

What's in a Word?

The answer may surprise you more than you think.

There are many words in the English language that have multiple meanings and those meanings can be innocent or risqué, ingenuous or manipulative, cold-hearted or compassionate. No matter what the reason for the use of the word, you can bet your last dollar that if an animal extremist uses the word, it will be done in a manipulative way, guaranteed to make a kind-hearted person open up their wallet and give that organization their last penny. These words are also used to manipulate people into believing that the use of animals and animal agriculture is bad and we all must change our diets and way of life to follow their ideology.

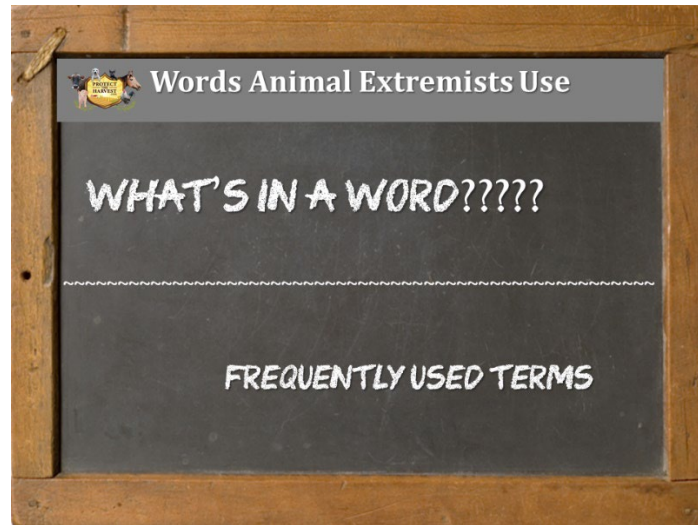
Animal Extremist Lexicon

The definition of a lexicon is a dictionary or the vocabulary of a language, a people or a subject. For example, we all know that medical doctors have a different language all their own; that list of words is a medical lexicon. There are lexicons for every conceivable language and animal extremism is no different. However, their lexicon uses many everyday terms in a way that, while being an actual definition of a word, adds negative emotions and connotations to it. An example of such a word would be "exploit," which is both a noun and a verb. As a noun, its meaning according to Merriam-Webster dictionary is a notable, memorable, or heroic act. Exploit is also a transitive verb meaning to make productive use of (or utilize); or to make use of meanly or unfairly for one's own advantage. It's safe to say that animal extremist groups "exploit" caring people by subjecting them to "exploitive" language guaranteed to make them feel guilty enough to open their pocketbooks.

Animal Extremist Groups Use Language to Coerce

We will be adding to this article as we come across more language used by animal extremist groups to better help our readers prepare themselves for the continued onslaught of emotional pleas to "help save the animals" and to adopt a diet free of animal protein.

Knowing their "language" and how they use it to manipulate emotions, garner generous donations, and give people feelings of guilt helps us stay better informed. Their use of emotionally targeted words to instill guilt on those who are not "helping the animals," or those that utilize food, fiber and pharmaceuticals is unfair and manipulative. This lexicon helps one to recognize whether a group or individual has an animal extremist ideology, and gives one the tools to address their arguments head on.



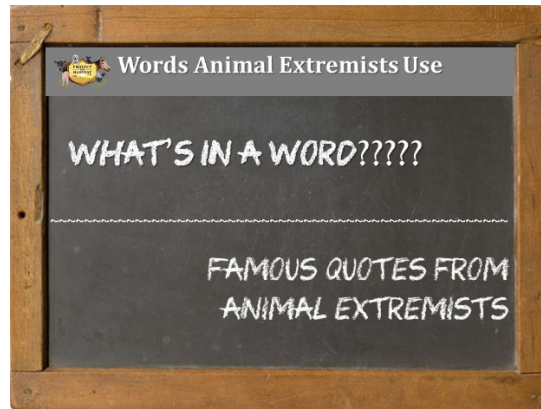
Frequently Used Terms

Animal extremists use anthropomorphism to influence kind hearted individuals to accept that what they say is truth. Anthropomorphism is the projection of our human thoughts, emotions, and/or characteristics onto animals. Animal extremists use words without qualification when referring to animals that implicitly invites the listeners to think the words mean the same for animals as for humans. “Mother” may have a common meaning for animals and humans in terms of genealogy and reproductive biology, but it also has an additional unique meaning for humans that is not shared with any animal.

An example of the manipulative language is the innocuous “fur baby.” It is normal to have a loving relationship with your pet, and for many, their pet is their sole companion. Many people have bottle-raised puppies and kittens, taught them how to be a cat or dog, and may call themselves that animal’s mother. However, your dog or cat is not your spouse, mother, or child. The term “fur baby” can be used to manipulate people to open their wallets, sign a petition, or begin protesting about animal abuse, even when there is none.

Other words extremists use connote some of humanity’s most brutal treatment of humans such as: concentration camp, massacre, murder, sexual abuse, and slavery. These words are liberally applied when discussing animal agriculture and animal ownership. A phrase you may hear from them is that a large modern farm is a concentration camp where animals are massacred, murdered, ‘sexually abused, and are slaves. These are obviously negative connotations which make the naïve think that farm animals are abused.

There are those who believe the simple act of owning a pet make the owner a slave owner. Those who have pets realize that the reverse is usually the reality, they are slaves to their pets.



Animal Extremists' Quotes

It is a shame that so many people are unaware of the outright horrid comments animal extremists make, yet it's through those comments we see how they manipulate compassionate people. Below are a few of the more callous comments made trying to dehumanize people and humanize animals in the past few decades.

- "We have no ethical obligation to preserve the different breeds of livestock produced through selective breeding. . One generation and out. We have no problem with the extinction of domestic animals. They are creations of human selective breeding." **Wayne Pacelle, Senior VP of Humane Society of the US, formerly of Friends of Animals and Fund for Animals, Animal People, May, 1993**
- When asked if he envisioned a future without pets, "If I had my personal view, perhaps that might take hold. In fact, I don't want to see another dog or cat born." **Wayne Pacelle quoted in Bloodties: Nature, Culture and the Hunt by Ted Kerasote, 1993, p. 266.**
- "I'm not only uninterested in having children. I am opposed to having children. Having a purebred human baby is like having a purebred dog; it is nothing but vanity, human vanity." **Ingrid Newkirk, PeTA's founder and president, New Yorker magazine, April 23, 2003**
- "We are not superior. There are no clear distinctions between us and animals." **Michael W. Fox, (Washingtonian Magazine, February 1990)**
- "Six million people died in concentration camps, but six billion broiler chickens will die this year in slaughterhouses." **Ingrid Newkirk, founder, president and former national director, People for the Ethical Treatment of Animals, as quoted in Chip Brown, "She's A Portrait of Zealotry in Plastic Shoes," Washington Post, November 13, 1983, p. B10.**
- "Every woman ensconced in fur should endure a rape so vicious that it scars them forever. While every man entrenched in fur should suffer an anal raping so horrific that they become disemboweled. Every rodeo cowboy and matador should be gored to death, while circus abusers are trampled by elephants and mauled by tigers. And, lastly, may irony shine its esoteric head in the form of animal researchers catching debilitating diseases and painfully withering away because research dollars that could have been used to treat them was wasted on the barbaric, unscientific practice vivisection." **Gary Yourofsky, PeTA Humane Education Lecturer, quoted in the University of Southern Indiana Student Newspaper, The Shield, January 24, 2008**

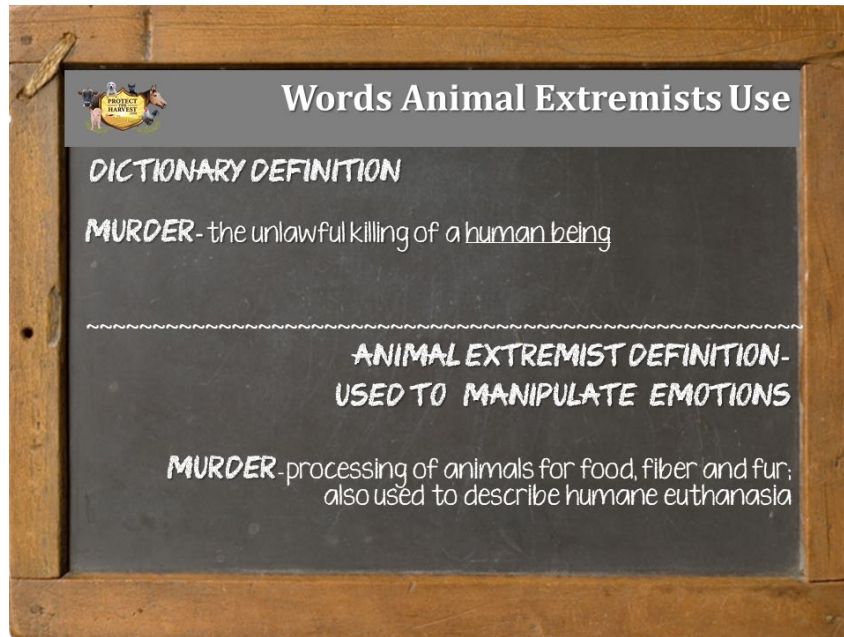
- There is no difference between sitting around the pit watching dogs fight and sitting around a summer barbecue roasting the corpses of tortured animals or enjoying the dairy or eggs from tortured animals. **Gary Francione, Animal Rights, the Abolitionist Approach, July 12, 2011**
- "... nothing is more important than promoting veganism." **Paul Shapiro, who heads HSUS' anti-Factory Farm Campaign, addressing the National Student Animal Rights Conference, University of California - Berkeley, Oct. 31, 2004**
- "Everything we are doing lays the foundation for the one day when animals will have rights... We need to get in their faces and sue the animal users so often they don't know which courtroom they're supposed to appear in next." **Valerie Stanley, ALDF Attorney, 1996**
- "We do not have the right to use animals for any real or perceived need, whether it be food, clothing, entertainment, medical issues." **Janine Motta, treasurer of the New Jersey Animal Rights Alliance, Asbury Park Press. November 14, 2007**
- "Any state with an initiative process is on our radar." **Jennifer Hillman, Humane Society of the United States, TAFE**
- "I have no problem with breaking and entering, destroying labs, burning buildings, and busting open cages." **Camille Hankins, Win Animals Rights and spokesperson for Animal Liberation Front, AR 2010.**
- "And you know, when people killed Nazis to liberate people who were held captive in concentration camps, nobody thought that was wrong. The animals are in concentration camps and suppose we kill human Nazis to liberate them, why is that wrong?" **Dr. Steven Best, KLRC radio interview, Salt Lake City, UT 4/1/10**

These comments help illustrate why it is imperative that we learn the lexicon of the animal extremist groups to better educate ourselves moving forward, and to prevent ourselves from falling into a trap set by these groups.

An Incomplete Thesaurus

We have barely scratched the surface of the animal/vegan extremist lexicon. We will be adding to the very long list of definitions that the extremist groups corrupt to suit their own agenda.

Although it may seem alarmist language on our part, we have shown time and again, that if we are not kept up to date with their tactics, they win. We can no longer sit back and be complacent. Knowing their language corruptions and how they use that corruption to prey on the emotions of kind-hearted people, will help stop their forward movement.

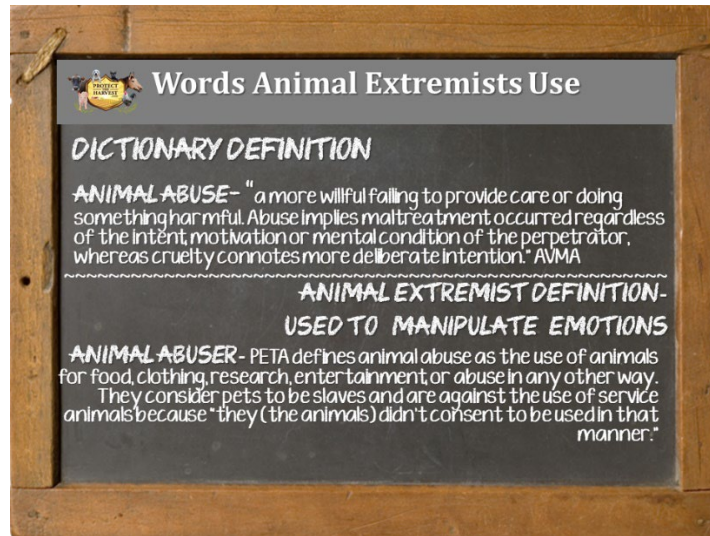


What's in a Word?

Murder: according to the dictionary, is the unlawful killing of a human being with malice aforethought. That makes sense to rational people. It's the Fifth Commandment; in fact, murder has been around at least 430,000 based on the finding of "Cranium 17" in Spain.

Animal extremist groups use the word to describe animal processing, hunting, fishing and have even included humane euthanasia in their version of the definition. Why do they do that? It's all about emotionally blackmailing kind-hearted people to believe that it is wrong to use animals for food, fiber or fur.

Extremists believe that animals are equal to humans and share the same rights, which means that any processing of animals is "malice aforethought" in their lexicon. Make no mistake, the extremists have an agenda, and they are pushing for an end to ALL human/animal bonds.



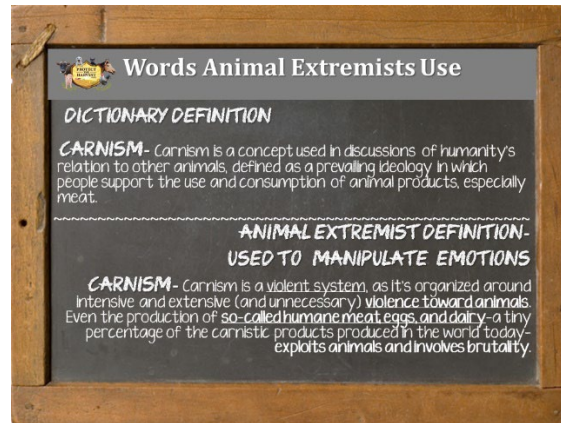
What's in a Word?

Animal Abuse: the definition of animal abuse is not as straightforward as one might think. Indeed, the American Veterinary Medical Association (AVMA) has put out a 58-page guideline to help veterinarians develop a reporting guideline for practices to report animal mistreatment.

From AVMA's guideline to defining abuse, "Animal abuse: more wilful failing to provide care or doing something harmful. Abuse implies maltreatment occurred regardless of the intent, motivation or mental condition of the perpetrator, whereas cruelty connotes more deliberate intention."

PETA extremists consider animal abuse to be any use of animals for food, clothing, research, entertainment or abuse in any other way. Even owning a companion pet is akin to owning a slave according to animal extremists. Most pet owners would tend to disagree as they walk their dog multiple times a day, let the dog out, clean up yards, litter boxes, and feed their pets twice a day (more if you happen to be bottle raising puppies or kittens).

Farmers are particularly singled out as slave owners. They milk their cows twice daily, bottle feed calves, feed their livestock, clean stalls, pens, coops, and tend to their animals as if they actually cared about them. The fact is all farmers and ranchers know that the less stress their market animals have, the healthier they are, and there is less release of cortisol, a stress hormone. Go to any 4H or FFA livestock show and you see children of all ages handling their chickens, sheep, goats, pigs, steers and cows with love and care. This is the reality, not the rhetoric thrown around by rabid animal and vegan extremists.



What's in a Word?

Carnism- Carnism is a concept used in discussions of humanity's relation to other animals, defined as a prevailing ideology in which people support the use and consumption of animal products, especially meat. Eating meat is not new. Humans were first hunters and gatherers, before developing agrarian societies and becoming farmers. Much like wild animals who constantly roamed looking for food, so were the first humans who walked the planet. So, it should come as no surprise that eating meat is prevalent.

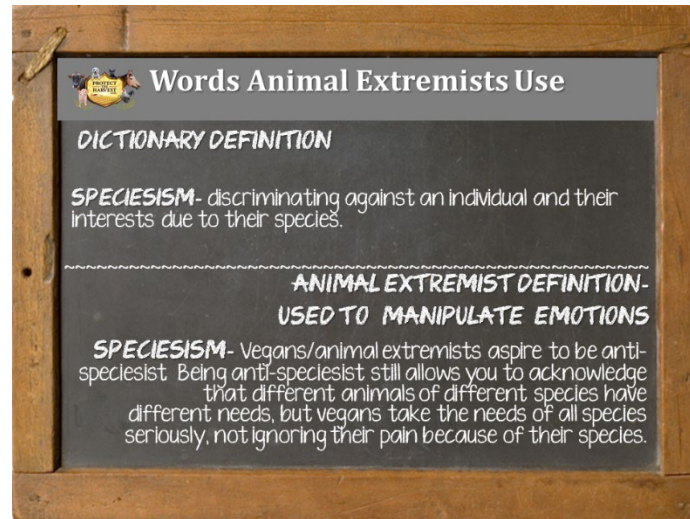
In the vegan mindset, carnism means something completely different: "Carnism is a violent system as it's organized around intensive and extensive (an unnecessary) violence toward animals. Even the production of so-called humane meat, egg, and dairy- a tiny percentage of the carnistic products produced in the world today- exploits animals and involves brutality."

There has been a push to end the consumption of meat and of using animal products by the animal extremist and environmental extremist NGO's in order to "reduce green house gasses," "become more sustainable," and "it's more affordable to not eat meat."

Regarding the reduction of greenhouse gasses, Dr. Frank Mitloehner, Professor of Animal Sciences and Air Quality CE Specialist, has gone on record describing how agriculture effects greenhouse gasses in the U.S. and abroad. He has made no compunction that the ag industry in the U.S can work better at reducing, but also has made the argument that the U.S. model can be used in developing nations to improve their production of greenhouse gas. After all, it's not just the U.S. that creates it. You can read his blogs here: <https://clear.sf.ucdavis.edu/blog>

Regarding sustainability, much has been done by agriculture in the U.S. to increase sustainability and USDA's National Institute of Food and Agriculture's Sustainable Agriculture Program page lists out different ways that farmers and ranches are utilizing sustainable agriculture practices thereby providing more food using less resources. <https://nifa.usda.gov/program/sustainable-agriculture-program>

As far as the argument it is more affordable not to eat meat, there are many aspects of that argument that are just plain wrong. For years, nutritionists have told us to eat less processed food, to eat whole foods, to eat naturally. Now, the vegan extremists want us to eat a highly processed, chemically grown, plant-based "meat." They want us to drink "milk" made from plants, (some of which use more water than other crops with a similar nutritional value.) They want us to supplement the naturally occurring, bioavailable amino acids found in animal products, to those using either plant-based whole foods, (requiring more than double the calories), or synthesized in a lab making them less bioavailable to the body. This is the mindset of an affluent, predominately middle-class female population- which is the bulk of most animal extremist groups. There is no concern about getting healthy, nutritious food to our underserved, food insecure members of society.

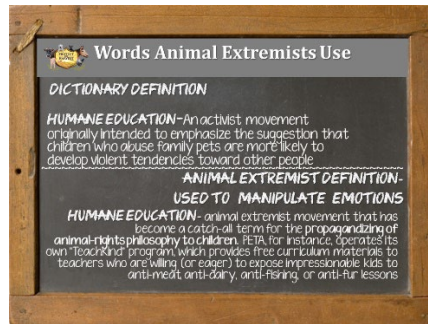


What's in a Word?

Speciesism- the definition of speciesism is the act of discriminating against an individual and their interests due to their species. By its very definition, a human can't be accused of speciesism against another human, however, that is not what is in the minds of those who use the word.

"Vegan/animal extremists aspire to be anti-speciesist. Being anti-speciesist still allows one to acknowledge that different animals of different species have different needs, however they take the needs of all species seriously, not ignoring their pain because of their species."

Wrap your head around that for a moment. Do animals prefer certain species over others? Does your dog prefer to chase rabbits or cats? If they chase a rabbit, are they then discriminating against the cat due to its species? Does your cat like all garden creatures to eat or play with? Do they like lizards or insects best? Mice or birds? Is your cat a speciesist? Is your dog a speciesist because it likes people rather than other animals? Can your dog, cat, horse, cow or other animal actually be speciesist? Are they sentient enough to even understand what the animal extremist is talking about?



What's in a Word?

Humane Education: humane education is broadly defined as education that nurtures compassion and respect for living beings according to Wikipedia. It has become big business in the animal extremist world. Do an internet search for the words “humane education” and you come up with Institute for Humane Education and many other websites devoted to the movement. This should come as no surprise, since PETA’s TeachKind has been in public and private schools for years. There are now certificate programs that teach people to become Humane Educators, who then carry this into the schools.

Make no mistake, Protect The Harvest is for animal welfare as defined by the American Veterinary Medical Association:

“Animal welfare means how an animal is coping with the conditions in which it lives. An animal is in a good state of welfare if (as indicated by scientific evidence) it is healthy, comfortable, well-nourished, safe, able to express innate behavior, and if it is not suffering from unpleasant states such as pain, fear, and distress. Good animal welfare requires disease prevention and veterinary treatment, appropriate shelter, management, nutrition, humane handling, and humane slaughter.”

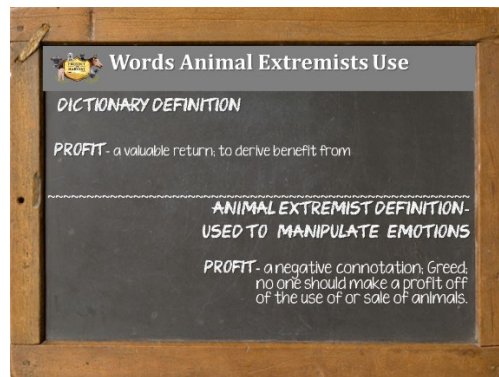
Animal extremist groups are not content with protesting, demanding changes, pushing vegan agendas on people, they also want to teach everyone that the right to use animals for fur, fiber, and food is wrong and immoral. Nevermind that there is plenty of oversight at all levels of animal agriculture, animal research, veterinary school animals, and animal exhibitions with multiple agencies overseeing them. In the animal extremist mindset, ANYTHING that is done with animals is tantamount to inhumane treatment, therefore, they must “educate” us how to treat animals humanely with programs they produce.

There are a few things consider when you hear the term “Humane Education,” especially when it refers to a school program, undergrad or graduate classes. Who are their partners? Who is on their board, advisory committee or staff?

After googling Humane Education and looking at just two of the “institutes” that came up, some very familiar logos showed up:



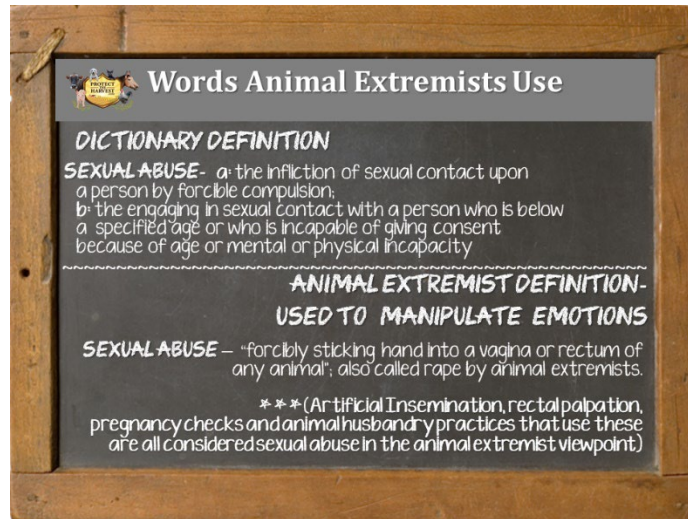
TeachKind



What's in a Word?

Profit-The definition of profit in the dictionary is “a valuable return to derive benefit from.” We profit from our investments, from keeping equity in our homes, from learning from our mistakes. Profit is a positive word that describes benefits to our livelihood. There is nothing wrong with making a profit in the stock market, on resale value of homes, or of a child who sells their 4H or FFA market animal to help them save for college.

However, animal extremists find it not only negative, but abhorrent for anyone to make a profit from the sale or use of an animal. This doesn't even mean selling market animals. They are opposed, adamantly, to the sale of purebred animals, of owners/trainers/jockeys having a share in prize money by a racehorse, of animal trainers receiving just compensation for their work training an animal to hunt, work, or for service. They are even opposed to breeders of service animals receiving compensation for the hours they spend researching bloodlines, making matches to improve their breed, paying for OFA certification, eye certification and all other testing done to ensure the breeders are healthy and will throw healthy litters. In the eyes of an animal extremist, profit is a dirty word.



What's in a Word?

Sexual Abuse: there's enough negative connotation around these two words that normal people get angry- very angry. The legal definition from Merriam Webster dictionary is:

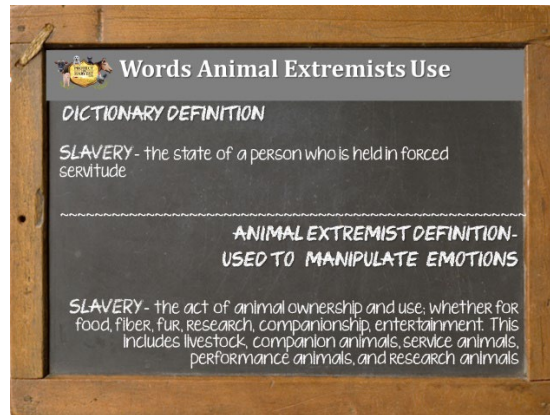
- 1a: the infliction of sexual contact upon a person by forcible compulsion
- 1b: the engaging in sexual contact with a person who is below a specified age or who is incapable of giving consent because of age or mental or physical incapacity

- 2: the crime of engaging in or inflicting sexual abuse

It's definitely an emotional trigger for all people and its victims truly suffer. Due to this, animal extremists love to use the words "sexual abuse" for describing normal, daily, routine occurrences that are part of best veterinary and best animal husbandry practices.

In the extremist's mind, sexual abuse refers to putting a hand in the rectum or vagina of an animal. Think about it, your champion cow is struggling to give birth, you think nothing of going and helping pull the calf. According to animal extremist viewpoint, you've just sexually abused your cow. Rectal palpation to determine what type of colic your horse is suffering from? Sexual abuse. Pregnancy check? Sexual abuse. Uterine flush on your mare? Sexual abuse. Even AI (artificial insemination) falls into their viewpoint of what constitutes sexual abuse. Castration and the spaying and neutering small animals is not out of their reach on this term.

Oregon's IP 13 and Colorado's IP 16 both brought up sexual abuse and these normal, routine, animal husbandry practices. If they were to get put on the ballot, the folks in the big cities, hearing these tales of how farmers abuse their animals, are likely to vote to end these practices.

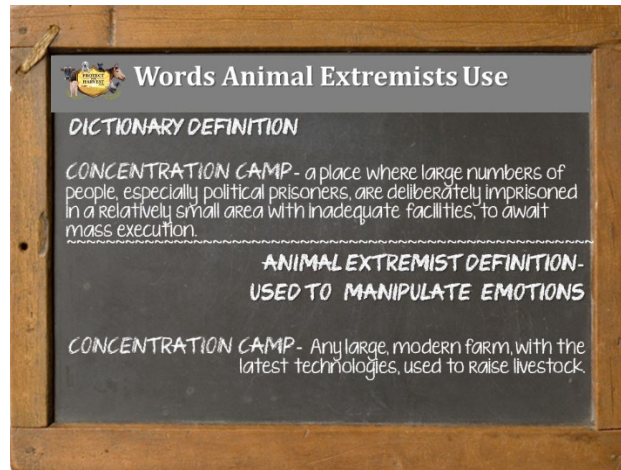


What's in a Word?

Slavery- According to Merriam Webster dictionary, slavery is the state of a person who is held in forced servitude. There are many forms of slavery, including caste slavery, tribal slavery, indentured servitude, but those all deal with human beings, so they aren't important in the eyes of the animal extremist. Slavery has been a part of civilization since it first began, and most forms of slavery are abhorrent to the rational human. This is why animal extremists use this word in their lexicon.

According to their definition, slavery is the act of animal ownership and use; whether for food, fiber, fur, research, companionship, entertainment. This includes livestock, companion animals, service animals, performance animals, and research animals. In other words, ALL animals. No ifs, ands, or buts.

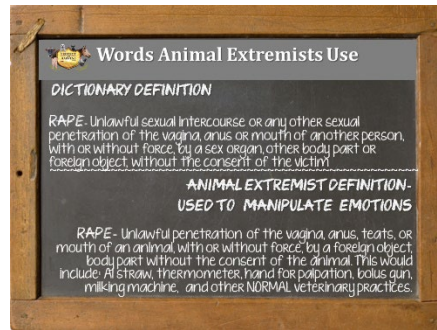
If animal extremists get their way, this means no more livestock for food, or to use to plow fields, harvest crops; no FFA or 4H livestock shows; no horses for work, for pleasure, for performance; no service animals, no military dogs, no hunting dogs. Sound extreme? It is already happening incrementally. There's no more circus, no more greyhound racing, they are actively trying to stop horse racing, pony rides and use of animals for pleasure.



What's in a Word?

Concentration Camp: A highly volatile term whose definition is “a place where large numbers of people, especially political prisoners, are deliberately imprisoned in a relatively small area with inadequate facilities, to await mass execution.” No American soldier involved in freeing the Holocaust survivors from Auschwitz and other Nazi concentration camps will ever forget the horror they felt for those individuals. The atrocities performed on a group of humans in the name of religion should never be diminished in any way, and yet, PETA’s own Ingrid Newkirk did that by stating “*Six million people died in concentration camps, but six billion broiler chickens will die this year in slaughterhouses.*” (As quoted in Chip Brown, “She’s A Portrait of Zealotry in Plastic Shoes,” Washington Post, November 13, 1983 p B10)

Animal extremists have taken that comment by Newkirk and expanded it by comparing large modern farms, with the most advanced technologies, including temperature-controlled barns, biosecure facilities, portion-controlled rations so that all animals are able to get their allotted amount of carefully balanced ration and other high-tech amenities, with the squalid, cramped, filthy quarters of a concentration camp where human beings were starved, beaten, and exterminated.



What's in a Word?

Rape- The legal definition of rape is unlawful sexual intercourse, or any other sexual penetration of the vagina, anus or mouth of another person, with or without force, by a sex organ, other body part or foreign object without the consent of the victim. Notice in particular the term “person” as it pertains to human being according to the law.

The definition of rape according to the animal extremist lexicon is the “unlawful penetration of the vagina, anus, teats or mouth of an animal, with or without force, by a foreign object, or body part without the consent of the ‘animal’”. (However, if animal extremists get their way, animals will gain “personhood”)

What this means in layman’s terms is that your veterinarian (or you) will not be able to give your pet or livestock any medication, take its temperature, spay or neuter, do artificial insemination, caesarean section, rectal palpation or ultrasound for pregnancy checks, palpate for colic to determine if surgery is plausible, give injections, boluses or worm. In short, all normal, standard and best veterinary practices, would become rape if animal extremists have their way.