Vegan Frozen Yogurt”\(^9\)
10. “SeaWorld Attendance Plummets”\(^{10}\) (Met with audience applause)

“Ladies and Gentleman”, Holland pronounced, “what we have is a little vegan revolution.”

**Chris Derose:** Referring to his start in the movement, he spoke of a monkey named Britches from the University of California Riverside, the first monkey to be emancipated. Back then, no one knew what was happening and now, 35 years later, “we are at a place I couldn’t have even dreamed of.” He urged, “we need to work together in the direction of the animals.” From saving dogs at market in China to closing puppy mills, he celebrated successes of Last Chance for Animals and the organizations they have collaborated with. In Australia, he spoke of his work with Rupert Murdoch, “King of Media,” working together to fight for the movement. Closing, he remarked, “be smart, be focused, be successful.”

**Dr. Michael Klaper:** A doctor and vegan advocate, he addressed everyone, saying, “the family is growing!” Growing up caring for animals in Wisconsin, the “natural world entered my being a long time ago.” After medical school, Klapert made it his goal to “sponge” the violence out of his life, going vegan and digging a hole in his backyard for his leather shoes, belt, and watch where he “had a funeral.” After his first animal rights conference, his eyes were opened to the “impact of animal agriculture,” in 2012, alone, animal agriculture accounted for “51%” of greenhouse gases. He clarified that, yes, a lot of trucks emit greenhouse gas, but “what’s in those trucks?” Animal products, he remarked, “flesh.” Commenting on his early Earth Save organization spreading the word on the destruction of an animal-based diet, he remarked that we’re “going to be eating jelly fish soon.”

“Animal agriculture is not sustainable, and that’s why we are here,” and “it’s up to us to make the invisible visible.” Speaking to dairy specifically, women: you are told “you need milk for your bones.” No, milk is “baby calf growth fluid,” meant to turn a calf into a 700 pound cow. Quoting himself from *Cowspiracy*, he emphasized that no

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\(^4\) Reuters, May 19, 2014 available at: [http://uk.reuters.com/article/2014/05/19/cinnaholic-sharktank-idUKKnPn1Q32xh+90+PRN20140519](http://uk.reuters.com/article/2014/05/19/cinnaholic-sharktank-idUKKnPn1Q32xh+90+PRN20140519)


matter what form it is in, [it’s] “baby calf growth fluid.” This also makes it full of estrogen, a Japanese study showing the effect on male and female biochemistry. “No wonder girls are going through puberty at 9 and 10,” he exclaimed. “Guys, you’re growing man boobs from dairy!” That’s the biology, Klaper said, but the reality is dairy is a “crime against womanhood.” Children [calves] are taken away after they are “raped” with artificial insemination. Of course, “despair is easy,” but “the very act of making a choice empowers you.”

We’re family here, and our power comes through the “magnification of what we can do in cooperation.” Highlighting exceptional advocates and the traits they exemplify (i.e. compassion), he urged everyone to find their gift. “Medicine is with you and animals are with you,” “we have a powerful brew cooking!” Not only that, but we’ve “seen magic happen,” like the end of the Berlin Wall. Moving forward, “God bless the young people!” They have the energy, fire, and intelligence to carry this forward, especially being “unbound to the past.” Now, we even have our own SWAT team (referring to ARM), and Air Force (referring to drones). Ending with inspirational quotes, he emphasized “We are winning!”

Keynote Presentation
Ingrid Newkirk - founder and president, PETA

After an introduction by Alex Hershaft that applauded Newkirk’s return to the conference after thirteen years, she thanked everyone – including the homeland security team that was undoubtedly present. In what seemed to be a lighthearted beginning, Ingrid first mocked the rumor that she was harboring anthrax, and joked that she was thankful that she can learn more about herself by watching the news. Referring to her no-fly status, she spoke of her Homeland Security “friend” Officer Green, who sadly left her after 9/11 when she was deemed the lesser threat.

People often ask her how she copes, and in addition to a “vodka tonic,” she credited “so many fine individuals, so many fine groups” with being her coping mechanisms. Immediately going into some of the year’s great accomplishments, her statement that Blackfish has “torpedoed” Sea World’s reputation was met with applause, along with the other campaigns against seal slaughter and chimpanzee airline transport. The Blackfish victory, though, was one to be emphasized: Newkirk said that immediately after Blackfish’s release, PETA bought shares in Sea World with the intention of eventually being the majority shareholder and closing it down.

With the effect of PETA reaching into Hollywood, Newkirk proudly revealed that the director of Noah had asked her how to be humane to animals on set, when she replied “you can’t,” the film produced all animals with Computer Generated Imagery (CGI). From here she revealed the power of CGI with a PETA public service announcement, involving an ape going to kill himself in a jail cell with a handgun; the scene blacked out to PETA with the narrator asking “Could you live his life?” This, Newkirk emphasized, is what we need to care about because “that mouse is me, that deer is you.”

The big picture is that it all needs to stop; this is “not a hobby” and these animals “are their own people.” Speaking to the partial disconnect between activists and organizations, she urged everyone to work together; some will say you have no right to
support animal rights if you’re against abortion, but the moral of the story is that “the turtle crossing the road doesn’t give a damn what you think about abortion.”

To bring a philosophical element to the topic, Newkirk insisted, “to discriminate against animals is racist,” speciesism is racism and it is “human conceit that blinds us.” Painting a mental picture for people, she asked them to imagine being on vacation and suddenly being kidnapped off of the street, thrown into a truck. From what you can tell there are piles of other people scared for their lives and you hear that they’re going to kill you. You panic in terror, but then you escape. Now that you’re safe, are you going to forget about the others? This is what happens to factory farm animals in transport, emphasizing the need to remember that “inside [an animal] there is an individual just like me.” Criticizing President Obama for not doing anything for animals, she said “we have to educate to liberate,” assigning the task of creating social change, to the entire audience.
FARM ANIMAL RIGHTS INITIATIVES

**Tales from the Trenches**  Plenary panel of personal accounts from undercover investigators and on-the-grounds animal activists

**Factory Farm Investigations**  Join Gold Sponsors Mercy for Animals for an in-depth discussion of its investigations & follow-up.

**Lessons From Farmed Animal Campaigns**  What activists have learned reducing the use of farmed animals.

**Farmed Animals and the Meat Industry**  The surprising truth about the personalities of animals and the operations of industry & government

Bruce Friedrich – Senior Policy Director, Farm Sanctuary

**Enforcing Protective Laws**  Using local authorities, media, agitation, and the legal system

**Hidden Victims of Agribusiness**  Farm worker mistreatment, impact on global hunger & climate change, species extinction

**Using Technology to Replace Animals**  Exploring the prospects of technological advancements to replace animal meat & experimentation

**College Activism Training 101**  Bring your questions & ideas for Gold Sponsor PETA in a special lunchtime training

**International Investigations**  Join Gold Sponsors Last Chance for Animals as they detail their international investigations

**Challenging Language and Labels**  use of language and labels to deceive consumers

**Animal Abuse for Food**  Videos and Q&A about animal abuse on farms, at sea, in slaughterhouse

**Cowspiracy: The Sustainability Secret"**  Screening

"Speciesism: The Movie"
Plenary

Tales from the Trenches Plenary panel of personal accounts from undercover investigators and on-the-grounds animal activists

Taylor Radig – Former undercover investigator
Simone Reyes – Animal activist & Russell Simmons’ assistant
TJ Tumasse – Former undercover investigator

TJ Tumasse: Tumasse worked at roadside zoos, animal shelters and the nation’s biggest factory farms over six years for People for the Ethical Treatment of Animals (PETA). “I am a strong person,” said Tumasse, “I have a lot of self confidence.” “I knew I could be an undercover investigator so that’s what I chose to do.” While working as an undercover investigator, he was cut open, chemically burned, experienced heat exhaustion, rammed, bitten and had to work with broken ribs but it was “nothing compared to the suffering of the animals everyday.”

While working at Tyson: “These men were destroying the lives of these animals…these birds were simply afraid.” Tumasse worked as a back up killer in a plant where they “spent a week doing that job just so I [he] could get footage.” He noted, “birds are fully aware of what is happening.” Birds waiting in their cages knew they were going to be killed next. At Aviagen Turkeys where they “shove feed down throat[s],” birds weighed up to 113 pounds because of the “hormones and steroids given to animals.”

At another facility, Tumasse spent 26 days in a row in 110 degree barns. There, workers were breaking wings and legs “just because the company wanted it done as quickly as possible.” While walking through the barns he could not see his hand in front of his face because of the dust and feathers.

Similarly, while undercover at Cargill he noted that “they [cows] cry” when they are about to be slaughtered. There is “nothing kosher, nothing gentle, nothing spiritual about this process.” In Minnesota at Christensen Farms he worked castrating and vaccinating hogs. There, they used “dual pliers, cutting open and ripping out their [piglets] insides.” “They [animals] are persons in their own right.” “They [animal industry] blame a scape goat”. They point at one person; but we need to hold companies accountable. “Place blame on consumers. Your dinner causes death.”

Taylor Radig: Radig was “ironically, accused of animal cruelty.” She faced “different roadblocks” because she was a female. “Everyday [she] faced sexual harassment especially from the owners.” At her first job the abusers would “get [a cow] drunk off cheap beer and alcohol.”

While working for Quanah Cattle Company she had to work 12-14 hour-long, hard, laborious days. It was “hard, back-breaking” work where white females were rare. She was even asked if she was an “undercover boss” and where she was hiding the camera. The boss encouraged her to roughly handle the cows. “This cruelty was going to happen whether I was there or not.” “There is so much cruelty” you “can’t squeeze it in [to one] 4 minute” video to share.

When referring to her arrest: “The problem wasn’t that I didn’t report but, that I went in wired.” Radig credited the movement and 180,000 signatures on Change.org as to
why her charges were dropped. Radig concluded, “While we are here, there are investigators out in the field.” She asked that attendees come find her booth and write letters of encouragement to current undercover investigators.

**Simone Reyes:** “Animal Rights is the final frontier.” Animal activists “won’t stop until we complete our goal of total and complete animal liberation.” The animal rights movement needs to join other social movements because “no one is free while others are suppressed.” Activists should “ask other social movements to marry the animal rights movement to their own agenda.”

Reyes spoke of early gay rights supporters working in the marriage license offices who would cross out the “not needed ‘man’ or ‘woman’ [pronoun] and write in ‘person’.” To that she responded, “can’t we envision the day where we cross out the word person and put the word “being” in its place.”

Because Reyes had protested and attempted to stop the SeaWorld float in the 2014 Rose Bowl Parade she had been arrested and “spent New Years Day in prison and I enjoyed it.” The animal rights community has elected a mayor of New York “who has promised to free the horses.” India has granted non-person “human-hood” to animals. “PETA started this movement and Ingrid Newkirk is a ‘freedom fighter,’” concluded Reyes.

“One struggle, one fight, human freedom, animal rights”

**Factory Farm Investigations** Join Gold Sponsors Mercy for Animals for an in-depth discussion of its investigations & follow-up.
Matt Rice – Director of Investigations, Mercy for Animals
Nathan Runkle – Executive Director, Mercy for Animals

**Nathan Runkle:** Undercover investigators are the “special forces” of animal activism. They have “to do physically demanding work” and “wake up at 4” in the morning. But, their working is bringing success because “the animal agriculture industry is running from us because they know they have something to hide.”

**Matt Rice:** “Factory farming thrives in security.” Undercover videos have “sparked people to video their reactions” on YouTube. 13% of Americans self-identify as vegetarians or vegans. 21% of college students limit meat consumption. The animal activist movement is also “winning in the boardroom.” Burger King and Costco have agreed to phase out gestation crates. The movement is “winning in the courtroom.” Victories include:

- **Quality Egg – New England:** workers were throwing live birds in trash, were breaking birds necks.
  - 10 counts of cruelty, $130,000.00 in fines.
- **North Carolina Butterball:** “Mercy for Animals promptly notified law enforcement.” One of the top vets in the North Carolina Department of Agriculture tipped off raid.
  - First ever felony cruelty charge for poultry.
- **Ohio – backyard butcher:** sawing live animal’s necks.
  - Three years prison.
- **E6 Cattle** – hitting calves over their heads.
Animal Ag Aware (MEMBERS ONLY)

- Owner convicted of animal cruelty.
- “Caused live cattle stock prices to drop.”

“Without federal laws that protect animals on factory farms the agriculture industry places profits over animal care.” Cases such as the Willet Dairy resulted in bans on tail docking. Proposition 2, a citizen lead ban was another result of undercover investigations. Undercover investigators are the “biggest threat to their [agriculture industry] status quo.”

With ag-gag laws, legislators receive lots of money from the industry. Picture shown of Iowa governor wearing a pro-beef t-shirt. The industry is also trying to sneak the ag-gag bills into other legislation.

Nathan Runkle: From E6 cattle, Mercy for Animals (MFA) was able to save 4 babies and 4 baby ducklings from a Foie Gras farm. All now live at sanctuaries. Individuals should consider if being an undercover investigator is right for them. Runkle always tries to talk people out of it, but believes you should always support investigators. One way is to pay people $1.00 to watch a four-minute video or share videos on social media. Also, make sure to fight ag-gag legislation and sign up for emails from MFA about current legislation.

Lessons From Farmed Animal Campaigns What activists have learned reducing the use of farmed animals.

Jaya Bhumitra – Campaigns Director, Animal Charity Evaluators
Hope Bohanec – Project Manager, United Poultry Concerns
Jon Camp – Executive Vice President, Vegan Outreach
Katie Cantrell – Executive Director, Factory Farming Awareness Coalition
David Coman-Hidy – Executive Director, The Humane League
Alex Felsinger – 10BL tour operator, Farm Animal Rights Movement
Matt Rice – Director of Investigations, Mercy for Animals

Jon Camp: Right away Camp presented that it is the job of animal activists alike to bring “factory farming and slaughter houses” to the public. Leafleting at colleges, as well as high profile events such as the Vans Warped tour, is increasingly effective. The audience applauded Camp when he announced the distribution of his millionth leaflet this year. With new staff, Vegan Outreach will be expanding into Australia, Canada, and Mexico. What has made their pamphlets and leafleting campaigns so successful are the stories, minimal text, and pictures, helping to make the message “palatable.”

Alex Felsinger: Discussing the year’s campaigns, the 10 Billion Lives tour was quickly highlighted as a great success, giving people a one dollar incentive to watch a four minute video. Three months ago, their “people reached” totaled 200,000, now totaling more than 230,000 views. Using trucks, kiosks, and new formats to be premiered on the East coast in August, 60% of viewers have reported a change to a vegan diet or at least minimizing the use of animal products. Looking at college students specifically, it is obvious that for them to go vegan they need food they can recognize (i.e. pizza). This focus on the food itself is also exemplified in “Meat Out,” giving food samples and gathering proclamations from well-known activists and politicians. One thing to look into now is the Compassionate Activist Network (CAN) which awards activists with credits that can be exchanged for prizes.
**Jaya Bhumitra:** Taking lessons from campaigns, with the U.S. VegWeek alone, this year saw a tripled impact since it first started. It’s a matter of “[aligning morals with the menu],” inviting people — especially legislators — to take a seven day “veg-pledge.” Legislators will hopefully go on to influence pro-vegan legislation, the seven days turning into a lifetime. One important participant was Texas Congresswoman Sheila Jackson Lee, an African American. Bhumitra said that because people of that ethnic population have fewer vegans, now people can follow in Lee’s footsteps and see that “[they] enjoy this just like the rest of us.” Concluding, Bhumitra outlined campaign lessons, number one being the most important:

1. Give more support at the end of the pledge than at the beginning, be a year-round resource.
2. The key concerns that people have are what to eat and how to replace their own recipes, especially when they are the first in a family to go vegan.
3. Celebrity endorsement is excellent, reach out to them through twitter.
4. Soliciting legislators may be difficult, but there is an accumulation effect if you are able to get just a couple on board.
5. The most useful tool is the daily newsletter that includes materials to educate, inform, and entertain people.
6. A referral contest will increase participants, competition is fun.
7. No matter how early you begin advertising, there will always be people that wait until the last minute. What worked this year was making a digital Vegetarian Starter Pack for those people while still mailing a physical copy to those who registered along the way.
8. Participants more interested in restaurants than events, so collaborate with retailers.
9. Of total pledges to go vegan, 75% sourced from Facebook; make sure to campaign through Facebook!
10. More than 80% of the audience is female; use this to better target that population through Facebook and other communication types. For example, there is “Vegan for Her.”

**Hope Bohanec:** Vegan education and outreach are the goals of United Poultry Concerns within environmental and academic communities. One prominent goal is working with the Legal Defense Fund (LDF) to ban the backyard slaughter and keeping of chickens, heavily criticizing the assumption that this is “humane.” All of these efforts must be taken to the next level as meat consumption is shifting towards chicken; “they’re sentient beings that deserve our protection.” Throughout her message, reference was made to “heartless hatcheries” and “brutal batteries.”

**Katie Cantrell:** The founder of Factory Farming Awareness Coalition (FFAC), she described the mission as being a holistic approach to outreach. It is important to recognize all of the interests represented in factory farming, reaching out to other non-profits and making international connections. The FFAC provides professional public speaking training so as to send people out and give this presentation in schools; by doing so, there has been great turnaround of students asking to give the presentation themselves. Cantrell stated “it’s one thing to reach a lot of people, but that doesn’t mean anything if it doesn’t impart change,” seeing increased activism in youth. “Ditch the Dairy™” is one campaign geared towards young girls, making the message appealing.
Matt Rice: Rice began his presentation by taking an informal poll of the audience: asking for a show of hands of who said soda, pop, or coke; based on this, he showed a map with the geographic distribution of people who used each term. This proved the point that different words can mean the same thing, yet we don’t really see this with veganism. Trying to reach non-vegans in advertising, one example of why perception matters is that people will choose “meat free” over “vegetarian.” In the United Kingdom, polls found that the word “vegetarian” was associated with “kind” and “healthy” while “vegan” was equal to “unhealthy” and “extreme.” So “what can we do?” The Vegetarian Starter Kit is called that because it draws people in with the vegetarian message but ultimately provides the vegan message; the point is not to restrict people’s decision to “vegetarian” but rather have it grow from there in order to “spare lives.” After all, “if we want to be the best animal advocates we can be, we have to think about the messaging.”

David Coman-Hidy: Having most of the same slides from the previously reported session, Running Strategic Campaigns, the focus was on education and outreach. News racks are an easy way to keep the message in public view, and newsletters are very effective outreach tools. Meatless Monday is one opportunity to reach out to masses of people, the Humane League aggressively fighting for support on an individual school level. This matters because in one school year, Meatless Monday means “5,840,000” vegetarian meals. Corporate campaigns are also essential, teaming up with Sodexo in schools and targeting Fidelity for their investment in Seaboard Foods. Coman-Hidy concluded with a plug for his organization, being a Top Charity for two years based on Charity Evaluator. Coman-Hidy also highlighted a quote from the Animal Agriculture Alliance’s 2013 Animal Rights National Conference report, speaking to the effect of recruiting the younger generations; he proudly agreed with this, that “yes”, they are doing their job.
**Farmed Animals and the Meat Industry**  *The surprising truth about the personalities of animals and the operations of industry & government*

Bruce Friedrich – Senior Policy Director, Farm Sanctuary
Dave Simon – Author, “Meatonomics”

**Dave Simon:** Cutting straight to the point, Simon made it clear that the ag-gag legislation emerging is to protect food producers while giving them economic benefits. But what is most startling to him is “**how is it that animal products control consumers?**” Referring to Mark Huxley’s *Brave New World* as a dystopia, he said “**this is us – the government is engaged in a relentless campaign to buy more animal products.**”

With slides showing the “funneled funds” of the Checkoff Programs, he made it clear that for every dollar of meat sales, your federal government is taking money from you; and you don’t even eat meat! Simon explained that ag-gag allows farm animal producers to continue to decide what is legal and humane in terms of food animal slaughter and treatment. The externalized cost of **“$414.8 billion”** for food animal production is falling on the taxpayers. With this decreased cost there is an increased demand, leading to over-consumption and therefore obesity. So, he suggested, “**why not have meat tax?**” His proposition: 50% tax imposed at point of sale for all animal products with a $500 tax credit to all taxpayers. Finally, he urged that everyone “**exercise the right you have to boycott this cruel industry.**”

**Bruce Friedrich:** For his attention grabber, Friedrich said that “97% of Americans” believe there should be laws to protect animals from abuse; so how, then, can these same Americans eat eight billion land animals a year? “**We don’t need to win an argument, we need to educate**” he said, explaining that the conversation is about a “someone” not a “something.” He continued: “**What we know to be true is we all suffer in the same way and they are the same subjects in a life,**” proving his point with the example that chickens practice delayed gratification. In a study using pigs and three-year-old human toddlers, it was found that pigs outperform the toddlers in video games, giving **“great proof of ethology”**.

As for anyone who has been to a sanctuary, you know the “individual capacity” of each animal and why we need to emphasize the unnecessary physical deterioration they experience. Painting a picture of gestation crate and battery cage dimensions, Friedrich explained that if a baby grew as quickly as chickens are forced to, [it] would be **“350 pounds by the time it was two years old.”**

The two points he wanted to leave everyone with were: 1) There is no difference [between a cat and chicken] and 2) It is a matter of personal integrity; slaughter is a mercenary business.

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11 Ethology (noun): the science of animal behavior. The study of human behavior and social organization from a biological perspective.
In the following question and answer session, Friedrich agreed with an audience member that the best method to fight this is nonviolent direct action. He advised everyone to “encourage nonviolent civil disobedience.”

Enforcing Protective Laws  Using local authorities, media, agitation, and the legal system
Vandhana Bala – General Counsel, Mercy for Animals

Vandhana Bala: Bala began by explaining how on a federal level, the Animal Welfare Act does not apply to farm animals. There are humane methods of slaughter regulations which only apply in slaughter houses and do not include poultry. There is a “28 hour law” that covers animals being transported over state lines: an animal cannot travel more than 28 hours at one time without being given the opportunity to drink water, eat and rest. In all fifty states there are felony animal cruelty charges but those only apply to cats and dogs.

Agriculture is included in the Common Farming Exemption, which excludes practices that are “routinely done” from the regulations. This is a “way for the animal agriculture industry to set its own laws.” This limits what Mercy for Animals can go after. However, there are “things the industry will not defend.” According to Bala, these include:

- North Carolina Butterball
- First felony charged for poultry.
- The morning of the North Carolina Butterball raid, Mercy For Animals released the video to the media. This sparked national attention making the media a "powerful tool."

**E6 Cattle Company**
- "Illegal backyard beef slaughter"
- The "DA [District Attorney] told [the] media [that the] owner was a good guy"
- This made MFA release the video right then and the "DA [District Attorney] told me he only did something because all eyes were on him."

**Wiese Brother’s Dairy**
- "Idaho’s largest dairy"

*Editor’s Note: Wiese Brother’s Dairy is located in Green bay, Wisconsin, not Idaho.*

How does Mercy For Animals bring these [cruelty] charges:
- Using/helping local authorities
- Summing videos /detailed documentations

The District Attorney welcomed Bala’s help particularly in the North Carolina Butterball case because she provided solid evidence. When attempted to convict factory farming abuse it is key to find a pattern of cruelty, law enforcement is "unlikely to take action if it is a single act." This is especially true in rural areas because in such areas "agriculture is a way of life" and law enforcement officers “don’t want to rock the boat.”

Bala continued, however, saying: "Why they [law enforcement] bring charges is irrelevant." Overall, undercover investigations have "increased [the] demand of transparency in food production.” She emphasized that this “transparency” was the most important achievement. There is a "power of precedent." “Law enforcement are expected to take action now.”
Hidden Victims of Agribusiness Farm worker mistreatment, impact on global hunger & climate change, species extinction
Stephanie Feldstein – Sustainability Director, Center for Biological Diversity
Dawn Moncrief – Executive Director, A Well-Fed World
Lauren Ornelas – Executive Director, Food Empowerment Project
Ashley Schaeffer Yildiz – Palm Oil Campaigner, Rainforest Action Network

Dawn Moncrief: The Well Fed World organization is “connecting [the] meat issue to [the] hunger issue.” “Animals eat more food than they produce.” In the ratio of weight of food eaten to weight gained the chicken is the most efficient at 2/1 followed by the pig at 7/1 and cow at 16/1. Grass-fed animals cause “triple the greenhouse gas admissions” and even more deforestation. The problem is distribution of food, not scarcity. It takes 1,000 calories to produce a 100-calorie hamburger resulting in 900 calories of nutrition waste. However, there is exciting news: there used to be 10 billion animals killed, now, there are just under 9 billion. America consumes and spends the most money on meat.

Some people claim that Luxemburg has higher [consumption] statistics but that is not true because it is on a “tiny dot of a country.” The world is facing a Livestock Revolution as low income people become middle class. There is a lot of “shaming and blaming on population growth.” Currently, India consumes the most meat per person yet, they could double their meat consumption and still not match the United States. The United States is the world’s most powerful country and influences others.

Lauren Ornelas: “Every animal has a right to their own life.” We also need to think about the people who pick our vegan food. There are 3 million farm workers and 400,000 are children, some as young as 5 years old. “Farm workers live in substandard conditions.” One of these such [farm worker] “labor camps” was centered between a dump and a prison. When it is not picking season, many live out of their trucks. During the season they work 8-14 hour long days and the “sexual abuse it rampant.” In Florida, Wendy’s and Publix refuse to pay their workers one penny more per pound. In California, the state pays for the labor camps because they know they are not adequate.

Ornelas described how she attempted to help pass a law to give workers shade. The farms fought back saying, “vines and clouds should be considered shade.” Vegan Food Justice hosted a “Farm Worker Appreciation Day” on Father’s Day where workers were only served donated vegan foods which all enjoyed. 70% of chocolate comes from West Africa. The cocoa is picked by children who are never paid and are stolen from or sold by their families. Children are locked in at night and beaten to break their spirits even before they begin working. Vegan Food Justice offers a list of companies on their website that are good and bad. Just because a product is vegan does not mean it is cruelty free. Ornelas encouraged attendees to contact the bad companies and “let them know you give a damn.”

Ashley Schaeffer Yildiz: Conflict Palm oil
The palm oil issue is a “symptom of our broken food system,” explained Yildiz. Palm oil is the most widely used vegetable oil in the world. It is liked because of its texture and increased shelf life. In 2006, when the government required trans fats to be labeled, palm oil use increased. It is cheap to produce and has the highest yield. Indonesia, where most palm oil originates, is experiencing the greatest deforestation in the world.
and is the third largest country in greenhouse admissions. Rainforests are being illegally burned down. The Palm oil is shipped all over the world by Cargill, which is a “trading bottleneck” and “number one privately owned corporation in the world.”

Yildiz ended her presentation by discussing Orangutans, noting that they are “treated as pests.” $100 is given to plantation workers for every orangutan they kill. Often orangutans are buried alive with their heads out.

**Using Technology to Replace Animals**  *Exploring the prospects of technological advancements to replace animal meat & experimentation*

Jeffrey Cohen – Executive Director, Jewish Vegetarians of North America

Isha Datar – Executive Director, New Harvest

**Murry Cohen:** To talk about “alternative” isn’t quite justifying because “faux meat or fur” implies the original has some value; really, these are not second best, they are “improved,” explained Cohen. With animal experimentation specifically, it “doesn’t work.” Despite “gross similarities,” [animals] are biologically and chemically unlike us; they are not “little humans.” There is a reason there are Veterinary Medical Doctors for them and Medical Doctors for us, it’s a “no brainer.”

In laboratories, the animals are stressed and “stress translates to biochemical changes in the body, and that changes the experimental parameters.” In “so-called animal models” where [animals] are “theoretically suffering from human diseases,” of 100 drugs tested only “1%” actually work. So, these are the alternatives:

- **In vitro:** meaning “glass,” this includes cell cultures, petri dishes, and other means for testing toxicity and efficacy of chemicals, as used in AIDs research.
- **Computer simulation:** this can hasten drug development.
- **Microscopy:** “we know this works.”
- **Clinical research:** human, consenting volunteers participate in research for their own self-interest.
- **Epidemiological:** gathering those with illnesses you take their histories to measure details in as many generations as possible to track manifestation; it is costly, but it applies.
- **One-cell organisms:** using an amoeba, for example, to test drugs and chemicals in a way that doesn’t cause the cruelty of Draize.
- **LD50:** this tests the lethal dose that kills 50% of participants (*audience gasps*), something we need to stop with animals.
- **Microdosing:** when you inject “1/100th” of a dose in a patient to quickly observe toxicity without doing overall harm.
- **Post-mortem:** while less frequent because patients believe it is morbid, that can help to replace vivisection.
- **Human brain imaging:** this allows you to follow neurochemicals with 3D imaging, getting quick results without cutting into a monkey’s skull – UCLA. This has allowed advancement in detecting Parkinson’s over pseudo-Parkinson’s.
- **Computer replication:** this is when a microchip simulates entire organ systems, measuring microenvironments.
So, “why argue that we need physical tissues [from animals]?”

Isha Datar: First describing New Harvest as an up-and-coming 501(c)(3) charity organization, Datar explained their mission is to “make animal farming obsolete.” Referring to in-vitro animal products as “cultured” meat, she justified the innovation with the fact that chickens are now bred to be “chicken breast production machines” – “it’s not the bird, it’s the meat.” But, for New Harvest, if the meat is what [they] want (not a living thing) then we can try to work from “the bottom up” using the muscle cells of the meat we’re trying to replicate.

At New Harvest, “we’re growing beef, chicken and pork, not cows, chickens, and pigs;” Growing muscle cells on a “scaffold” in a bioreactor to create an edible product. And don’t let the idea of a bioreactor scare you because we consider the fermentation of beer “artisanal,” and those are bioreactors – we need to fight the white coat myth. Datar’s presentation featured a Wayne Pacelle quote, “this is an exciting shift in the global food economy,” as well as highlighting Ingrid Newkirk: “It [synthetic meat] comes without the need for excuses.” Frequently asked if it is natural, Datar explained that while this could be a debate, there’s “no way to call factory farming natural.” Also, despite the fact that it is an expensive process now, meat prices are going up while “the price of [this] meat can only come down.” Wrapping up, she emphasized the power of these new “superior” products, emphasizing “alternatives are not alternatives unless they’re side by side with the original product.”
College Activism Training 101  
*Bring your questions & ideas for Gold Sponsor PETA in a special lunchtime training*  
Ryan Huling – Director of Youth Outreach, PETA2

**Ryan Huling:** This session was a round-table discussion that began with attendees introducing themselves, their college, the accessibility of vegan options on campus and what they wanted to focus their activism on. The 15-20 students there ranged widely from students who had whole vegan cafeterias to students who attended agricultural schools with absolutely no vegan options beyond a salad bar.

Huling talked about how “**one hot vegan meal should be a baseline**” as to what college activists demand. Students should make their demands “**tangible to dining staff**” by having a petition. Use “**gorilla marketing**” to start a buzz. Host a ‘pay per view’ giving students a dollar to watch a video or invite students to listen to a speaker while giving them free vegan food. **“When it becomes a public relations issue, they will buckle.”** It takes a person hearing something 21 times before it resonates in their brains. Huling also discussed a vegan report card system where all universities are graded on an A-F scale on their “vegan friendliness” on campus.

**International Investigations**  
Join Gold Sponsors Last Chance for Animals as they detail their international investigations  
Chris DeRose – Founder, Last Chance for Animals  
Jose Valle – Director of Investigations, Last Chance for Animals

**Chris DeRose:** Discussing “Dealing Dogs,” Last Chance for Animals (LCA) investigation conducted after the disappearance of dogs, that turned into a 4-year federal case that was filmed for HBO. Still one of the biggest “busts” in the United States, **“the point here is to get things and then prosecute,”** the man in charge of the dog operation will now face five years in prison and a $500,000.00 fine if he does anything with animals ever again. Most of the puppies were taken to “Sassy” for rehabilitation and rehoming; this and a recent Costa Rica puppy mill bust are **“an issue of neglect.”** In Mexico, Peppy’s Tigers was closed down in an effort to move the cats to a sanctuary with the cooperation of the Mexican government. Here, they had rancid food and were often fed live cats, and while the Mexican government didn’t appreciate the U.S.’s involvement, they agreed the issue was dire.
To work internationally is a cooperative effort; “activists have the duty of helping the most animals for the greatest impact,” and connecting through countries multiplies the effect. Cultural differences and safety concerns can be a challenge, but with a local connection we can “share our footage” and help them find resources and publication outlets. It is also to our advantage to “shame” countries, such as in the case of the United Kingdom, where we made Spain aware of the cruel rabbit meat they were exporting which resulted in Spain cutting ties with the United Kingdom as result. “Timing is strategic,” emphasized Derose by discussing the release of a lamb investigation in Italy before Easter.

**Jose Valle:** We train international investigators, “spreading the movement and promoting activism.” For example, Act Asia has been great for cooperating with local organizations in China. With recent documentation, 1 billion rabbits are currently killed across the world for fur, and we’re now also seeing an increase in cat and dog fur. This companion fur is exported and mislabeled so that people don’t know cat fur makes up pet toys and clothing. Investigations are about bringing up evidence, “but also hope.” Investigations such as these have made India one of the countries to ban the sale of foie gras. In Norway, the Network for Animal Freedom has worked “admirably” to end the sale of fur. You can also go to animalresource.com to find a map of all investigations in the United States with descriptions and photos.

Both speakers answered questions throughout their presentations and these are a few highlights.

One audience member asked if LCA created groups of activists in other countries; Valle answered that “activists are connected, communications are made, and facilities are shared.”

Another audience member asked if LCA took credit internationally. Derose emphasized that LCA puts [those] groups in the forefront of all publications, only labeling themselves as resources. We do not have a country bias, “we need to convey these issues worldwide.”

A third audience member asked if ag-gag was affecting the international arena, which Valle clarified that in the U.S. laws vary state by state and must be taken into account. In Germany, while trespassing on farms is illegal and activists are often sued, judges have always decided in the favor of activists because it is in the public’s interest.

**Challenging Language and Labels** use of language and labels to deceive consumers

Hope Bohanec – Project Manager, United Poultry Concerns
Cheryl Leahy – General Council, Compassion Over Killing
Doll Stanley – Director of Investigations, In Defense of Animals

**Doll Stanley:** Our minds are computers, we are constantly absorbing things from our environment. I have been targeted in my life by people with a misconception of who I am, like “a bitch,” began Stanley. We need names to identify things, and labeling is great when it “brings things together,” however, the labeling that sets people apart motivates how we act towards each other - and animals. In our elementary library there was the book “The Loathsome Lizard,” so why shouldn’t people grow up thinking that?
**Hope Bohanec:** Speaking to her book *The Ultimate Betrayal*, people have a misconception that “free range” and “organic” are okay. For people to be concerned about animal well-being while paying for their products after slaughter, though, shows a disconnect. “Killing discretion can't end at humans,” she simplified, because if you “kill a dog you get jail time, kill 100 cows and get a pay check.”

There are “inherent cruelties” that can’t be washed away with labels. In dairies, babies are “chained and unloved,” and if they’re organic, “they can't treat sick animals” because that would “ruin the meat label,” which was met with audience snickering. “Humane killing is an oxymoron” because no matter what, there is still confinement, painful procedures, transport terrors, and inhumane slaughter. When these animal products are then labeled “local,” that must mean “eco-friendly” however, even if you have two meat-free meals a week, the rest of the time you’re eating local grass-fed beef and contributing to fifty or sixty-times more gas emissions than conventional beef. With “free-range” we would need five more planet Earths for all of the farm animals to graze. Then when you look at “sustainable fishing,” that still includes thousands of “by-kill” with no way of policing so far out at sea. Ultimately, “agriculture makes money on the bodies of dead animals.”

**Cheryl Leahy:** Speaking to the legal aspects, we want you to know the basic tools you have at your disposal to fight false advertising. Leahy defined her job as using the law to fight “large scale animal abuse on factory farms” because they [farm animals] are the “most killed,” have the “most suffering” and have the “least legal protection.” While there is some protection at the end of life and with transport, we need to set the precedent by working towards “institutionalized change, explained Leahy. The False Advertising law has the incentive of companies telling consumers that they’re humane, but “lying makes money, too.” This can be used against them in the court room, though, allowing us to “use the consumer as a proxy for the injury of the animal.”

Most labels and terms aren’t federally regulated, and while you can work with the Federal Trade Commission, you need a strong suit to have their backing. Compassion Over Killing’s Federal Egg Labeling Lawsuit petitioned agencies to disclose “caged,” “cage-free,” and “free range,” but it ended up that “consumer interest” didn’t get the USDA’s support *(audience murmurs in disgust)*. It’s an “egregious disparity” between labeling and conditions and we need to get the industry to pay attention.

**Animal Abuse for Food** Videos and Q&A about animal abuse on farms, at sea, in slaughterhouse
Gene Baur – Co-founder & President, *Farm Sanctuary*
Nathan Runkle – Executive Director, *Mercy for Animals*

**Nathan Runkle:** Animals have names, cultures and communities. Chickens “pass information on from one generation to the next.” Pigs have “20 different oinks” and can be taught to play video games. Cows have distinct non-human sounds. Fish can have life-long monogamous relationships and their brains function much the same way as humans.

The general population sees their food being raised in a happy scene because that is how Perdue and Kentucky Fried Chicken (KFC) advertise, but in reality there are “300 animals killed every second.” The National Hog Farmer magazine even calls mother sows “machines.” *Quote was shown from magazine.* Mother pigs “literally go insane” and exemplify “things you would see in a mental institution.” Turkeys are
“Frankenstein animals” that “grow up to 90 pounds.” Before the egg industry a hen would “lay two dozen eggs a year, today they lay over 200 a year.” Downer cattle are lifted with forklifts.

“We are part of the problem,” preached Runkle. People are demanding cheap food and animals are exempt from protection. This is because of the common farming exemption that includes branding, cutting of the tail and de-beaking. People do not know what is happening. It is up to us to help animals because they cannot lobby.

**Gene Baur:** Humans are social animals and do what others around them do. There is this myth that you need to get animals to get protein. But with a high consumption of dairy products there is also a prevalence of osteoporosis.

In California 30,000 spent hens were put in a wood chipper and the farm owner was found not guilty because of the support of a veterinarian on the American Veterinary Medical Association’s (AVMA) Animal Welfare Committee. Currently, “many vet students are sensitive and it’s going to change from the inside out.”

It’s a custom, just as slavery. Currently, USDA funds billions to grow cheap food. Agriculture has “access to scarce resources like water and fossil fuels.”

“Animals we eat are killed when they are babies, essentially. They would start dying if we didn’t kill them at such a young age.”

“Vegans inspire other people.” You can leaflet, share undercover videos on Facebook or host a vegan meal. Fear is the biggest challenge for non-vegans.

“We are animal ambassadors.”

**Cowspiracy: The Sustainability Secret** Screening
Kip Andersen & Keegan Kuhn Q&A with filmmakers

Cowspiracy tells the journey of a young man, who once was inspired by Al Gore to give up driving a car, take shorter showers and recycle more in hopes of going “green.” He then learned that animals, in particular, beef cattle, were the number one environmentally damaging category. Confused as to why this topic was not publicly discussed more, he then goes a trek in his old beat up van to talk to all the major environmental groups that he once respected and the “biggest lobbying group” for animal agriculture, the Animal Agriculture Alliance. He concludes that raising livestock consumes the most resources, destroys the rain forest and “environmental groups don’t want to address this because they are businesses.”

Statistics from the Film:

- It takes 2,500 gallons of water for one pound of beef.
- One quarter pounder hamburger requires 660 gallons of water to produce.
- 1 gallon of milk takes 1000 gallons of water.
- 3000 pounds of animal waste is produce per second.
- In Brazil, a lot of people who stood up against animal agriculture got killed
• If the world just consumed plants we would have 15 times the amount of protein that we currently have.
• “Man boobs” are caused by consuming “baby calf growth fluid.” - Dr. Michael Klaper, vegan doctor.
• “The single largest contributor to every known environmental ill known to human kind: deforestation, land use, water scarcity, the destabilization of communities, world hunger, the list doesn’t stop. It’s an environmental disaster that’s being ignored by the government people.” – Demosthenes Maratos, The Sustainability Institute at Molly College.
• “We’ve basically completely stolen the world, the earth from free living animals to use for ourselves and cows and pigs and chickens and factory farmed fish.” – Dr. Will Tuttle, Environmental and Ethics author.
• “The rainforest is being cut down at a rate of an acre per second.” – Dr. Will Tuttle, Environmental and Ethics author.
• “You have ranchers that get to graze on our public lands at a fraction of the going rate. So they get this huge tax subsidy that’s about 1/15 of the going rate.” – Deniz Bolbof, American Wild Horses Preservation Campaign.

"Speciesism: The Movie"
Q&A with filmmaker Mark Devries

Introduced by the director, Mark Devries, Speciesism: The Movie, set the tone for the conference: one against factory farming and those who endorse it, both primarily as producers and secondarily as consumers. The film follows Devries around the country as he introduces himself to farmers as a pro-animal agriculture reporter, looking to disprove “the bullsh*t” that is battery cages, beak trimming, and gestation crates. Much to the audience’s amusement, the farmers are not welcoming and deny Devries of any information. This exemplifies the industry’s goal of keeping people in the dark regarding factory farming, a theme continued with the many flash-backs to Terry Cummings and the Poplar Springs Animal Sanctuary, describing the animal agriculture industry as “relentlessly callous.”

In North Carolina, the argument expanded to include the environmental impacts of animal production, as over-head footage showed the horrors that are manure lagoons,
blaming the lagoons for one man’s losing-battle with cancer. In the words of one retired pork farmer, it was systemic abuse such as this that caused him to think: “he wasn’t much of a man, or much of a human being either.”

In addition to seeking out those directly involved in the animal agriculture industry, Devries also interviewed several scientists, philosophers and other professionals along the way, addressing the posed question, “isn’t it natural to just use other animals?” Well, front groups – those with an interest in protecting the industry – will tell you yes; along these lines, youth members of the FFA were interviewed to give audience members a laugh, seeing how brain-washed they must be to want to be farmers. Things like “the PETA Push,” referred to by Ingrid Newkirk, will help end this terrible industry and help bring light to the real issue of speciesism: putting the interests of human beings above all others.

Equated to the ultimate form of racism and bigotry, Peter Singer’s “Animal Liberation” fueled the philosophic discussions of morality, arguing that “no matter what we think is unique to humans...there will always be humans that don’t meet [it].” This argument was applied namely to handicapped and infant humans, Richard Dawkins contrasting human’s opposition to abortion while eating cows when “[cows] obviously have a greater capacity for suffering.” When it comes to this level of suffering and the obligation we have to end it, one philosopher concluded “we are genetically no different from societies with genocides and communities engaged in slave trade...it’s a holocaust happening at all times.” Ultimately, the audience was left with the plea to make “compassionate choices” and to not support the abuse that is factory farming.
ANIMALS FOR ENTERTAINMENT & COMPANIONSHIP CAMPAIGNS

Lessons From Companion Campaigns: What activists have learned combating overpopulation and abuse of animal companions.

Lessons from Fur Campaigns What activists have learned combatting animal use and abuse for fashion.

Moving Away from Shelter Killing: A Middle Ground? Can we adopt our way out of shelter killing? What else will it take?

Animal Abuse for Amusement and Companionship Videos and Q&A about abuse regarding dogs, cats, rodeos, racing & fighting

Abuse of Wildlife on Land & Water Videos and Q&A about extermination of free animals on land/water & captive animals in zoos/circuses


Advocating for Captive & Free-Roaming Animals Best tactics and prospects for progress for animals in circuses & rodeos & marine mammals
Lessons From Companion Campaigns  
What activists have learned combating overpopulation and abuse of animal companions.  
Lindsey Rajt – Associate Director of Campaigns, PETA  
Richard Couto – Head Investigator, Animal Recovery Mission  
Doll Stanley – Director of Investigations, In Defense of Animals

The first impression to those in the room was one of intimidation, all of the ARM representatives dressed in military-esque clothing.

Richard Couto:  
Couto introduced himself as the President and Founder of the Animal Recovery Mission (ARM), working as an investigator in the field. Based in Florida, the primary focus of the discussion was animals, particularly dogs, used for religious sacrifice. Having shut down 110 sacrificial establishments throughout the years, the animals stolen for sacrifice to “Diablo” are kept on site in cages. The graphic presentation proved too much for some of the activists, as Couto described the cutting off of jaws, beheadings, and mercury-poisoned grounds. To accompany the images, he also had half of a dog jaw, a dog skull, a horse tail, and a crude saw. Wildlife is also sacrificed, explaining, “the more endangered the better,” describing everything from hawks to lions. To conclude, “most of the abuse we deal with is horrific…but what these dogs are facing is beyond comprehension.”

Lindsay Rajt:  
Emphasizing the importance of speaking up for animals, the following is Rajt’s recommended list of actions to take as animal advocates:

1. When you see an animal that has been hit by a car, make sure it is actually deceased. PETA has instructions available on the kit you should have in your car in the event that you need to transport an animal to a veterinarian; this includes towels, gloves and a leash among other things.
2. Help stray animals by calling animal control or transporting them to the local shelter. “Advocate for each animal,” she emphasized.  
3. Help animals in hot cars, treating each instance as an emergency. If you cannot locate the owner, call the police; if you make the decision to break the window upon signs of the animal’s distress, make sure you videotape it for evidence to support your decision.  
4. Keep cats safe and healthy by keeping them indoors, avoiding “run of the mill cruelty” in the instance of getting hit by a car, but also to protect wildlife since “cats are serial killers.”
5. Help chained dogs, but avoid yelling at owners; “The best thing you can do…is befriend the owner so you can be a meaningful advocate for that animal.” Better yet, work towards establishing anti-chain laws in your community.  
6. Never use inhumane training techniques, such as prong collars. These promote antisocial and aggressive behavior because of the pain caused.  
7. Say no to unnecessary procedures, specifically: declawing, defanging, debarking and ear/tail trimming. The fact is, “it’s a mutilation, these procedures are cruelty.” Do not patronize a vet that does these procedures.
8. Always spay and neuter, overpopulation is a real problem. To help neighbors and friends, pay if you have to, or give them the transportation they need to a clinic.
9. Adopt homeless animals, giving these pets a chance before you choose a commercial breeder.
10. Volunteer at your local shelter; it’s not a sad and scary place, but rather a place of second chances.

Doll Stanley: Going into her own history in the movement, Stanley described educating communities that do not realize animal trafficking is occurring. Placed in Mississippi, she realized the problem was chained dogs and not enough animal shelters. Stanley emphasized that people need to be told dogs are not barking machines to be chained in the yard; of people who chain their dogs, she said, “they drink their beer, smoke their cigarettes, and take their meth.” She continued to emphasize that “animals are not property because we have a relationship with them.”

Lessons from Fur Campaigns What activists have learned combatting animal use and abuse for fashion.
Jonathan Klein - Rabbi, Faith Action for Animals
Kathleen Lowson – Director, Cry of the Innocent
Pei F. Su – Executive Director, Actasia for Animals

Jonathan Klein: Klein does not believe one tactic is better then others however, “of course our [the animal rights] message is right and true.” Right now in the Jewish community activists are fighting the practice of Kapparot: the practice of praying on a chicken into which you pass your sin on then swinging it around your head and killing it. About “95% of Jews don’t” participate in this practice. There are two synagogues open that conduct Kapparot, if activists go in and try to talk to them they “would immediately associate them with terrorism.”
Klein also noted that the “Occupy LA movement was great” because its “number three issue was animal exploitation.”

Kathleen Lowson: “The animal rights movement is the greatest social justice movement of our time.” There are “no laws to protect animals.” Animals raised for fur are “forced to watch their cage-mates [die] and they know they are next.” If an item is labeled “faux-fur” it is most likely still real fur. Two million cats and dogs are killed each year for the fur industry with China being the number one producer. 95% of China’s fur product is exported with over half going to the United States.

In Canada, seals are “mostly skinned alive.” In the United States millions of animals are trapped and classified as a nuisance with wildlife control.

Pei F. Su: Su had to hide her activist job from her family for 5 years because it was looked down upon. ActAsia began in 2006 and it took 5 years to understand the local animal rights groups. “China has no laws” to protect animals so to “talk about veganism is a dream.” ActAsia began its fur-free campaign in January of 2014 and has gained the support of several famous Chinese soprano singers.

Moving Away from Shelter Killing: A Middle Ground? Can we adopt our way out of shelter killing? What else will it take?
Merritt Clifton: To find out whether or not the audience had been exposed to the topic at hand, Clifton took a poll of audience experience levels in shelters, finding that at least everyone had been to a shelter. Continuing on some of the points made at the Opening Plenary the night before, he spoke to the history of animal shelters and their mechanism for social change. Animal pounds in the early years served very different purposes from current day animal shelters, many of the animals obtained being sent for use in experimentation. Stray, unnamed animals were a vector population, and while vaccination is now highly encouraged, by 1960 there were 10,000 animal control units in place to manage the animal population. Today there are 20,000 animal control units. Clifton disputed the idea that animals were not adopted out in the early 1900’s, but explained that television has made it easier for animals to be advertised. With 4,500 humane societies presently, “high volume low cost animal sterilization” was an early move towards making animal intake possible. Going on to speak to the number of animals surrendered for biting, and how many of those are pit bulls, he met audience opposition and was cut off for time.

Brenda Barnette: After briefly defending Clifton while also acknowledging their difference in view points, Barnette spoke to the work of Los Angeles Animal Services. Met with applause, she announced that LA was on track to being a no-kill society by 2017, crediting intake decrease to responsible pet ownership and spay/neuter promotion. However, she said its “hard to brag about killing less because we don’t want to kill anything.” While describing pit bulls as a “bully breed,” the intake has declined likely due to the efforts made to educate people on the breed. Referring to shelters and overpopulation, she reminded everyone “the secret is ganging up on the problem not each other.”

Scotlund Haisley: Speaking to the reliability of breed-specific data from shelters, likely what Clifton was referring to in his speech, Haisley cautioned that it is probably reported in a newspaper and thus assumedly inaccurate. Describing his mission as “noses in and noses out,” “noses in” is the decrease of shelter intake and “noses out” is the adoption of animals. He explained that to reduce shelter intake requires spay and neuter programs, in-house pet retention, anti-breed discrimination legislation, and integrated trap-neuter-release programs. Similarly, to increase adoption and return lost animals to owners your shelter must focus on identification efforts (i.e. microchip), foster to adoption options, and neonatal nurseries to make it possible to take care of kittens and puppies that arrive before the 8-week recommended adoption age. As is no surprise, marketing is also important, showing the new national spay/neuter PSA by the Animal Rescue Corps. The goal is to reach the most people, and that’s the point: “the public needs to be a part of the movement.”

Animal Abuse for Amusement and Companionship Videos and Q&A about abuse regarding dogs, cats, rodeos, racing & fighting
Christ DeRose – Founder, Last Chance for Animals
Steve Hindi – President & Founder, Showing Animals Respect & Kindness

Steve Hindi: The good news in rodeo is that some things have been exposed. These include the electrode shock, the “jerk down” and the “big event” of Horse Tripping. Although many people who rodeo argue that Horse Tripping only occurs in Mexico it is
happening in California and Oregon. Oregon will have a law against Horse Tipping this year. Hindi and SHARK claim that “the [rodeos] are beat” because SHARK has high pod cameras to still see rodeos even though rodeos will not let cameras inside.

The bad news in rodeo is that rodeos are everywhere and the “big problem is you [animal activist] are not at that rodeo.” Even though it is not fun to go to a rodeo, animal activists should go to the rodeo “not to protest, but to film.” Activist should learn how to properly handle a camera, video and turn that into SHARKor local authorities. Bull riding is one of the less bad events, activist should focus on shocking calf roping and cow tripping.

“They [rodeos] are really getable.” Go to the Professional Rodeo Cowboys Association (PRCA) website and see their schedule. Activities such as bull fighting and pigeon shooting are full of rich people, rodeo is not. Mitt Romney supported these activates because he thought it would advance his political career. “Those people [rodeo participants] are idiots, that’s why they are doing what they are doing, they are so damn stupid.”

**Chris DeRose:** He began with a video of Carson and Barnes Circus elephants where a trainer states “if you’re scared to hurt him don’t come to the barn.” DeRose stated that “the only way to make these animals do what they [trainers] want them to do is out of fear.” DeRose claimed the video was “8-10 years old” and the activist was “undercover 11 days.” DeRose sent the undercover investigator to Oklahoma where Carson and Barnes “owns” a town of 6,000 people. This investigator was outed and DeRose had to be rescued because “if they [Carson and Barnes] would have found him, they definitely would have killed him.” Animals are forced to do “silly tricks” and their owners “do not care about elephants.” Circus animals spend “hundreds of hours in a row in a box car.” They are on the road eleven-months out of the year and one month they are training.

One panelist recommended [supercircuits.com](http://supercircuits.com) for customized and stock undercover video equipment.

**Abuse of Wildlife on Land & Water**

Videos and Q&A about extermination of free animals on land/water & captive animals in zoos/circuses

Susan Hartland – Administrator Director, Sea Shepherd Conservation Society

Matt Rossell – Campaigns Coordinator, Animal Defenders International (ADI)

**Matt Rossell:**

At the beginning of this session Rossell showed three videos to help illustrate his viewpoints.

**Jordan’s World Circus**

Filmed May 2014

- Video shows elephants fighting during circus rehearsal;
- Elephants are “chained up & out of their mind”;
- Circus goers do not realize that elephants are electrically shocked; and
- In video handler calls elephant a murderer.
Halls Bears/ Castle’s Bears

- These bears spend 95% of life in a 4x6 foot windowless cell; and
- The only time they are out of the cell is for an 8 minute circus act and an an 18 min show.

No Fun for Elephants (Animals Defenders International Campaign)

- Bob Barker narrator of video;
- Have Trunk will Travel traveling elephants shown; and
- ADI is trying to share information with OSHA because of the unsafely of elephants and people.

27 countries have passed bans on traveling exotics; ADI is working to pass the Traveling Exotic Animal Protection Act to ban moving exotic animals for performances. ADI is “going to flood congress for support.”

Susan Hartland: Sea Shepard started in 1977 focusing on “direct action to protect ocean wildlife.” We only have 40 years of ocean left. In the marine entertainment industry there is a lot of “sexual abuse” animals are “tricked into mating.” It is just like “human sex trafficking.”

Andy Mars – Director, Kids Make A Difference Campaign

Mars introduced the session as a question and answer platform, the audience talking together about current issues and questions surrounding animal rights. He would serve as a mediator.

Question 1: My animal needs treatments but they are tested on animals, what can I do?

Audience: Very enthusiastically: Just think alternative medicine!

Mars: For that, you should talk to Dr. May while at the conference; she is traditionally trained with alternative resources. Also, Physicians for Responsible Medicine look at diabetes and it seems that with Type 2 it’s a diet issue and “insulin isn’t necessary.”

Question 2: Are there alternatives to insulin?

Audience: It’s all about diet; cats can be vegan, especially females.

Mars: I have an adopted dog who is “vegan and happy.” My dog was in a litter of puppies that were going to be euthanized at the pound because their mom couldn’t wean them; it’s not the fault of the pound, they have limited resources. However, I didn’t question the formula the vet gave me and then once on solid food I turned my dog vegan. Here’s the dilemma, though, “Do I make my dog vegan when they may not choose that in the wild?”

Question 3: Without commenting on Mars’ proposed dilemma, Non-vegans and vegans alike ask/tell the audience that deer overpopulation is the reason for hunting because that’s the more merciful death; thoughts?

Question 4: Ignoring the previous question, I feed feral cats meat but can I put them on vegan diets when meat is “so satisfying” to them?”
**Audience:** You can do ½ and ½ to at least minimize the meat, or better yet feed the Evolution brand of vegan pet food; adding water will make it more filling.

**Audience:** A conservationist told me that when we condition feral cats to expect human feeding they become dependent, but that also means they will hunt less.

*Question 4 audience member:* To clarify, they are all “TNR’d” so I know that they are a limited number and won’t multiply. *The previous audience member approved.*

**Audience:** In regards to hunting, “that is speciesism!” We wouldn’t kill off a human city if it were overpopulated!

**Mars:** From my understanding, deer populations reflect their environment, which influences their reproduction. By killing them, it actually leads to overpopulation from their increased breeding/birth rates.

**Question 5:** I saw the “Lion Ark” and was asked if it was worth saving the lions if we’re feeding them livestock. Can we support that [letting lions die] if we are anti-circus?

**Audience:** A biologist, Rehabilitating eagles requires feeding them mice, but we don’t fund people to feed companion animals non-vegan food. Ultimately it’s “still saving animals.”

**Question 5 audience member:** I believe, “[if we are promoting conservation, we have the responsibility to take care of the animals we save],” from deer to elephants. If they’re carnivores, “I don’t know if we should make them vegan”.

**Audience:** The biologist, If animals are obligate carnivores, “we need to put their needs above our morals.”

**Question 6:** How do we moderate natural behaviors of domestic animals? When is that abuse to regulate? Examples given were cats hunting sparrows and dogs hunting gophers.

**Audience:** We need to look at “the big picture,” “when we’re shouting ‘no kill!, it’s inconsistent to have dogs that hunt.” She made the suggestion of keeping those dogs inside.

**Audience:** Referring to the deer, remember that a hunter doesn’t look for the sick animal to put out of its misery - they’re “going for a trophy.” They can’t argue that they’re providing a merciful death.

**Mars:** I’m from New Hampshire and it’s all about “hittin’, drinkin’, and smokin’;” one man I know hunted deer but shared meals with me. As I shared, he became a vegetarian. At first he wanted the thrill of the hunt, but he replaced it. Ironically, I learned about the deer populations from him – “[they] can change.” “Let’s keep growing together.”
Audience: To the deer, I’ve heard of deer birth control, so that could help. As for pets that hunt, we can, for example, put bells on cats to warn birds.

Question 7: I want to provide a retrospective look at our interference with animals. They were here first, we are the ones interfering. Animals will live in harmony or disharmony, but “our intervention is worse.” Right now we need to fight using animals as commodities. All agreed.

Mars: That’s true, I hate that we look at animals as commodities, that’s why we’re here, “we don’t see them as that.”

Question 8: I went to Sequoia Park and saw a marked bear, being told that if it becomes too aggressive they can kill it. But what’s wrong with that? “Are we ruining what we’re trying to preserve?” What are we going to sacrifice?

Audience: The biologist, In California, bear attacks happen from human interactions. Let me pose something: I work with invasive species, and cats are a big one. We have these animals that don’t belong in ecosystems, what would we do? “Live and let live?”

Audience: We need to be wary of our own speciesism. If we don’t eliminate ourselves, “the most invasive species,” then we shouldn’t do that to [them].

Audience: As for putting deer on birth control, “humans need it!” And with the dogs hunting gophers, “that’s his backyard anyway.”

Mars: As we leave here, keep asking questions and talking together; step outside of the box.

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**Advocating for Captive & Free-Roaming Animals**

*Best tactics and prospects for progress for animals in circuses & rodeos & marine mammals*

Steve Hindi – President & Founder, Showing Animals Respect & Kindness

Matt Rossell – Campaigns Coordinator, Animal Defenders International

Melissa Sehgal – Campaign Coordinator, Sea Shepard Conservation Society

**Melissa Segal:** The United States fisheries and wildlife are paid “for with tax dollars to harass sea lions instead of protecting them.” She said that activists not only need to worry about freeing the animals but also about giving them a place to go when Ringling and SeaWorld are shut down. Segal also stated that she hated seeing parents who put down Ringling but take their children to the zoo, “you can’t hate one and support another.”

**Matt Rossell:** Animal Defenders International has offices in London, Bolivia, and Los Angeles. Rossell began by stating that success “always starts with undercover investigations.” In 2007, Animal Defenders successfully helped pass Law 4040xi in Bolivia, the “world’s strongest ban on circus animals.” ADI also “rescue[d] all exotic animals in Peru.” While in Peru, Rossell had his “arm broken by a circus thug” and a “knife pulled [on him] by [a] circus owner in Bolivia.”

Last month in the United States, “never before seen” footage of an “elephant confrontation” at the Jordan’s Circus was released. Even more shocking, these
confronting elephants were giving rides the day before and the day after. In the past, Jordan elephants have escaped and “smashed up cars.” These elephants are often electrocuted with “shocking devices” of “one million volts of energy or more.” Currently, HB 4525ii, the Traveling Exotic Animal Protect Act is before Congress and would ban all wild animals from traveling circuses. “This is one we will win,” stated Rossell. If passed, America would join 27 other countries that ban animals in circuses.

**Steve Hindi:** Showing Animals Respect & Kindness (ShARK) focuses mainly on investigations. “Rodeos are the bullfighting of the US.” When Hindi was in Cheyenne, Wyoming he watched 6 injured calves be crated out in a single afternoon. Hindi flew to China because they are trying to start rodeos there, but “China activists are not going to accept Rodeos.” While in China, he “saw our movement 20 years ago.”

Rodeos are pure animal abuse, stated Hindi. Calves are close-lined; rodeo participants are “sticking wire up their anuses to get tame animals wild.” When speaking about pigeon shoots: “because NRA runs the state there is no prosecution even though it’s illegal.” Hindi is tired of having to travel 1,500 miles to Pennsylvania (30,000 miles traveled in total for Pigeon Shoots).

Hindi is also discussed being fed up with the “bullshit” of the Pennsylvania Humane Society and Women’s Humane Society of Pennsylvania because “they are inactive” and “they want to be in good” with legislators. “These organizations [Humane Societies] are making millions of dollars.” To film Pigeon Shoots and rodeos SHARK uses 30 feet high pods. Currently there are potential “laws [in the works] to ban drones by NRA minions.” Industries claim it is because of privacy but the “biggest invasion of privacy is a big fucking chunk of lead entering your body.” Hindi also encouraged attendees to begin actively partaking in the movement. He claims the only time he sees people is here at the conference. “If you call yourself activists please become active.”
COMMUNICATIONS TACTICS UTILIZED BY ACTIVISTS

**Nature of Social Change**  
Social progress through struggle; stages of social change; recognizing victory

**Conducting Personal Advocacy**  
Getting active, reaching individuals, holding effective conversations, garnering media

**Classroom Presentation Training:**  
Hands-on training to prepare participants to offer high school and college humane education lectures

**Running Strategic Campaigns**  
How to map out objectives, plan tactics & events, and assess results

**Electing and Lobbying for Animals**  
Political activism, enacting local laws, and conducting litigation

**Lobbying Training**  
Required for Monday lobbying participants; free vegan cookies will be served

**Know Your Rights 101**  
Get the basics about the law and your street activism, from protests to outreach

**Measuring the Impact of our Advocacy**  
Approaches to calculating how effective our efforts are; exploring where to go from here

**Advocating for Animals Online**  
Online engagement, petitions, spreading awareness through social media and video

**Designing & Advertising Our Message**  
Designing for the audience, where & how to publicize our message

**Engaging The Media**  
Being newsworthy and a source, news releases, letters to editor, talk shows, cultivating relations

**Promise of Civil Disobedience**  
Banner drops, stealth labeling, blocking access, sit-ins, disruptions, open rescues

**Planning Successful Events**  
The basics of planning festivals, conferences, and other large events

**Engaging Religious Institutions**  
Moving major US religions in an animal-friendly direction

**Speaking Our Message**  
Attracting and maintaining interest in our presentations

**Engaging Abroad**  
Advocating for animal rights and veganism throughout Africa, Asia, Europe, and beyond
**Nature of Social Change**  
*Social progress through struggle; stages of social change; recognizing victory*

Alex Hershaft - President & Co-founder, *Farm Animal Rights Movement*

“No other living being is more oppressed” than animals. The “vegans are doing more then all other movements.” This is justified because “nobody wants to play with us [animal rights movement].” “We hold a mirror of what they should be.” “We make them uncomfortable, be aware of that.”

**Strategies of Social Struggle:**

Appeal to feelings:
- “People like to feel normal.”
- “Convince them that being kind to animals is normal.”

Appeal to beliefs
- Reward people.
- “Punish them for using undesirable behavior.”

**Stages of Social Struggle:**

**Alerting stage** - “Public is unaware there is a problem.”
*Example:* Killing for food: 98% of people think it is okay.
*Tactics:* Visuals, stunts, hunger strikes – “do outrageous things to get peoples’ attention.” “Not trying to convince people…we are trying to get their attention.”
*Pitfalls:* Failure of imagination.
*Counter argument:* They say “just ignore them.”

**Discussion stage** - “In this stage the public knows there is a problem, appeal to them through feelings and beliefs.”
*Example:* Environmental/ economic damage of animal agriculture.
*“Connection with price of beef going up” or “fur is no longer fashionable.”*
*Tactics:* Videos, leaflets, food tastings.
*Pitfalls:* Some animal activists are still stuck in the alerting stage “some still scream meat is murder.”

**Reform stage:** “public agrees with you.”
*Examples:* Humane treatment of animals, public is health conscious of eating animals because of “obesity, diabetes, stroke.” Spay/ neuter programs.

**Conducting Personal Advocacy**  
*Getting active, reaching individuals, holding effective conversations, garnering media*

Karen Dawn – Author, *“Thanking the Monkeys”*
Bruce Friedrich – Senior Policy Director, *Farm Sanctuary*
Armaiti May – Animal Rights Veterinarian

*Karen Dawn:* Emphasizing the utilization of media, there are certain things that we can do to influence and garner the media attention we’re given. Producers look at the comment section of news websites, so by you taking five minutes to write you can shape what’s in the media. Similarly, Letters to the Editor is the second-most read page in the
newspaper, so write to yours about an event or idea. Remember to keep it positive though, because your tone matters; what determines whether your letter makes it in print is if it is praising versus criticizing. For the attention you receive, make sure you thank the reporter for their animal-friendly work, “grooming them” for the next time you want exposure. As final advice, “think creatively – think visually about what your story can be.”

**Dr. Armaiti May:** The question is how can we be effective advocates in our daily lives? We need to confront the sadness and fear we may have; “we need to portray joy because [they] want to decide if we are someone to emulate.” Remember to think of non-vegans as “pre-vegans,” and that they are not attacking us but rather “they’re uncomfortable with the situation.” No matter how many times you’ve heard a question, keep a two-way dialogue; when people ask where you get your protein it is because they truly don’t understand. Be these peoples’ support system, because “veganism isn’t a fad, it’s not a health craze; it’s about helping animals.” Similarly, don’t fight back and reinforce people’s negative stereotype of [us], instead suggest that they visit a sanctuary, keeping the terminology “cruelty-free.”

**Bruce Friedrich:** After praising Dr. May, the first order of business was taking a poll of vegetarians/vegans in the room followed by a poll of how these people felt about their lifestyle. Of the results, Friedrich stated they were “totally flippin’ awesome.” With veganism, Friedrich said, “you’re comforting the afflicted and afflicting the comfortable.” It is effortless advocacy simply to encourage people to ask why you are vegan; having vegetarian starter kits with you at all times is more effective than leafleting because these people actually want the information. Moving forward, he gave these as points to follow:

1. Be positive and welcoming, “meet people where they are on their journey.”
2. Don’t just act, act effectively – “animals will live or die as a result of your efficacy.”
3. Channel Socrates, don’t berate people. “It’s a matter of mercy,” so move people towards recognizing that paying for meat is paying for abuse.
4. Get support; you can do a lot, but you don’t have to do it alone.

**Classroom Presentation Training:** Hands-on training to prepare participants to offer high school and college humane education lectures
Katie Cantrell – Executive Director, Factory Farming Awareness Coalition
David Coman-Hidy – Executive Director, The Humane League

**David Coman-Hidy:** Comon-Hidy, whose sister owns a dairy farm in New Hampshire, stated that they would “agree on 99% of the issues.” The Humane League will provide a “modified slideshow” for you to present in classrooms. Always begin a talk with a casual conversation about how companion animals are like family. Then, relate dog to pig, cat to fish and monkey to chicken. Comon-Hidy then showed slides of each stating the animals similar traits.

Ask students what the average American farm looks like, then after the typical responses of a red barn or few animals share that less then 1% of animals are actually raised like that. Tell students what factory farming looks like then show them how the industry is hiding the truth. Make sure to highlight indoor living and confinement conditions. Include the “2 foot by 7 foot stalls” for pigs and Prestage Farm’s website
which states: “Animal Welfare is our business.” “Also explain how Farm animals do not receive individual veterinary care.” Wrap up the presentation with 10 minutes worth of video on topics such as male chicks or tail docking. End with “what we agree on” that “each [of the animals] have unique personalities.” “You can empower students,” said Coman-Hidy.

*Katie Cantrell*: Cantrell stated that you should always tell potential vegans they “have to supplement with B12 so they don’t blame us or veganism” for future health problems. She spoke about what topics to speak about in order to get into the most out of classroom visits. These topics include:

- **Environmental**: “Factory Farming is devastating our environment...lots of people haven’t made that connection.”
- **Social Justice**: Factory Farming includes “some of the most dangerous jobs in the country. Most [farm workers] have PTSD.” Talking about farm workers is another great time to “debunk that vegans don’t care about people.”
- **Government/Economy**
- **Philosophy**
- **Animal Behavior**
- **Public Health/Nutrition**

Audiences can include community groups, synagogues and churches but your target audience should be high school and college groups. Cantrell gave public speaking tips including making sure to pause after giving shocking information and shifting your body can cause listeners to find you untrustworthy.

**David Coman-Hidy**: Executive director of The Human League spoke about logistics. He suggested attending teacher conferences and leafleting mailboxes. He included that “95% of teachers let us show it,” referring to undercover videos. For more information about education you can visit humaneeducation.thehumaneleague.com.

**Running Strategic Campaigns** *How to map out objectives, plan tactics & events, and assess results*
David Coman-Hidy – Executive Director The Humane League
Sharon Núñez – Executive Director Last Chance for Animals

**David Coman-Hidy**: First and foremost, strategy achieves our goals: have a coherent plan before fighting forward. The first step is to ask yourself (of your goals): How severe should this be? How many animals are being focused on? What is the vulnerability of our company? In the words of Henry Spira, “Will it work?” Take a “sober-eyed” look at what you’re doing and scale down to what is measurably achievable.

The following is an example of scaling down from an original, broad goal: end cruelty to animals > end factory farming > end battery cages > ban battery cages in the U.S. > ban battery cages in x-state > ban battery eggs in my school. Step two, provide the solution and have a clear “ask” when you approach industries, taking the time to walk them through it. After all, “we live to demonize companies, but they are made of people, so sometimes you’ll get lucky.” Third, put on the pressure, either with the carrot or stick. By “placing a carrot,” you are providing incentive that encourages support; you don’t want a bunch of students ganging up on the lunch lady. Alternatively, the stick is when you use petitions, leaflet, make calls, or embed campaigns into company sites (i.e.
Lastly, give big thanks and send out a press release with your success and what you want to do next; these are all “stepping stones to eliminate animal cruelty.”

**Sharon Núñez:** Building off of where Coman-Hidy left off, Núñez first went over what a campaign is not: a protest, a sequence of actions, raising awareness (or not necessarily), an idea. The thing to remember is methodology, going through the process of analysis, setting goals, and follow-up. First, do an internal evaluation, which can be in the form of a “SWOT” analysis: strengths, weaknesses, opportunities, and threats. An external analysis can be in the form of “STEP”, considering social, technological, economic, and political factors. A significant facet to this is your audience, considering how they can be effectively reached and what you want them to hear. Now that you have done the analysis, assure that your goal is “SMART:” specific, measurable, attainable, relevant, timely. Once you are ready to move forward, make sure to effectively communicate with all employees and volunteers with who is doing what, what they are doing, and by when. With a clear message, key ideas, and repeatable slogan, you will see what you can achieve. Ultimately, “there’s no ego involved when trying to create a campaign.”

**Electing and Lobbying for Animals**

*Political activism, enacting local laws, and conducting litigation*

Liz Hallinan – Litigation Fellow, Animal Legal Defense Fund
Nora Marino – Chief Council, League of Humane Voters

**Nora Marino:** Everyone needs to be evolved politically. Individuals should join political clubs or boards and find animal-friendly campaigns. Set up meetings with elected officials, “these people work for you.” When you have established contacts in your clubs “drop names” when talking to officials.

The number one rule is to dress professionally and for success. You do not have to like what you are wearing “it’s not about you, it’s about the animals you’re representing.” It is important to be confident. “The truth is on your side.” Also, be prepared and use words as tools. “Slip in words” that are emotional or sentimental. “Most elected officials don’t give a damn.” It is important to give them something to relate to. For example, explain that a pig living in a gestation crate is the same as living in an airplane seat. Use visuals, demonstrate evidence, know sponsors and always make sure to tell officials which way to vote. When you leave, “make the legislator feel like a hero.”
Add in that they too can be like the ones that emancipated the slaves and gave women and gays rights. You can go further by volunteering or attending fundraisers; even if you cannot afford them, call [the official’s] offices and ask, they will most likely let you attend.

You yourself can run for office. “You don’t have to be smart or anything, look at who’s in office now.”

Liz Hallinan: Reminded attendees that just because legislation is passed doesn’t mean that’s the end of the fight. She stated, laws get challenged in court. For example there is the Commerce Clause in which Missouri challenged California because California’s ban on battery cages would keep other states from selling in the state of California.

Lobbying Training Required for Monday lobbying participants; free vegan cookies will be served
Jessica Astrof – Campaigner, Equal Justice Alliance
Odette Wilkens – Executive director, Equal Justice Alliance

Odette Wilkens: The goal of the session was to take the “mystique” out of talking to your legislators. Wilkens emphasized the “multiplier effect,” which is that legislators and staff assume that for every one person that calls there are likely 5,000 others with the same question or opinion. So imagine if everyone in the room called – “what opens the door is opening your mouth.” Building a good rapport with your legislators and becoming a resource for them is essential.

Jessica Astrof: Added that as long as you are a constituent they [legislators and staff] will listen. It helps, also, to look like them and explain the issue as it affects you personally. Wilkens warned not to over embellish, instead to present the issue conservatively so as not to be seen as a “zealot.” Astrof continued, emphasizing that it is all about planning: know what your representative’s interests are and remember to be reasonable as you work to persuade them.

Know Your Rights 101 Get the basics about the law and your street activism, from protests to outreach
Rachael Meeropol - Senior Attorney, Center for Constitutional Rights
Dave Simon – Author, “Meatonomics”

Rachel Meeropol:
Meeropol passed out a pamphlet labeled “If an Agent knocks” which outlined actions activists should take. These included:

Know Your Rights:
- Right to remain silent
- Some states allow officers to ask your name.
- Officers are trained to trick you so it always a good idea to not talk.
- “You don’t know what they are after.”
- Never consent without a warrant.
- If an officer tells you ‘you are not a target,’ ‘I can go back and get a search warrant’ “it’s all bullshit.”
• Ask if they have a warrant.

If you have a roommate, make sure to talk to them about a plan. Roommates can legally consent to have common areas searched but not personal space. If you are going to be arrested, give yourself up. Go outside and lock your door behind you. If you do not volunteer to come outside and lock the door then officers can search the inside of your home. Your trash is not protected; law enforcement or corporate investigators can search through your trash. When you are being questioned, “do not accuse [undercover investigators] if you don’t know the truth.” Cell phones are insecure and can easily be tapped into by corporate investigators and law enforcement. Email should never be used unless it is encrypted. A grand jury is “just a show.”

If you get subpoenaed always talk to a lawyer, you have three options to respond:
• Comply
  • You have no idea how it’s going to be used against you
• Quash or challenge subpoena
  • “delay tactic”
• Refuse to comply
  • Not show up or show up and refuse to talk

Simon then briefly discussed the Animal Enterprise Terrorism Act, describing it as being used “very broadly to charge [individuals] with stalking.” He added that when there’s a monetary loss involved, you are more likely to be charged as a terrorist or under the AET Act.

Dave Simon:
What is included in the first amendment?
• Public forum: public property opened to the public
  • In California/New Jersey shopping malls are included
  • NOT Public forum: stand alone stores, private medical centers, homes.
• Protected Speech: any expression is protected
  • EXCEPTIONS: threats, harassment, fighting words, profanity in relation to violence, misleading words

Simon emphasized that what is protected but is not appropriate is for animal activists to publicly criticize each other.

• Lawful activity: flag burning, leafleting, chanting, singing
  • NOT lawful activity: vandalism, asking for donations on the spot, blocking store fronts, sit downs, shouting loud enough to disrupt business, doing activity at an unreasonable time, place or manner
• It is unlawful in public places to:
  • Preview your information
  • Tell you to stand somewhere
  • Have a lengthy application process
  • Limit the amount of protesters
Home demonstrations are controversial as there is the most potential to intimidate the owner of the home. Make sure to go in daylight, do not wear a mask, do not trespass, do not harass and do not make threats. Also, take your own video and call the police in advance so they are on your side.

**Measuring the Impact of our Advocacy**  
*Approaches to calculating how effective our efforts are; exploring where to go from here*  
Anthony Bellotti – Executive Director, White Coat Waste Project  
Jon Bockman – Executive Director, Animal Charity Evaluators

**Anthony Bellotti:** We all know it to be true that public opinion matters. Campaigns need research, and persuasion campaigns, specifically, need a clear message for development. This message must be tangible and focused because “**when you emphasize everything, you emphasize nothing.**” Campaigns can’t be a “laundry list” of everything you believe; they need to be a position statement with a clear point A and point B. You must also recognize “audience segmentation” and make sure you have a strong contrasting message. Ultimately, “**the primary job of a campaign is to define a choice.**” Steps to follow are:

1. **Message:** your message is your mission.
2. **Audit:** inventory your strengths, weaknesses, liability and assets.
3. **Research:** “don’t reinvent the wheel”, start with secondary research.
4. **Craft:** don’t fight a battle that is not where you’re strong and they’re weak.

To evaluate your message and progress, remember that polls tell you “what” people believe but focus groups will tell you “why” [they hold that belief]. Remember, the audience you want is not vegans. This is a “persuasion battle,” what you say must outweigh what the opponents are saying about you; reassess frequently.

**Jon Bockman:** What is the best approach to helping animals? You need to ask yourself, “**What cause should I focus on?**” This requires research, for example, 99 of 100 animals are for food. Looking at numbers, it costs “$300” to save one shelter dog but only “$30” to save and release wildlife. With this math, you could save 30 animals for “$10” if you look farther than your local animal shelter. What most people do not realize is that the Humane Methods of Slaughter Act does not include birds and fish, mostly because it is hard to identify with such “non-companion animals.”

Analyze where you’re putting your time and money, because while helping shelter animals is important, most of us choose groups with a broad outreach because we don’t know where to start. Use the **“foot in the door technique”** to reach out to your community and policy makers so that your “small ask” for them to help you with your mission can pave the way to a “large ask” – it all comes down to social psychology. Giving example of careers with “high replace-ability,” like veterinarians and accountants, he praised those working in non-profits and donating their time and money, assuring them that they are irreplaceable. As a leader, analyze your work and improve your transparency always asking **“how effective do you want to be?”** When you decide how to help, “**go out and do it, no matter what it is.**”

**Advocating for Animals Online**  
*Online engagement, petitions, spreading awareness through social media and video*  
Colleen Holland – Associate Publisher, VegNews Magazine  
Pulin Modi – Senior Campaigner, Change.org
Colleen Holland: Social media is “integral” for creating a brand. You need a plan, though, finding your “social media sweet spot.” The “grand daddy” of them all, Facebook, will get you the most attention if you post pictures of animals or food – the same goes for Instagram. With Pinterest, you have to remember that 80% of the users are females; also, make sure you are linking through things! With any of the writing you do, it will be the most successful if it is “compelling, concise, and entertaining,” for photos, it has to be professional while authentic of real life. Assign the right person to the job of making this possible, and be sure that everyone has the same “goal of excellence” – make it a group effort.

At VegNews, the goal is quality over quantity while also limiting the self-promotion; this will help to give your company a trustworthy image. Engage your followers; don’t just walk away, rather, keep in mind that “social media is a two-way conversation.” Live tweeting, Infographics, and giveaways are great for this; get creative because “what’s good for your supporters is good for your company.” In the end, it’s all about being simple, memorable, fun, and focused on the audience (not you).

Ari Solomon: Introducing himself as the “star” of “Shit Vegans Say,” it’s a spin-off of the YouTube “Shit Girls Say,” Solomon discussed the topic at hand: “going viral.” Managing all of the social media channels and content for Mercy for Animals (MFA), Solomon emphasized that the point is “it’s free to reach masses of people.” Because “97%” of Americans eat meat, you need to reach them. “People log in to connect,” so always remember to “retweet, regram, and respond” – including other activists. Explaining the Facebook algorithm, the visibility of your post will depend on how many likes/shares/comments previous posts have received. Capitalizing on what’s trending will help you become engaged, referencing MFA’s “Vegan is the New Black” as a tribute to the highly popular “Orange is the New Black;” it’s a matter of using something people will recognize. Use Facebook insights to figure out your demographic and take the time to make sure every post (and title) is perfect. While celebrity engagement can be difficult, suggest tweets to them and align yourself with celebrities that reflect your values. Lastly, remember not to argue in the comments: if it something that needs addressing, send a polite private message.

Pulin Modi: We’re not here to tell you what to believe, but instead the best practices and tips. You need to care because social media is free, fast and easy. It also provides you with a way to track your progress and “why wouldn’t you want to do that?” Engage people with plug-ins and links, even if it doesn’t relate directly to your campaign but is simply pleasing. “Every time you do something on social media, you’re creating relationships;” be productive with what you’re doing, and always step back to assess your content. For this reason, don’t post ten gruesome photos a day and be surprised if people are turned off. The ultimate goal is that “you’re trying to build communities and be a part of a movement.”

Change.org emphasizes this in the way of telling stories authentically; all petitions have a unique story. Don’t demonize decision makers because you need them as allies – the pressure will be put on adequately as they get an e-mail for every new petition signature on Change.org. With petitions, specifically, add a picture; that alone will make you “7-times more likely to win” – “strong visuals tell the story.” Making it so people recognize your efforts is exemplified by Blackfish and the impact and influence that can
be had when a great number of people are talking about something. Because of such petitions, Willie Nelson refused to perform at SeaWorld because he didn’t like the way the animals were treated. In summary, “**remember to take online action and turn it into offline results.**”

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**Designing & Advertising Our Message**

Designing for the audience, where & how to publicize our message

Erica Meier – Executive Director, Compassion Over Killing

Nathan Runkle – Executive Director, Mercy for Animals

**Nathan Runkle:** Everyone can agree there is limited time, money and energy. Because of this, activists must move past the guesswork and look at the data because there is **“no lack of work to be done in the movement.”** Runkle discussed how it was more impactful to share a story and to increase veganism it has to become a social norm.

When speaking to audiences make sure to dress the part. The goal is to go after the “low hanging fruit.” “To be effective, we have to talk to one specific group.” “The path is very clear: young women are the target of the movement.” When creating advertisements, “**we should always keep the animals front and center,**” emphasized Runkle. Websites that offer free imagery tools include 99 Designs, iStock, and Think Stock. Mercy for Animals also uploads images to Flickr that are free for activists to utilize. “**We have to think like big businesses who spend billions of dollars on research and development.**”

**Erica Meier:** “You [consumers] see 3,000 ads every single day,” even McDonalds advertises on report cards. “**Habits are engraved in us because we are bombarded with advertisements.**” The Fast Food industry spends 4.2 billion dollars in advertising. The target audience for fast food advertising is today’s youth because they are watching a lot of television. Television advertisements are beneficial for animal advocates as well. “**25 dollars reaches up to 2500 views**” it is literally “**pennies on the dollar**” and “**incredibly affordable.**” Compassion Over Killing commercials, for example, have reached over 10 million people.

The slides below show examples of advertising campaigns utilized by the animal agriculture and food industries.
Engaging The Media  Being newsworthy and a source, news releases, letters to editor, talk shows, cultivating relations  
Silvana Andrade – President, The News Agency of Animal Rights  
Alex Hershart President & Co-founder, Farm Animals Rights Movement  
Kezia Jauron – Co-founder, Evolotus PR  

**Silvana Andrade:** Media is an incredible tool for animal rights. Previously, communication of our movement was minimal and only in the instance of human interest, such as dog attacks. Now, working in Brazil, we have 20,000 people who have protested against the killing of animals, and “most of these people were omnivores but morally advanced.” With more than one million tourists a month in Brazil alone, The News Agency of Animal Rights’ (ANDA) efforts in Latin American are getting a lot of attention, and we have become the main source for the media on issues of animal
protection. With “courage and communication” we can expand with the media. Brazil also has the second largest vegetarian population in the world, ANDA becoming a great resource for those adopting the vegetarian lifestyle.

When asked about the Brazilian rainforest from the audience, an assistant answered that the farm and corn industries are subsidized but are a problem alongside mining; ANDA is fighting to bring mainstream awareness and follow this. A video was then presented, showing media clips and campaigns. One quote highlighted was “lack of information leads to discrimination and prejudice.”

Kezia Jauron: Jauron gave her intention as directing her presentation to grassroots activists and getting them kick-started with media. She urged everyone to ask: “What is your goal? What do you want the public to do?” The ultimate test of a clear, effective message is: “will your grandma understand this?” Keep it factual with the exception of quoted opinions; we’re used to sensationalism, but that isn’t necessary. We [animal activists] are getting “more scrutiny than those we are fighting,” so you must have non-animal rights sources and adequately defend your claims, whether it is about rights or diets.

“Our credibility is at stake,” so we need to be unbiased in our agenda and presentation, as well as not being over-promotional. For this reason, avoid asking for donations through the press, because even though it is an understandable goal, it looks greedy. Think like a reporter: a “wrap around” is what journalists use to bring an audience back, and this is something you want to keep in mind with media and press releases. Visuals and videos are great for keeping your reader – they don’t actually want to “read” too much. Additionally, choose the right spokesperson, knowing who will stay articulate and professional. By getting aggressive and argumentative you “won’t help the animals” and “[we] get screwed because they’re unprofessional.” After all, you have to remember that our stories already offend people because “everybody eats, wears, and abuses animals.”

Alex Hershaft: First, who would like to reach 100,000 people in your communications for only six hours of work a year? Everyone. Newspapers have a “backdoor” to the editorial page, the second most read page of any newspaper. You can get your vegan message there, writing to the editor about any upcoming event or publication. Technically, there are forty occasions to write for a year, and if you send your letters in at least one day before the occasion, you are guaranteed to reach people. Do not be a nuisance by writing more than once a month, but be conversational and remember that you are “a concerned citizen, not a die-hard advocate.” At FARM, there are two teams of writers and each author eight letters a year, typically published in “10%” of newspapers. Just by doing this, we can reach more than 80 million readers a year, even if they are some of the same readers.
Promise of Civil Disobedience banner drops, stealth labeling, blocking access, sit-ins, disruptions, open rescues  
Ryan Shapiro – PhD Candidate, Massachusetts Institute of Technology  
Michael Webermann – Executive Director, Farm Animal Rights Movement

Michael Webermann: Webermann has participated and been arrested in several direct action and civil disobedience protests including protesting the World Bank in 2009. Ages “18-22 is the prefect time to get arrested.” The purpose of direct action is not to just disobey the law but to get help for your campaign.  
- Be flexible to the situation  
- Dress the part: “the more radical the action you’re taking, the more conservative you should dress.”  
- Plan strategically

Ryan Shapiro: The first animal rescue took place in 1977 by the Undersea Railroad. Being Jewish, Shapiro has always thought the worst thing [about the Holocaust] was that so many Germans continued on with their shopping literally right next door to concentration camps. Then one day passing a factory farm he realized he was doing the exact same thing therefore “I went vegan because it was the right fucking thing to do.” While protesting, Shapiro kept Ringling’s elephants from performing, closed down Macy’s in New York City and saved “101 ducks from those hell holes [foie gras farms].” He has ridden a jet ski in between hunting boats and whales. “We were used to fucking shit up” stated Shapiro.

“This is what civil disobedience is, you can go to jail, but you have “friends in jail.” Currently, Shapiro is working on his PhD at Massachusetts Institute of Technology on the Animal Enterprise Terrorism Act. All he is doing is “asking the government to comply with the law.”

Planning Successful Events The basics of planning festivals, conferences, and other large events  
Karen Budkie – operations manager, Stop Animal Exploitations Now!  
Unny Nambudiripad – executive director, Compassionate Action for Animals
Steps to follow when planning a VegFest:

1. Committee: “recruiting means selling the event to them” – make it the biggest, most important event that they could be a part of.
   - Empower them, make ample resources available.
   - Assign roles to help with leadership, delegation and organization.

2. Goals: who is your audience and what is your message? This should be catered to the non-vegetarians.
   - How many exhibitors? Anticipate necessary venue size.

3. Recruit sponsors: again, selling! Tell them what you’ll offer and have sponsor levels.

4. Recruit exhibitors: food is especially important to us because this is a celebration of the foods we want people to choose when they leave.
   - Also, food adds to event’s light-heartedness so that it is not all about secret footage.

5. Recruit speakers: take caution with celebrities, because while they are great, keep them in line with your message.
   - Some national advocates will come to your event for free, so ask.
   - Not all speakers will draw in your target audience because some will be more vegan-attractive, but that’s still good.

6. Recruit volunteers: list the benefits, such as t-shirts, explain the commitment required, and describe leadership positions.
   - Work to find people with extensive experience, but also provide additional training.

7. Advertise: leaflet, poster, create online ads, send out e-mails, blog, go on social media – “do it all” to generate interest.

8. Media outreach: “mainstream media coverage is gold”; “to counter what we’re up against, we need to cultivate our volunteers”.

9. Assess: don’t forget this part; send out a survey with an incentive to return it.

Karen Budkie: Speaking to SAEN, Budkie explained that they first knew they wanted to have an event for vivisections. Invited to St. Louis, they had less than three months to plan a first-time event in a new city – but it was a success! Now the standard is to have an even every six months, maintaining followers along the way. Taking a step back, before starting set a goal for your purpose and tone. Your sponsors and speakers should reflect your target audience, all the while remembering that it is your name and reputation on the line. “Roll with the punches” to always be forward-moving, and make sure that when it comes to venues and contracts you have everything in writing – “it comes down to who said what when”. Venue type is significant in itself because that determines what you need to provide, in particular food. As a nonprofit trying to “move an issue forward”, always watch out for those who are trying to make a profit. If you are not in the same city for every event, recruitment of volunteers becomes essential. Keep in constant contact with your volunteers and speakers “so they know they’re important to your success”.

Unny Nambudiripad:
Engaging Religious Institutions Moving major US religions in an animal-friendly direction
Jeffery Cohan – executive director, Jewish Vegetarians of America
Lisa Kemmerer – author, Sister Species

Lisa Kemmerer: “I have never had a person of faith say I better go get me a hamburger” after explaining to them the bible does not support a meat diet. “If they do then they are not really religious.”

What God tells us we should eat:

Most meat eaters refer to Genisis 9:3 but what they don’t include is that the world was a bad place at the time it was authored.

Jeffery Cohan: Every successful social movement has had the support of the religious communities. On a scale to 0-10 the relationship between the religious community and the animal rights movement is a 0. This is because there is so many who misread the bible in churches and synagogues. “Many people go to church but few understand.”
Not all rabbis and ministers are vegan because they “are bombarded with meat messages” in media, at home and in school.

“The Animal Rights movement deserves some of the blame if we are going to be honest with ourselves.” “Educated, young people” are in the animal rights movement and are “least likely to be religious.” “If rabbis aren’t going to do their job, we have to do it for them” Cohan is confident he “got a calling from God to do this.”

Speaking Our Message Attracting and maintaining interest in our presentations Odette Wilkens – Executive Director, Equal Justice Alliance

Odette Wilkens: Addressing 600 people starts with first being comfortable addressing a few people. As a Distinguished Toast Master, Wilkens maintained that format, describing Toast Masters International as a club to join if you are in a position that requires a lot of communication or you have several job interviews. She offered the anecdote of her walking into an interview and starting the conversation, putting the meeting on her “road map,” then getting the job. This is important because “at a moment’s notice, you need to be able to give a two minute speech that is effective and will resonate.” People are afraid of public speaking, but “the only way to get over it is to do it.”

The session activity was then presented as everyone standing up at the front of the room and speaking for two minutes. First introducing yourself, the prompt was “what is most important to you?” As everyone spoke, the notes she made as areas of improvement included limiting space fillers (i.e. “um”), maintaining vocal variety, and being aware of body positioning.

Engaging Abroad Advocating for animal rights and veganism throughout Africa, Asia, Europe, and beyond
Jola Cora - Organizer, GeneAnimaliste
Kristal Parks - Founder, Pachyderm Power, Love in Action for Animals
Pei F. Su – Executive Director, Actasia for Animals
Sebastian Zösch – Director, German Vegetarian Association

Sebastian Zösch: The German Vegetarian Association was created in 1892 and has over 50 full time staff. Every month the organization reaches six million consumers. This is accomplished through Ted X talks, animated videos and the “carnism” page on Wikipedia. The Vegetarian Association has also successfully gotten Aldi, the “German version of Walmart” to introduce a vegan label. The European Union funded half of the requisite amount to train vegan chefs. Also, in Germany the VegMed conference is held for medical and health professionals and students. Other accomplishments of the association are a Summerfest with 60,000 people and VeggieWorld, Europe’s largest exposition for vegan food. Recently, Zösch has helped to create toothpaste with B12 for those who are “reluctant to take a [B12] pill.”

“Veganism is a different thing in Germany and its not going to stop.”
**Kristal Parks:** The continent of Africa has become a “bloody killing field of elephants.” They are killed at the rate of 100 a day and if you pay enough money you can shoot an elephant.

**Pei F. Su:** Currently ActAsia is focusing on the Chinese people eating dog meat. Recently, they celebrated the summer solace in which they eat dog meat that the Chinese believe keep them from getting sick in the winter. The movement has finally gained support from Chinese veterinarians and celebrities. Activists can openly film these dog markets because the people “don’t understand that animals have feelings.” ActAsia “needs to be able to change the next generation.”

**Jola Cora:** In France, veganism is politically referred to as anti-speciesism because it makes a bigger impact. The French animal activists have to deal with “vegan-phobia” where some vegan food has been banned and “children have been taken away just on the grounds of parents that are vegetarians.”
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