



Here's the main reason The HSUS has such broad support: Our core values align with those of the American public. Our codes—mercy and decency and opposition to cruelty—are ones held dear by all good people. It should be no stretch to be good to animals.

But, sadly, there's more to the story than that. Our society is a tangle of contradictions when it comes to our treatment of animals. While there's so much appreciation and kindness for animals, there is also an unending variety of abuses. Many are routine, and they lay concealed or hidden within animal agriculture, wildlife management, the fur trade, research laboratories, and other redoubts.

At The HSUS, we try to find common ground with traditional adversaries as a way of forging solutions to benefit animals and the broader society—something I call “the humane economy.” We've formed a partnership with the egg industry to back federal legislation to improve conditions for more than 250 million tightly confined hens. We align with hunters to stop captive hunts or other particularly egregious or unsporting practices. You'll read here in *All Animals* about how The HSUS is partnering with responsible dog breeders to fight puppy mills.

But sometimes, individuals and the industries they represent don't want to move forward, or even to engage in discourse. They stand their ground, brook no dissent, and treat The HSUS as a threat to their livelihoods, regardless of the public's disapproval of their conduct or the availability of innovations and alternatives that would improve animal welfare as well as their business operations.

The late Cleveland Amory liked to remind me that you can tell a lot about an organization by the enemies it attracts. We have more than a few. These are the individuals and industries that try to demonize our work and often make wild and false claims about our intentions or the impact of our agenda.

Of course, there's no common ground to be had with dogfighters and cockfighters, and it's a badge of honor that our unrelenting campaigns to root out their cruelty earn us their invective. The puppy millers, too, fight us every step of the way, often falsely charging that we oppose all animal breeding. Even as consumer intolerance of animal suffering increases and food distributors and retailers respond with positive steps, holdouts in the pork industry continue to defend imprisoning sows in small crates, claiming that any improvement in the care of these animals will result in the end of animal agriculture. The representatives of every industry causing harm to animals start by rationalizing their cruelty and tearing down their critics.

We at The HSUS understand that this hostility is directly proportional to our impact. We are the world's most powerful animal protection group, and no one would bother to attack or criticize an organization that was not effective in its programs to help animals.

It would be nice if these industries would relent and find a better way forward or, in the case of animal fighters, a different form of recreation. But that's not always the way major social change occurs. There have always been obstinate people who have stood in the way of social progress in our society—whether it was ending slavery or child labor or the denial of the right of women to vote. The hope is that the values of mercy and a civil society do in the end triumph, and they often do. But there's no pre-written history here.

Sometimes it's gentle persuasion that gets the job done, and sometimes it's unremitting force, in the form of law-making, litigation, investigations, or public pressure. We don't relish the application of the more confrontational tools, but they are necessary in a struggle like ours, when so many innocent lives are at stake. We know that, with you at our side, we'll be able to tackle the major problems for animals and, in the end, mitigate or eliminate those threats, for the good of them and for all of us in a civil society.

BELOW: The HSUS works with responsible breeders to combat puppy mills such as this filthy Mississippi facility where 70+ dogs were rescued in July (see p. 11 for story).



➤ **FOR WAYNE'S** blog—and his podcast with author and radio show host Tracie Hotchner—go to humaneociety.org/wayne.

Wayne Pacelle

Wayne Pacelle, President & CEO
The Humane Society of the United States