



Threats to the Agricultural and Food Truck Transportation Industry

Kay Johnson
Executive Vice President

American Trucking Association
Arlington, VA
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A United Voice

Role

A national umbrella organization through which all stakeholders in animal agriculture and the food industry can work together to develop programs and messages to reach consumers to enhance their understanding and appreciation for food animal production

Mission

Communicate the important role of modern animal agriculture to our nation's economy, productivity, and vitality, security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to our daily lives

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Who Are the Threats?

What Tactics Are Being Used?

What is Being Done to Counter Threats?

What You Can Do

Who Are the Threats?

- HSUS
- Farm Sanctuary
- PETA
- Compassion Over Killing
- In Defense of Animals
- Farm Animal Reform Movement
- Animals' Angels
- Physicians Committee for Responsible Medicine
- Association of Veterinarians for Animal Rights
- Institute for Animals & Society (former Animal Rights Network)
- GRACE Factory Farm Project – “The Meatrix I, II & II ½ ” *(at Johns Hopkins Univ. School of PH)*
- Animal Protection Institute
- Animal Welfare Institute
- Earth First!
- Compassion in World Farming (international)
- Union of Concerned Scientists
- Water Keepers Alliance
- Hugs for Puppies (spokes-group for Animal Liberation Front)
- North American Council of Advocates for Creatures Land, Air, Water (CLAW)

**More than \$300 Million
Combined in Tax-
Exempt Revenue
Annually**

Known Underground Activist Organizations

FBI's Top Domestic Terrorist Organizations

- **Animal Liberation Front** (*animal rights – all animal uses*)
- **Earth Liberation Front** (*environmental*)
- **SHAC (Stop Huntingdon-Animal Cruelty)**
(*animal rights – research*)

**What Are Their Tactics &
How Are They Impacting
Animal Agriculture?**

Strategic Assault on Animal Industries

Three Battlegrounds

Farms/Corporations/Businesses

Courts – Legal

Political – Legislative - Regulatory

Targeting Businesses – Brand Names



UEP Animal Care & Audit Program

USDA Process Verified Program



Animal Welfare Audit Program



Whole Foods AW Program



*Farm Animal Services
(division of American Humane Assn.)*



Humane Farm Animal Care



Targeting Business: Brands/Celebrities

Wolfgang Puck fights animal cruelty

Posted on : Thu, 22 Mar 2007 18:16:00 GMT | Author : General News Editor
News Category : [US \(World\)](#)

LOS ANGELES, March 22

Famed Los Angeles chef and restaurant owner Wolfgang Puck announced he is joining with the Humane Society of the United States to fight animal cruelty.

Puck said the new program will mean the end of foie gras -- a dish created from the livers of overfed ducks and geese -- at his 15 restaurants, the Los Angeles Times reported Thursday.

The program also means all meat and eggs from shackled or caged animals would be banned from his restaurants.

However, Puck will continue using skate and Russian caviar and lobsters will still be cut in half while alive at his restaurants.

"We have to take a stand, to let people know what we believe," Puck said. "We have always looked for products from cage-free animals. Generally, this is for better-quality ingredients. Now we will police our purveyors to make certain that they give it to us." The program follows three years of protests against Puck by animal-rights group Farm Sanctuary. Puck denied the protests had anything to do with the change in his menu.

Stock Purchase of Ag & Food Industry Companies/Shareholder Resolutions



PETA BUYS STOCK IN PILGRIM'S PRIDE

"Shareholder resolutions give us one more weapon in our battle to get KFC..."

October 2003

PETA FILED A SHAREHOLDER PROPOSAL WITH KFC PARENT COMPANY YUM! BRANDS

December 2003

PETA AND DFA CALL ON HORMEL...

Groups Make Plea for New Animal-Welfare Standards at Annual Meeting

January 2004



28.02.2007 | USA | Washington, DC, Congress Visit

26.03.2007 | USA | Greencastle, PA

Animals' Angels inspectors visit the auction located in Greencastle, PA. The auction is very busy due to Easter. Hundreds of goats and sheep are there for sale.



On February 28th, Animals' Angels USA informed the Senators and Congressmen about the results of the recent horse slaughter investigation in the United States and Mexico and handed out a report detailing all of the evidence uncovered during the investigation.

23.02.2007 - 24.02.2007 | USA | John Morell and Co. Sioux Falls, South Dakota

The Animals' Angels inspectors visit John Morrell and Co. in Sioux Falls, South Dakota. John Morrell owns numerous kill plants – at least 6. This facility processes cull sows and market-size pigs.



The Council Animal Advocacy (CLAW)

“Dedicated to end cruel and inhumane treatment of all Animal species through the effective and workable process of “Legislation supported by Education” and augmented by effective enforcement of meaningful penalties & fines”.

The Council Animal Advocacy (CLAW) have incorporated most issues or causes into three (3) major “Programs”, aptly titled:

A. Project Protection of Animals – primarily devoted to Domestic Animals, Pets, Rodeo venues, Exotic or Wild Animals Schedule “A”

B. The Wholesome & Humane Program – **primarily devoted to Animals raised for Food, Safe & Wholesome foods, Abattoirs, Livestock Transport**, Standards for each species of Animal (ie; anti-biotics in animal production, genetically altered foods, Fish Farms, etc.)

C. Fines & Penalty Program – proposed progressive fines (ie; warning, 1st, 2nd, 3rd, 4th offence fines) and penalties, including community service, impoundment, elec. monitoring, incarceration for corresponding violations to Legislation or Bylaws

Direct Action – Grows Annually

Coalition to Support Iowa's Farmers
Growing Communities... One Farmer at a Time



Violence against livestock farmers condemned by CSIF

Posted: 1/23/2007 9:32:37 AM

CSIF News Release

DES MOINES, IA – January 23, 2007 – Dead cattle, a torched machine shed, vandalized feed equipment and the suspicious loss of a 370-head nursery building to fire have investigators searching for answers. They also represent a growing trend of violence directed toward families interested in growing their livestock farms ...

“Farm families who raise livestock are reporting increased incidences of violence directed toward them, their family members and property,” said Bruce Berven, executive vice president of the Iowa Cattlemen’s Association and CSIF board member.

Direct Action – Grows Annually

ALF, ELF, SHAC & other domestic terrorists together have committed more than 1,100 criminal acts in the United States since 1976, resulting in damages in excess of \$110 million.

FBI Domestic Terrorism Section, June 2004

Animal Rights Extremist Attacks on US Animal Food Chain Increases 75% in 2006

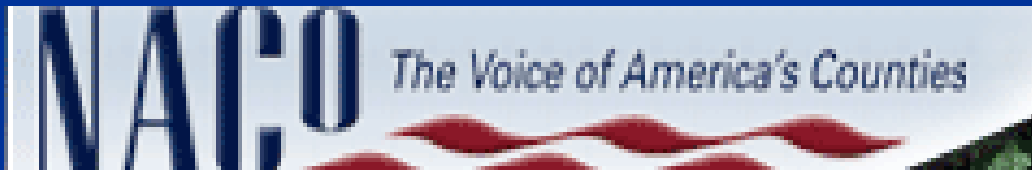
*Bite Back Magazine reported 433 acts of sabotage, vandalism & arson claimed by ALF, ELF and DBF; another 10 unclaimed
- 87 involved the meat & poultry industries – up from 62 in 2005*

*Animal Agriculture Alliance Link
March - April 2006*

Targeting Agriculture's Partners, Associates & Legislators



U.S. Food and Drug Administration



NATIONAL CONFERENCE
of STATE LEGISLATURES

Activists Focus on Farm Animal Transportation



Farm Sanctuary Campaigns

Cruel Animal Transport - October 2006 Update

The Twenty-Eight Hour Law is a federal law that went into effect in 1873. It requires that, for every 28 hours of transport, farm animals should be offloaded from vehicles and given at least five hours of rest, accompanied by food and water...

Farm Sanctuary and other humane groups, including HSUS, COK and [Animals' Angels](#), jointly filed a [petition](#) on October 4, 2005 with the USDA, asking that they honor the original intentions of the Twenty-Eight Hour Law by issuing regulations to include farm animal transportation via trucks. Otherwise, the law is useless at giving a modicum of protection and relief to farm animals, many of whom suffer their entire lives on [factory farms](#).

In some instances, transport trucks are so poorly designed that animals can even fall out.



Farm Sanctuary In The News

Animal Protection Organizations Petition USDA To Limit Long- Distance Trucking Of Animals

10/04/2005

WASHINGTON – The Humane Society of the United States, Farm Sanctuary, Compassion Over Killing, and Animals' Angels—animal advocacy organizations representing more than 9 million members and constituents—today filed a legal petition calling on the U.S. Department of Agriculture to amend its regulations to limit truck transport of animals to no more than 28 hours, as required by the federal "Twenty-Eight Hour Law." Although 95 percent of all animals transported in the United States are shipped by truck, the USDA's regulations implementing the Act only apply to transport by train.



International Animal Welfare Guidelines & Challenges

“To provide international leadership in animal welfare through the development of science-based standards and guidelines, the provision of expert advice and the promotion of relevant education and research.”

source: USDA

2005 - Transportation

Transportation by Land (updated Dec '07)

Transportation by Sea (updated Dec '07)

Web site: www.aphis.usda.gov/vs/ncie/oie/#Terrestrial

Concerns:

- NGOs have seat on OIE AW Working Group*
- What do International Guidelines mean for international trade?*

Legal

- *Litigators on Staff of Animal Rights Organizations (HSUS, ALDF)*
- *90 Law Schools with Animal Law Programs; More Forming*
- *State Bar Assns. with Animal Law Sectors on the rise*
- *Growing Number of Lawsuits*
- *Training citizens to file lawsuits against CAFOs – GRACE*
- *Lawsuits filed based on existing laws*
 - *Government agencies (NJ, USDA)*
 - *Producers/processors (CA)*
- *Goal to Grant Same Legal Status to Animals as Children*
- *Courts Providing Damages beyond Monetary Value of Animals*

Political

- *HumaneUSA PAC (HSUS, Farm Sanctuary, others) - supporting like-minded candidates*
- *HSUS Spent more than \$3.4 Million in 2006 elections – more than Exxon Mobil Corp*
- *Activists Spent nearly \$3 Million on AZ Prop 204*
- *Activists Spent nearly \$2 Million on FL Constitutional Amendment in 2003*

HSUS Strategy Acknowledged

Balzar also acknowledged the Humane Society and associated groups have taken on the tactic of attacking livestock production practices such as gestation crates for sows in states with little actual hog production. Voters in Florida and Arizona have banned such crates and now there is legislation in Oregon, a state that has fewer than 1,500 total sows.

"Is your criticism fair? Maybe," Balzar said. "Do you start out in the ring with the bigger guy, or do you start out with the little guy?" (John Balzar, Sr. VP Communications, HSUS)

- reported by Chris Clayton, DTN
from the North American Agricultural Journalists
conference, April 16, 2007,

Legislative

National

- *Amend Animal Welfare Act - include Farm Animals*
- *Pushing for AW Title in 2007 Farm Bill, National AW standards*
- *Pushing for Laws/Regulation of Farm Animal Transportation*
- *Farm Animal Stewardship Purchasing Act – Humane Stds. for Gov't Purchases*
- *Anti-Horse Slaughter Bill*
- *Repeal of AETA*
- *May 8, 2007 – Granted House Ag Subcommittee Hearing on AW*

State & Local

- *Strengthen Animal Cruelty Penalties to Felonies*
- *Ban/Limit New Farms or Expansion; Production Practices*
- *Ballot Initiatives, Referendums and Constitutional Amendments:*
- *Banning Sales & Consumption of Certain Food Products – foie gras, trans fats today; what's next?*
- *Animal Guardian Initiatives*

Activists Use Democratic System to Reach Anti-Animal Use Goals



Groundbreaking
Litigation



New Jersey's
"Humane" Standards

Farm Sanctuary
vs. Corcpork

Pending
Legislation

[click here](#)

<http://www.farmsanctuary.org/campaign/legislation.htm>

Impact of Activists' Legislative Wins

The Holbrook (AZ) Tribune-News
March 9, 2007

PFFJ Spokesman Says Proposition 204 Is First Stop En Route To Meatless Dinner
By Gina Ciuffetelli

How will the passage of Proposition 204 this past November affect large pork producers like Pigs for Farmer John (PFFJ)?

A subsidiary of the Austin, Minn., based Hormel Company, PFFJ has a farm just north of Snowflake, as well as farms in California and Wyoming. The PFFJ farm north of Snowflake is home to approximately 130,000 to 140,000 hogs. About 10 percent of the total population, or roughly 13,500 animals, are breeding sows and the remaining 90 percent are the offspring of the breeding sows. The offspring are kept and raised in group pens that vary by weight and age until they reach market weight around 265 lbs. Then they are sent to slaughter to produce fresh pork. PFFJ markets approximately 250,000 hogs annually.

It will cost PFFJ approximately \$1.5 million to retrofit the farm. The animal handlers will also need to be retrained, as the farm's animal handlers are a key component in each animal's care and comfort.

Impact of Activists' Legislative Wins

The Connecticut Post

Egg Farmers Clucking at Cage Ban

by KEN DIXON

03/10/2007

HARTFORD - Connecticut egg farmers warned Friday that they could be put out of business if state lawmakers ban cages for hens.

The legislation would also prohibit the state Department of Administrative Services from buying eggs from farms that use cages. "There's virtually no commercial cage-free layer production in Connecticut," Prelli said.

Connecticut ranks 29th in the nation for egg production.

Activists Focus on Transportation

Widespread Abuse of U.S. Farmed Animals Exposed

Investigation of farmed animal transport reveals video evidence of shocking cruelty and lack of legal protection

Sacramento, CA - The [Animal Protection Institute](#) (API) and Compassion in World Farming (CIWF) today released the results of a landmark investigation into the transport of live farmed animals throughout the United States, uncovering horrible conditions and long periods of grueling travel. The investigation documented the transport of live cows within the U.S. and the transport of pigs from the U.S. to Mexican slaughterhouses.

Activists Focus on Animal Transportation

Items 1 - 10 items of 92 items

[An HSUS Report: Welfare Issues with Transport of Day-Old Chicks](#)

Introduction Day-old chicks' "welfare and growth, development and performance may be markedly influenced by the first episode of transportation between hatchery and rearing site."⁽¹⁾ As such, optimizing conditions is vital to reducing... [more](#) [Death of Approximately 150 Pigs in Texas Highlights USDA's Refusal to Implement Federal Humane Animal Transport Law](#)

WASHINGTON — Today, The Humane Society of the United States decried the deaths of approximately 150 pigs left to languish inside transport trucks for up to three days in Brownsville, Texas, in sweltering heat and high humidity. In... [more](#) [An HSUS Report: Human Health Implications of Live Animal Transport](#)

Introduction In the United States alone, more than 50 million live cattle, sheep, and pigs⁽¹⁾ and an untold number of the more than 9 billion chickens, turkeys, and other birds raised for food⁽²⁾ are traded across state lines in a... [more](#) [Turkeys Transported in Crates](#)

Compassion Over Killing Stress and injury are common when turkeys are shipped for hundreds of miles packed into crates. « Previous | Turkeys Gallery | Next » [more](#) [Handle with Care: Urge the OIE to Adopt Farm Animal Transport Standards](#)

No human would consider even for a minute taking a multi-day trip in a crowded and overheated cargo hold, with little or no food to eat, but every year, millions of farm animals travel this way. That's because in most countries,... [more](#) [Death of Approximately 150 Pigs in Texas Highlights USDA's Refusal to Implement Federal Humane Animal Transport Law](#)

WASHINGTON — Today, The Humane Society of the United States decried the deaths of approximately 150 pigs left to languish inside transport trucks for up to three days in Brownsville, Texas, in sweltering heat and high humidity. In... [more](#) [Summary of Airline Pet-Transport Policies](#)

AirTranAirTran accepts small, domesticated pets that will fit in an approved carrier under the seat. The weight of the pet plus carrier cannot exceed 15 pounds. Airfare for a pet is \$50 one-way. For more information call 800-AIRTRAN or... [more](#) [USDA Reverses Decades-Old Policy on Farm Animal Transport](#)

More than 50 million farm animals will be helped by the change in position at USDA. In an animal welfare victory affecting more than 50 million farm animals, the U.S. Department of Agriculture reversed its longstanding... [more](#) [Contest Winners TRANSPORTed to Jay McCarroll's Fashion Show](#)

See fur-free designer Jay McCarroll's intro to our new fur video. Two grand prize winners and 10 second prize winners were announced for The HSUS' Fur-Free Pledge Contest, which added tens of thousands of names... [more](#) [Fur-Free Contest Winners TRANSPORTed to Jay McCarroll's Fashion Week Show](#)

See fur-free designer Jay McCarroll's intro to our new fur video. Two grand prize winners and 10 second prize winners were announced for The HSUS' Fur-Free Pledge Contest, which added tens of thousands of names to... [more](#)

**What is the
Animal Agriculture Alliance
Doing ?**

How the Animal Ag Alliance is Helping Counter Activist Campaigns

- **Coordinating Industry Coalitions to Take Action**
 - *Facilitated Development of Animal Welfare Guidelines for all species*
 - *National Coordinator for Industry Input to USDA/OIE on AW*
 - *National Coalition Addressing Pew NCIFAP*
- **Monitors animal rights groups' activities & legislative initiatives**
- **Provides accurate & timely information to allies in the food chain on food animal welfare issues**
- **Hosts a national list serve for members to allow immediate reporting on legislation & campaigns**
- **Educates media on key AW issues; info resource**

How the Animal Ag Alliance is Helping Counter Activist Campaigns

- Provides national public opinion research on consumers' views about the animal ag & food industries, animal rights activists
- Provides Tools & Talking Points to Address Issues
 - *AW programs brochure*
 - *Website*
- Hosts events to bring Stakeholders together to better understand issues:
 - *Annual Stakeholders Summit on animal welfare;*
 - *Planning a Food Chain Roundtable Forum*
- Facilitates Anti-Terrorism Training workshops

What Can You Do?

What You Can Do

- Talk to your customers, legislators, employees
- get involved
- Develop or work with customers to develop transportation guidelines, training programs & certification programs for employees on AW handling & company policies
- Beware of offers from animal activist groups to “work together”
- Develop & implement security/anti-terrorism plan, including strict hiring procedures
- Develop crisis management procedures, including a communications plan; become media trained
- Strengthen state & local laws and penalties against AR violence, vandalism, intimidation, & extortion

What You Can Do

- Lobby for laws to require activist groups pay legal expenses if charges are proven to be false
- Review state laws re: ballot initiatives or referendums
Think outside the box – do these restrictions on business/trade qualify as “a taking” ?
- Be Proactive - Seek innovative solutions to the major issues raised
- Lobby Against initiatives to replace animal owner w/ “guardian”
- Develop/Join an industry-wide coalition in your state & community; Join the Animal Ag Alliance

Threats Are REAL

Threats Are NOW

Potential Impact is Enormous

In Their Own Words



....“We're willing to risk our lives and freedom to defeat you and stop your cruelty, most of you retreat at the thought of losing your new yacht or luxury car. Now really, who do you think is going to win?” - January 9, 2007 ALF Press Release

“Our long-term goal is rid the world of animal agriculture and convert everyone to a plant based diet.” – Bruce Friedrich, PETA Outreach Coordinator

“Our goal is the abolition of all animal agriculture.”

- John Goodwin,
HSUS Director

"We are essentially in a pre-regulation phase in dealing with animals reared for food."

Wayne Pacelle, HSUS - *Des Moines Register*, April 2, 2006

HSUS' objective for the egg laying and broiler chicken industry is:
"to get rid of the industry." – Miyun Park, Vice President of Farm Animal Welfare, HSUS
October 6-8, 2006





www.animalagalliance.org

THANK YOU!!