

## A Better Life

Farmer Kevin Fulton serves on The HSUS's Agriculture Council for Nebraska. The growing network of statewide advisory groups helps develop markets for higher-welfare products.



## We're There Building a Humane Economy

*To improve conditions for animals in global commerce, we facilitate the marketing of higher-welfare and humanely produced goods, help consumers modify their spending habits, and persuade corporations to adopt better policies.*

### Fighting Fire with Fire

Mike Callicrate won't be beat. The Colorado cattle rancher, entrepreneur, and activist lost a feedlot operation and a lawsuit to Big Ag, but keeps coming up with new businesses and new challenges. His voice is heard in books and films and at conferences and through a half dozen websites. Starting in 2012, after he met Colorado state director Holly Tarry, it's heard at The HSUS.

Last year, Callicrate joined the new HSUS Agriculture Council for Colorado and recruited two other farmers to serve, part of a growing network of statewide advisory groups helping to develop markets for higher-welfare products. For Callicrate, who decries the way industrial agriculture treats individual producers, it's a natural alliance: "You [are] a cost to be reduced, just as the animal is a cost to be reduced." The HSUS, for its part, has helped Callicrate bring a lawsuit charging that money collected by the federal government to promote beef consumption is instead being illegally used to lobby against animal welfare improvements. (The HSUS has filed a similar lawsuit on behalf of pork producers.)

In 1989, Callicrate and others sued the world's largest meatpacker, Iowa Beef Producers, over industry consolidation that had driven small producers out of business. They were

awarded \$1.28 billion by a jury, but a judge reversed that verdict and ordered them to cover \$80,000 in court costs. Afterwards, Callicrate designed a system to spare farm animals the stress and misery of being trucked to slaughterhouses. "I think Mike feels called to fight for better treatment of both farm animals and farmers because of who he is, but also because he's one of the few who's in a position to," says Tarry. "He just never quits."

### Cosmetic Adjustments

"If every cosmetic tested on rabbits or mice had a photo on the packaging showing these animals with weeping, swollen eyes and inflamed skin, I believe everyone would leave cruelty on the shelf and go for the cruelty-free option instead," noted Paul McCartney in support of Humane Society International's Be Cruelty-Free Campaign to end animal testing for cosmetics worldwide. That choice is now much easier for European Union consumers, as the campaign successfully pressured the EU to uphold its March 2013 ban on selling imported cosmetics with ingredients newly tested on animals. (Animal testing for cosmetics was already banned within EU borders.)

### One Meal at a Time

As a gastrointestinal pathologist at Providence St. Vincent's Medical Center in Portland, Ore., Melissa Li 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.



## SEA CHANGES:

 Amazon.com heeded demands from **50,000+ supporters to ban whale and dolphin meat** from its U.S. and Japanese websites.

 **Hawaii's false killer whales were listed as endangered**, with restrictions placed on long-line fisheries that entangle and kill them.

 **In response to a 2010 trainer death at SeaWorld Orlando, a judge limited trainers to protected contact with orcas**, such as from behind a barrier. The book *Death at SeaWorld* further exposed the captive orca industry, chronicling HSI scientist Naomi Rose's efforts.

OPPOSITE PAGE: GREG LATZAFOR THE HSUS. THIS PAGE: S. BUKLEY/SHUTTERSTOCK.COM



In the Washington, D.C., area, The HSUS's Humane Wildlife Services helped 2,441 animals in 2012, including a squirrel mom who, after being evicted from an attic, retrieved her five babies from a reunion box the team placed nearby (inset). Emphasizing solutions such as gentle hazing, one-way doors, and family reunions, the service offers a humane alternative to wildlife control operators who use unscrupulous methods such as lethal trapping, gassing, and drowning.

“We’re able to ... show our creativity, but also show our thought and our compassion.”

— John Bartlett on The HSUS's inaugural H-Couture show in Los Angeles, where he was joined by fellow designers Victoria Bartlett, Marc Bouwer, Kimberly Ovitz, and Charlotte Ronson in showcasing fur-free fashions.

So when she read a Web article about a Colorado hospital that had begun offering meat-free meals one day a week, she forwarded it to Jason Lee, the hospital's retail restaurant manager. Though Li received a tentative response, she persisted, sending him The HSUS's award-winning Meatless Monday video and connecting him with HSUS food policy manager Kristie Middleton, who provided free menus, recipes, and promotional posters and table tents. Within three weeks, St. Vincent—which serves 2,000 meals a day—launched its first Meatless Monday, serving meat-free lasagna and stir-fry veggie dishes to appreciative customers.

In 2012, The HSUS helped more than 50 hospitals and other food service operations implement Meatless Monday, including school districts, colleges, corporate cafeterias, and restaurants. Topping the list were Florida's Bro-

ward County School District and Detroit Public Schools, respectively serving 150,000 and 45,000 meals a day.

### A Pledge for the Pups

Joe Seneshale was confident that the purebred dogs sold in his Wyoming pet stores were not puppy mill products. He used what he thought was a reputable broker, requested breeder names and USDA license numbers, and called many of them directly to ask about their dogs.

But after receiving complaints about sick puppies purchased from Joe's Pet Depot, Seneshale began to question what he'd been told. So when The HSUS's John Moyer called in spring 2012 to pitch the Puppy Friendly Pet Stores pledge—in which store owners agree to take a stand against puppy mills by not selling dogs—Seneshale said yes.

In October, Seneshale held “reopenings” to mark his conversion from puppy-selling stores to adoption venues for local shelters. The events were a major milestone for the pledge program: Seneshale was the first signer to actively work with Moyer to switch to a humane business model. Joe's Pet Depot locations were two of 400 stores added to the pledge in 2012, bringing the total number to 2,003 stores that will never open their doors to puppy mills.

### Going Out of Style

True Religion had lost the faith. The HSUS found that the premium denim company, after years of being cruelty-free, had begun selling real animal fur. Tests revealed that the fur was raccoon dog, a canid species frequently skinned alive in China's fur trade. The HSUS sent an action alert to thousands of supporters, and within three

### INVESTING IN SUCCESS

**NAME:**  
Robert Wilson



**WHY HE'S AN HSUS SUPERSTAR:**  
Initiated a \$2 million matching grant for the gestation crate campaign

For philanthropist Robert Wilson, getting pigs out of gestation crates is a matter of basic humanity. “I’m not very fond of cruel and unusual punishments, as applied to either human beings or animals,” he says. “Hogs are the most intelligent of the animals that we eat. ... [Yet] they are basically in prison.” In 2012 the retired investor announced a \$2 million matching grant to help The HSUS end the confinement of pregnant sows in crates barely larger than their bodies. America is ready for the message, he says: “It’s becoming a more tolerant place—and that, I think, is applying to animals.”

### ANSWERING THE CHALLENGE

**NAME:**  
Brad Goldberg



**WHY HE'S AN HSUS SUPERSTAR:** Recruited additional supporters for farm animal protection

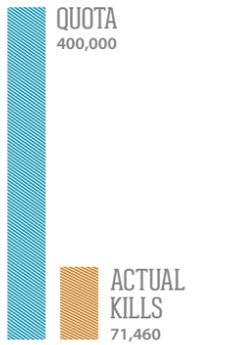
Growing up in the Midwest, Brad Goldberg often saw trucks packed with animals bound for slaughter. The memories led him years later to found the Animal Welfare Trust and support The HSUS's work to protect farm animals. Last year, the retired portfolio manager pledged a generous gift to The HSUS's gestation crate campaign and hosted a lunch to recruit others to match Robert Wilson's \$2 million challenge. The truth about extreme confinement is reaching consumers who will demand change, he says. “Future generations will look back on this practice with disbelief that such cruelty was ever tolerated.”

hours, the company had announced it would pull the items.

Intense pressure on the fur industry continued on many fronts in 2012. HSUS shareholder resolutions became an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn't wait for a resolution: Notified of The HSUS's intent to file one, the company cut out raccoon dog from China entirely. The HSUS now owns shares in nearly 20 companies that sell fur, a list that is constantly growing.

In the enforcement arena, global online retailer Yoox agreed to withdraw fur from its U.S. market after The HSUS filed a false advertising complaint with the Federal Trade Commission. And customs officials took action following a two-year HSUS investigation into a New York retailer's illegal sale of domestic dog fur.

### 2012 CANADIAN SEAL HUNT



For the fourth straight year, seal slaughter deaths amounted to a fraction of government-set quotas. Each year, we document the shooting and clubbing of weeks-old pups, many of them cut open while conscious. Staff have persuaded governments around the world to close their markets to seal fur, while nearly 6,000 businesses and 750,000 people have joined our boycott of Canadian seafood. We're now pushing for a government buyout of the industry plus development of economic alternatives such as seal watching.



OPPOSITE PAGE, FROM LEFT: CHRISTIAN BAUER/ALAMY; THE HSUS. THIS PAGE, FROM LEFT, COURTESY OF ROBERT WILSON; ANNIE WATSON; FRANK LOFTUS/THE HSUS. NEXT SPREAD: JULIE BUSCH BRANAMAN/FOR THE HSUS