Pet Foods Are Big Business

Americans are spending more today on their pets than ever before. Coupled with rising costs of raw ingredients, which is being passed along to the customer at the retail level, is the huge volume of the pet food industry. Referring basically just to dog and cat food, the industry anticipates a record $2 billion sales during 1974.

Information on pet foods is well documented because major pet food manufacturers have their own trade association, The Pet Food Institute. To create a climate of better pet care, the Institute, through its members, produces and distributes a teaching kit, emphasizing pet companionship. The kit is called "A Pet Is a Special Friend." (See September newsletter).

Manufacturers that produce food for fish, hamsters, gerbils, rabbits, and guinea pigs, are not well represented in the Pet Food Institute. Neither are the manufacturers who produce food for ponies and horses, although many owners classify these animals as pets. Thus, the projected gross sales of $2 billion is confined primarily to foods for just cats and dogs.

The increase in pet food sales has been so spectacular that pet foods now outsell coffee, and represent the largest selling category in the dry grocery market. Four times as much pet food is sold annually as baby food. It is anticipated, in fact, that this growth curve will continue until pet foods reach $4 billion by 1977.

The most natural reason for the volume in the sales of pet foods is that 57% of families in the United States are pet owners. Some have more than one pet. Many people have recognized the value of pet ownership. And, even if the
energy crunch or inflation, or both, make it more costly to
own pets, people will be reluctant to give them up.

The purchase of better quality foods has been pushed in
an intensive television advertising campaign. According to
the Television Advertising Bureau, pet food manufacturers
spent $54 million on television advertising in the first nine
months of last year. The Madison Avenue approach has
undoubtedly prompted many to buy expensive brands. The
best example of this type of advertising is probably the
famous finicky cat, Morris, who can’t resist being tempted
when his owner offers him Nine Lives brand cat food.

Major pet manufacturers are Ralston Purina, Quaker Oats,
General Foods, Liggett & Myers, and Carnation. (Nine Lives
is produced by Heinz, which, although jumping to third
place in canned cat food, is not one of the largest suppliers
of dry food.) Most, as their names imply, are recognized
manufacturers of people food. Often the pet food division
of such a major manufacturer is not the largest revenue
producing division, and may even have begun as a way to
use waste materials left over from the production of
people food.

Pet food is more closely regulated than many of the foods
we eat and manufacturers are required to list some of the in­
redients on the label. Because of these requirements, some
people buy and eat canned pet food. Although their costs
are rising, too, the better brands of pet food are still cheaper
than many of the foods we normally eat. Students partici­
pating in a taste test couldn’t tell the difference between
the various foods they ate. 

Back To The Land: Part 3

The nights had begun to turn cold and one morning there
was frost on the ground. Now I had to get the walls tightly
sealed and weather stripping put around the doors and win­
dows, so I could stay warm during the winter. I had installed
just the right number of electric baseboard heaters to keep
the cabin cozy in the coldest weather.

Then one night the first snow fell. It became bitter cold.
I got up to see why the heaters weren’t working better.
There were no lights. The electricity was off. I had been
building all summer, and still hadn’t got the final
approval on the electrical work. I had just assumed
that the power company wouldn’t send me a bill until the wiring
was all approved. They had been sending the bills,
though, to a wrong address. When they hadn’t received
payment, they had turned off the power.

That experience was good for two lessons. 1) When you
return to the land, plan ahead for emergencies, and 2) never
assume anything. Of course, I had planned to build a fireplace
that could have kept the cabin warm, but it hadn’t been
constructed yet. I have a small power generating unit to
run the refrigerator and freezer and lights when the elec­
tricity fails. It’s too small for the heaters or other appliances,
but it’s a good emergency unit to have.

Humane Society Seeks to Halt Coyote Poisoning

The Humane Society has gone to court again. This time it
obtained a temporary restraining order to halt a new coyote
poisoning program. The hearing, to determine if a Prelimi­
nary Injunction should be issued, is scheduled as we go to
press.

The poisoning of coyotes on public lands was banned over
a year ago by an Executive Order of the President. The En­
vironmental Protection Agency followed by suspending the
registration of poisons used in predator control.

But sheep ranchers, many of whom lease public lands for
grazing for cheap fees, have been pressuring the EPA to
poison coyotes again. They are claiming sheep losses from
coyotes will force them out of business if something isn’t
done.

In response, EPA authorized ranchers in 44 counties in
Texas to ‘experiment’ and ‘test’ the M-44, a mechanical
‘coyote getter’ filled with cyanide. But even the manufac­
turer of the device claims the M-44 has been used for so
many years that further testing is absurd.

The Humane Society claims EPA has violated three recent
federal laws in permitting use of the M-44 to poison coyotes
and that many other animals, possibly even endangered
species, may be killed by the poison. The Humane Society
believes it would be cheaper to pay sheep ranchers for any
losses they can prove were caused by coyotes.

Geyser Help

Like most people who want to return to the land, I
wanted a log cabin. But I was hoping to salvage hand-hewn
logs from an old building that might have to be torn down.
So I had used plywood sheeting on the walls, and left the
floor joists sticking out. I would rest the bottom logs on
those floor joists that extended beyond the wall.

The cabin stood rather high off the ground on the down­
hill side. But once I had a stone wall built around it, and got
the logs on, I could envision how it would look, and I was
pleased with the way it looked in my mind. There would be, of
course, a lot more work to do before I could begin to be self­sufficient on my land. But I had made a start.

Wild Bison Survive

The only completely wild herd of bison in the U.S. lives
in Yellowstone National Park, where deep snows and severe
winters make survival difficult. But this same area has hot
water seeping up from deep underground pools, sometimes
sending geysers of hot water and steam high into the air.

The bison can find food even when the grass is covered
with snow, by sweeping the snow aside with a brushing
motion of their massive heads. But travelling from one forage
area to another becomes very difficult when the snows are
deep. They are able to do so, however, by following the
thermal areas which keep the snows melted.

Originally quite distinct from the plains bison, these
mountain bison, or wood bison, were once threatened by
collectors, who paid as much as $1,000 for fine mounted
heads. They were more hardy, fleet and wary, and their hair
was darker and finer, and more curly than that of the plains
bison. Domesticated plains bison were introduced into the herd in 1915 to be sure of the survival of the species,
since only 23 animals were left. Even with the cross­
breeding, it is estimated that 30 to 40 percent of the present
herd’s heritage is from their wild ancestors.

There are now 800 mountain bison in Yellowstone. With­
out the thermal waters, our country’s only wild free ranging
bison might not have survived in their original habitat.
Build a Bird Seed Planter

What role do birds play in spreading the seeds of plants? You can find out the answer to this question by building a bird seed planter. The materials you’ll need are:

- 2 eight foot long poles
- A length of strong wire
- 2 small plots of open space

Stretch your wire between two strong poles at a height of six feet or more. Turn over the ground under the wire and rake it out. Seed-eating birds will sit on top of your wire and plant seeds for you with their droppings. Naturally, you’ll have to water the area once in a while. And you’ll need to keep cats away from the poles.

Set up another smooth raked area without poles. Watch the growth of plants in both areas. Of course, the wind will plant some seeds in the area without the wire. Keep a record of how long it takes before plants begin to show their heads. After the plants have taken root, transplant them to pots and identify each one. You may have to check a plant book in your library in order to identify all of the different varieties of plants.

If you have a berry patch nearby, you may find that the birds will be planting many seeds from that patch. If you find some plants that are not native to your area, it might be interesting to find out where they do grow. This will tell you where the birds have been. Keep a record of the different birds that use your planter, too.

This project could make an interesting school report. You could take photos of the birds and the plants and share the information with your classmates.

When your plants get good and healthy from all the love and water you’ve given them, transplant them to your garden or back to the original patch. If you have a few extra coins, you may wish to buy some peat moss and rake this into your patch or use it in the pots. It will help the plants grow faster and make them stronger by providing them with nutrients that may be lacking from your local soil.

KIND would like to hear about your results next fall. We might be able to do a story using results from different parts of the country. Photos, drawings and the results of your study should be sent to: KIND Project, The Humane Society of the United States, Waterford, Virginia 22190.

Review - Wildlife Stamp Kit

One interesting way to collect stamps is by topics. And, if there’s one topic that’s been on stamps a million times, it’s animals. The U.S. Postal Service has just published a starter’s collector kit called Wildlife Portrayed on Stamps.

Wildlife is chock full of stamp pictures from around the world. There’s everything from giraffes and elephants, to monkeys and apes. And, the starter kit includes a supply of stamps and a small book entitled, The ABC’s of Stamp Collecting.

The ABC’s book tells you how to start and keep up a good collection of stamps. The first tip in the book suggests that you select a subject that you like. It can be in any country, or any topic. That’s the beauty of stamp collecting — you have the whole world to choose from.

The ABC’s book also includes a beginner’s vocabulary of collecting, the names of useful books, magazines and stamp collecting societies, and a list of the basic tools you’ll need to start this new hobby.

The Wildlife kit is part of a series of starter kits called the American Commemorative series. Other subjects for starters are: Space, United States, and Sports. There are 6 starter kits. They each cost $2.00.

For more information, you can write to: Philatelic Sales Unit Washington, D.C. 20036

If you’re looking for a hobby, we recommend that you give stamp collecting a try. Of course, it’s a sticky hobby!
### Threatened Wildlife

Many varieties of wildlife in the U.S. are threatened with extinction. Some of those animals are pictured on this page. The clues refer to the pictured animals as well as some others. The answers are printed on the bottom of the page.

**ACROSS**

4. A predator from the Rocky Mountains.
6. A large threatened reptile.
8. One of the threatened whales.
12. A large Florida cat.
15. A fish with an Indian name.
16. Black-footed ___.

**DOWN**

1. A threatened whale.
2. Peregrine ___.
3. Eskimo ___.
5. Eastern ___.
7. The Spotted ___ is a night flyer.
9. The ___ ___ ___ chicken is near extinction.
10. Also known as a Sea Cow.
13. Bald ___.
14. Houston ___.
16. San Joaquin Kit ___.
17. A rodent that looks a little like a kangaroo.

**Answers:**


### Letters and Pen Pals

**Dear Sirs,**

We represent the association of EMT — Ecology Minded Teenagers. We understand that there are other kinds of pollution than just air and water. Animals outnumber people far and away. We are concerned about the growing numbers of cats and dogs. Our club would be obliged if you could send us some information on your honorable program.

Sincerely, Anne Haley, President of EMT

These are samples of the letters we receive. But we seldom hear from you. How are you promoting KIND? — Ed.

---

**Branch Club News**

A Saint Bernard named Sir Tuffy is the mascot of the Tuffy Club in Louisville, KY. Started by four little girls who loved this big, wonderful dog, the Tuffy Club is dedicated to learning how to be kind to all animals. They hadn’t even heard of the KIND program when they first organized their club. Now that they know there is a national organization representing these same ideals, 22 Tuffy Club members are active members of KIND. Their ages range from 9 to 16.

All members learn about animals and work together on projects, the older members helping the younger ones. They have appeared, with Tuffy, on television to tell people how important it is to be kind. Each member wore a bright red sweater with the words 'Tuffy Club' printed across it in white letters. Their appearance on television brought many telephone calls.

Recent projects have been making bird houses and feeders and learning what foods birds like, and the right size and place of each bird house for each kind of bird.

Tuffy attends every meeting held by the Tuffy Club. He seems to understand that he’s a part of the purpose of having such a club. It’s a lucky dog that gets chosen as the mascot of a 22 member club for promoting kindness.

**Older Boys Demonstrate Setting Up Bird Feeder to Younger Members**

**Letters And Pen Pals**

Dear Gentlemen,

Please send me information on becoming a KIND member.

I’ve read many of your articles and wish I could help on a larger scale. I would also like for you to send information on KIND to my little brother who is 15, and very interested in your program. We both wish The Humane Society good luck in whatever actions they may undertake.

Scott Brackett

---

**Older Boys Demonstrate Setting Up Bird Feeder to Younger Members**
The wheels of justice grind slowly. It’s been well over a year since the President issued an Executive Order to ban the use of poisons on public lands. The EPA didn’t support his move by suspending the registration of these poisons until several non-profit organizations banded together and petitioned it to do so.

Now, after Congress has followed the President’s lead by enacting new legislation, the EPA once again is trying to promote the use of poisons for predator control. Obviously the pressure the sheep ranchers have exerted on EPA has been overwhelming.

The entire system of predator control needs a close examination and reassessment. Poison kills indiscriminately and many endangered species have been its victims. We’re also questioning just why our tax dollars should be spent to control predators of sheep, owned by sheep ranchers who are already getting a free ride through the cheap rent they pay for use of public lands. The heart of the matter is that these ranchers could better protect their sheep from predators by hiring enough sheep herders to protect their flocks properly. They won’t if they can get the government to kill predators for them, because they can pocket a greater share of the profit.

The real inequality of all this is that The Humane Society has no other source of income to do its work but the gifts contributed by its members and friends. When it must hire a lawyer and go to court on behalf of coyotes, even after the President has banned poisons and Congress has enacted a federal law, other programs for helping animals may have to be neglected. It costs money to plead a cause in a court of law; money our members have contributed to help needy animals.

No one denies that the coyote needs protection from cruel poisons. But we have many equally challenging tasks ahead in efforts for the prevention of cruelty to animals. We’d like to get this matter of predator control resolved once and for all, and get on with the rest of our work.