

Why advocate for one of us but betray the other?



Who will speak out for those whose violent deaths are endorsed by the Humane Society of the United States, and by its supporters claiming to be animal advocates?

>> 50thousandpigs.org

Countless animals are **exploited and killed** on farms that HSUS and their meat industry partners promote as “**humane.**”

These individuals have been **abandoned to their tragic fate** — not just by HSUS, the nation’s largest animal “protection” organization, but by many activists and organizations **under their influence.**

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50,000 Reasons to Break the Silence

The Humane Society of the United States (HSUS) has a collaborative partnership with Whole Foods Market, one of the nation's largest meat retailers. Whole Foods' CEO sits on HSUS's Board of Directors, and HSUS's CEO sits on the Board of the Global Animal Partnership (GAP), an entity established by Whole Foods which claims to certify "humane" standards for animal products sold in Whole Foods' stores. Together, HSUS and Whole Foods promote the twisted idea that customers who buy GAP-certified products, and vegans who promote these products, are practicing animal advocacy.

Both HSUS and Whole Foods financially benefit from this Orwellian arrangement that cons well-intended vegans and animal advocates into betraying the animals and participating in industry co-option of their own movements.

Joe Maxwell, a senior executive with HSUS, has publicly bragged in front of an audience of farmers that the collaborative arrangement between HSUS and Whole Foods has increased his profits, **helping keep him in the business of exploiting and killing animals.** He and his business partners personally profit from the slaughter of 50,000 PIGS each year.

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50,000 PIGS... This is not an abstraction. These are feeling individuals who have been forced into existence so they can be sent to a premature and violent death.

50,000 PIGS... Each and every one of them cares about their life. Each trembles in fear as they are taken to be slaughtered. They cry out in pain as they are killed. One at a time. 50,000 times a year.

50,000 PIGS... The magnitude of this number is hard to grasp. If these individuals were standing single file, **the line to the slaughterhouse would stretch for over 28 miles.** If they were to be killed in sequence, it would mean the life of one pig would be taken every 11 minutes. 24 hours a day. For an entire year.

In other social justice causes, it would be considered outrageous and completely unacceptable to collaborate with, and to enrich, those who use and kill the very individuals the movement strives to protect. It would be unthinkable to give the perpetrators of injustice status and influence, to paint them as advocates for those whom they openly abuse and kill, to cloak them in the credibility of the cause itself.

Yet, in the animal advocacy "McMovement" cultivated by HSUS and Whole Foods — which has displaced authentic grassroots activism — this kind of hypocrisy has become an accepted norm. (See McMovement.org to learn more)

Turning a blind eye to industry collaboration is not animal rights work. It is not animal welfare work. It is not animal protection. It is not animal advocacy. It is not veganism.

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