

OUR WORK IN THE UNITED STATES has never been more focused in communities or far-reaching in its impact on animals.

We are expanding our Pets for Life program, touching more and more of the 23 million pets in poverty and helping them and the people who care about them. We are collaborating with law enforcement to crack down on puppy mills and animal-fighting rings, turning around the fortunes of these creatures overnight and showing them that humans are capable of kindness rather than ruthlessness. We are working in the courts and in Congress to prevent the opening of horse slaughter plants, because these animals belong in the stable and not on the table.

On Jan. 1, 2014, California began implementing Proposition 2, the 2008 landmark ballot initiative to stop extreme confinement of farm animals. Influenced by voters' resounding affirmation that all animals deserve humane treatment, companies such as Burger King, McDonald's and Costco have committed to cleanse their supply chain of pork from operations that confine sows in small crates. Many of the biggest pork and egg producers are moving toward cage-free systems, too. Before Prop 2, many of these companies would have considered these kinds of voluntary policy changes unthinkable. But because of the work we've done together, we've made them inevitable.

We won't relent in our domestic fight to help animals, and in fact, we are deepening our impact through our state councils, district leaders, faith leaders and others. By the end of 2015, we'll have more than 1,000 volunteer leaders working hard every day to help animals.

At the same time, we're investing in our international work, because that's where we see many of the biggest problems for animals. The results we've achieved in the global arena are head-turning, and we intend to step it up further.

Just recently, Brazil has taken major steps to join the global movement to end the use of gestation crates, with the biggest private pork-producing company in Latin America committing to a phase-out and the government pledging support for producers who want to do the same. Brazil's action follows pledges to phase out the crates from Australia, Canada and India.

The European Union and India have not only banned cosmetics testing on animals, but also the sale of cosmetics tested on animals—no matter where the testing occurs. This locks out cosmetics companies still relying on cruel and outdated methods in markets with 1.7 billion people.

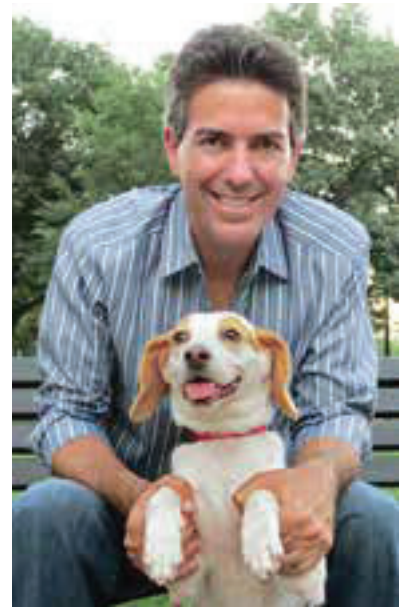
In Vietnam, we partnered with the government to launch a public awareness campaign that, with the help of women's groups and schoolchildren, reduced demand for rhino horn by nearly 40 percent in just one year. In China, we worked with local groups to drop demand for shark fin soup. One survey estimated an 82 percent decline in shark fin sales last year—a result that many would have considered impossible.

At the Sochi Winter Olympics in Russia, we rescued street dogs and opened a discussion about the proper treatment of these animals. We are already conducting innovative street dog programs in Bangladesh, Bhutan, India, the Philippines and Mauritius, and showing that poisoning or clubbing of street dogs is not only inhumane, but ineffective and unacceptable.

In China, as you'll read in this magazine, we are working with the fledgling animal protection movement there to halt the trade in dogs for meat. We've worked with advocates to intercept trucks jammed with dogs on their way to the butcher.

We are on the ground now in 20 countries, and we are making new gains every month. It's not as though we think the problems are settled in the United States. It's just that wherever we see a crisis for animals, we cannot turn away. We must rush in—we cannot be bystanders.

As we show resolve and take on cruelty in every dark corner in the world, we hope you'll show similar resolve in standing with us. Every life counts, and every action we take matters.



Wayne Pacelle with his adopted dog, Lily.

Wayne Pacelle

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