



When the new law takes effect, egg-laying hens—who now spend 12 to 18 months in extreme confinement—will be able to extend their wings and turn around.

A Triumph of Compassion

New California law will usher in an era of reform for farm animals

By 2015, egg-laying hens in the nation's largest farming state will no longer be stuffed a half-dozen at a time into a cage the size of a file cabinet drawer. Pregnant sows will never again have to live in gestation crates that dig into their sides and give them no room to turn around. And veal farmers will be prohibited from tethering calves in narrow stalls.

It's a new day for California's farm animals, thanks to the more than 8 million people who voted in favor of Proposition 2 on the November ballot. The overwhelming 63 percent victory will bring changes that may seem modest for farmers but are revolutionary for the state's 20 million or so animals now living in intensive confinement—giving them enough room to lie down, stand up, fully extend their limbs, and turn around freely.

Because California is the most populous

state and also a bellwether, the victory marks a watershed moment in The HSUS's half-century fight for more humane treatment of farm animals—and a seismic shift in public attitudes toward them. Millions more creatures will likely benefit from these far-reaching reforms, with industry analysts predicting

ripple effects in food production across North America.

"No state and no agribusiness titan anywhere in the nation can overlook this mandate," says HSUS president and CEO Wayne Pacelle. "California voters have set a new standard for the nation to follow."





Despite a \$9 million opposition campaign of misinformation and scare tactics, the Prevention of Farm Animal Cruelty Act garnered more “yes” votes than any of the 11 other initiatives on the ballot, achieving a wider margin of victory than the Obama-Biden ticket.

Led by HSUS chief economist and long-time Californian Jennifer Fearing, an army of staff and volunteers fanned out across the Golden State during the months preceding the election. HSUS farm animal welfare experts debunked opposition myths, and staff lawyers brought more than a dozen legal actions against the egg industry and the “No on 2” campaign for everything from environmental degradation and animal cruelty to consumer fraud, campaign finance violations, and price-fixing. Coverage in *The New York Times Magazine* and on national talk shows confirmed that farm animals, too long overlooked by an otherwise animal-loving society, have gained new status.

The vote follows ballot initiative and legislative successes in Florida, Arizona, Oregon, and Colorado—victories that prompted top national meat producers like Smithfield Foods and Strauss Veal to announce plans to phase out some of the worst forms of confinement.

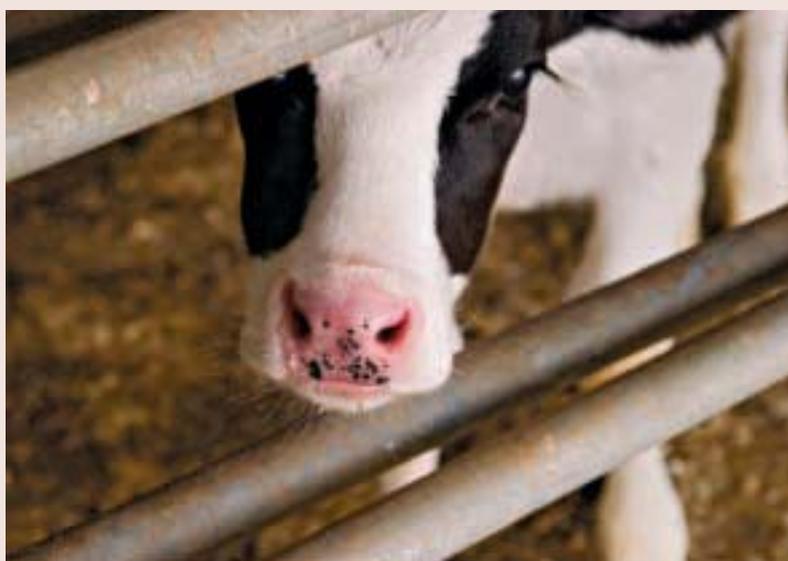
Architects of the California campaign, cosponsored by Farm Sanctuary, predict a similar domino effect among companies nationwide. In the meantime, The HSUS plans to keep reaching out to farmers and retailers in California and elsewhere to help them transition to more humane practices—and to continue the fight in other states and in Congress when necessary.

“I don’t have any doubt that when these extreme confinement practices are banned throughout the country, people will look back in utter revulsion at the way in which we abused farm animals in the latter part of the 20th century and first part of the 21st,” says Paul Shapiro, senior director of The HSUS’s Factory Farming Campaign. “They will recognize approval of Prop 2 as a formative moment in our movement to end the most cruel and indefensible forms of confinement.”

A Victory for People and the Environment

Solid majorities voted for Proposition 2 even in what some may have assumed to be unfriendly territory: rural counties with a large farming constituency. The initiative also won large majorities among African Americans, Asians, Latinos, and whites.

In 20 of the 46 counties where Prop 2 passed, it won by more than 60 percent; in four of those, by more than 70 percent. By contrast, opponents mustered more than 60 percent of the votes in just one of the 12 counties where they prevailed. This dismal showing came despite well-funded attempts by agribusiness to scare consumers about the effects of the initiative.



The broad voter support in agricultural counties, where residents sometimes suffer in the shadow of polluting operations, confirms that human welfare is often inseparable from treatment of animals. As outlined in a report last year by the Pew Commission on Industrial Farm Animal Production, factory farms are blamed for a host of ills: localized pollution of air and water, significant contributions to global warming, increased antibiotic resistance, and higher rates of diseases transmittable to humans.

The link between animal welfare and social justice was reflected in the new partnerships created during the California campaign, which received endorsements from the Sierra Club, Center for Food Safety, Union of Concerned Scientists, United Farm Workers, Consumer Federation of America, National Black Farmers Association, Cesar Chavez Foundation, and California Council of Churches.

“I think what this tells us is we have the ability to win anywhere on our issues,” says HSUS president and CEO Wayne Pacelle. “There can be no doubt that our core values are mainstream sensibilities. It is the people who advocate for cruelty who are on the margins.”

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150 vet students, and the VMAs in Marin and San Diego counties. The CVMA is the first state association of its kind to back a ballot initiative related to factory farming, in spite of pressure from agribusiness interests and a defection by some members who formed a new organization.

Ellen DeGeneres and Portia de Rossi lent their star power to the campaign by hosting a party weeks before Election Day. "I don't know who would

oppose this," DeGeneres told an *Entertainment Tonight* crew at the event. "Anybody with a heart could not do this to an animal." DeGeneres and Oprah Winfrey also interviewed HSUS president and CEO Wayne Pacelle on their shows, shining a national spotlight on the issue.

Nearly 4,000 volunteers inspired fellow Californians to make their voices heard

for animals, first by collecting hundreds of thousands of signatures and later by getting out the vote. And the efforts didn't stop at the state line. Aware of the national implications of a victory, animal lovers in places as far-flung as Idaho, New York, Arizona, Indiana, and Texas responded to HSUS state directors' pleas for help by making thousands of calls to California citizens.



While the American Veterinary Medical Association took a neutral stance toward Prop 2, the **California Veterinary Medical Association** stepped up to lend its unwavering support. Combined with the efforts of the **Humane Society Veterinary Medical Association**, the CVMA's endorsement helped garner backing from more than 700 of the state's veterinarians, 90 vet hospitals,

Zerões

At the height of the Prop 2 battle, Mercy for Animals released an investigation of California's largest egg factory farm, **Norco Ranch**. Undercover footage showed hens suffering from abuse and living in squalor. No surprise, then, that Norco and its parent company, **Moark**, donated nearly \$900,000 to the opposition's campaign.

Moark and Norco are part of the dirty dozen blamed for price-fixing in a legal peti-

tion filed by The HSUS with the Federal Trade Commission and the U.S. Department of Justice. Others named in the petition include **Cal-Maine Foods, Golden Oval Eggs, Michael Foods, NuCal Foods, Pilgrim's Pride, and United Egg Producers**. Twenty separate class-action lawsuits have been filed, accusing the companies of a conspiracy to raise prices by as much as 45 percent on eggs "certified" under a bogus program that included "animal husbandry guidelines." Exposure of the practice—now under investigation by the Department of Justice—eviscerated egg producers' claims

that a penny-per-egg increase caused by going cage-free (estimated according to their own analysis) would destroy their companies.

On the flip side, the federal government got a bit too cozy with private industry when the **American Egg Board**, overseen by the **U.S. Department of Agriculture**, made plans to spend up to \$3 million on advertising opposing Proposition 2. After HSUS lawyers and the YES! on Prop 2 campaign filed suit, U.S. District Court Judge Marilyn Hall Patel issued an injunction against the expenditure on the grounds that it would violate federal law prohibiting the use of such funds to influence governmental policy or action.



Petland's Empty Promises

The nation's largest chain of puppy-selling pet stores is fond of proclaiming that “Petland pets make life better!”

But for many of the pets themselves, life before arrival at the retail outlets couldn't have been much worse, an HSUS investigation has revealed.

Behind the mirage of the cute doggie in the window is a direct link to mass breeding operations known as puppy mills. When investigators visited breeders and brokers that sell to Petland stores, they found puppies packed into filthy, barren cages reeking of urine. Conversations with staff at the stores themselves painted a rosier picture, with workers repeatedly boasting about the use of “USDA-licensed” breeders. Yet public records for over 100 of Petland's suppliers show that this claim is not as impressive as it sounds:



Breeding dogs in puppy mills like this one often spend their entire lives in filthy, barren cages, receiving no socialization and little if any veterinary care.

More than 60 percent had violated USDA or state care standards.

In some cases, individual stores might not even be familiar with the breeders they use. The HSUS learned that large-scale pet distributors serving as middlemen supplied many of the puppies; others were ordered through a pet auction website.

“Petland is perpetuating the abusive puppy mill industry, where dogs are treated not like pets but like a cash crop,” says Stephanie Shain, director of the HSUS Stop Puppy Mills campaign.

After the eight-month investigation was made public in November, Petland attempted to counter criticisms by promoting an “Adopt-A-Pet” program. But previous calls by HSUS experts had already elicited claims from 56 stores that they didn't bother with adoptions. Many others had a twisted take on the definition of the word, saying they offer adoptions of puppies returned by customers or reduced rates for older puppies who haven't been sold.

True adoptions are conducted by shelters and rescue groups working to fight overpopulation and stop animal cruelty—not by pet stores that perpetuate it. “They know that consumers won't stand for the cruelty inherent in mass breeding facilities, so they make outrageous claims to hide the reality that the dogs came from puppy mills,” says Shain. “People have a right to know exactly what their spending supports.”

— *Andy MacAlpine*

➤ **LEARN MORE** and watch the investigation video at humanesociety.org/pupmills.



Score **BIG** for Homeless Animals

The animals at your local shelter have a million reasons for you to join Zootoo.com. By registering with the website devoted to pets and participating in activities such as journal-writing or evaluation of veterinary services, you can earn points for a shelter of your choosing. Zootoo.com will visit the 20 shelters with the most points to determine finalists for the grand prize: a \$1 million shelter makeover. The winner of the contest, held in partnership with The HSUS, will be chosen by public vote in April. Runners-up will win cash prizes totaling \$195,000 for shelter improvements. To start collecting points, visit zootoo.com/makeover.





Rescued from a dumpster, Bo Didley was initially terrified of people—and doors. Now in a loving home, he approaches both without fear.

Hound Hunting: No Life for a Dog

In the nearly three years that Rabiah Seminole has lived on her 40-acre southern Virginia property, the horse rescuer and rehabilitator has heard endless gunshots crack over nearby fields. In the fences, roads, and brush that separate her from the hunt, she has rescued 16 hounds, abandoned to fend for themselves or simply lost in the confusion of the carnage.

Each was starving and desperate: Willy Wags had a bone jutting from his leg. Sienna was entangled in barbed wire. Choy and Charlie had been tossed in dumpsters; Lily and Jazz were wandering in the road.

Hundreds of these hounds are used every year to hunt deer and bear in Virginia. They're released in packs of up to 40 animals, often fitted with GPS devices so the human hunter doesn't have to keep pace. They put their lives on the line: A

black bear can disembowel an overeager hound in a single swipe. The picture is just as bleak for the animals on the other end of the chase; in their desperation for food, starved dogs can mutilate deer so much that

their human companions have no more use for their prey.

When they become old, sick, pregnant, or injured—or are judged to be bad hunters—many loyal hounds receive the bitter thanks of desertion. The dogs “are viewed as little more than hunting equipment,” says Megan Sewell, deputy manager of The HSUS’s Wildlife Abuse Campaign. “At the close of hunting season, countless hunting dogs

are simply abandoned to die or be struck by vehicles as they attempt to find food.”

Some end up at animal shelters already overrun with the breeds. Largely unsocialized and unhealthy, they often make poor candi-

dates for adoption. Widespread complaints—including those from HSUS members in Virginia and from hunters themselves—have prompted the state’s Department of Game and Inland Fisheries to review the practice, which is already illegal in many other states. The HSUS has asked Virginia to adopt regulations that ensure the welfare of the dogs and more humane treatment of the wildlife they chase.

Alethea White-Previs is one of the many Virginians who would like to see hound hunting outlawed. A hound found on her mother’s property “had rampant heartworms, kidney failure, and five or six more pretty bad health problems,” she says. Try as she might, White-Previs couldn’t save her, and Violet died nine months later. Her story lives on through an HSUS ad about hound hunting that features her picture.

It’s the sad life histories that have moved Seminole to protect her hounds. One was tied to a tree, alone in the woods. Some wore bright orange collars with no nametags. Most were covered in ticks. Of all the dogs, Chase looked the worst—his body so scrawny it appeared his skin was all that held up his legs, his lips receded to his gums in a “terminal smile” so frightening that those who saw him sucked in their breath.

Sienna’s story is perhaps the most pitiful: The tiny dog was found hanging by her hind leg, tangled in a barbed wire fence bordering a quiet back road. Another hound, likely a member of Sienna’s pack, kept company nearby. But as Seminole untangled the wire and freed Sienna, the other hound took off into the darkness. — *Pepper Ballard*



Rabiah Seminole and Chase



Spray-painted for identification, this hound scarfed down a meal from a concerned citizen before darting away.

For the Birds

Despite its nondescript appearance from the road, Matt Smith's residence in Louisa, Va., is no ordinary home. In the space built as a garage, several blazing orange sun cones cling to a mesh barrier. Behind the dwelling, a greenhouse-like structure holds rescued African grey parrots. Steel mesh aviaries rise from the yard.

This is the Central Virginia Parrot Sanctuary, also known as Project Perry, and it's a haven for the feathered and beaked.

As the executive director, Smith devotes his life to running the shelter, which doubles as his home. The sunroom and much of the rest of the house serve as a recreation area and living room for his squawking and burbling housemates, complete with hanging branches, toys, and layers of newspaper covering the floor.

Long a bird lover, Smith became involved in animal rescue about five years ago after witnessing the work of a Massachusetts sanctuary called Foster Parrots that was caring for 300 abused, neglected, and discarded birds. "I didn't know a place like that existed," says Smith. It was a life-changing moment for a man who'd been planning to become a hospital executive; he spent two years making weekly visits to the sanctuary before purchasing his own property in Virginia.

He's had his hands full ever since; mass breeders have kept Smith and other bird rescuers busy following passage of the 1992 Wild Bird Conservation Act. "Before the WBCA, the U.S. was importing 800,000 wild-caught birds every year to be sold as pets," says Teresa Telecky, policy director at Humane Society International, the global wing of The HSUS. "These birds were subjected to extremely cruel conditions during capture, holding, export, and transport. The WBCA stopped most of that."

While the law helped save millions of wild birds from entering the pet trade, profiteers quickly turned to captive breeding as a new source of animals. Just as puppy mills churn out thousands of dogs for unsuspecting customers, bird mills keep birds in row after row of cages,

providing little to no enrichment and treating them like machines. At least 10,000 bird breeders in the U.S. produce as many as 2 million birds each year, writes journalist Mira Tweti in her recent book, *Of Parrots and People: The Sometimes Funny, Always Fascinating, and Often Catastrophic Collision of Two Intelligent Species*.

People who acquire these animals usually have no idea what they're buying into. Few are willing to convert space into free-flying zones that allow birds to follow their natural instincts. Few are prepared for a pet who will likely outlive them—the larger parrots can live 60 years or more—and few understand how birds should be cared for. (Despite rumors to the contrary, Polly does not, in fact, want a cracker.)

No stranger to these issues, Smith counts among his charges birds who are malnour-

ished, saddled with respiratory problems, or so stressed that they've plucked out their feathers. Trying to give them the best life possible under the circumstances, he's created an environment that would seem like paradise to most birds in captivity. The African grey aviary has a heated indoor area and an outdoor section the birds can enjoy in good weather. Chopped-down dogwood trees mounted in concrete on the floor of the enclosure provide the birds with perching options. A misting system and two huge fans mimic the cooling effects of thunderstorms in rainforests.

Still, it's no substitute for the real thing, Smith laments. He and the sanctuary volunteers will continue their work as long as necessary, helping animals with nowhere else to go. But they dream of the day when their services are no longer required. "What would have been best for parrots," he says, "is if they'd never become pets." — *Carrie Allan*



At Project Perry, Matt Smith provides rescued birds with perches, toys, and climate-controlled aviaries. Still, he says, it's no substitute for life in the wild.

“What would have been best for parrots is if they never became pets.”



Matt Smith



The sounds and sights of suffering dogfighting victims inspired Sheila Luff to hone her detective skills.

FOILED! Retired Couple Exposes Mississippi Dogfighters

She ferreted out clues like Jessica Fletcher on the heels of a hot case. She poked her nose into her neighbors' business so much that friends and family started calling her Gladys Kravitz. But 51-year-old Sheila Luff wasn't a TV character cracking a murder mystery or gathering juicy gossip. This retired mother of seven was just trying to save the victims of dogfighting in her rural Mississippi neighborhood.

Luff and her husband, Mike—a 62-year-old retired police officer—spent the better part of a year lurking on the edges of a dogfighting pit, gathering information to share with the Prentiss County Sheriff's Department in a bid to shut down the criminal enterprise. By last April, they had enough evidence for police to raid the pit and arrest nearly two dozen people on felony dogfighting charges—the first such bust in the county since 2000.

"They did an excellent job of getting the information," says deputy Joey Clark. "With-

out them, we never would have known anything was going on."

It all started one night in spring 2007, after Luff noticed a stream of pickup trucks on her usually quiet country street. When she later heard barking dogs in the woods by her property, her curiosity was piqued. Investigating the next day, she was stunned to see about 20 dogs, including some with wounds, constrained by "chains big enough to pull a truck," she says.

In the weeks that followed, Luff sat in her nearby barn, listening to the conversations of people who gathered at the site. Trying to piece together the clues, she began browsing the Internet and landed at the HSUS web-

site, where she read up on signs of the blood sport. When Luff suspected that it all added up to dogfighting, she called staff at The HSUS, who confirmed her hunch and urged her to call the local sheriff's office.

By itself, Luff's tip was enough to bring misdemeanor animal cruelty charges. But to

charge anyone with felony dogfighting and to rescue the dogs, Clark said, authorities would have to catch a fight in progress. So Luff and her husband got back to work, spending their Saturday nights creeping as close to the pit as they could, listening and jotting down notes for investigators. During the day, they also took pictures.

The Luffs were never detected, but their surveillance wasn't free of heart-pumping moments. "I was hiding behind some barrels maybe 50 feet away from them one night, and somebody fired a gun—not at me, but it scared the bejesus out of me," Luff says.

Finally, last April 12, after months of evidence gathering and one raid attempt that was too slow to get off the ground, Luff and the police got the break they'd been waiting for. When she saw people installing carpet in the pit, Luff knew a fight was brewing that night and called Clark. Shortly after the dogfight began, officers converged on the crowd and arrested 18 people; five more turned themselves in the next week.

All 23 people arrested were charged with felonies. Animal fighters in the area have taken notice. "This bust really scared dogfighters in our county for a while," Clark says. "There were drug addicts and people like that who have told us that dogfighting hasn't been going on [in Prentiss County] since that bust."

The HSUS noticed too, giving a \$5,000 reward to the Luffs and honoring them with the organization's first Tipster Award at the annual Humane Law Enforcement Awards ceremony in November. (Clark also earned an award for his role.)

Meanwhile, Sheila Luff is just glad the vigil is finally over.

"We watched them for probably eight months; my family said I got possessed with it," she says. "I just wanted to get the dogs away from those people. I've never done anything in my life that made me feel better than getting those dogs out of there."

— *Andy MacAlpine*



▲ THE HSUS ANIMAL FIGHTING TIP LINE is 877-TIP-HSUS. For more information, go to humanesociety.org/rewards.

A Higher Calling for Animals

During the launch of its All Creatures Great and Small campaign in the fall, The HSUS unveiled *Eating Mercifully*, a new documentary that explores Christian perspectives on factory farming. The organization also lent support, along with the Sierra Club, to the publication of HarperOne's *Green Bible*; the book highlights biblical emphasis on environmental stewardship and creation care—what HSUS Animals and Religion director Christine Gutleben calls “our campaign in action.” In late September, HSUS president and CEO Wayne Pacelle spoke about The HSUS's outreach to people of faith with Deryl Davis at the National Cathedral's Sunday Forum in Washington, D.C. The following is an edited excerpt.



Q: What does religion have to do with animals?

PACELLE: The principles of compassion and mercy and kindness are part of all of the world's major religious traditions. And what we're trying to do at The HSUS is revivify these traditions and have people put these principles into action. So we're not inventing anything—we're simply pointing to what exists and saying, “Let's think about how we live our daily lives, and let's think about the other creatures who share this planet.”

Q: I know on your website you have an extensive list of different faith traditions—Christian, Roman Catholic, Protestant, Islam, and Judaism—and their statements about care for animals. But there is also some concern out there, particularly among conservative groups, that an aggressive agenda towards animal welfare somehow leads to equating animals with humans.

PACELLE: Everyone can accept the notion of human responsibility. We're not saying animals are equal, but they deserve our merciful treatment, and they deserve kindness. I think what the church generally does is focus us away from ourselves: It's not just about our own selfish interests; it's about others. And what we're doing is simply recognizing other members of the community. They may look different from us; they may not be able to speak. But they can suffer and they can feel—and why not be good to them?

Q: So when you make a pitch to religious leaders, what's your single focus to encourage them to be involved in this movement?

PACELLE: We're talking to religious leaders about food's central place in many traditions. Where does that food come from? How does that food get to the table? If food has such a central place and we're really tormenting animals in our modern industrialized agribusiness systems on

factory farms, isn't that a departure from God's teaching? It's just not acceptable for a Christian, for a Muslim, for a Jew who has a view that we have responsibilities to other creatures.

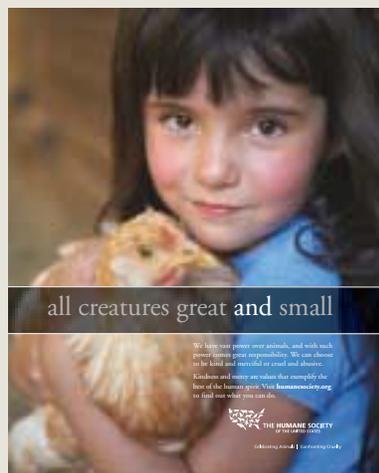
Q: But is part of the problem that we have to have factory farms now to produce the kind of meat that a larger number of people are now eating—and eating more of? And this is just a way of meeting consumer demand?

PACELLE: Even some of the major producing companies are saying OK, this has gone too far. And now you have many retailers like Burger King starting to phase in cage-free eggs, and so is Safeway. So we're seeing a change. I think we can do better. I also think we've got to think about our food choices—whether or not we can eat this amount of meat and other animal products. We do have to question whether that's sustainable.

Q: Does one then have to say the logical outcome of this is we have to become vegetarian and there you are? It's an all-or-nothing?

PACELLE: We embrace any tender act or any act of kindness. So if people want to reduce their consumption of animal products in their diet by 10 percent, we think that's fantastic. There are many religious traditions that urge us to not eat meat on Fridays or Wednesdays or to not eat meat for quite a period of time. Those are things we can do in our daily lives. It will be better for animals, it's better for the environment, it's better for your

own personal health, and I think that in that sense we can all contribute to solving this problem.



➔ **TO WATCH** the full archived interview, visit nationalcathedral.org and click on “Sunday Forum.” For more information and resources, visit humanesociety.org/religion.



The End of the Road?

After a long-fought battle against Massachusetts tracks, greyhound advocates have already settled on their next target.

At 32 tracks across the nation, greyhounds are forced to race for the amusement of spectators and the enrichment of gamblers. But come 2010, those tracks will number two fewer, with Massachusetts voters' passage in November of a statewide ban on greyhound racing. And animal advocates plan to reduce that total even further, setting their sights on making New Hampshire the 10th state to outlaw the sport.

Thousands of dogs are injured at tracks every year, suffering broken legs and necks, cardiac arrest, and spinal cord paralysis, according to the nonprofit group GREY2K USA, which teamed with The HSUS and the

Massachusetts SPCA to sponsor the Massachusetts ballot initiative. Crammed into tiny cages in warehouse-like kennels, the animals are denied the care that would cut into gambling profits—and are often killed when they no longer make the cut.

Americans' tolerance for this pastime is waning, as evidenced by dwindling nationwide attendance and lower industry profits. Even so, the Massachusetts win did not come easily. A similar measure was narrowly defeated in 2000; six years later, a lawsuit removed the question from the ballot at the last minute. This time, 56 percent of voters chose the side of the animals, setting in motion the closure of the Raynham and Wonderland greyhound "parks."

"This is an incredible victory for dogs," says HSUS New England Regional Office director Joanne Bourbeau. "The people in Massachusetts have spoken loud and clear that the suffering of these dogs was not worth keeping a dying industry afloat."

Public support for a ban appears even stronger in New Hampshire, where The HSUS and GREY2K USA have met with officials about a measure to close the state's three active tracks. A recent University of New Hampshire poll revealed that 65 percent of the state's adults support a ban on racing

for gambling, and 56 percent support a ban on racing for commercial purposes. Says GREY2K USA president and general counsel Christine Dorchak, "The trend is definitely with the greyhounds." — *Andy MacAlpine*

Racing to Save Horses

For the third year, Indianapolis Motor Speedway chairman Mari Hulman George is offering racing ticket packages to benefit The HSUS's Equine Protection program. From March 9 to 18, fans can bid on dream trips to the track's three major 2009 events: the Indy 500 on May 24, the Allstate 400 at the Brickyard on July 26, and the Red Bull Indianapolis GP on Aug. 30. Each package includes four tickets to enjoy the race from George's private suite, as well as hotel accommodations and a police escort to the track on race morning. For details, go to humansociety.org/indy500 or call 800-808-7858.



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