

Opposition commentary regarding HSUS

Egg Industry magazine:

- “The Humane Society of the United States is a formidable adversary for all of animal agriculture.”
– Terrence O’Keefe, editor of *Egg Industry* magazine, July 2013 edition (page 20).

Animal Agriculture Alliance:

- “HSUS is by far the most powerful animal rights organization in the country.” ([Source](#))
- “[HSUS and other animal protection] groups are winning. We’ve allowed that to happen as an industry.” ([Source](#))

Pork Magazine:

- “HSUS won’t go away; in fact it has gained strength. It has the formula down and will replicate its strategies within the pork sector as well as across the agriculture sector.” ([Source](#))
- “HSUS plays a masterful game.” ([Source](#))

Center for Consumer Freedom (a meat industry-funded organization paid to attack animal groups):

- “People used to think PETA was the big problem. The big problem today is the Humane Society [of the United States].” ([Source](#))

Genesis Genetics:

- “The HSUS is shrewd; they pick the production techniques that agriculture has difficulty defending. ...We are overmatched.” ([Source](#))

Cattle Network:

- “Fifteen years ago we were confronted by about 150 animal rights organizations, subject to infighting and competition. Today, the movement is defined by the Humane Society of the U.S. and its president, Wayne Pacelle.” ([Source](#))

Wes Jamison, professor of agricultural politics:

- “The HSUS is sophisticated and relentless in their dedication to defeat animal agriculture practices.” ([Source](#))
- “HSUS is clearly the nine-million-pound gorilla. They are powerful, sophisticated and rich and they are good at what they do. They are good at building the agenda, good at framing issues, they know how to talk about issues, which is why they are effective.” ([Source](#))

Missouri Farm Bureau:

- “These guys are good—we don’t like them, but they are good at what they do.” ([Source](#))

Food Chain Communications:

- “HSUS, while by no means the only critic of modern food production who has mastered the mixing of science, emotion and morality, has certainly turned it into a fine art form.” ([Source](#))

Meatingplace magazine:

- “The Humane Society of the United States is succeeding in its efforts to convince major U.S. pork producers to phase out the use of sow gestation stalls.” ([Source](#))
- “HSUS and its efforts are having an impact.” ([Source](#))
- “HSUS is kicking down crates left and right—not to mention doors.” ([Source](#))
- “Tapping into a source of influence is a move that HSUS has executed flawlessly.” ([Source](#))
- “In mid-February, the Humane Society of the United States had the last word in its long argument with the meat industry over the use of gestation crates...Actually, HSUS won the argument years ago.” ([Source](#))

The Western Producer:

- “The major challenges are coming from the Humane Society of the United States, with one case costing egg producers \$100,000 so far.” ([Source](#))

Nebraska Farm Bureau:

- “At the same time, through this and its more outrageous antics, it draws attention away from far more dangerous animal rights groups, such as the Humane Society of the United States. It is HSUS and its issues that truly deserve our attention, because of the threat they pose to our society. Laugh at PETA, but fear HSUS.” ([Source](#))

Steve Kopperud, animal agriculture industry lobbyist:

- “Animal agriculture’s greatest threat...is Wayne Pacelle, president and chief executive officer of The Humane Society of the United States.” ([Source](#))
- “[HSUS is a] cash cow. The worst, the biggest, and the baddest [of all animal groups].” ([Source](#))

Brian Calley, Lieutenant Governor of Michigan:

- “The Humane Society of the United States is one of the largest, richest and most powerful organizations in the country.” ([Source](#))

Michael Boccadoro, poultry industry lobbyist:

- “Of all the animal organizations, HSUS has the money and the political savvy to be problematic for my clients going forward. They are on another level. We are aware of it and are watching in terms of their actions.” ([Source](#))

Feedstuffs magazine:

- “As HSUS...gain momentum and credibility with food distributors and retailers, the pork industry seems to be stuck in a rut communicating the same way it always has hoping to magically end up on solid ground.” ([Source](#))
- “You should at least be aware of the items on the HSUS agenda, which is the most powerful animal rights lobbying organization in the world.” ([Source](#))
- “The Humane Society of the United States (HSUS) has been one of the most vocal, and certainly visible, antagonists of large livestock operations.” ([Source](#))

Agritalk:

- “HSUS has been able to convince these companies [McDonald’s, Burger King, etc.] that they are the ‘experts’ on animal welfare.” ([Source](#))

AgWired:

- “The gestation stall issue was a shadow hanging over the [World Pork] expo this year, just the latest in attacks against the pork industry totally led by HSUS.” ([Source](#))

BEEF magazine:

- “HSUS has the motive, the money and the momentum.” ([Source](#))
- “All [of HSUS’] legal talent has allowed HSUS to win about three dozen cases in the past seven years – cases that are setting new standards for the way ranchers are able to manage their livestock and produce food in the future.” ([Source](#))
- “HSUS isn’t PETA. You won’t see these folks standing naked on a street corner holding a lurid sign. No, these boys are much slicker.” ([Source](#))
- “One thing you have to give the Humane Society of the U.S. (HSUS) is that the organization is consistent. HSUS has made it clear – oppose us and you will pay a price.” ([Source](#))