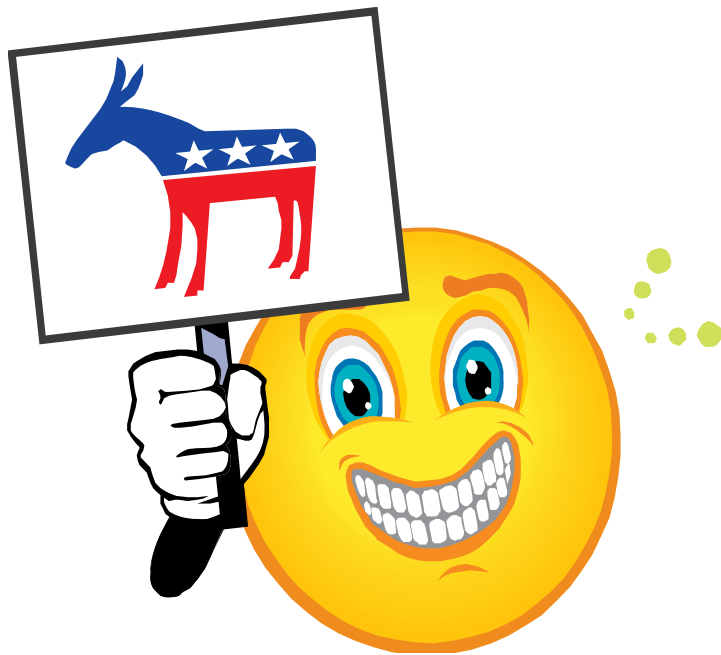
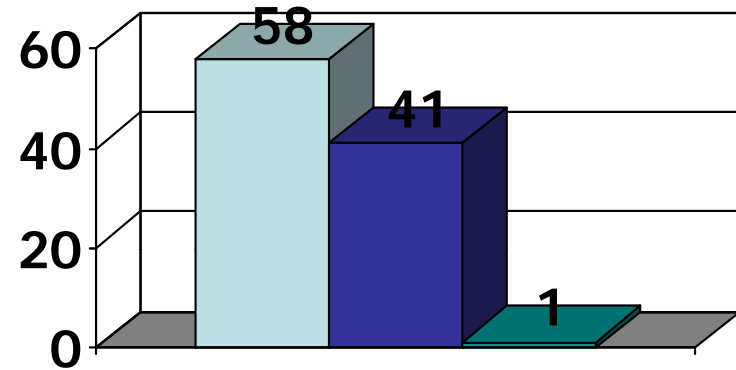
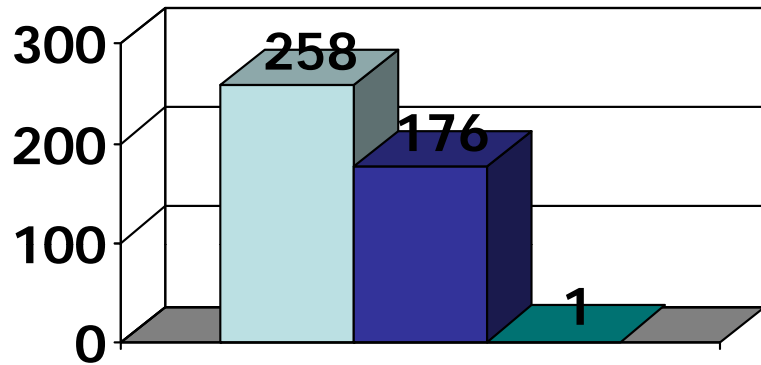


Most devastating back-to-back loss since 1952



- R's lost 30 House seats in 2006 and 27 in 2008
- R's lost 3 House seats in special elections
- R's lost 6 Senate seats in 2006 and 7 in 2008
- 4 R's retire in 2010

Changes-----



- Democrats gained 25 House seats
- Democrats gained 7 Senate seats
- Democrat elected President

California “Influence”



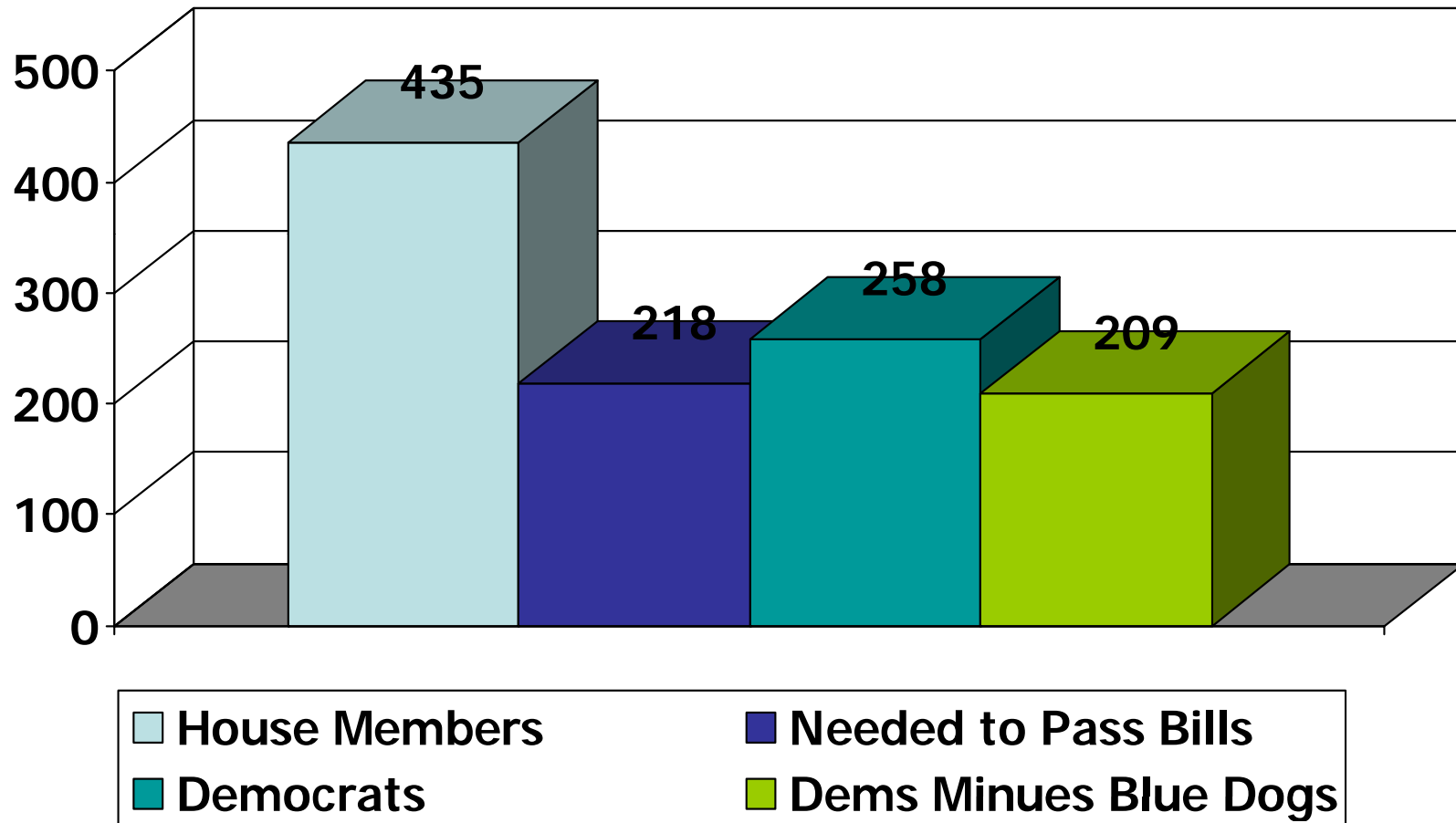
- Pelosi – Speaker
- Waxman – Energy & Commerce
- Boxer – Environment & Public Works
- Feinstein – Rules & Administration
- Miller – Education
- Berman – Foreign Affairs
- Lofgren - Ethics

Blue Dog Coalition

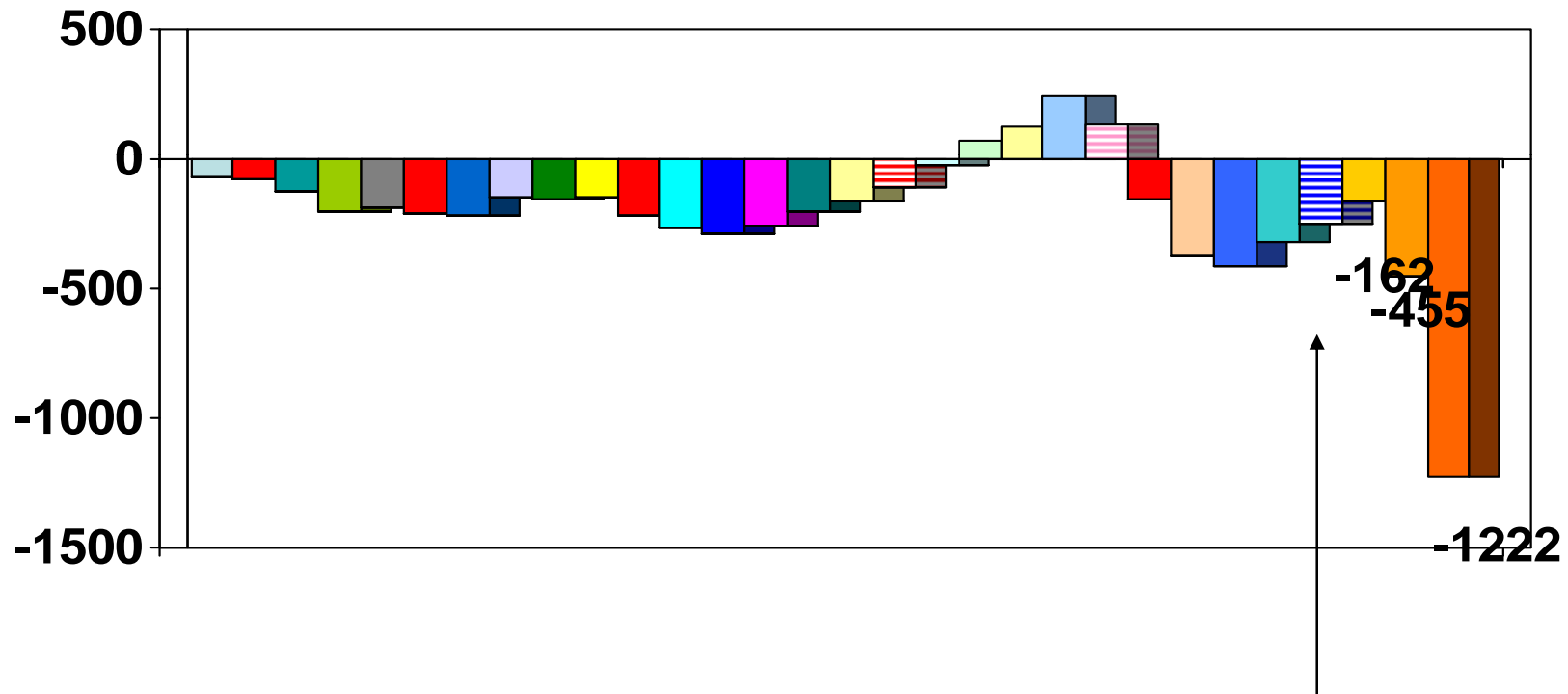
- 49 members (20 in the House Ag Comm.)
 - Baca (CA)
 - Barrow (GA)
 - Boswell (IA)
 - Cardoza (CA)
 - Costa (CA)
 - Davis (TN)
 - Ellsworth (IN)
 - Donnelly (IN)
 - Gillibrand (NY)
 - Herseth Sandlin (SD)
 - Holden (PA)
 - Lampson (TX)
 - Mahoney (FL)
 - Marshall (GA)
 - McIntyre (NC)
 - Peterson (MN)
 - Pomeroy (ND)
 - Salazar (CO)
 - Scott (GA)
 - Space (OH)



Blue Dogs crossed party lines 24 times in 110th Congress

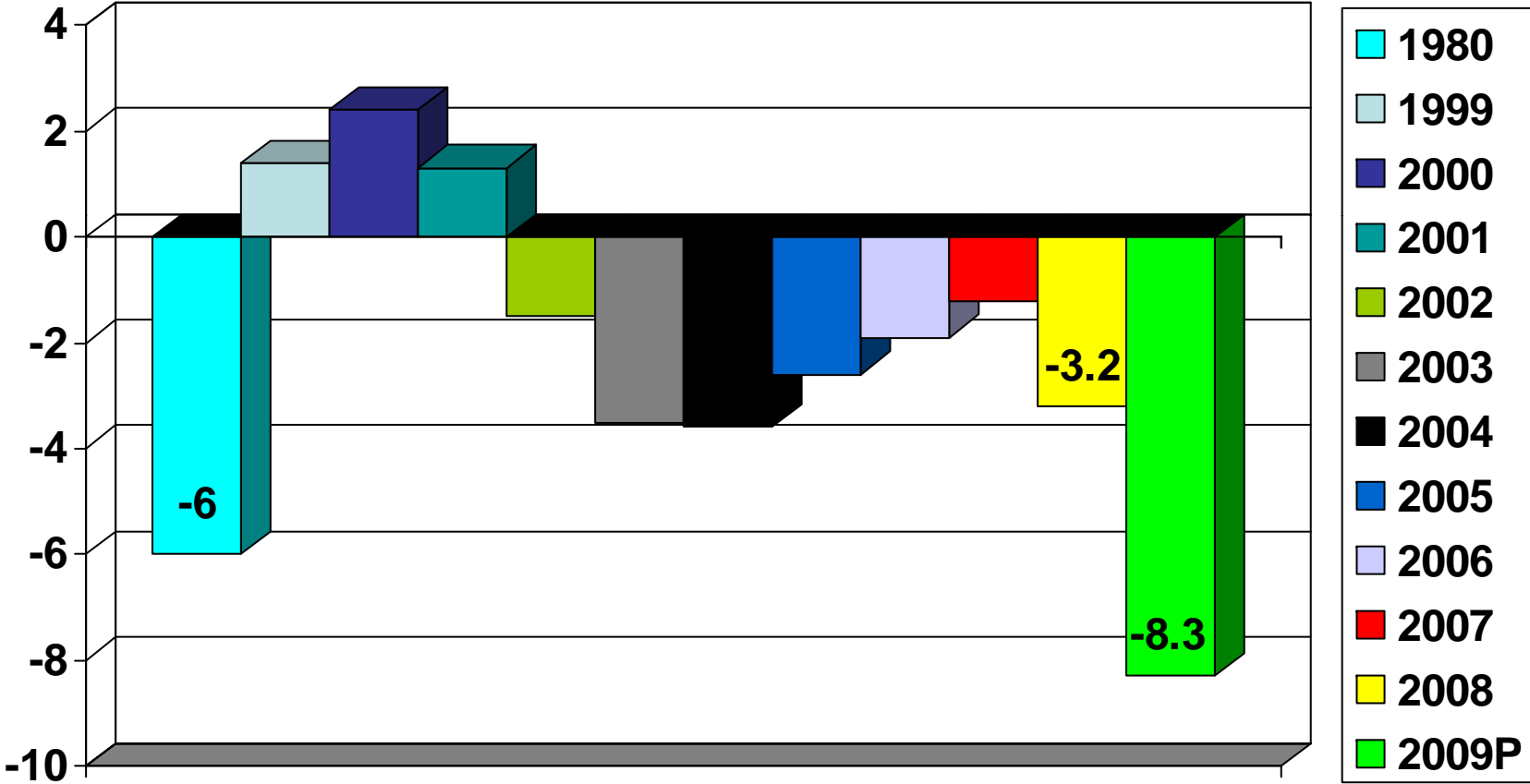


Budget Deficit (in billions)



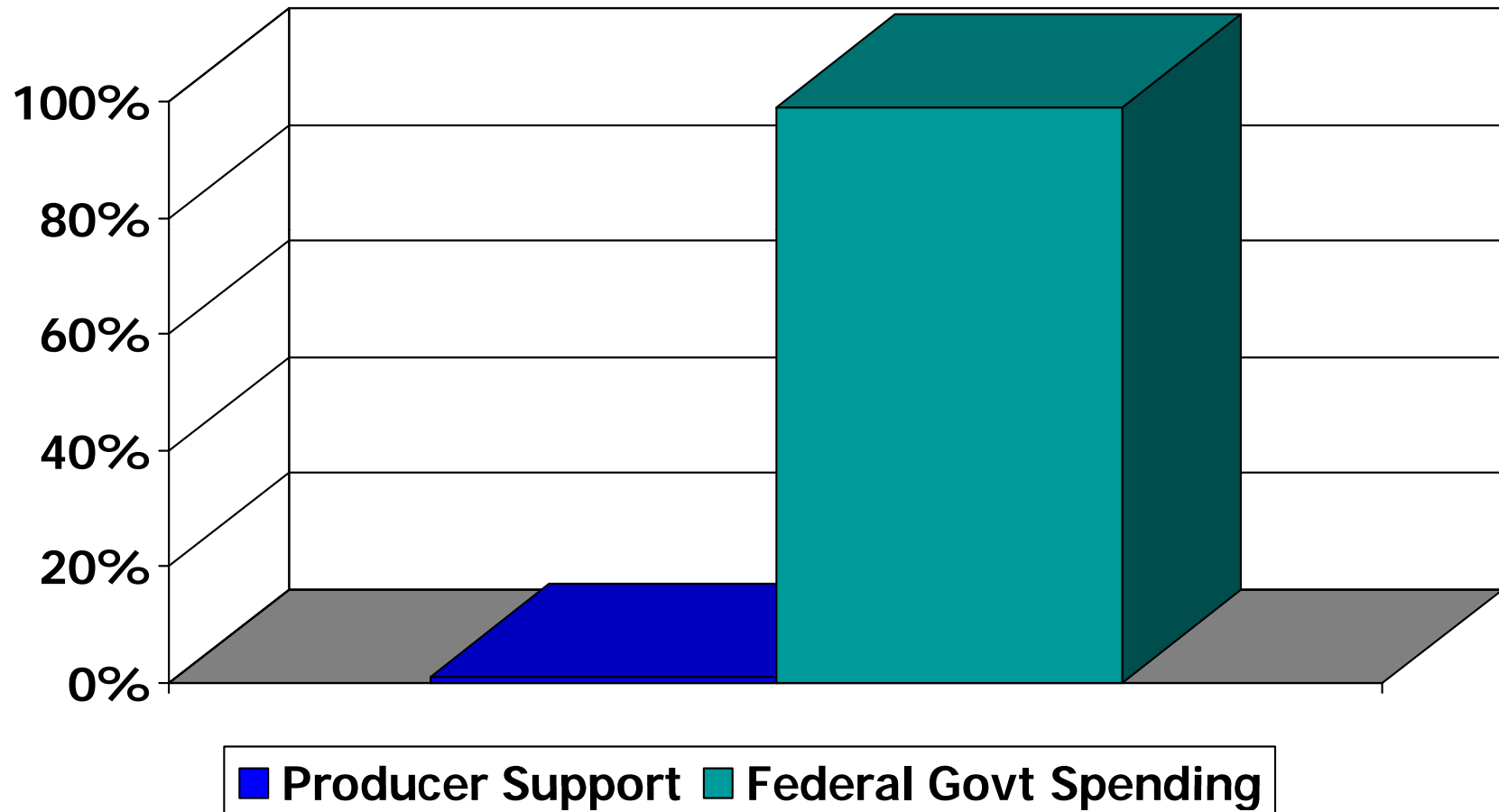
1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
2002	2003	2004	2005	2006	2007	2008	2009P			

Surplus/Deficit as % GDP



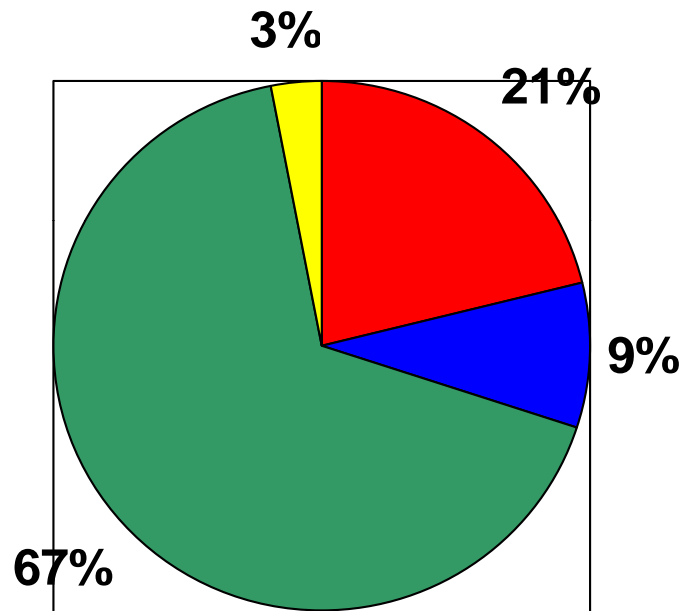


Producer Support is less than 1% of the Federal budget



Spending Under the 2008 Farm Bill

Producer Support = Commodity Supports, Crop Insurance, Disaster Assistance and Funds for Fruit and Vegetable Producers



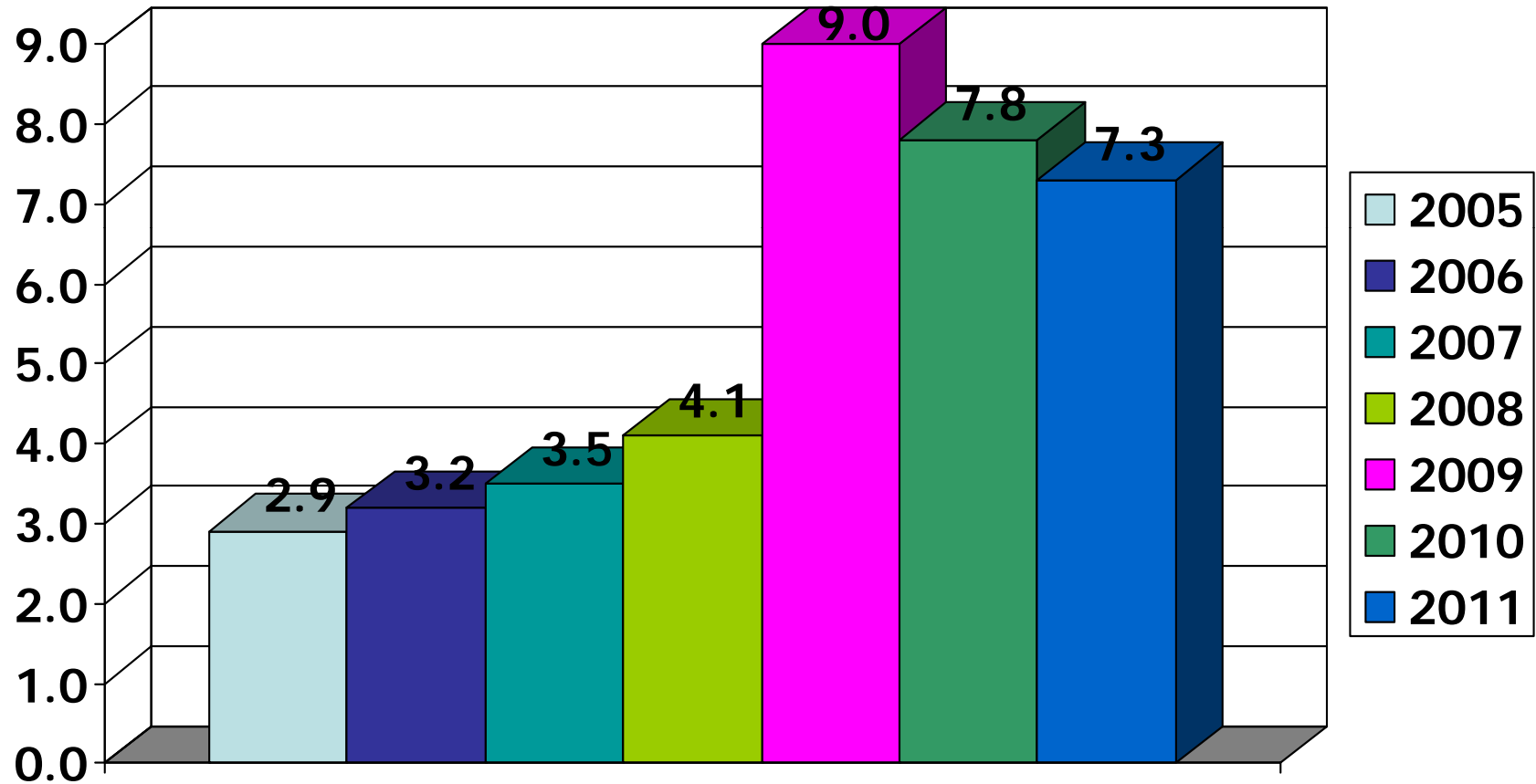
■ Producer Support ■ Conservation ■ Nutrition ■ Other

Across the board cuts?

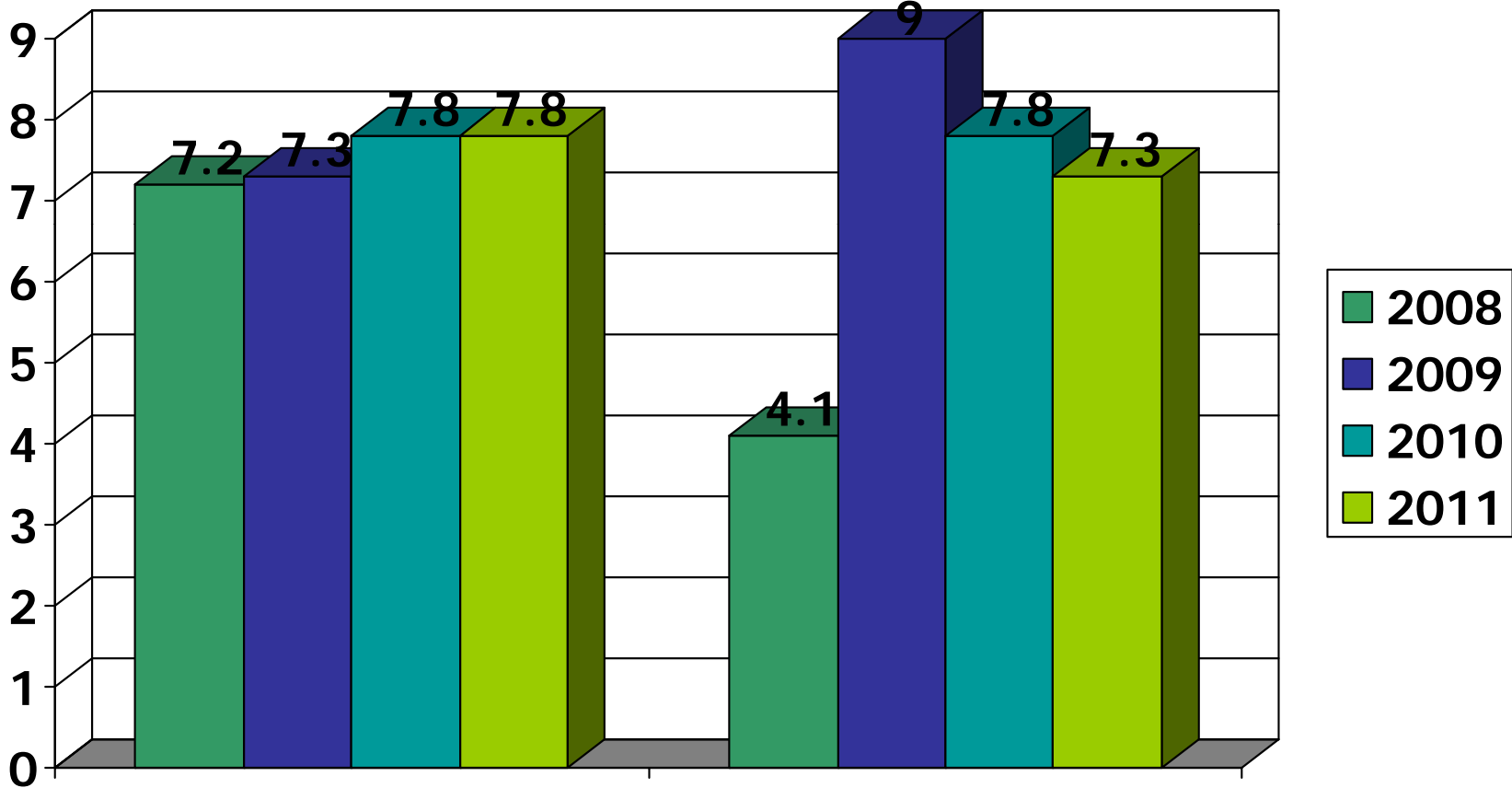


- “12% of Americans didn’t have money or assistance to get enough food to maintain active, healthy lives in 2007.”
- “1/3rd of those won’t hungry at some point.”
- Hormel – 6 of 10 consumers say they have cut back on quantity or quality of food - Oct 2008
- \$20B food stamps in stimulus?

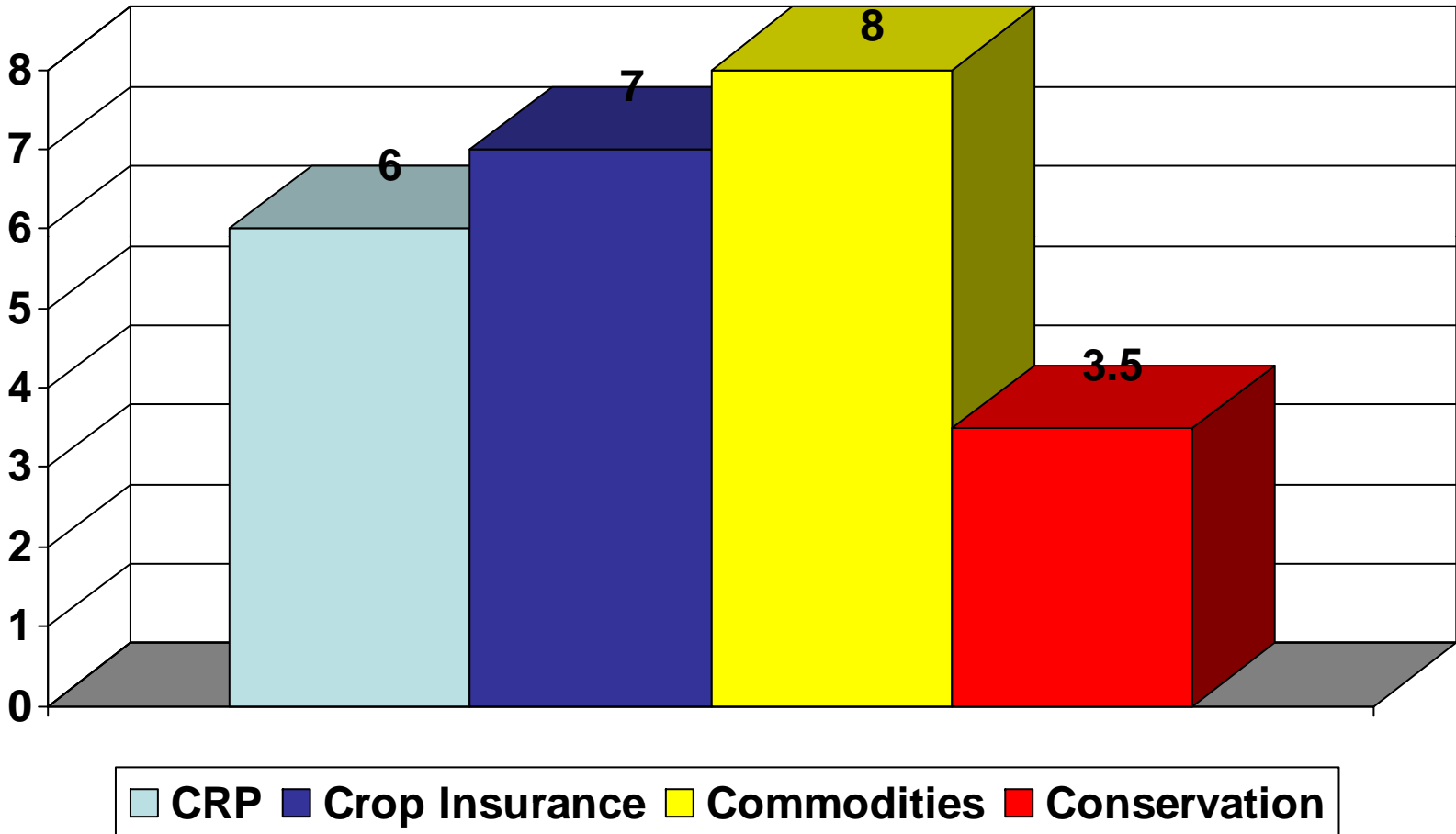
Crop Insurance Outlays



Crop Insurance and Commodities Cost the Same?



Reconciliation?



Why Our Farm Policy Is Failing

TIME Magazine

November 02, 2007

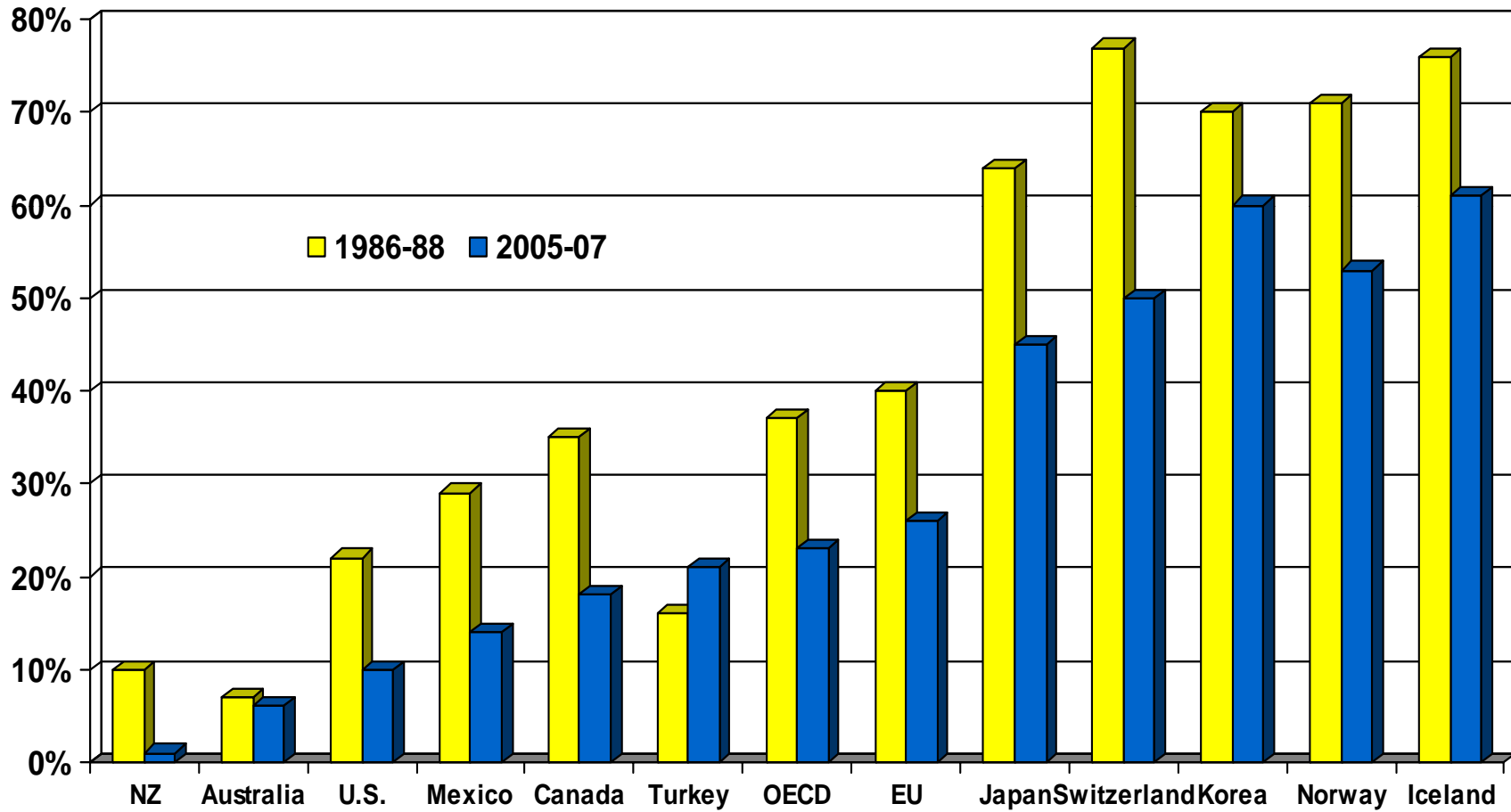
“...less than 1% chance that you're a farmer, and if you are, you're probably part time; the average farm family gets 82% of its income from nonfarm sources.”

“...U.S. agricultural policy is a big deal.”

“It's also a horrible deal. It redistributes our taxes to millionaire farmers as well as to millionaire "farmers" like David Letterman, David Rockefeller and the owners of the Utah Jazz. It contributes to our obesity and illegal-immigration epidemics and to our water and energy shortages. It helps degrade rivers, deplete aquifers, eliminate grasslands, concentrate food-processing conglomerates and inundate our fast-food nation with high-fructose corn syrup. Our farm policy is supposed to save small farmers and small towns. Instead it fuels the expansion of industrial megafarms and the depopulation of rural America. It hurts Third World farmers, violates international trade deals and paralyzes our efforts to open foreign markets to the nonagricultural goods and services that make up the remaining 99% of our economy.”

“The median farmer enjoys five times the net worth of the median nonfarmer household.”

Producer Support Estimate by Country (% value of gross farm receipts)



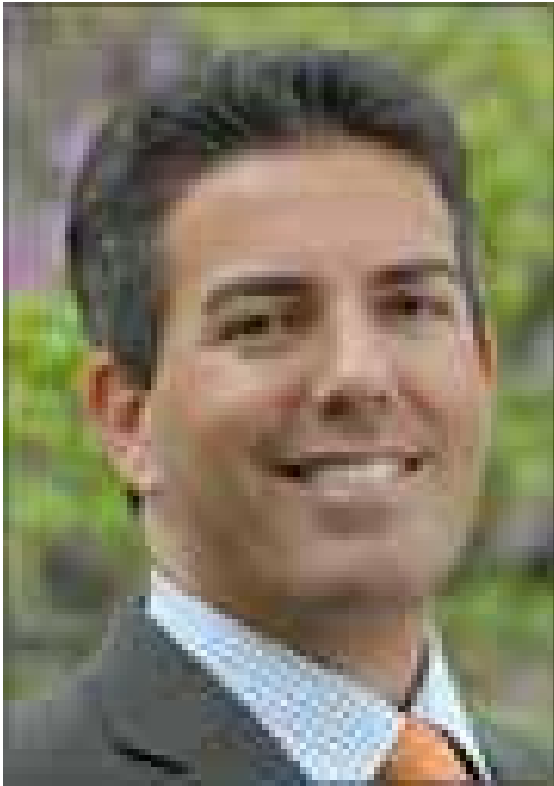
Budgets of Animal Rights Organizations

(2005 in millions)

- HSUS • \$120
- Massachusetts SPCA • \$50
- PETA • \$26
- EarthJustice • \$21
- International Fund for Animal Welfare • \$17
- Animal Welfare Institute • \$9
- Physicians Comm. Responsible Medicine • \$7
- PCRMM Foundation • \$6
- Friends of Animals • \$5
- Farm Sanctuary • \$5
- Next 16 groups • \$21
- **COMBINED BUDGETS** • **\$286**

Wayne Pacelle

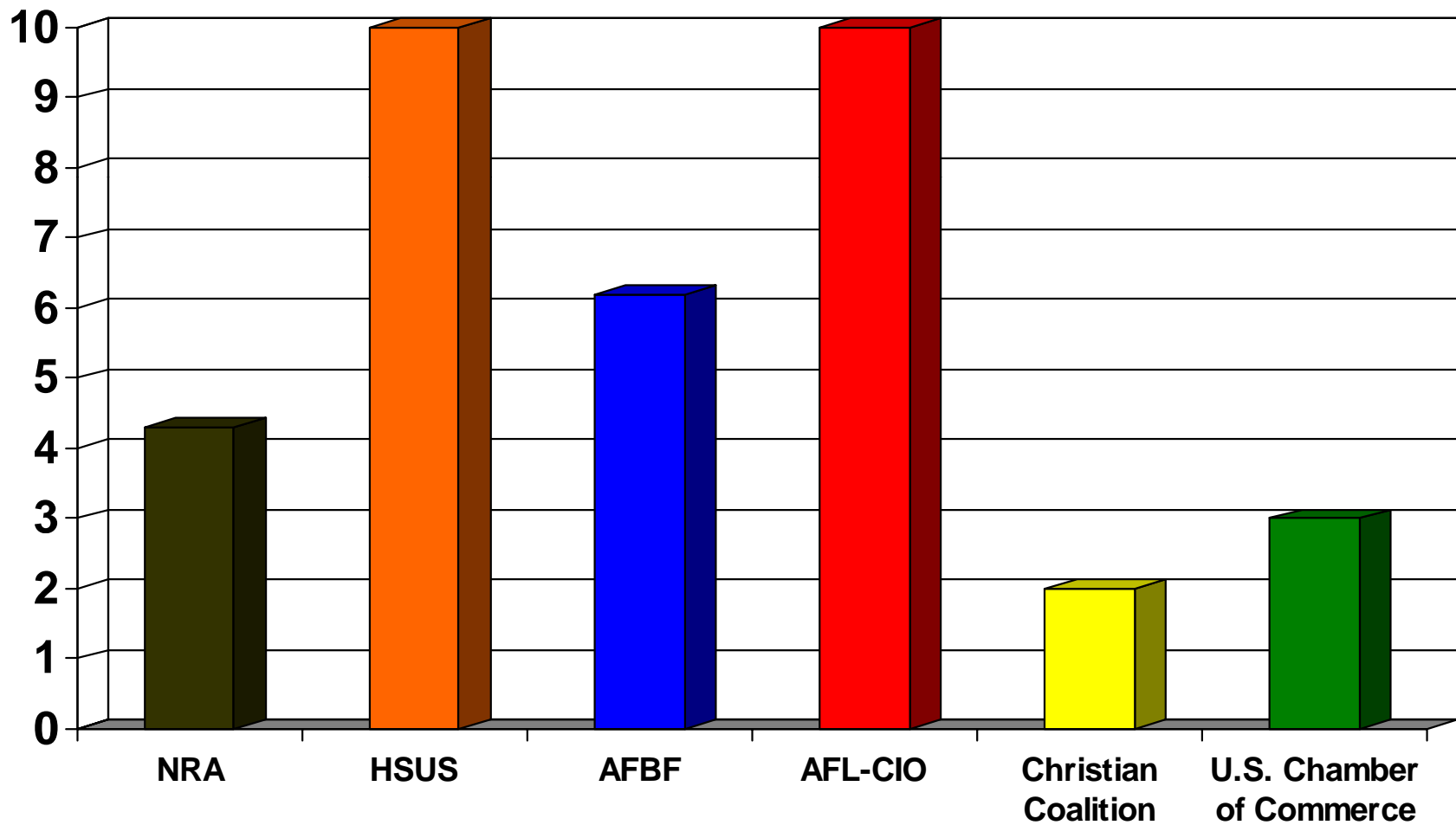
CEO of HSUS



- “Agriculture will have to meet **societal expectations** of how an animal ought to be treated, **including how many animals will be raised for food.**”

Top DC Lobbying Organizations Membership

(in millions)



Apples to apples?



- 2009 Budget = \$27M
- 6.2 million members
- 98 professional staff
- 17 Federal lobbyists

- 2009 Budget = \$130M
- 10 million members
- 569 professional staff
- 10 Federal lobbyists

Multiple Targets





**THE HUMANE SOCIETY
OF THE UNITED STATES**

Nation's Largest Veal Producer Ends Use of Crates

December 24, 2008

In January 2007, Strauss Veal, the nation's largest veal producer, announced that within "two to three years," it would completely phase out its use of tiny crates to confine calves raised for veal.

And in December 2008, about two years later, the company's conversion is finished.

Strauss no longer uses crates or tethers to confine or restrain calves, instead keeping some in indoor group housing systems and others in free-range systems. Unlike those confined in veal crates, group-housed and free-range calves can at least walk and engage in more normal social behaviors.



©Elmari B./Stock.xchng

Calves who are not confined in veal crates suffer less.

Strauss' original announcement came just weeks after Arizona's 2006 vote banning veal crates and gestation crates for breeding pigs.

In a written statement, co-president and CEO Randy Strauss said veal crates are "inhumane and archaic" and "do nothing more than subject a calf to stress, fear, physical harm and pain."

Hot on the Heels of Prop 2

The company's completion of its phase-out arrived with this past November's landslide victory of California's Proposition 2.

Passed with a 63.5 percent vote, Prop 2 bans veal crates, gestation crates and battery cages in the country's top agricultural state, and further establishes in policy the principle that farm animals deserve protection from extreme confinement that prevents basic movement.

A Step in the Right Direction

Eliminating veal crates in the United States is a good step that will reduce the suffering of hundreds of thousands of animals.

While they will still be raised and killed for food, they will at least be able to turn around, walk and socialize with other calves—all behaviors that crates prevent.

Time to Ban the Veal Crate

Given the increasing opposition veal crates, as well as the fact that states like California, Arizona and Colorado have passed laws prohibiting them, the time couldn't be better to ban this cruel and inhumane form of confinement across the nation at the state and federal levels.

http://www.hsus.org/farm/news/ournews/strauss_veal_crate_free_122408.html

Top Legislative Issues

- Horse Slaughter passed 262-146
- Horse Slaughter (206/38)
- Downed Animals (131/18)
- Humane care certification for government procurement programs

January 19, 2009

We Need Your Vote on Components of “Change Agenda for Animals”

As a marker of a healthy democracy, there is nothing to match the spectacle of seeing a new American president sworn in. This transfer of political authority is one of the foundation stones of democratic government, and a reminder that the people of America ultimately hold the power.



© iStockphoto

Methods of Slaughter Act, to #100, improving the work of a federal committee that validates alternatives to animal testing. Other reforms include ending the slaughter of American horses for consumption in foreign countries (#4), cracking down on abusive puppy mills (#5), transforming the USDA's Wildlife Services program into one that mitigates human-wildlife conflicts through non-lethal means (#10), halting the import of sport-hunted polar bear trophies into the United States (#23), having the Environmental Protection Agency regulate factory farms and the pollution they produce, including emissions that contribute significantly to climate change (#39), ensuring that Housing and Urban Development officials don't require tenants in public housing to subject their cats to declawing (#54), and phasing out the use of chimpanzees in invasive research and retiring these great apes to permanent sanctuaries (#74).

In the last decade, animal protection advocates have begun to [flex some political muscle](#), winning ballot initiatives throughout the country, passing hundreds of laws at the state level, and dozens of laws in Congress. Now it is time to reach an even higher level of effectiveness, by driving forward the [100-point platform](#) we've developed here and achieving still greater progress for animals during the Obama Administration.

You'll be hearing more from us on all of these reforms, but we'd also like to hear from you. Please write to me, either by offering a comment or [sending an email](#), and tell me what you think should be the top five priorities [from this list](#). Just send in the numbers, in no particular order, and we'll post the top vote-getters in a couple of weeks, and we'll be sure to factor your thoughts as we advocate for change. Be sure to forward the blog to other animal protection advocates so we can increase participation in voting and get an accurate picture of which reforms you think are most urgent and important.

With the changing of the guard at the White House comes the prospect of new possibilities for moving our goals forward, and to mark this latest transfer of power, The HSUS and the Humane Society Legislative Fund (HSLF) are advancing a 100-point [“Change Agenda for Animals.”](#) Never before has the animal protection movement so carefully articulated a vast array of critical animal protection reforms in the domains of so many federal agencies—Agriculture, Interior, Commerce, Defense, Health and Human Services, State, and others. It is a road map for reform, and it reflects the remarkable experience and knowledge of HSUS and HSLF staff experts and government affairs specialists who developed the roster of items after years of study and work, and experience in the corridors of power where fateful decisions concerning the fate of animals are made—or not made.

We [numbered the items from 1 to 100](#), but they reflect no order of priority. They are all important, from #1, the inclusion of chickens, turkeys, and other poultry under the standards of the Humane



Hosted by

Senator Mary Landrieu

Senator John Ensign

Representative Janice Schakowsky

Representative John Spratt

Representative Ed Whitfield

Representative Nick Rahall

**Members and Staff:
You're invited to meet
international film and
television stars**

**BO DEREK
and**

JOHN CORBETT

**on Capitol Hill,
as they show their support
for America's horses.**

WHERE:

**U.S. Capitol
Mansfield Room**

WHEN:

Tuesday, November 13, 2007

TIME:

5:30 p.m. to 7:30 p.m.

Refreshments will be served.



**Hear about Bo and John's work to
advocate for the passage of the
American Horse Slaughter Prevention Act
(S.311/H.R. 503).**



**Animal Welfare
Institute**

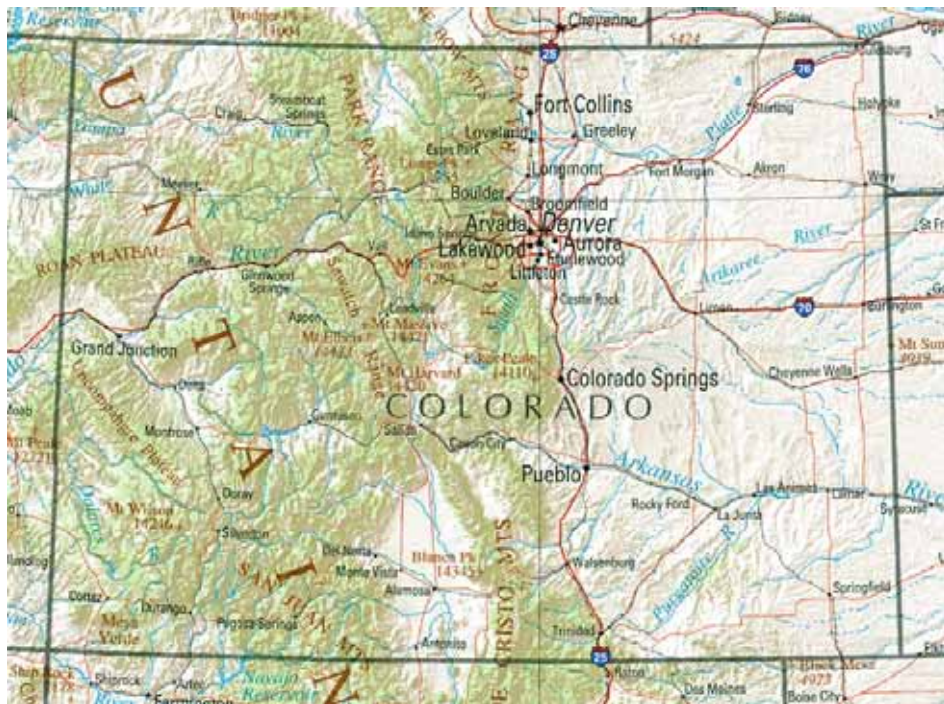
P.O. Box 3650, Washington, DC 20027
(703) 836-4300 • www.awionline.org

Oregon - 2007

- Bill passed to make it a misdemeanor to keep pregnant pigs from being confined for more than 12 hours per day inside crates too small to turn around.



Colorado bill passed to phase out gestation and veal crates- 2008



- Join us in passing legislation in 2008 or fight us on the ballot later in the year.
- “Fight us and we’ll do the phase-out of gestation crates in 4 years.”
- \$5 million campaign
- 3/2007 HSUS polling = 75% already support phase-out

Some Victories in States 2007/2008

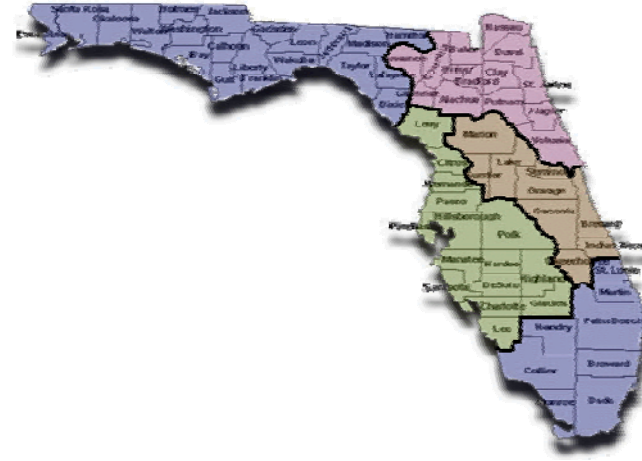


- Colorado, Connecticut, New Hampshire, Vermont, Arizona, Delaware
- All had legislation to ban cage production and all were defeated. In fact, egg cage legislation has been defeated in every state.

California --- again

- Prohibits ALL non-ambulatory or “downer” livestock, INCLUDING HOGS, from being processed for human consumption.
- FSIS – about 1% of 110M hogs marketed annually got down from fatigue or injury during transport or shortly after loading.
- AMI/NMA lawsuit

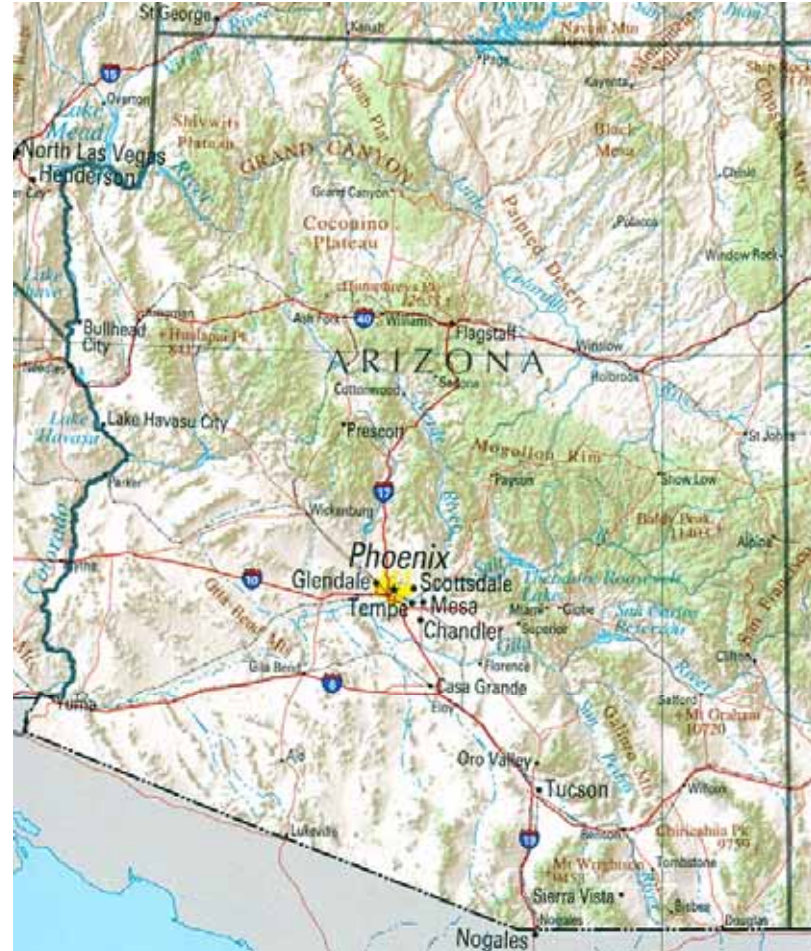
Florida Ballot Initiative passed 55%-45% in 2002



- 2-4 producers with no more than 800 hogs total.
- No veal producers in Florida

Arizona Ballot Initiative passed 62-38% in 2006

- Pregnant pigs and veal calves much be able to turn around and fully extend their limbs
- One 13,000 head sow operation producing 250,000 hogs per year using gestations pens.
- Several smaller operations that didn't use gestation pens.
- No veal operations
- HSUS spent \$1.2 million in Arizona



California – lost 63-37% - 2008



- 19 million egg laying hens
- 20,000 pigs
- No Veal operations
- HSUS survey says 65% of public agrees with initiative before the first dime is spent.
- Each “side” spent about \$8 million

Ohio – 2010?

- 10th largest hog producing state
- 2nd largest egg producing state



German Pigs “Enjoy” More Quality Time

- State of North Rhine-Westphalia – state’s six million pigs (2002)
- “A pig should get one square meter of stall space and a straw or soft rubber mat for napping. When it’s time to play, the pigs must have chains or toys on hand. Balls also can be made available to the pigs for activity material. Each pig should get at least 8 hours of daylight. During the darker, shorter days of winter, farmers must compensate with lamps.”

German Pigs “Enjoy” More Quality Time

- A farmer or farmhand must spend at least 20 seconds looking at each pig each day – and back it up with paperwork showing he has enough hands to provide quality time. Without it, a farmer can't get a license to expand or start a pig-rearing business.
- (1500 pigs x 20 seconds/pig = 8 hours/day)

New Swiss law protects rights of 'social' animals

April 26, 2008

Bojan Pancevski



It is a world in which the goldfish are never lonely, the dogs are always obedient and the guinea-pigs are never tormented by children.

Under a new Swiss law enshrining rights for animals, dog owners will require a qualification, anglers will take lessons in compassion and horses will go only in twos.

From guinea-pigs to budgerigars, any animal classified as a “social species” will be a victim of abuse if it does not cohabit, or at least have contact, with others of its own kind.

The new regulation stipulates that aquariums for pet fish should not be transparent on all sides and that owners must make sure that the natural cycle of day and night is maintained in terms of light. Goldfish are considered social animals, or Gruppentiere in German.

Swiss law took effect 9-1-08

- Farmers will no longer be allowed to tether horses, sheep and goats, nor keep pigs and cows in areas with hard floors.
- Special chemicals are required “to put goldfish to death”.
- Swiss anglers are forbidden to “catch-and-release” or to use live fish as bait.

What Can We Do?

- Do research to identify the 10 top most threatened production practices
- Open barn media campaign
- Become shareholders in companies like WalMart
- Build strong relationships with packers and stores – encourage letters like Joy Mensch (companies have to know who we are)

Find New Allies? Airport Bin “Advertising”

MISSING



“Charlie”

HEIGHT: 3 ft. EYES: Brown
WEIGHT: 90 lbs. HAIR: Black & white

**Last seen crying as he was being
pulled away from his mother to be
made into a pair of shoes and a jacket**

**Live and Let Live
Choose Nonleather Shoes**

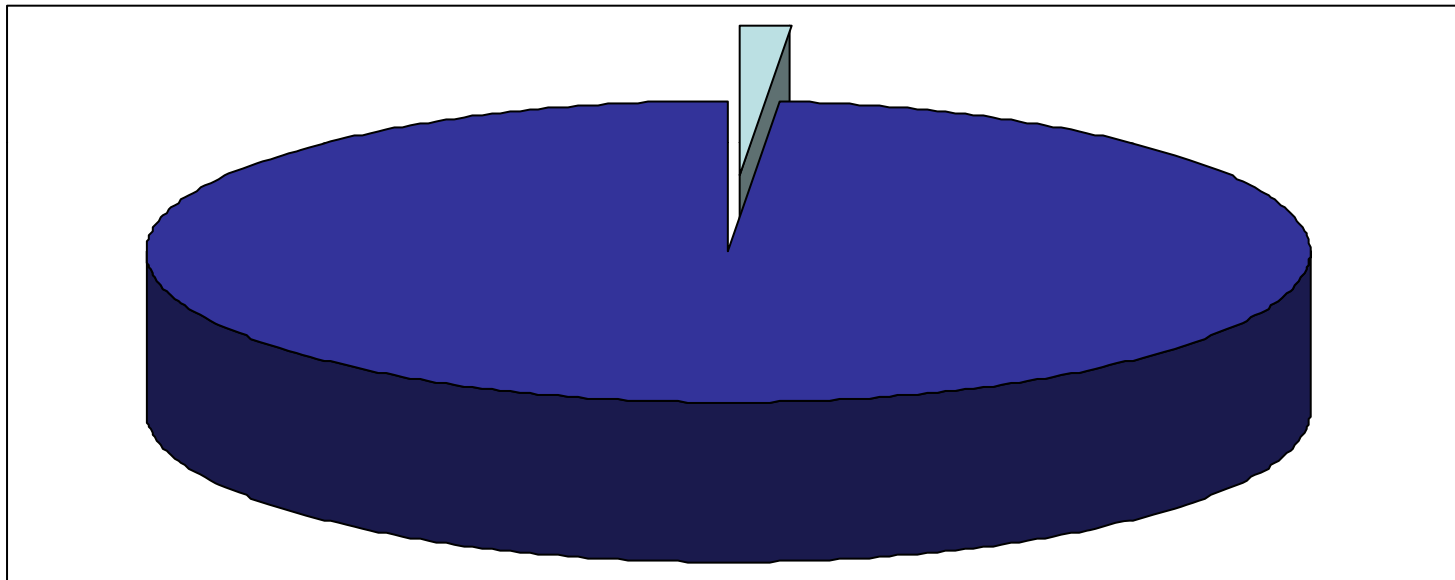
PETA

AFBF Survey

October 2007

- 95% -- “It’s important to me that animals on farms are cared for.”
- 68% -- the government should take an active role in promoting the welfare of farm animals.
- 75% -- would vote for a state law requiring producers to treat farm animals better.
- 81% -- disagreed that “Low meat prices are more important than the well-being of animals.”
- 64% -- disagreed that “Housing pregnant sows in crates is humane.”
- 32% -- disagreed that “Housing pregnant sows in crates for their protection from other hogs is humane.” 45% agreed.

\$110,000?



■ FB ■ "Our Side"

[Home](#) > [About Us](#)



Also See...

[Questions & Answers](#)

About the Alliance

What is the Animal Agriculture Alliance?

Established in 2001, the Animal Agriculture Alliance includes individuals, companies and organizations who are interested in helping consumers better understand the role animal agriculture plays in providing a safe, abundant food supply to a hungry world. By speaking with a common voice, the Alliance will ensure consistent, accurate messages based on sound science are communicated to the general public.

What does the Alliance do to Support Animal Agriculture?

Activities focus on bringing truthful, science-based information to consumers so the role of animal agriculture in feeding a hungry world is better understood and appreciated.





The
Care & Feeding of
farm
animals

A Kansas Farm Bureau documentary

THE FARMERS AND RANCHERS OF KANSAS FARM BUREAU PRESENT "THE CARE & FEEDING OF FARM ANIMALS"

FEATURING MEN, WOMEN & FAMILIES OF KANSAS WHO RAISE HEALTHY FOOD ANIMALS FOR YOUR FAMILY

WRITTEN, PRODUCED AND DIRECTED BY MIKE MATSON CAMERA AND EDITING BY STEVE ENTZ

ORIGINAL MUSIC BY THE NORTH TECHNICAL ADVISORS BRENDEN WIRTH - DALE MANETH

SPECIAL THANKS MEAGAN CRAMER - PAM DANKENBRING

 KANSAS FARM BUREAU
The Voice of Agriculture

Key Message 1

Healthy animals mean healthy food for you and your family.

- For animals to produce meat, milk and eggs, America's farmers and ranchers must take all possible steps to ensure that animals are well cared for seven days a week, 52 weeks a year.
- As farmers and ranchers, we recognize that superior animal welfare practices lead to the production of high-quality, safe and wholesome meat, milk and eggs, and we're constantly seeking ways to improve the well-being and comfort of our animals.
- Simply put, without healthy and content animals, farmers and ranchers would not be in business.

Key Message 2

Farmers and ranchers care about the health, well-being and safety of our animals, and we ensure this through proper management and shelter.

- Farmers and ranchers provide adequate food, water and medical care to protect our animals' health.
- We also provide appropriate shelter to ensure livestock can exhibit normal behaviors at rest and remain protected from disease, competition, injury and predators.
- Quality Assurance programs at the national and state levels provide guidelines for the production of safe, wholesome animals, including recommendations on necessary animal handling and facilities.

Key Message 3

Standards for animal care should be based on the expertise of veterinarians, farmers, ranchers and animal scientists -- the people who work with farm animals daily.

- American farmers and ranchers have been working with veterinarians, animal scientists, agricultural engineers and animal well-being experts to continually develop and support reasonable science-based guidelines and audits.
- As the people who work with livestock 24/7, farmers and ranchers, as well as veterinarians and animal care scientists, provide the voices of experience and reason in addressing animal welfare issues.

Key Message 4

Changes to animal well-being guidelines should be based on data, expert analysis and economic feasibility.

- Adding unnecessary costs to U.S. production will increase the amount of food imported from places that have an inferior record on food safety and animal well-being.
- Overzealous standards will increase the price of food, negatively affecting all families trying to make ends meet.





By: [illinoisfb](#)
December 18, 2008

Conversations on Animal Care An Illinois Egg Producers Story Part A



http://www.youtube.com/watch?v=IdCR8nXU_p4&feature=channel

What Else Are We Doing?

- FAWC – AFBF, NPPC, Bio, UEP, ASIA
- Finding “allies” like Bio, LMA, NMA, AMI
- Congressional Animal Welfare Caucus
- Hispanic Caucus
- Black Caucus

What Can “We” Do?

- Turn the tables – can we be more “emotional” with arguments like “you don’t want to put farmers out of business, do you?”
- Get out of our “Comfort Zone”
- Show producers “care” about their livestock

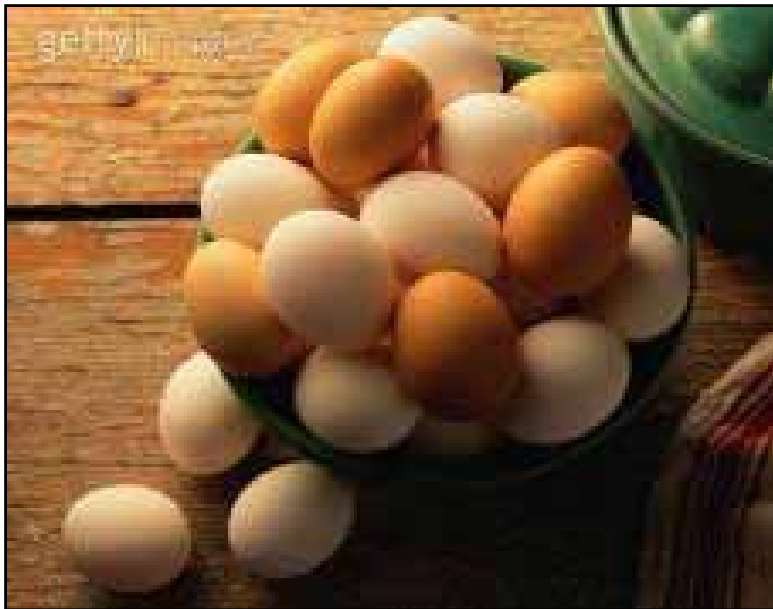
Not say, “It won’t happen in my state or to my animal.”

“First they came for the Jews. I was silent. I was not a Jew. Then they came for the Communists. I was silent. I was not a Communist. Then they came for the trade unionists. I was silent. I was not a trade unionist. Then they came for me. There was no one left to speak for me.”

Fund Appropriate Research

- **Sow Gestation Housing**
 - Optimize management practices
- **Handling / Transport**
 - Transport time (8 to 28 hours)
 - Weaned pigs (2-4 wks of age)
 - Feeders (10-12 wks of age)
 - Market hogs (market weight pigs)
- **On Farm Euthanasia**
 - Criteria for timely euthanasia decision-making
 - Develop new or refine current techniques
 - For individual on-farm euthanasia
 - For mass euthanasia in emergency incidences
- **Production Practices**
 - Define appropriate measures of well-being at different phases
 - Evaluate swine well-being during production

Codify “good things” into law?



- CO Egg Producers agreed to codify the science-based UEP guidelines for egg-laying hens into law. Pacelle tells Governor he doesn't want that.

ARKANSAS FARM BUREAU

P.O. Box 31, Little Rock 72203

Jan. 6, 2009

For immediate release

Farm Bureau Supports AG's Animal Cruelty Proposal

LITTLE ROCK — Arkansas Farm Bureau's board of directors voted Tuesday to support animal cruelty legislation that will be proposed in the 87th General Assembly by Arkansas Attorney General Dustin McDaniel.

The organization called up long-standing policy in supporting the bill, said Randy Veach, president of Arkansas Farm Bureau. Veach cited the following Arkansas Farm Bureau policy in announcing support for McDaniel's bill:

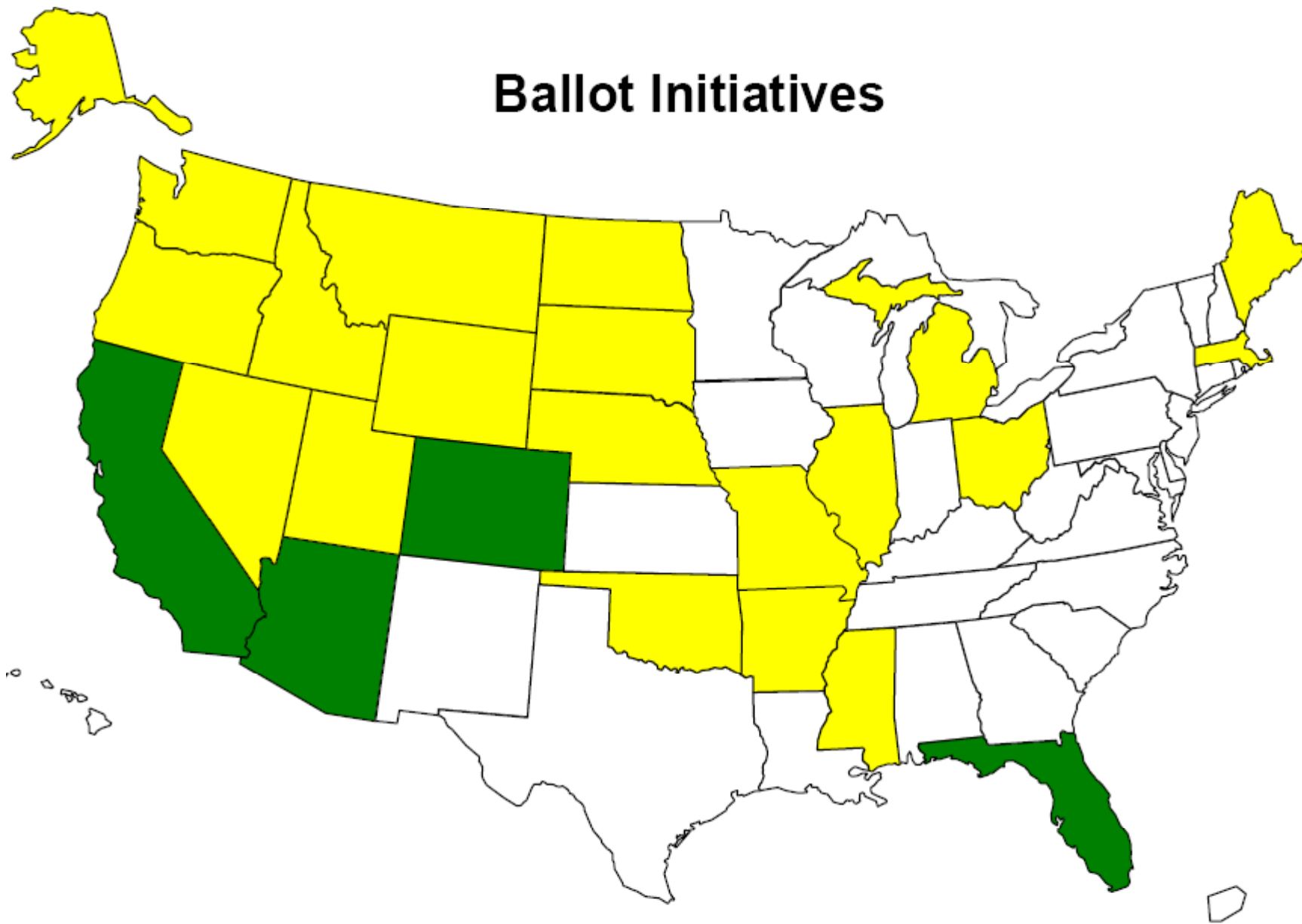
“get the hay down where the cows can eat it” (Protesters)



Pacelle

- “We’ve had the highest rate of success of any kind of cause or constituency, winning about 75% for all the ballot measures we’ve run.”
- Hunting bears w/ bait (WA)
- Same-day airborne hunting wolves (AK)
- Cockfighting (MO)
- Hunting mourning doves (MI)

Ballot Initiatives



Why is WENDY'S so Frosty?



THE HUMANE SOCIETY
OF THE UNITED STATES

Factory Farming
C A M P A I G N



Dear Friend,

Wendy's attitude toward animal welfare is, well...frosty. After months of discussions with The HSUS, the company still lags behind its competitor, Burger King, when it comes to reducing cruelty to egg-laying hens. The freeze extends to concerned consumers, too -- now Wendy's refuses even to accept email on this issue!

In March, Burger King began phasing in the use of cage-free eggs. Yet all of the eggs that Wendy's uses come from birds crammed in cages so tiny they can barely move.

Since Wendy's is as chilly towards emails from customers as it is towards animal welfare, **it's critical that you call Wendy's right now at 1-800-443-7266, ext. 2032.**

It's easy; just say, "My name is (your name) and I'm calling to ask Wendy's to start switching to cage-free eggs to reduce cruelty to animals." That's all! Then let us know you called [here](#).

Please also [let your friends and family know how they can help](#), too. Thank you for all you do for animals!

Sincerely,

Wayne Pacelle
President and CEO
The Humane Society of the United States

P.S. Learn more about [Wendy's](#) feeble defense of battery-cage eggs [here](#).



Meet with companies in your state?

OUR TASTE IN MEAT IS EXCEPTIONAL.



The Meat on Our Meat.

There's a lot of confusion around how meat is labeled these days, and many labels can be misleading. For instance, when you see the term "natural" used to describe meat, it says absolutely nothing about how an animal was raised or what hormones or antibiotics it may have been given. It means only that the meat has been "minimally processed." That's not enough to ensure that you're getting something really good to eat.

We prefer to work with farmers and ranchers, like those from Niman Ranch pork, Bell & Evans chicken, and Coleman Natural beef, who respect and care for their animals and the environment, rather than exploit them. When animals are treated well and cared for properly, they're far less likely to need antibiotics or other drugs to remain healthy.

We use the term "naturally raised" to describe meat which comes from animals that are never given antibiotics or hormones (or drugs that act like

hormones) at any time during their lives.

They eat a pure vegetarian diet, are never fed animal by-products and are raised humanely, never in confinement.

We believe meat raised this way not only tastes better, but offers a number of other benefits – to the animals, the farmers and ranchers, the land, the environment, and to you.

Of course, it costs us more to buy this meat. That's why it's usually found only at expensive, white-tablecloth restaurants. But we're intent on making these great-quality meats affordable and available to everyone.

We invite you to learn more by visiting the Food With Integrity section of our Web site at www.chipotle.com/fwi.

Chipotle

GOURMET BURRITOS & TACOS



Boycott?



- \$5.6 billion in sales in 2006

Approved signature gatherers for California ballot initiative to pass out flyers in their southern California stores.