



**Animal Extremism is a Billion Dollar Industry  
Learn About Their True Ideology and Agenda**

# What You Need To Know- Animal Extremist Organizations

Having knowledge about the most prominent animal extremist organizations and their true goals is extremely important. Animal extremist groups view animal ownership as akin to slavery and therefore abuse. These groups are only interested in animal welfare as a means to an end, the end of animal ownership. They use animal welfare as a ruse to garner public trust and funding.

These groups are very smart in their approach, which is to take away the rights of animal owners and to make animal ownership difficult incrementally. Their method of silent attack is via manipulating our legal system to their benefit. They are working hard to influence lawmakers in order to push legislation, regulations, and ordinances that make animal ownership more difficult with each incremental step.

Donation dollars from good hearted people who believe they are helping animals isn't used on animals directly. Instead the majority of the funds go to helping these groups spread their tentacles and ideology far and wide. The list of their activities is very long and includes working to influence law enforcement, teachers, children in school, religious institutions, and more. These organizations are not concerned with animal welfare, they are concerned with pushing their agenda, which has far-reaching implications for all Americans.

## Summaries of Most Active Animal Extremist Groups

There are hundreds of animal extremist groups, and most share in projects, staffing, lawsuits, protests and supporting animal extremist legislation. On our website we have some of the most active organizations listed as well as detailed information available. In this article, we have basic information listed about the groups and encourage you to visit the webpage for more information.

Our American heritage is important, vital and what we value most. Unfortunately, extremists are working to control farming and ranching, land use, and to restrict animal ownership.

As farmers, ranchers, sportsmen, livestock and pet owners, we need to stand up and protect our way of life.



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## Humane Society of the United States (HSUS)

The Humane Society of the United States (HSUS), is not what they have been leading people to believe:

- HSUS is an animal extremist organization headquartered in Washington DC. Their acting CEO, Kitty Block was a past PETA employee and their CEO before her, Wayne Pacelle is well known for his animal extremist ideology.
- They are NOT a humane society and do not own, run or operate any animal shelters. In fact, their national fundraising efforts hurt community organizations by diverting local donations. In recent years HSUS IRS Form 990's have shown that less than 1% of the funds they raise actually make it to shelters.
- The majority of donor money is not spent directly on animals. Instead donor money is spent fundraising and to write, fund and push legislation. They also use donor funds for marketing, advertising, salaries, hefty retirement plans, for investments in offshore bank accounts and publicly traded securities.
- The HSUS has become a master at presenting and spreading misinformation in order to push their agenda. They are especially clever in the way they have coined new terms and attempted to make other descriptive words like "efficient" sound like it is something bad. Another example is how they name and write legislation to make it difficult for the public to fully understand the far-reaching consequences of their votes. Additionally, the HSUS spends tens of millions each year on advertising and marketing. They have a massive online presence including front websites that eventually lead people to their donation pages.

## Humane Legislative Fund (HLF)

Humane Legislative Fund (HLF) is the legislative arm of the HSUS, sharing offices in Washington D.C. The HLF spends millions of dollars to alter public policy and influence people they call "thought leaders" via campaign donations. They are working to restrict the rights of farmers, hunters, entertainers and animal owners.

## People for The Ethical Treatment of Animals (PETA)

Unlike the HSUS, PETA is much more front and center about their radical animal extremist ideology:

- Like other animal extremist groups PETA views animal ownership as slavery and abuse. Their co-founder and President, Ingrid Newkirk, has described the group's overall goal as "total animal liberation," which means eliminating all human-animal interaction. According to Newkirk, animals should be appreciated from afar and that many are better off dead than in human care.
- Total animal liberation and the elimination of all human-animal interaction means that the group is seeking to end the human consumption of animal protein products like meat, milk, cheese, eggs, butter, yogurt, and even honey. Along with this, they protest against hunting and fishing.
- PETA is also working to see the end of zoos, aquariums, circuses, pet ownership and all medical research involving animals. PETA is most famously known for their outrageous campaigns against the clothing industry by protesting the use of fur, leather, silk, and wool.
- PETA is well-known for producing outrageous, fake videos using CGI technology as well as creating gruesome images in order to mislead the public.

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## American Society for the Prevention of Cruelty to Animals (ASPCA)

The ASPCA was founded in the late 1800s with a noble cause. However, in recent years their culture and agenda have radically changed. They are not what they have led people to believe:

- Despite national fundraising tactics, the ASPCA is not affiliated with local animal shelters. The ASPCA is only affiliated with one animal shelter in New York City.
- Less than 4% of the money donated to the ASPCA actually supports animal shelters. Their fundraising activities actually drive funds away from local shelters harming them financially. In fact, the State Humane Association of California filed a complaint with the California Attorney General about ASPCA fundraising tactics due to their deceptive practices. To note, this is also the case with the HSUS.
- The ASPCA has repeatedly pushed and supported animal extremist legislation and initiatives.
- The ASPCA has numerous staff members previously affiliated with radical animal extremist organizations for example, PETA, HSUS, and Compassion Over Killing (COK).

## Animal Legal Defense Fund (ALDF)

The Animal Legal Defense Fund (ALDF) is a legal organization that follows the animal extremist ideology and until recently solely focused on animals. Like other animal extremist organizations, they too have branched out to focus on environmental activism as well:

- ALDF files high profile lawsuits and provides free legal assistance and training to prosecutors with the goal of changing the legal system in order to push their animal extremist and environmental activism agenda.
- In addition to their goals of changing the legal system, the ALDF also supports animal extremist legislation and fights legislation that they believe stops animal extremist groups from their activism.
- The ALDF has defended radical animal extremist groups like PETA and Friends of The Earth, a group listed on the Terrorism Research and Analysis Consortium website.

## Direct Action Everywhere (DxE)

Direct Action Everywhere, also known as DxE, is an emerging radical animal extremist group that was founded in 2013. Based out of San Francisco, their cult-like following has spread to numbers of international cells:

- Their motto is “Animal Liberation”. They do not support incrementalism, a tactic that other animal extremist groups employ. Their dream is for people who eat animal protein products to be arrested and prosecuted for crimes.
- They plan to have their members elected to political office, in fact their founder, Wayne Hsiung, is running for mayor of the city of Berkeley, CA in 2020.
- DxE’s radical approach to animal liberation involves breaking and entering, stealing animals from farmers, and invading farms with busloads of their followers which exposes animals to potentially deadly pathogens. They look for confrontation in order to draw attention to their activities and agenda. The founder of DxE, Wayne Hsiung, has had numerous arrests and is facing at least four felony charges for crimes he has committed (as of 2018). His arrests, however, have not stopped his illegal activities.
- Unlike other animal extremist groups that use cloak and dagger “cooperation via legislation” and animal welfare as a ruse to fool voters, DxE is straight-forward about their agenda. True to the animal extremist/animal liberation ideology where all animal ownership is considered slavery and therefore abuse, DxE has determined to also focus on smaller, organic farms. They have been doing this to

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demonstrate their belief that all animal agriculture is abuse and no forms of animal agriculture are acceptable to their ideology.

- This group tends to focus on a target, and then they exert relentless harassment.

## NonHuman Rights Project (NhRP)

According to their website, the mission of the Nonhuman Rights Project (NhRP) is to, “... secure legally recognized fundamental rights for nonhuman animals through litigation, legislation, and education.”

This organization is working to change the legal status of animals so that they can achieve “personhood,” affording animals the same legal rights of people:

- They are working to gain this change in status via grassroots efforts, legislation, and lawsuits.
- Initially, the Nonhuman Rights Project focused on the courts to work to change the status of animals.

In short, they want animals to have the same legal rights as people.

- The founder of NhRP, Steven Wise, is a lawyer and animal extremist ideologue. Since he is a lawyer, Wise understood the power of legal precedent and has used this to his advantage. NhRP continues to work toward this goal of changing the status of animals by refining their arguments based on legal feedback and by looking for select clients and sympathetic courts in which to file their cases.

## Additional Information – More Animal Extremist Groups Outlined

If you would like to learn more about the issues discussed, as well as other animal extremist groups we encourage you to visit our website and our What You Need To Know Tab – Animal Extremist Organizations. In addition to in-depth exposes on animal extremist groups we have other articles outlining the activities of these groups.

Links to articles providing more information about each group can be found on our website under the “What You Need to Know” tab.

