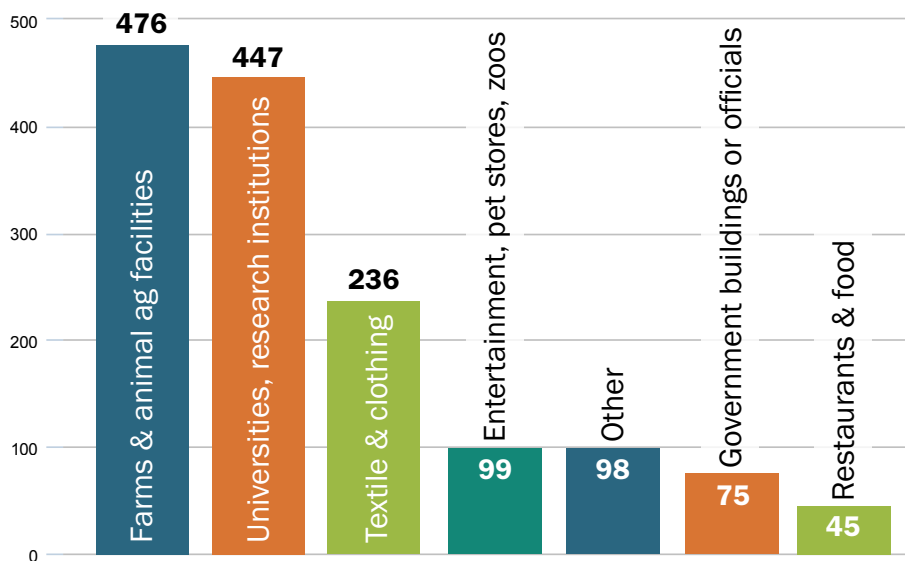


Radical vegan activism in 2021



Extremist attacks put farmers and animals at risk but can't stop real contributions to food security

Nearly 1/3 of radical vegan activist attacks target farmers and food workers...



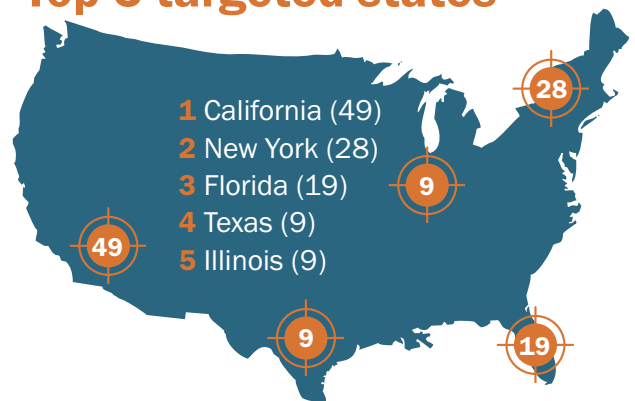
...putting farmers, workers and animals in danger

Documented 'direct actions' in 2021 include:

Animal theft.....	40
Trespassing, banner drops.....	35
Property damage.....	20
Surveillance and physical attacks.....	5
Cyberattacks, other.....	5



Top 5 targeted states



Top 10 targeted countries

1 USA.....	167	6 Australia.....	28
2 Austria.....	62	7 Italy.....	27
3 Germany.....	34	8 France.....	21
4 UK.....	32	9 Mexico.....	12
5 Canada.....	29	10 Netherlands....	11



Radical vegan activists in their own words

These radical vegan activist groups are well-funded and well-organized around one extreme agenda: to shut down farms raising animals for food and eliminate meat, poultry, dairy, seafood, and eggs from Americans' diets.



People for the Ethical Treatment of Animals (PETA)

Total income: \$66.3 million

2/4 stars from Charity Navigator, below the bar for 'give with confidence.'

"I consider all meat-eating cannibalism."
Dan Mathews, Senior Vice President, 2008

DIRECT ACTION  EVERYWHERE

Direction Action Everywhere (DXE)

Total income: \$1.3 million (Friends of DXE)

Extremist group that specializes in public disruptions and trespassing, and whose stated aim is to "cancel" animal agriculture.

"We are trying to destroy animal agriculture."
Wayne Hsiung, Founding Organizer, 2016

"We will achieve revolutionary social and political change for animals in one generation."
Mission Statement

THE HUMANE LEAGUE 

The Humane League

Total income: \$15.5 million

Placed on the NJ domestic terrorism watch list in 2016.

The group's founder, Nick Cooney, was convicted on charges of terrorist threats and harassment, all in the name of animal rights.

"Find a vulnerable target... The crueler it is, the quicker the fight is over."
David Coman-Hidy, Executive Director, on THL campaign tactics, 2016 (paraphrasing William Tecumseh Sherman)



THE HUMANE SOCIETY OF THE UNITED STATES

The Humane Society of the United States

Total income: \$124.7 million

"I can assure you that when we go to Mars, it will be a vegan planet."

Josh Balk, Vice President for Farm Animal Protection, 2017

AnimalOutlook
Exposing Truth. Inspiring Change.

Animal Outlook

Total income: \$1.6 million

"Humane meat? There is no such thing."
Mike Wolf, Director of Investigations, 2016



Compassion in World Farming (CIWF)

Total income: \$1.9 million

“Factory farming is not just cruel – but also a threat to all life on the planet.”

Philip Lymbery, President, 2017



Animal Recovery Mission (ARM)

Total income: \$2.3 million

“The only way to end atrocities against animals is to work toward ending the consumption of and use of animal products altogether.”

Richard Couto, Founder, 2016



American Society for the Prevention of Cruelty of Animals (ASPCA)

Total income: \$324.8 million

“ASPCA spending may not be what donors expect.”

CBS News, August 2021



Mercy for Animals

Total income: \$12.5 million

“Often, MFA investigators will obtain jobs at a facility, as a maintenance worker for example, and then use pinhole-sized hidden cameras and audio recording devices to document what they see.”

Matt Rice, Former President, 2011



The Good Food Institute

Total income: \$18.9 million

“[Eating meat] is not your personal decision, any more than whether somebody beats their child is their personal decision.”

Bruce Friedrich, Director, 2002



Food & Water Watch

Total income: \$17.8 million

“Our food system would be safer for everyone if Big Ag weren’t controlling it.”

Food & Water watch website, 2021

The production of meat, poultry, dairy, eggs, and seafood is continuously improving through the animal agriculture community’s commitments to advancing the highest standards and best practices for environmental sustainability, animal care, food safety, and nutrition. To learn more about real solutions, visit www.animalagalliance.org/issues.

ABOUT THE ALLIANCE: The Animal Agriculture Alliance is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation’s food security with damaging misinformation. The Animal Agriculture Alliance is a partner in the Protein PACT.

