



# CHALLENGES FACING THE ANIMAL INDUSTRY

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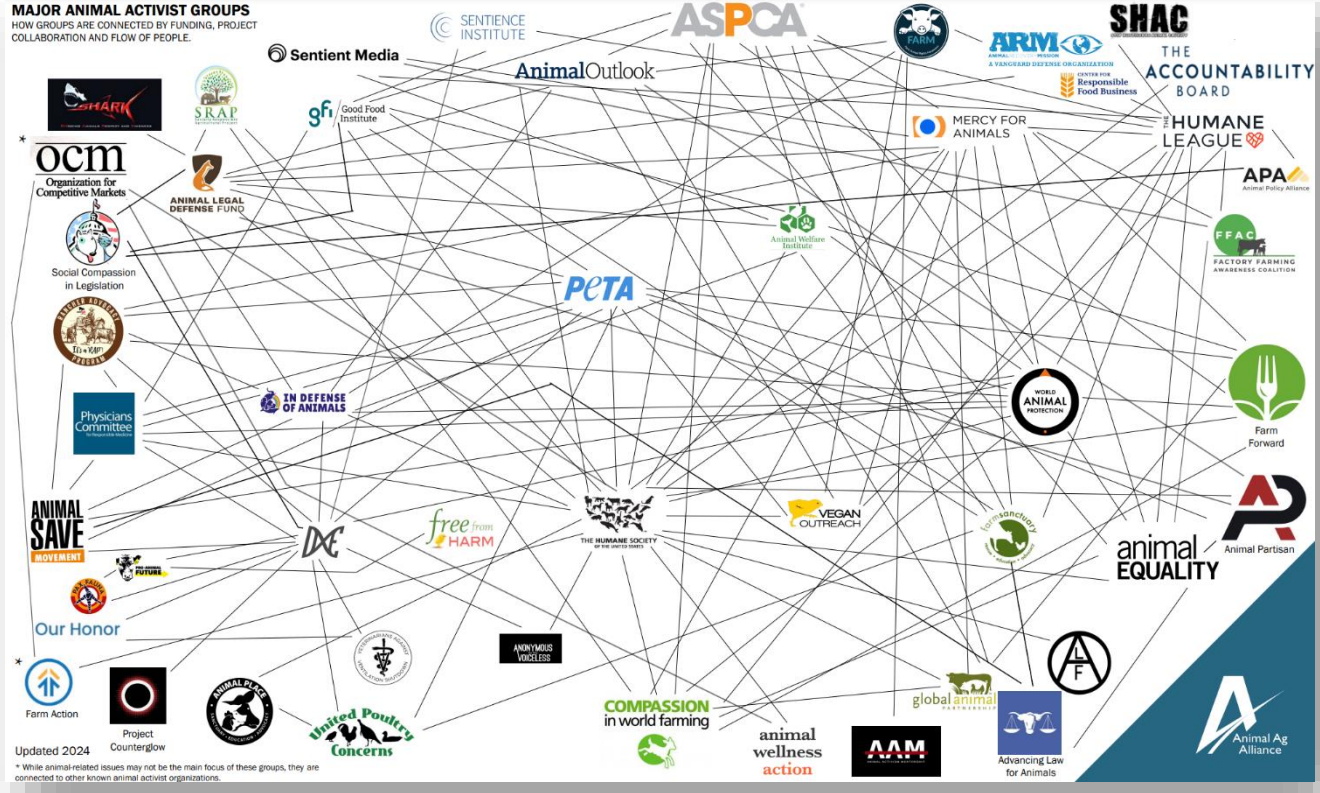


**WE SAFEGUARD THE FUTURE OF ANIMAL AGRICULTURE AND ITS  
VALUE TO SOCIETY BY BRIDGING THE COMMUNICATION GAP  
BETWEEN THE FARM AND FOOD COMMUNITIES.**



## CHALLENGES IMPACTING ANIMAL AG

# ANIMAL RIGHTS EXTREMISM



**\$800+  
 MILLION  
 INCOME,  
 ANNUALLY**

# GLOBAL SUSTAINABILITY CONVERSATIONS



Food and Agriculture Organization  
of the United Nations

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Statistics

## New FAO report maps pathways towards lower livestock emissions

Various mitigation options exist to reduce greenhouse gases while meeting increased demand for terrestrial animal-sourced foods



## What is the Food Systems Summit?

In 2021, UN Secretary-General António Guterres will convene a Food Systems Summit as part of the Decade of Action to achieve the Sustainable Development Goals (SDGs) by 2030. The Summit will launch bold new actions to deliver progress on all 17 SDGs, each of which relies to some degree on healthier, more sustainable and equitable food systems.

The Summit will awaken the world to the fact that we all must work together to transform the way the world produces, consumes and thinks about food. It is a summit for everyone everywhere – a people's summit. It is also a solutions summit that will require everyone to take action to transform the world's food systems.

Guided by five Action Tracks, the Summit will bring together key players from the worlds of science, business, policy, healthcare and academia, as well as farmers, indigenous people, youth organizations, consumer groups, environmental activists, and other key stakeholders. Before, during and after the Summit, these actors will come together to bring about tangible, positive changes to the world's food systems.



Shining Light on Farm & Food Policy  
for 20 Years.



Home » Opinion: What anti-meat activists have on the menu at COP29

## Opinion: What anti-meat activists have on the menu at COP29

Home → Learn & Discover → C40 Good Food Cities D...

## C40 Good Food Cities Declaration

14 cities commit to sustainable food policies that will help address  
the global climate emergency.

# ANIMAL AG AND PUBLIC HEALTH



Your 'Humane Meat' Is From a Factory Farm—and It's Killing Us

08/24/23 • COVID • BIG FOOD • VIEWS

## Next Pandemic Will Come From Meat, Harvard Study Predicts

Citing the World Health Organization's One Health Agenda, a new report from Harvard Law School and New York University predicts the next pandemic is likely to emerge from the U.S. meat supply — or the fur trade, or a petting zoo, or from pets.

By [Dr. Joseph Mercola](#)



## USDA Confirms Highly Pathogenic Avian Influenza in Dairy Herd in New Mexico

[Print](#)

Press Release

Contact: [APHIS@usda.gov](mailto:APHIS@usda.gov)

April 1, 2024 – The detection of highly pathogenic avian influenza (HPAI) in a dairy farm presumptive positive for HPAI.



GLOBAL PUBLIC HEALTH  
COST OF ANTIMICROBIAL  
RESISTANCE RELATED  
TO ANTIBIOTIC USE ON  
FACTORY FARMS





# “PLANT-BASED” DIETS AND ALTERNATIVES

IN THEATERS SEP 16



## The Game Changers

Fueled by the truth

The Game Changers is a new film executive produced by James Cameron, Arnold Schwarzenegger and Jackie Chan that documents the explosive rise of plant-based eating in professional sports, mixing real-time, groundbreaking science with cinematic stories of struggle and triumph. The film features some of the strongest, fastest and toughest athletes on the planet — and it's backed by them too — with additional EPs including Formula One champion Lewis Hamilton, top-ranked tennis player Novak Djokovic, and nine-time NBA All-Star Chris Paul.

Directed by Oscar-winner Louie Palleyok, The Game Changers follows the story of James Wilks — elite Special Forces trainer and winner of The Ultimate Fighter — as he travels the world on a quest for the truth about meat, protein, and strength. Showcasing elite athletes, special ops soldiers, and visionary scientists, Wilks' journey exposes outdated myths about food that not only affect human performance, but the health of the entire global population.

After the credits roll, stick around for our special After Show — hosted by master storyteller James Cameron — featuring never-before-seen footage including deleted scenes, extended interviews, and surprise guest appearances!

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Climate change / Clean energy

## Bill Gates: Rich nations should shift entirely to synthetic beef

Microsoft cofounder about his new book, the limits of tech breakthroughs and energy policies we need as our thinking on climate change has evolved.

February 14, 2021



WELLNESS

## U.S. Dietary Guidelines Poised for Bold Shift Toward Plant-Based Whole Foods

# RESTAURANT/RETAIL PRESSURE

Direct Action Everywhere: Protesters Call Out Chick-Fil-A for Claiming “Humane” Standards While Sourcing from Animal Abusing Foster Farms



Protesters including some painted to resemble bloody chickens outside of the Walnut Creek Chick-Fil-A on Feb. 25, 2023. Photo Credit: Direct Action Everywhere

## ‘Babe’ Actor James Cromwell Glues Himself To Starbucks Counter In Animal Rights Protest

By Tom Ipp May 10, 2022 2:16pm

The Business Benchmark on Farm Animal Welfare Report 2021



Nicky Amos, Dr Rory Sullivan, Basia Romanowicz and Dr Heleen van de Weerd

**BBFAW**  
Business Benchmark  
on Farm Animal Welfare

  
Animal Agriculture Alliance  
Connect | Engage | Protect



# ACTIVIST INVESTORS AND SHAREHOLDER RESOLUTIONS

Aug. 2, 2024, 2:00 AM PDT

## Shareholders Keep It Simple to Score Rare Climate Proxy Wins



**Clara Hudson**  
Reporter

- Ac
- Po

NOV 21, 2024

## Starbucks attempts to exclude shareholder proposal on cage-free eggs

By Ben Maiden

A new  
in the  
to se

From our sponsor

Humane Society seeking update on coffee company's 'commitment in China and Japan'

Meetyl

## Icahn Preps Proxy Fight at McDonald's Over Treatment of Pigs

*Icahn Preps Proxy Fight at McDonald's Over Treatment of Pigs*

Scott Deveau

17 Feb 2022, 06:01 PM IST

**ACTIVISTS SUBMITTED  
MORE THAN 40  
PROPOSALS TARGETING  
AG IN 2024, DOUBLE  
FROM 2023**

# BALLOT INITIATIVES AND LOCAL LEGISLATION

## U.S. Supreme Court Upholds Prop 12, Preserving Landmark Protections for Pigs, Chickens and Calves!

May 15, 2023



## Southern California city becomes first in nation to recognize legal rights of nonhuman animals

by: [Will Conybeare](#)  
Posted: Sep 27, 2023 / 04:55 PM PDT  
Updated: Sep 28, 2023 / 06:49 AM PDT

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## Berkeley passes first 'factory farm' ban in US

of the yes vote, garnering support from residents  
ave on livestock and the environment.



# LABOR CHALLENGES

## DxE conducts outreach demonstration aimed at Petaluma Poultry workers

On January 10, 2023, at least five activists associated with Direct Action Every Bay chapter (DxE SF Bay) conducted an outreach demonstration outside a Petaluma facility located in Sonoma County, California. The activists reportedly handed out burrs containing whistleblower options to the facility employees. DxE claimed facility employees told the activists of harsh working conditions at the facility, claiming "At first, workers

## New video shows animal living conditions at Fair Oaks Farms, more videos coming

Justin L. Mack, Vic Ryckaert and Kellie Hwang, Indianapolis Star | Published 9:48 a.m. ET June 12, 2019 | Updated 4:49 p.m. ET June 12, 2019



Miami-based animal welfare group Animal Recovery Mission released another video documenting animal abuse at Fair Oaks Farms. Mykal McEldowney, IndyStar

All Jobs > Undercover Investigator



### Undercover Investigator

Varies based on assignment • PETA



Apply

#### Job Type

Full-time

#### Description

##### Position Objective:

To use a variety of undercover investigative methods to conduct field investigations in PETA's focus areas, including the use of animals for food, clothing, experimentation, and entertainment

#### Location:

Varies based on assignment

#### Primary Responsibilities and Duties:

- Travel to different states and temporarily stay on location for various assignments for as long as necessary, sometimes several months at a time
- Conduct assigned short- and long-term field observations from beginning to end, including the following duties:
  - Prepare for and research assignments, as directed by the vice president
  - Visit and/or obtain employment in various industries that use animals

# OTHER ISSUES AND TRENDS

- Use of FOIA requests for information gathering
- Animal rights groups posing as “farmers” or farm “allies” to push anti-agriculture legislation
- Attempts to “disrupt” the supply chain
- Farm size/expansion restrictions
- Animal personhood – courtroom advocate programs, “Animal Bill of Rights”

# WHAT TO WATCH FOR IN 2025 (AND BEYOND)

- Litigation targeting large companies, especially around sustainability and animal welfare claims
- Increased shareholder activism
- Ongoing ballot campaigns and local level legislation
- Messaging/campaigns around nutrition, public health, climate



# SAVE THE DATE FOR THE 2025 STAKEHOLDERS SUMMIT!

- April 30 – May 2, 2025 | Arlington, VA
- Theme: Food for Thought – Dishing on Sustainability
  - Inspiration comes in countless forms. It's a thought. It's a conversation. It's a connection. It's a chain reaction. We never know how inspiration will hit, but we do know when ideas and perspectives are shared across the table, they don't just add, they multiply.
  - At the Animal Agriculture Alliance's 2025 Stakeholders Summit, hundreds of food chain partners will be dishing on the biggest topic in the industry – sustainability. With a dash of innovation and a heaping serving of collaboration, we can work together to shape the future of how we raise and distribute animal protein for generations to come. At the 2025 Summit, it's as simple as taking a seat at the table.



**LEARN MORE**



## REGISTRATION OPENS NEXT WEEK

# THANK YOU

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MEET THE REST OF OUR MIGHTY TEAM ONLINE AT  
[animalagalliance.org/#staff](https://animalagalliance.org/#staff)

