

# American Soybean Association

Animal Welfare Discussion

Bryan Humphreys



**society & animals**

FORUM

• FORMERLY PSYETA •

**ASPCA**

THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®

20<sup>TH</sup> ANNIVERSARY



**FARM AID 2005**

SEPT. 18 • TWEETER CENTER • TINLEY PARK, IL.

PRESENTED BY *Silk* SOYMILK



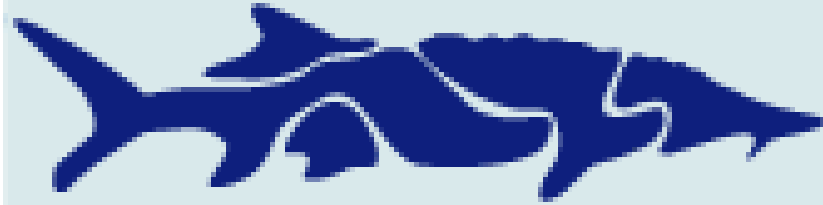
*Hands of Animal*

**AW**



Animal Legal Defense Fund

**ION GER FARM SANCTUARY**



**WATERKEEPER® ALLIANCE**

*International Aid*

Changing Lives Through the Power of Compassion

*Animal Acres*

**THE HUMANE SOCIETY OF THE UNITED STATES**

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oup

*Anim*

**CLUB**

**PROF CONCERN**



**API ANIMAL PROTECTION INSTITUTE**



American Forest Foundation



**PETA**  
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

# Humane Society of the United States (HSUS)



**THE HUMANE SOCIETY  
OF THE UNITED STATES**

- *“We are the public posture of \$1.50 billion in well-funded expansion of the animal welfare movement.”*  
budget  
– **Wayne Pacelle HSUS CEO**
- 10 million members
- 69 affiliated organizations (for-profit and non-profit)



Picture by: D.A. Peterson for Newsweek <http://www.newsweek.com/id/69533>

[junglekeeper.com/portals/3/hs-logo-lg.jpg](http://junglekeeper.com/portals/3/hs-logo-lg.jpg)



# HSUS's Attacks on Animal Agriculture

- 2002: Florida
- 2006: Arizona
- 2007: Oregon
- 2008: Colorado, California (Prop 2)
- 2009: Maine, Michigan
- 2010: Ohio and Missouri
- 2011-2012: Nebraska



# Florida

- First real ballot initiative on livestock ag
- No real Opposition
- Gestation Stalls Only



# Arizona

- Gestation Stalls and Veal Crates
- Spent \$1.2Million
- Campaign for Arizona Farmers and Ranchers
- 62% of the vote to pass



# California

- Californians for Safe Food
- Spent \$8.7Million
- Gestation stalls, Veal crates, and Laying Cages
- 63.5% of the vote to pass

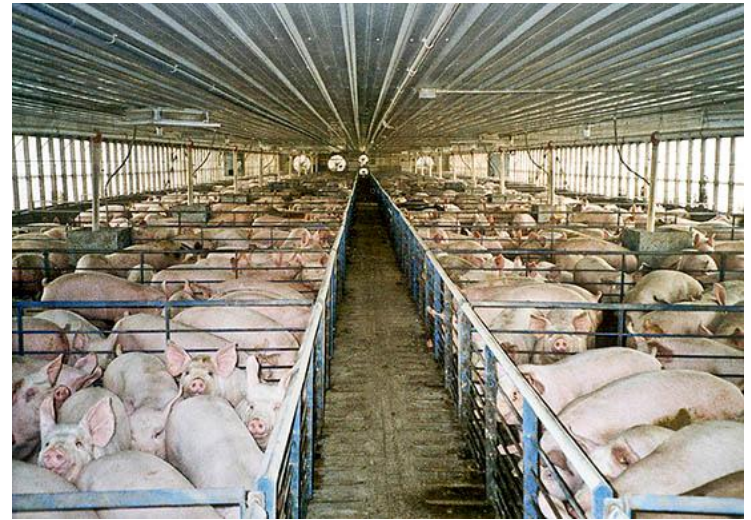


# Incongruence

“the difference between perception and reality”



vs.



# Incongruence

- Public has one view of farming
  - Bucolic, ideal, romantic
  - Industry has fostered this myth
- Activist groups shows another view
  - Wet, dirty, dark
  - Abuse is the norm
- Incongruence occurs → unsettled feeling that something's wrong
- Anxiety...
  - Can lead to political action but only in well-defined circumstances
  - Usually creates retailer anxiety + increased audience for voices claiming factory farming is abusive
  - Frames the issue for Ballots

