

The wolf in sheep's clothing:

Established in 1954, HSUS began as an animal welfare organization. Over the years HSUS assimilated leaders and ideas from other organizations in the animal rights movement, such as PETA and Animal Liberation Front (ALF), gradually moving closer to the complete animal rights ideology it maintains today.

Amazingly, many people still believe that HSUS funds and operates local Humane Societies and are unaware that the majority of its funds are actually used to further the animal rights agenda.

Through effective marketing and campaigns to solicit funds directed at the public's natural love of animals, HSUS has grown to be a household word and an industry giant worth over \$200 million. The goal of the animal rights movement is to end all animal use. However, this uncompromising position supporting no pets, no livestock, and a vegan lifestyle is not capable of generating millions of dollars in annual donations from mainstream America. Therefore HSUS campaigns are cloaked with half truths and labeled as protection for animals.

Researcher and author Daniel T. Oliver writes: "the animal rights movement will continue to harm both people and animals as long as Americans fail to understand its actual agenda."

SAOVA

Sportsmen's and Animal Owners'
Voting Alliance

The Sportsmen's and Animal Owners' Voting Alliance (SAOVA) is a nationwide, nonpartisan group of volunteers seeking to elect politicians who will oppose the "Animal Rightist" (AR) threat to our rights as Americans.

SAOVA is the only national group working to protect both sportsmen and animal owners, natural allies, in the legislative and political arenas. Our members hunt, fish, own and breed livestock, dogs, cats and other animals.

*SAOVA remains, as always,
in the forefront of animal owner
legislation to protect your interests*

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HSUS

The Humane Society of the United States

The Wolf in Sheep's Clothing



Quotes from HSUS leaders:

"It's really about human behavior and less about the animals. Animals for the most part just need to be left alone." Wayne Pacelle speaking on animal rights, LA Times interview July 2008.

"nothing is more important than promoting veganism." Paul Shapiro, senior director of HSUS Factory Farming Campaign, 2004 National Student Animal Rights Conference.

"We want Americans to eat fewer animals," Wayne Pacelle, HSUS CEO, Welfare's Political Animal, DVM Magazine, January 1, 2008.

If we believe in evolution, then we believe that humans come from other animals and the differences between us and them are differences of degree and not kind," Wayne Pacelle, Washington Post August 9, 2004, Vegan in the Henhouse.

"The entire animal rights movement in the United States reacted with unfettered glee at the Ban in England ... We view this act of parliament as one of the most important actions in the history of the animal rights movement. This will energize our efforts to stop hunting with hounds." Wayne Pacelle, CEO, Humane Society of the US (HSUS), London Times, December 26, 2004

"..your everyday meat-eaters and cosmetics users; they are not vivisectioners, they are not slaughterhouse operators, and they have basic feelings of compassion. But they are accustomed to eating, wearing, and using animal products, and they need to be convinced to give them up. They can be won over—slowly but surely they are being won over—....." Michael Markarian. Executive VP Humane Society of the United States

Anti breeder campaign:

HSUS is relentless in its efforts to introduce "puppy mill" legislation to regulate dog breeders. The name alone generates sympathy from the uninitiated. The bill is presented as if abusive situations are the norm rather than the exception thereby rationalizing the need for government to step in and set standards for breeding, care, housing, allowable numbers and sales for the entire dog breeding community, eventually regulating breeders out of existence.

There is no legal definition of "puppy mill", which is a derogative, slanderous term used to paint all breeders with the same brush. In true activist style, vilifying dog breeders across the board makes the job of criminalizing dog breeding much easier.

HSUS would like the general public to believe that they are not against pet ownership or pet breeding but only against the worst forms of cruelty. One of the most demanding tasks that dog (and cat) breeders face is to unmask the true HSUS agenda. HSUS does not change its mission to eliminate animal use and ownership – only its tactics.

HSUS has a long history of opposition to purposeful breeding. In 1991 HSUS launched its "Until There Are None, Adopt One" campaign urging the public away from both breeders and pet stores. "Don't breed dogs, don't buy, don't even accept giveaways" became the motto.

In 1993 HSUS took the anti breeder campaign to a whole new level with the announcement of a new campaign calling for a one year **Moratorium** on dog and cat breeding. In a press release for the campaign the HSUS announced it had prepared legislative guidelines to promote the enactment of local breeding moratoria and mandatory sterilization laws.

The real HSUS agenda:

"...many activist groups such as PETA, the Humane Society of the United States (HSUS) and Farm Sanctuary have used falsehoods and scare tactics to push their hidden agendas of fundraising and systematically abolishing all use of animals including production agriculture, zoos, circuses, and sporting events. These groups campaign for animal "rights," which is not synonymous with animal welfare, using half-truths or complete deception. -- *Testimony of former Congressman Charles W. Stenholm to the House Committee on Agriculture, Subcommittee on Livestock, Dairy and Poultry, May 8, 2007*

"Today, the [animal rights] movement is defined by the Humane Society of the US and its president, Wayne Pacelle. When Pacelle joined HSUS as vice president, he declared he would create the "NRA (National Rifle Assn.) of animal rights, and he's well on his way. The organization leverages its public image as a dog/cat, spay/neuter, pet adoption group, positioning itself as "moderate" in comparison to the PETAs of the movement. When you peel away the layers of public image, you're left with an HSUS agenda that is anything but moderate, and not too radically different than that of PETA. You need only look at the organization's legislative agenda, the comments of some of its officers, to see where HSUS would eventually hope to see animal agriculture wind up." *Steve Kopperud, Policy Directions, Farm Animal Welfare Coalition (FAWC) chair. Cattle Network Interview 11/17/08*

"HSUS sponsored legislation goes far beyond its superficial intent, placing severe restrictions on the rights of law-abiding animal owners and sportsmen." SAOVA