

Animal Agriculture Under Attack

A Vicious Foe Lurks, Bent On Thwarting Livestock Production

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A talk by R. Kelly Smith, Director of Marketing and Commodities for Missouri Farm Bureau, was an eye opener for farm families attending the 80th Annual Ste. Genevieve County Soils & Crops Conference. No longer can the general public sit back and allow the animal activists to surge forward with legislation aimed at eliminating all animal agriculture.

Beginning with quotes from animal rights activists, Smith said he hoped the thoughts would stir everyone to realize the depth of this group's efforts.

"The life of an ant and that of my child should be granted equal consideration." -- Humane Society of the United States (HSUS) senior scholar Michael W. Fox.

"Our goal is to get sport hunting in the same category as cock fighting and dog fighting" -- Wayne Pacelle, president of HSUS.

"My goal is the abolition of all animal agriculture." --HSUS grassroots coordinator John "J.P." Goodwin.

"Folks, he means that, and he's doing everything he can every day to accomplish that, he and all his other cohorts," Smith warned.

The frightening list of comments went on and on, spoken by members of HSUS, PETA and entertainment personalities.

"There's no rational basis for maintaining a moral distinction between the treatment of humans and other animals." --Wayne Pacelle, president of HSUS.

A group known as "Physicians for Responsible Medicine" has joined the fight. "With that title you might think that these people are primarily doctors and people in the medical field," Smith said. "Five percent of their people are actually doctors. That title gives them instant credibility."

The media too promotes ideas that threaten agriculture. A cartoon of a calf talking to a man reads: "Sir, did you know that baby calves are taken from their mother in crates too small for them to 'move'?" The man answers "No, I didn't know that." "I didn't think so," the calf answers, and the cartoon sums it up: "Knowledge is power."

Agriculturists need to become knowledgeable too, and use their power to promote the truth about agriculture.

"For too long we've had other people telling your story about how you raise livestock," Smith said. "We need to tell our own story, because if the other side continues to do what they're doing and we don't engage as individuals in this -- and I mean every person in this room -- we will lose, and we will lose big time."

PETA uses emotion to compare modern day agriculture production to the Holocaust. One of

same thing," Smith said. "HSUS knew that the Humane Society had a good name, so they pulled those two words and added 'of the United States.' People think that if they give money to HSUS it will filter down to their local Humane Society. That is not true! They're basically de-



Smith began his presentation with quotes from animal rights activists who are aiming legislation at eliminating all animal agriculture.

Photo by Betty Valle Gegg - Naeger

ceiving you, and they will do anything for their cause."

Who are the animal activists? They're white, they're female, middle class, well educated, removed from the farm several generations. They are our soccer moms. There are others in this group but this is the general profile.

"They're rarely anti-abortion and usually are pro-choice, which leads me to ask if they like animals more than they like people," Smith said. "They understand technology. One person can touch hundreds of people by using the social media.

"You have to learn to do that too," he told the group. "No matter how young or old you are, you can start networking and be able to touch a lot of people too.

"These groups use emotion over fact," Smith continued. "They don't want to talk science because they know they'll lose. But they are very good at what they do and they are committed. The animal rights battle is very different than any other battle we have ever fought in agriculture."

Unlike other fights where the opponent sees defeat and gives up, if defeated on one front, these people will come back on another. They are not going to go away.

"We are so used to staying home and working in production agriculture -- that's what we do best -- but we have to take the time to tell our story," Smith urged.

He recounted what happened during Hurricane Katrina in New Orleans. HSUS convinced animal lovers to donate to them so they could take care of the many displaced dogs and cats there. However, in the end, they took the money and ran.

He also recounted the way they were able to take control

The 12 Steps Of Animal Rights Agenda

(Editor's note: These goals of the animal activists were distributed by the Animal Legislation Awareness Network and presented by R. Kelly Smith, Director of Marketing and Commodities, Missouri Farm Bureau.)

If anyone thinks the animal rights movement doesn't affect them personally, the following should open their eyes. It was written by an animal activist and published in an animal activist magazine and it clearly spells out the exact agenda they are taking to change the world to what they want it to be.

Can't happen, you say? Too far out, you say? Let me tell you, it is happening now! And has been happening, little by little, for years. If you don't believe so, ask the biomedical researchers who have been hit with so many new restrictive laws (pushed by the activists(and so much terrorism (by the activists) that continuing their research will cost billions more than it should. Or ask the fur farmers and trappers whose livelihood is being threatened. Or ask the McDonalds restaurants that were the object of terrorist threats because they dared sell hamburgers and chicken. (You have to kill cows and chickens to get such food you know.) Or ask the outdoorsmen who have been fighting for years to keep their right to hunt and fish from being taken away from them. Now it's happening to the breeders of dogs and cats.

Read the agenda. Read it carefully. It is the New World according to the animal rights activist. It is he world they are in the process of legislating into existence. They have been telling us for years exactly what their goals are, but we weren't listening. (Remember Hitler?)

1. Abolish by law animal research.
2. Outlaw use of animals for cosmetic and product testing, classroom demonstration and in weapons development.
3. Vegetarian meals should be made available at all public institutions, including schools.
4. Eliminate all animal agriculture.
5. No herbicides, pesticides or other agricultural chemicals should be used.
6. Transfer enforcement of animal welfare legislation away from the Department of Agriculture.
7. Eliminate fur ranching and end use of furs.
8. Prohibit hunting, trapping and fishing.
9. End the international trade in wildlife goods.
10. Stop any further breeding of companion animals, including purebred dogs and cats. Spaying and neutering should be subsidized by state and municipal governments. Abolish commerce in animals for the pet trade.
11. End the use of animals in entertainment and sports.
12. Prohibit the genetic manipulation of the species.

(From "Politics of Animal Liberation" by Kim Bartlett, Animal Agenda - Nov. '87)

its campaigns is called "Holocaust on your Plate." They try to compare World War II concentration camps to modern livestock production. In billboards this group posts photos of malnourished people next to photos of malnourished calves in an effort to brainwash the public against modern day agriculture.

A film entitled "Frankensteiner" attempts to instill fear in the public that producers pump so many antibiotics and hormones into their animals that the meat isn't edible.

"There are hundreds of these types of communications out there that people can see online," Smith said. "Again, this is other people telling agriculture's story. If people hear this over and over, it's what they believe."

Even comic books are bringing animal activism to young children. These books end by teaching the children they need to be vegetarians or vegans, because that's the ultimate goal of these people.

"The internet is the new wild, wild west," Smith said. "If you are smart enough or have enough money to hire someone to build a website you can put anything on there you want. It doesn't have to be truth, just what you think."

There are different kinds of animal activists, but they all have the same goal -- to destroy animal agriculture. Like most humans have heaven as a goal and there are different beliefs on how to get there, different groups work in different ways to achieve livestock production's demise.

"There are some animal rights groups that refrain from hype to promote their agenda, then we have folks like PETA that use emotion and lies, and then we have HSUS that deceives you into giving money to take care of dogs and cats," Smith said. "That's what 90 percent of the people believe when they give money to HSUS. However, only a small percent of that money is used to care for these animals."

Smith gave a power point presentation of the structure of the many different animal activist groups, all of which are made up of a small group of people, in many cases the same people, all bent on raising money, and sharing it, to accomplish their goal.

"Basically what we see here is a small group of people that have learned how to band together using the same PR firm," he said. "So a small group of people who's voice ought to be very small, is huge with all the money they take in."

Smith said in 2008 HSUS had \$196 million in assets, 11 million members and a staff of 470 people, many of whom are lawyers. It is the wealthiest animal rights group in the world. They have lobbyists in the Missouri State Capitol.

"They are attacking us through our state statutes. They use legislation and ballot issues to gain control, and they have grants of \$4.2 million," he said. "We do not have that much money. We're not going to beat them by buying media time; we're going to beat these folks one on one in the trenches. Each one of you has a job to do, and we all have to do it."

In order to fight them, it's important to know some things. First is that they don't play by the rules. Anything goes. They are deceptive by design, and couldn't do any of these things if they were not deceptive.

"The Humane Society of the United States and your local Humane Society -- they are not the

of several states through legislation, starting with pork producers in Florida. Then they moved into Arizona, then Colorado, then attacked California egg producers, went into Michigan and then Ohio. However agriculture groups in Ohio were aware. They organized, worked on their own legislative initiative and passed a ballot measure establishing an animal care standards board.

However, HSUS said last fall "we will be back, and we will undo this."

"In my opinion, HSUS is batting 1,000 percent whenever they start the issue themselves," he said. "Ohio agriculture was proactive and won. Now there is the possibility they may lose the second battle. Who knows? But both sides will spend a lot of money."

What's happening in Missouri? In November 2009, HSUS filed a ballot initiative entitled the Puppy Mill Cruelty Prevention Act, attacking licensed kennel owners who are already complying with state regulations.

Farm organizations are supporting kennel owners and have formed a coalition, "Missourians for Animal Care."

"The Missouri Department of Agriculture is engaging in this as well," Smith said. While the department can't come out and fight the fight, it can help educate the public about dog breeders and livestock production in Missouri. Department leaders have said that this legislation is not needed, that there are already regulations in place for licensed dog breeders.

However, HSUS is out now collecting signatures to get their initiative on the ballot. They need about 110,000 signatures by May 4 to meet the ballot deadline.

Smith said that farmers need to do as the University of Missouri students are doing. They are standing beside these people who are asking for signatures, and telling the agriculture side of the story so people who are approached will be informed before they sign such a petition.

"Once people hear the truth they will think twice about doing this," he said.

To combat the animal activists' efforts, "we are going to have to play offense and defense at the same time," Smith said. "Get involved and educated, be committed, speak out, engage. You have to be just as committed as those folks are. You have to talk about this everywhere you go, starting with family first. You have to influence the influencers in your community, the Chamber of Commerce, the Lions Club, etc."

He also commented that agriculture should help up its act.

"Ninety-nine percent of us are doing the right thing. However, there are bad actors in every industry. We need to start policing ourselves," he said. "It is better for us to police ourselves and correct some issues than to get an issue that would look bad on TV or the newspaper."

"The Missouri issue is a dog breeding issue, but they are using it to soften up the general public, getting them used to hearing their message," Smith said. "They accuse us of being a factory farming agriculture. We need to turn this thing around a little bit. HSUS is a factory fundraising machine."

For additional information on this subject stop by your Missouri Farm Bureau office.

<http://www.peta.org/>

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