



# Animal Welfare and Animal Rights Issues Facing the Horse Industry

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# Animal Rights Vs. Animal Welfare

## ■ ANIMAL WELFARE

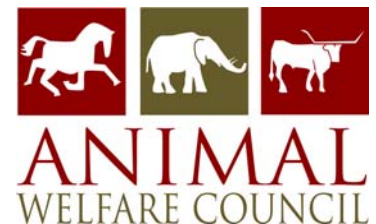
The AVMA describes animal welfare as:

“....a human responsibility that encompasses all animals well-being, including proper housing, management, nutrition, disease prevention and treatment, responsible care, humane handling, and when necessary, humane euthanasia”



## ■ ANIMAL RIGHTS

Animal Rights is a philosophical view that animals have rights similar or the same as humans. True animal rights proponents believe that humans do not have the right to use animals at all. Animal rights proponents wish to ban all use of animals by humans.



# The Animal Rights Extremist Threat

- The goal of the true animal rights extremists is to end all use of animals.
- The movement is violent.



- The Animal Liberation Front is recognized in the US by the FBI as domestic terrorism group.
- If the extremist movement reaches it's ultimate goal you will not be able to ride, own or use horses or other animals.



# How far will they go?

Here is a statement by a leader of the movement:

*“I really believe that if animals have the same right to be free from pain and suffering at our hands, then, of course, we’re going to be blowing stuff up and smashing windows.”*

Bruce Friederich with PETA

2001 Animal Rights Conference



# Tactics of Animal Rights Extremists

- **Divide and conquer.**
- **Capitalizing on the urbanization of our society.**
- **Domestic Terrorism.**
- **Undercover” investigations.**
- **Utilizing the legal system.**



# The Textbook Animal Rights Campaign

## Horse Processing

- It is based on emotion, not facts or logic.
- Extremists were successful in dividing the horse industry.
- Campaign started with regulation, moved to ban.
- Domestic terrorism was used.
- Proponents of the ban hope to reclassify horses as companion animals, not livestock.
- This is a starting point for their vegan agenda.





# Good News?

- **The Word is starting to get out.**
- **213,841 People Like This on Facebook**

**The Humane Society of the United States gives LESS THAN ONE PERCENT of your donations to pet shelters.**

**And HSUS's president says Michael Vick "would do a good job as a pet owner."**

**Angry? Call 866-720-2676 to cancel your monthly donations.**



# Equine Welfare – Our Issue

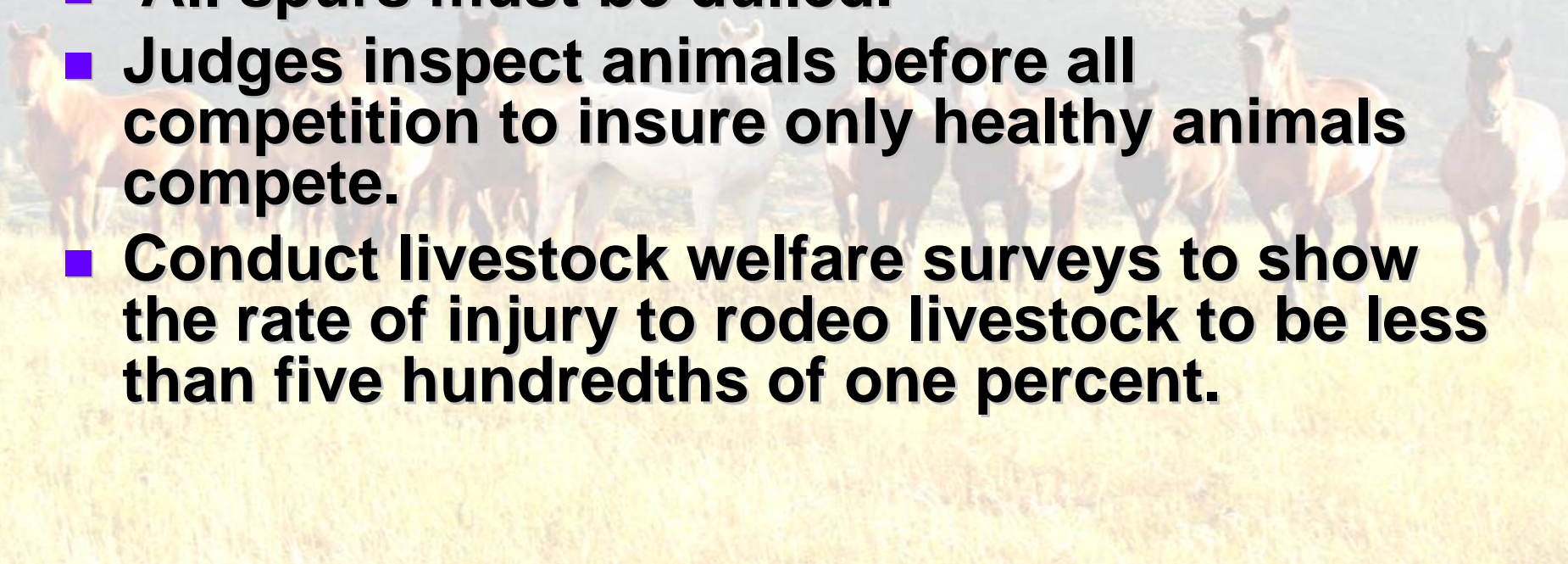
- With the increased scrutiny on the welfare of animals used in entertainment, sport, industry and recreation, the time is now for the horse industry to unite with the common goal ensuring the welfare of the horse.
- We must take the issue of equine welfare back from critic groups and step up efforts to proactively address the proper care and handling of the equine athletes that are such a big part of our industry.
- The changing attitudes of society towards animals as well as the ease of spreading negative messages via the internet increase the need to create programs within our organizations to both promote equine welfare and address issues from groups who wish to ban or curtail many uses of animals, including horses.
- Our policies and rules must be based on what is best for the horse, not as a response to criticism or negative media coverage. Our fans, corporate partners, members, legislators and the general public will look favorably upon this type of decision making.





# PRCA Livestock Welfare

- **60 rules to protect the livestock.**
- **Enforced by on-site rodeo judges.**
- **Rules require a veterinarian to be present at all rodeo competition.**
- **All spurs must be dulled.**
- **Judges inspect animals before all competition to insure only healthy animals compete.**
- **Conduct livestock welfare surveys to show the rate of injury to rodeo livestock to be less than five hundredths of one percent.**





# Framing Our Issues

- **It is about animal welfare, not animal rights. Don't allow extremists to hijack your message.**
- **Have one spokesperson for aw/ar issues.**
- **Don't react emotionally.**
- **Never repeat negative statements.**
- **Be careful your response to extremists doesn't legitimize them.**
- **Have documented information from reliable sources, veterinarians, universities or other experts to back your claim.**



# Livestock Welfare Survey

The PRCA has conducted surveys in the last 15 years that have proven very important to refute false claims that rodeo livestock are commonly injured. The surveys consistently show very low rate of injury that averages .0005.

- Results for the 2009 Survey:
- ANIMAL EXPOSURES: 75,472
- NUMBER OF RODEO PERFORMANCES: 194
- SECTIONS OF SLACK: 78
- NUMBER OF INJURIES: 28
- INJURY RATE: .00037

# Let's Be Proactive – Together

- **Review all of our rules and enforcement policies relating to equine welfare.**
- **Appoint one person within your organization to be the primary contact on equine welfare issues.**
- **Craft a communications plan to deal with controversial issues.**
- **Engage and educate youth about the horse industry.**
- **Reach beyond our membership and build relationships with other animal industries, legislators and the media.**



# Government Relations

- **Build Relationships**
- **Build Coalitions**
- **Position yourself as the expert with your representatives**
- **Network with other animal organizations**
- **Utilize Social Networking**



# What makes us easier targets?

- **Saying “that’s the way we’ve always done it.”**
- **Not considering the public’s perception of our industries.**
- **Reacting emotionally or unprofessionally.**
- **Trying to “negotiate” with activists. They want to ban our way of life, we want to continue, not much middle ground.**
- **Waiting for an “undercover” investigation or public incident to review our animal welfare programs and procedures.**



# Action Items

- **Build Relationships.** Every time a horse person forms a relationship with a legislator, media, community leader or others it allows our industries to thrive.
- **Become more politically active.** VOTE, know how your candidates feel about animal use/animal rights/agriculture.
- **Be Prepared.** Don't wait until you are a target to have a plan in place to respond.
- **Unite!** Work within the horse industry and other animal use industries to educate each other on the issues and work together to build alliances that will allow for our way of life to continue.
- **Remember:** Success is the Best Revenge!

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- In the end, it is about the horse, if we do what is right for the horse, then our organizations will be looked upon favorably by legislators, the media and the general public.
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