

**In this issue of *All Animals***, we report on some recent accomplishments, but also look to challenges ahead as we confront the biggest and most intractable forms of cruelty in the nation and across the globe.

Our consistent gains demonstrate that The HSUS is the most formidable institutional force for change that animals have ever had. The work you enable—undercover investigations, legislative advocacy, educational efforts, rescue and rehabilitation, enforcement of existing laws—improves, in very tangible ways, the lives of countless millions of domesticated and wild animals every day.

And if past is prologue, then we can expect more reform and more progress this year, assuming we remain relentless, stay focused on our goals, and keep growing our ranks.

In the pages that follow, you'll read about the passage of our landmark ballot initiative in Missouri to crack down on puppy mills. It is the 18th state puppy mill law we've shepherded to passage in the last three years, but it's the first that required a vote of the people. In qualifying Proposition B for the ballot, The HSUS made a remarkable investment of time, expertise, and resources in this state with 3,000 mills—representing about a third of the entire national industry—because politicians there had resisted even the most modest reforms. It was left to us to rally the people and to call the vote in order to secure meaningful and lasting change.

In this issue, you'll also read about our progress in combating the worst abuses in industrial farm animal production. We negotiated a landmark farm animal welfare agreement in Ohio last year, but we also worked to pass California legislation to ban by 2015 the sale of eggs that come from hens confined in cages. We are quietly but methodically convincing the nation's food retailers to phase out their purchases of products from factory farms confining animals in small cages.

When I was elected CEO of The HSUS in 2004, I vowed to take on the systemic mistreatment of animals in extreme confinement systems, including in agriculture. Almost seven years later, the pace of progress is still too slow for me, but much faster than I imagined possible.

When The HSUS concentrates its efforts on the abuse of animals within an industry, no matter how large or politically powerful, we never fail to have an impact. It was The HSUS that ran the table and succeeded in outlawing cock-fighting in every state. It was The HSUS that made dogfighting a felony in every state. And now we are committed to addressing the abuses in puppy mills, on factory farms, and in so many industries that routinely misuse their power and cause needless suffering.

We don't shrink from the toughest of battles, and we'll always apply our finite resources to creating the biggest impact. But while addressing pervasive abuses, we never forget the plight of individual animals like Tessa, a dog rescued from a puppy mill and profiled on page 5, or Sunshine, a hen so ill from mistreatment that she needed to be lifted to her water dish to drink, as reported on page 12. Our goal is to come to the aid of these animals in crisis, but also to prevent cruelty, so that they are not harmed or in distress in the first place.



Wayne Pacelle, President & CEO  
The Humane Society of the United States



PAUL MARKOW PHOTOGRAPHY

### Coming Soon: A Groundbreaking New Book from Wayne

The next issue of *All Animals* will preview excerpts from Wayne Pacelle's forthcoming book, *The Bond: Our Kinship with Animals, Our Call to Defend Them*. Due out April 12 from Harper Collins/William Morrow, this engaging and farsighted work examines our instinctive connection to animals and identifies ways in which individuals and institutions have broken that bond. Travel with Wayne on his life's journey to reduce suffering. And share his quest for a new, humane economy based on celebration and stewardship of animals, rather than abuse and exploitation. Watch your mailboxes for an exclusive first glimpse of this important work from the nation's foremost leader of the animal welfare movement. *The Bond* is available for pre-ordering now at your favorite bookstore or online dealer. Meanwhile, be sure to keep up with Wayne and updates about *The Bond* on his blog at [waynepacelle.org](http://waynepacelle.org).

— The Editors