

Fred's "get out to the public" article

Animal Activists are attacking everywhere! More breeders going out of business! Reduced attendance at breeders' conferences! Reduced membership in breeders' organizations! Animal activists' propaganda all over the news! More "puppy mill" dogs, cats and horses than ever before are being stolen by animal activists! Pet sale revenues down across the nation! And add to these "headlines" all the lies that are being told by animal activists and the future of the pet industry definitely looks bleak. These problems in the pet industry do not explain why there has been a growing desire for pets by the American public. To meet this growing need the sale of pet foods has skyrocketed along with the profits of those of the grain and feed companies producing them. Companies supplying all sorts of pet products have come into the market providing everything from designer bedding and collars to specialized nutritional supplements, shampoos & toys. The pet grooming business is booming with puppy spas and day cares popping up in all of the metropolitan areas of our nation. These facts prove that Americans love their pets and will do "almost" anything to make them happy.

So why the bleak look for the industry when American's love pets? This fact has not been lost on animal activist groups and individuals in the USA. It was only the next step for animal activists, under the guise of "animal welfare" to want to cash in on pet industry revenues. In an effort to expand their own ideology of "animal freedom at the expense of humans", animal activists hit upon the idea of blaming the pet breeder for all the problems of the industry. Animal activists have used the unethical and often criminal behavior of a comparatively few people to gain "sympathy" from the American public. This propaganda has helped to further their own self-righteous goals for money and control. Up until now law abiding and ethical pet breeders have gone about their business caring for their animals and making sales through a variety of outlets. But over the last few years, after succeeding initially in getting the USDA to regulate the industry, but failing to get a definitive national law passed that they liked, animal activists have joined forces to make their assaults at the state, county and local levels in every state in the USA.

And assault they have! They have flooded the media with their propaganda. They have **forced** a disgusting picture of animal cruelty onto every pet breeder in the nation, where only a very few were guilty. They have been painting this picture for many years, and the pet industry just ignored it because it was so preposterous, and because no one wants to see an animal abused, including those in the industry. Perhaps their motives were really good. So the false picture grew and expanded at will, and with it the public's outrage grew and expanded, and the animal activists only grew more brazen because of the success of their propaganda.

So what are some of the lies that are being believed by the public as a result of the animal activist propaganda?

1. All dog breeders are "puppy mills" which keep dogs in deplorable conditions.
2. All pets should be spayed or neutered.
3. No pet should ever be collared or leashed.
4. No one knows better than an animal activist how to care for unwanted animals.
5. There is a pet overpopulation in the USA.
6. There aren't enough laws to keep "puppy mills" from occurring. We need more laws.
7. It's alright to steal dogs from a breeder where unacceptable conditions may have occurred.
8. Pets have equal rights with humans and should be treated as children.
9. The American public loves pets and will never believe our true motives.

And the list goes on and on.....

The last lie (#9) is perhaps the most blatant. Although not officially expressed, it is fairly obvious that animal activists believe that their propaganda will always be taken at face value, and that a gullible public will never see through it. And at times, I often wonder if that might not be the case. But I believe that animal lovers come in all sizes, shapes and intensity in their animal love. I guess that's why there are more "rescue" groups than ever before that have pulled away from HSUS, PETA, SPCA, DDAL, FOA, ALDF, etc. because of their "non-animal welfare agendas". And there are more "no-kill" shelters that are discovering that there is an American public who doesn't want any animal killed, just because it's the wrong size, wrong sex, wrong breed, wrong age, or wrong anything. I believe that the American public not only loves pets, but they will see through the ulterior motives of animal activists. But first they have to learn about those outrageous motives. They have to see evidence of the actual agenda and lies that they have believed for far too long. The American public needs to learn the truth about the supposedly "humane societies and rescue groups". And the American public needs to learn that the real reason there are still animals in shelters is because of irresponsible pet owners.

Where will our American public find out the truth about the animal activists efforts and propaganda? The media certainly won't tell them. And animal activist groups like HSUS and PETA certainly won't confess to the fact that they euthanize more animals every year than any other "animal welfare" group in the USA, and do not operate one shelter themselves. And evidently most Hollywood types, like Ophra Winfrey, certainly won't tell the whole truth about a bogus "pet overpopulation problem". It's going to be up to us, who know the truth, to start telling it where it counts.

It's good to attend breeders' seminars, to talk & complain to each other about these issues. But "talking to the choir" will never solve the real problem. We must be about the business of informing, "reeducating" and "deprogramming" the American public who has fallen prey to the animal activists propaganda. But we must employ new approaches and develop effective strategies if we are to get our message out.

Just like our American public, pet industry professionals come in all sizes, professions, etc. Some are breeders, some work with feed companies, some represent canine registries, some produce nutritional supplements, some build pet carriers and other equipment. We have lots of agree on, and lots that we disagree on as well. But the one thing we must all agree on is that unless we take immediate action, we will lose our rights to operate kennels and lose those businesses associated with the pet industry. If we are to survive we must actively begin to work together with our time and resources, using new and inventive strategies to inform our American public of the truth and regain their trust. It's time to begin a new era in the pet industry, and it must begin with US!

Some say that it's already too late. But I say it's never too late to work toward an honorable goal. And I say that exposing the lies and treachery of the animal activists is an honorable goal. I say that defending an honorable profession is an honorable goal. And I say that in fighting to defend that profession and regain our American public, we are actually defending those innocent animals that will fall prey to the anti-animal welfare assailants, if we fail. And I say we won't fail!

I challenge all canine, feline and other animal registries. I challenge all rice, corn and grain companies that supply materials used in pet foods. I challenge all animal brokerages. I challenge all animal and pet magazine publishers. I challenge all animal breeders and breeders' organizations. I challenge all those who provide or produce pet supplies of any kind.

I challenge all of the pet industry to rethink our strategies. I challenge you to refocus your attention on a misinformed public who has been duped for years into believing animal activist propaganda. I challenge you to use your advertising dollars to take our message to the public in new ways. County fairs, state fairs, agricultural fairs, national livestock fairs, agricultural exhibits, auto and other recreational events. These are just a few examples of gatherings that have a public presence at which we should be getting our message out. I challenge you to use every public event as a chance to expose the public to the lies of the activists, but also to the truths about the industry and the breeders who supply these pets.

Remember, if the pet breeders go down at the hands of the activists, so will all the associated businesses. By working together to REEDUCATE THE AMERICAN PUBLIC, we will win this war. And it's really a war.