

# CALL IN THE MAGGOTS

*There's something rotten about HSUS; it's a wolf in Fluffy's clothing.*

*By Janet H. Thompson*

*"There's often a hidden story to the places and people who trade on the public's fascination with animals, and I've learned that skepticism about motives and methods is usually in order."*

WAYNE PACELLE, CEO

HUMANE SOCIETY OF THE UNITED STATES

**W**hen asked if I'd like to write about the Humane Society of the United States (HSUS), I snapped up the chance without hesitation. A similar mob of lying bastards had put my husband and me out of business in Western Australia, causing us to lose our life savings and our right-hand man to suicide. I will face the enemy every chance I get.

The offer to write was well over a year ago now and I found the HSUS story to be tougher to corral than anyone could imagine. Wayne Pacelle, the beautiful and silver-tongued chief executive officer, is clever and knows just how to back angry enemies into corners. To the neophyte, he spins facts in a convincing manner. Even within circles of

people directly associated with animal ownership—such as farmers and ranchers, pet breeders, horse-drawn carriage owners, show-horse people, rodeoers, growers of specialty meat animals such as deer and rabbits, and pet owners themselves—Pacelle convinces listeners that they must cooperate with him or go out of business.

With a 2012 war arsenal of \$180 million according to its annual report (when the IRS Form 990 shows \$125 million in income), Pacelle specializes in nuanced extortion at the highest levels of corporate America—indeed, the corporate world. He rubs elbows with Hollywood elite, U.N. movers and shakers, Washington-D.C. royalty, and the heads of almost every big-name producer organization. If you're the CEO of a large corporate animal ag business or the executive director of an industry organization, you don't turn down a call or a visit from the front man for HSUS.

"Pacelle gives us stories and information we need. He's charming. I would rather talk

to him than to the CEO of my own industry organization," is a paraphrased quote I have heard from more than one corporate leader.

Tyson Foods is one of the world's largest producers of meat and poultry, with sales of \$33.3 billion in 2012. Average weekly production was more than 41 million chickens, 132,000 cattle and 403,000 hogs. Tyson boasts a workforce of 115,000, and claims "more than 11,000 independent family farmers" are part of its supply chain.

On Oct. 2, 2012, Pacelle caused tsunami-sized waves in the agribusiness world when he announced his candidacy for a seat on Tyson's board. While defeated, Pacelle proved his power when, eight days later, Tyson announced its new Farm Check on-farm auditing program. It also proudly announced the development of a new "farm animal well-being research program to review existing research as well as fund and influence additional research that will lead to continued improvements in animal-raising methods." Tyson added, "Both the Farm

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Wayne Pacelle, left, front man for HSUS, with Philadelphia Eagles quarterback Michael Vick, who has spent federal hard time for cruelty to dogs in his dogfight racket. HSUS tugs at heartstrings, selling itself as a defender of cute and cuddly pets and at-risk wildlife. All the while, though, it relentlessly attacks honest farmers and ranchers. Pacelle and Vick were at Covenant Baptist Church in Washington, D.C., Sept. 29, 2009, talking to young people about ending dogfights.

Check and the research programs will be overseen by a new, external animal well-being advisory committee that Tyson Foods is establishing.”

A Tyson representative speaking at the National Cattlemen’s Beef Association convention in Tampa, Fla., in February 2013 was asked whether HSUS was participating in the development of such programs and he neither confirmed nor denied it. But the announcement of the advisory committee members in May 2013 confirmed fears. Miyun Park, former HSUS vice president for Farm Animal Welfare, was appointed to the committee. Park has long been an outspoken vegan activist, unapologetically opposed to animal agriculture. “We don’t want any of these animals to be raised and killed [for food],” she said at the Animals & Society Institute conference in October 2006. “Unfortunately we don’t have the luxury of waiting until we have the opportunity to get rid of the entire industry.”

While Tyson plays nice with the people who hate them, competitor National Beef Packing Company suffers unplanned closures at its Liberal, Kan., plant, for “mechanical repairs” due to “operational issues.” Industry insiders have speculated that the USDA’s Food Safety & Inspection Service is engaging in a targeted takedown. National is known to be more cattlemen friendly than Tyson. Its leaders apparently don’t meet with Wayne Pacelle or Miyun Park very often. Perhaps it is simply coincidence that independently minded National is experiencing operational issues, but more digging turns up more questions than answers.

Winston Churchill said, “An appeaser is one who feeds a crocodile, hoping it will eat him last.” HSUS, like Churchill, understands all too well the effectiveness of the age-old art of war: divide and conquer. Unfortunately, people involved in animal industries are all too eager to point fingers at others in the vain hope that the red laser of HSUS’s scope does not fall on them. Farmers and ranchers who try to appease Pacelle and other animal rights activists by vehemently denying, for example, that they are factory farmers while pointing fingers at “the corporates” are delusional. If animals are granted rights, then even the appeasers’ own animal operations will be consumed by the ever-larger crocodile that is the animal rights movement.

A sad example is found in HSUS’s 2012 Annual Report. A Nebraska farmer is shown with the caption boasting that he “serves on



MIKEY © MARY LOU SCHINDLER

#### MAKE UP YOUR MIND!

**“I don’t have a hands-on fondness for animals. I did not grow up bonded to any particular non-human animal. I like them and I pet them and I’m kind to them, but there’s no special bond between me and other animals.”**

WAYNE PACELE QUOTED IN  
“BLOODTIES: NATURE, CULTURE AND  
THE HUNT” BY TED KERASOTE, 1993

#### VERSUS

**“My childhood dogs...were among my best friends.” And, “I had a protective instinct toward animals—all animals, not just the ones I knew well and loved—before anyone gave me any moral guidance on the subject.” And, “I felt a bond with animals in an intense way, and it had all sorts of expressions in my childhood.”**

WAYNE PACELE, IN HIS BOOK,  
“THE BOND.” IT DRIPS WITH SWEET  
SENTIMENTALISM AT EVERY TURN.



BABY KISSES © MIKAL LEQUERICA

the HSUS’s Agriculture Council for Nebraska. The growing network of statewide advisory groups helps develop markets for higher-welfare products.” The article then speaks of a rancher joining the HSUS Agriculture Council for Colorado and recruiting two other farmers to serve. “The HSUS, for its part, has helped [the rancher] bring a lawsuit charging that money collected by the federal government to promote beef con-

sumption is instead being illegally used to lobby against animal welfare improvements.”

Gastrointestinal pathologist Melissa Li is also featured. “She has seen her share of sickness and disease caused by unhealthy eating habits. ‘It’s the responsibility of all health professionals to advocate a better way,’ she says. For her, that means a diet free of animal products and the cruelty inherent to factory farming.”

It has been theorized that HSUS and a web of animal rights and environmental activists have infiltrated most if not all federal regulatory agencies. A form of blackmail is taking place. If company decision makers do not go along with the incremental animal-rights agenda, they find themselves being harassed and investigated by agencies such as USDA’s Animal & Plant Health Inspection Service, the Food & Drug Administration, the Environmental Protection Agency and a host of others. There have been several stories of established companies being shut down for “procedural breaches” or for alleged E. coli incidents, only to be taken over later by larger corporations with better connections to the powers that be.

Owners of some companies that had been taken over under these circumstances were contacted by this writer. Now engaged in other businesses that also require regulatory approvals, they were reticent to speak out. But each one said in his own words that he would not disagree with the “theory.” At the end of the day, owners of animals must realize that the goal of HSUS is not about better animal welfare. Its ultimate goal is to end all use of animals. Any compromise along the way just brings us incrementally closer to that end.

Mindy Patterson, president and co-founder of The Cavalry Group, has battled HSUS for years. Her company represents animal owners, animal-related businesses, and agricultural concerns nationwide, helping them fight back against the animal rights agenda in the media, on Capitol Hill, and by providing access to expert legal assistance. She warns of a severe shortage of dogs due to HSUS’s legislative campaign against puppy mills in the state of Missouri. Patterson says that the Pupymill Cruelty Prevention Bill defined “pet” as any domesticated animal, providing a toe in the door for HSUS to further attack animal agriculture. She stated: “Incrementalism is our greatest enemy. In HSUS’s world, there will be no zoos, no

*(Continued on page 49)*



# BAN THE CRUELTY!

*Horse carriages in New York City.*

*By Janet H. Thompson*

HSUS's assault on the use of animals has turned to the historic horse-drawn carriage industry in New York City's Central Park. Teamed up with New Yorkers for Clean, Livable and Safe Streets (NYCLASS), Wayne Pacelle boasts, "During the recent campaign, just about all of New York's major mayoral candidates—both Republicans and Democrats—pledged to end the continued use of carriage horses in and around Central Park."

Bill de Blasio, the city's new mayor, promised during the campaign to ban horse-drawn carriages as one of his first acts in office. "I believe it's time to end horse carriages in New York City. We can provide a humane retirement of all New York City carriage horses to sanctuaries, and replace them with electric, vintage-replica tourist-friendly vehicles that provide jobs for current drivers."

Encouraged to at least have a look at the stables of the industry he intends to shut down, de Blasio stated in a press conference: "I'll look at the stables. [But] the bottom line is, we know where we're going on this."

Pacelle writes: "The HSUS will continue to work with [NYCLASS] to pass [pending City Ordinance, Intro 86a] legislation which would phase out horse carriages and replace them with eco-friendly antique replica cars.... Other great global cities do without horse-drawn carriages, including Beijing, London, and Paris."

Never mind that many tourists enjoy New York City because it does offer something different from other big cities, or that most citizens (61 percent by a recent Quinnipiac poll) love the beautiful horses and support the industry continuing.

It might also be convenient to overlook Steve Nislick, the real-estate developer who co-founded NYCLASS. Nislick is a deep-pocketed and well-connected businessman who reportedly pumped over \$1 million into de Blasio's campaign. It's been suggested that Nislick would like to develop the West Side property where the horse stables are currently located, and it also appears that he has a stake in those clever electric cars that would replace living creatures.

For generations, horse-drawn carriages



PHOTOS COURTESY SCOTT W. BAKER. WWW.SCOTTWBAKER.COM

*Mayor Bill de Blasio says: "I believe it's time to end horse carriages in New York City. We can provide a humane retirement of all carriage horses to sanctuaries, and replace them with electric, vintage-replica tourist-friendly vehicles that provide jobs for current drivers." The horsemen and tourists do not agree.*



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have carried tourists around Central Park, but since 2006, when a carriage horse named Spotty died in a traffic collision, the carriage-horse industry has been under constant attack. Animal rights activists have been working tirelessly to end the use of carriage horses on the stated basis of it being cruel to the equines.

Time after time, carriage-horse owners made concessions, increased fares and complied with new regulations, including not running the horses when temperatures were above 90 degrees. Sadly, every concession and additional cost incurred to enhance and prove up excellent animal welfare, and every dollar spent on lobbying,

seems to have been for naught.

We are provided with yet another cruel example that cooperation and reasonableness will only get an industry one step closer to extinction. Pacelle recently dropped his convincing masquerade of improving conditions under which he and others had operated while getting the carriage industry to voluntarily increase regulations. He now admits: "There's no need for horse-drawn carriages in New York City. There are inherent risks to the safety of horses and humans that cannot be solved with additional regulations."

Will the animal-rights wrecking ball turn to you next? ■

aquariums, no purebred operations providing genetic rigor for any animal. HSUS and its animal rights agenda is about the abolition of animal ownership and private property.”

Patterson also warns of Wayne Pacelle’s modus operandi. “He says something that is key in his book, ‘The Bond.’ As it applies to any animal industry, Pacelle wants what he considers to be ‘fair and normal’ for animals. That sounds reasonable on the surface. But Pacelle does not believe that a horse pulling a carriage in New York City, putting a saddle on a horse and riding it, racing a horse at the Kentucky Derby, or breeding an animal to get a good genetic cross, is fair and normal.”

Pacelle himself highlighted the outfit’s M.O. in “Humane Society Under Fire in 50th Year” in Pittsburgh’s *Post-Gazette* in 2004, saying animals should not be viewed “as tools for research or game to be harvested, but as individual beings that have the same spark of life that all of us have.” And on Oct. 1, 1990, he said in *Full Cry Magazine*: “We are going to use the ballot box and the democratic process to stop all hunting in the United States.... We will take it species by species until all hunting is stopped in California. Then we will take it state by state.”

It is widely reported that less than one percent of HSUS income goes to animal shelters, contrary to the understanding of most donors to the multimillion-dollar marauder. (See sidebar.) A substantial portion of its income goes to fund-raising specialists, no doubt experts in developing more heart-tugging, and misleading, advertising. But the single largest expenditure is for advocacy and public policy, amounting to 57 percent of the total program service expenses of \$90 million.

This expense category has nothing to do with your local animal shelter or taking care of pets. According to the official IRS Form 990 filed by HSUS, “Advocacy and Public Policy [encompasses] such activities as expanding the scope of corporate policies concerning the treatment of animals, urging consumers to modify their spending and lifestyle habits to favor humane products, increasing the scope and strength of animal-protection statutes and regulations, and persuading thought leaders to ally themselves with humane values.” It also involves “helping to pursue corporate and institutional policy changes like cage-free eggs, seafood boycott pledges, or puppy-friendly commitments.”

HSUS claims it “works with consumers, corporations and policy makers to spur

**“We don’t want any of these animals to be raised and killed [for food]. Unfortunately we don’t have the luxury of waiting until we have the opportunity to get rid of the entire industry.”**

MIYUN PARK, FORMER HSUS VICE PRESIDENT  
FOR FARM ANIMAL WELFARE, AND INAUGURAL MEMBER  
OF TYSON FOODS ADVISORY COMMITTEE



LADY 162 © ALYSSA HENRY

reform in the treatment of animals raised for food. The HSUS supports sustainable and humane farming practices, and encourages

the public to follow the 3Rs of eating: i.e., reduction of consumption of animal products; refinement, by choosing to consume animal products not derived from factory farming; and replacement, the incorporation of plant foods into the diet.”

HSUS tugs at heartstrings, selling itself as a defender of cute and cuddly pets and at-risk wildlife. All the while, though, it relentlessly attacks honest farmers and ranchers, American institutions like hunting and rodeo, and innocent animal owners through dishonest and underhanded tactics. While slyly hiding its ultimate goal of rights for all animals, HSUS fleeces innocent and trusting donors and lures unsuspecting producers and animal owners into its lair. ■

*Janet H. Thompson grew up on a cattle ranch in Oklahoma and lived in Western Australia for a decade with her husband and four children. All are dual citizens of the United States and Australia. Having built a successful family feed-yard business, the Thompsons lost everything when they became targets of environmental and animal-rights activists. Check YouTube in two parts: “Young Family’s Dream Turns into a Nightmare due to Environmental Extremism.”*

## HSUS MISLEADS DONORS

HumaneWatch has conducted several surveys of HSUS donors. HW wanted to know if they knew that only one percent of the HSUS budget gets to pet shelters and the organization doesn’t run a single pet shelter of its own. It polled over a thousand self-identified donors to figure out just what they knew about the group. It turned out that many donors—like the general public—had a false impression about how their money was being used. They still do.

HW asked donors if they think HSUS’s advertising has misled them and needs to have a disclaimer. Here’s the bottom line:

- Nearly two-thirds of HSUS donors support the group to help HSUS care for animals in shelters or to reduce the number of animals put down in shelters.

- 59 percent are less likely to support HSUS now that they know HSUS only gives one percent of its budget to pet shelters.

- 84 percent think “HSUS misleads people into thinking that it supports local humane societies and pet shelters.”

- 87 percent think HSUS should be required to disclose in ads that it only gives

one percent of the money it raises to pet shelters.

- 88 percent think HSUS should be required to disclose in advertising that it isn’t affiliated with local humane societies.

HW notes: “It’s rare to see any polls where 90 percent of people agree on anything, yet nearly 90 percent of its donors think HSUS should be required to include disclaimers in its advertising. That’s telling.”

HW also notes: “Wayne Pacelle, president and CEO of HSUS, often has responded to our education campaign by saying that donors know what they’re funding. We find it hard to believe that an organization that spends \$50 million a year on marketing doesn’t have a firm grasp of what its members know and don’t know. With this new polling, Pacelle and HSUS can’t hide behind that farce anymore. It’s time for HSUS to come clean to the public, and to its own donors.” —JHT

*For complete poll results, see <http://www.humanewatch.org/poll-hsus-donors-feel-deceived-by-hsus/>*