

March 10, 2014

The Honorable Butch Otter
Office of the Governor
State Capitol
P.O. Box 83720
Boise, ID 83720

Dear Governor Otter:

I'm writing to thank you for signing Senate Bill 1337 which helps stop the relentless, misleading "undercover" video campaigns of activist groups such as the Humane Society of the United States (HSUS), Mercy for Animals and others.

I serve as the President and CEO of the [Animal Agriculture Alliance](#), a national non-profit organization that educates the public about the importance of animal agriculture and about how today's farmers care for their animals while providing nutritious, plentiful, and affordable food and other products for all. Our mission is simple: to monitor what animal rights and other detractor groups are doing and try to engage proactively in those same spaces. Alliance membership is diverse and includes national and state agriculture associations, individual farmers and ranchers, veterinarians, animal behaviorists, agricultural businesses, animal health companies, and other allied industry stakeholders. Collectively, we represent more than two million individuals.

As you know, HSUS and other animal extremist groups are not concerned with improving animal well-being. Instead, they use their 501 (c)(3) status and misleading names to wage war against animal agriculture and other legitimate animal businesses through targeted smear campaigns, undercover videos, and legislative attacks. These extremists are systematically working to prohibit the ownership and use of animals for any purpose - be it for companionship, entertainment, research or food. The passage of SB 1337 will go a long way in helping to prohibit these organizations from enlisting undercover activists to obtain employment on farms under false pretenses, illicitly obtain video footage, and then hold that footage until they can target a brand name company or garner maximum media attention.

Obviously, animal abuse is never acceptable—and anyone who wantonly and willfully abuses animals should be punished to the full extent of the law. However, we believe these videos and campaigns are being used solely to market these groups' agenda and to fundraise, and this disingenuous targeting of farmers and ranchers needs to stop. Thank you for standing up for Idaho's farmers and ranchers and true animal care by taking a stand against undercover videos and extreme animal rights agendas.

If you would like to learn more about the Alliance or if we can be of assistance in any way to help address other threats being made against today's agriculture industry by animal rights or other organizations, please do not hesitate to contact me at (703) 562-1412 or by e-mail at KJohnson@animalagalliance.org. Again, thank you!

Sincerely,

Kay Johnson Smith
President and CEO