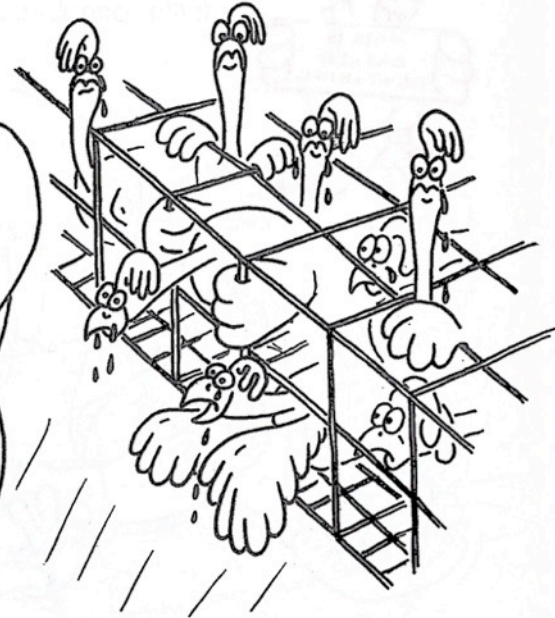


**Oppressor Minds & Mechanisms  
that Can Dishearten &  
Disempower Animal Advocates:  
What We – and the Animals –  
Are Up Against**

By Karen Davis, PhD, President of United Poultry Concerns

*Illustration by  
Nigel Burroughs*

# **It's All About the Money – and Much More**



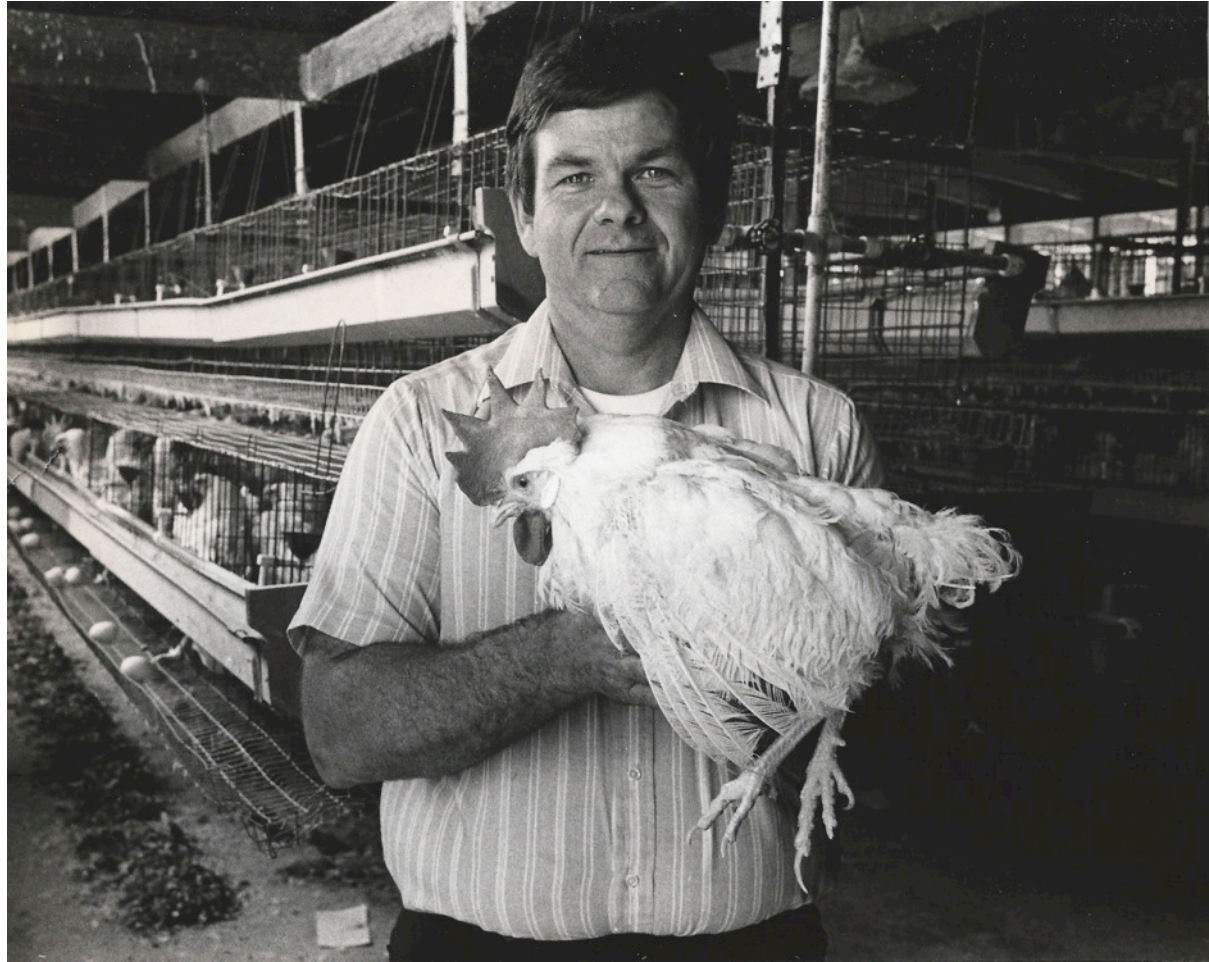
# **I. Human Subjugation of All Other Animal Species is Biblically Ordained.**

**“God gave us these  
animals to establish  
dominion over and fill  
with fear and dread”**



*Photo by Jacques Boyer, March  
1930 National Geographic*

## II. Reduction of Other Animals to “Behaving Organisms”





**III. Absorption of  
Living Creatures  
into a Utilitarian  
Lexicon of  
Products, Objects &  
Cynical  
Sentimentality**



# IV. Rhetorical Transmutation of Oppressor *Use* to Animal Ontology – from this is how we *use* them to “this is who they *are*.”

*Photo by Maitry Ryabinova*



*Photo by Mercy For Animals*



**V. Other Animal Species  
Benefit From and Are  
Happy Being  
“Domesticated.”**

**Animals are grateful to  
be elevated to a “higher  
purpose” in being  
sacrificed for humans.**



*Photo by Carol Guzy*



LZ  
L006720.2

SEE BACK PANEL

natural source of  
**OMEGA-3**

NET WT  
5 OZ (142g)



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ALBACORE TUNA

**IN WATER**



**VI. Animals are a mere “byproduct” of the human activity for which they suffer and die.**



**Conclusion: If you want to abuse an animal and maintain a clean conscience about it, you will invoke arguments along one or more of these lines: the slave/animal doesn't feel, doesn't care, is complicit, is "incidental," is an illusion, is happy. You will say things like: "God gave us these animals to use." "Humans are at the top of the food chain." "We treat these animals humanely."**

# **Mechanisms Employed to Downgrade Animal Activists**



# I. The Whole Global System of Animal Exploitation



*Photo by Rob Ostermaier,  
Gazette Newspapers (Maryland)*

## **II. Blistering agribusiness rhetoric designed to silence objections:**

**“How the hell can you compare  
the feelings of a hen with those  
of a human being?”**

# Milk those cows for all they're worth

In one of my recent columns, I pointed out that in 2002, the Food & Agriculture Organization (FAO), a division within the U.N., stated that in the next 50 years the world population would require 100% more food and that 70% of this increase must come from efficiency improving technology.

According to FAO, 20% of the increase will come from new farmland and 10% from more intensive cropping. The remaining 70% has to come from safe, efficient technologies and by collaboration across the entire global food chain to meet this increasing demand and prevent social unrest.

I also pointed out that there are technophobes that go to bed each night with full bellies that do not want to face this reality.

Why this huge increase in food, you might ask?

The world's population will grow from 6.8 billion today to 9 billion in 2050. There are 200,000 new mouths to feed every single day — 7,000 per day in the U.S. alone.

The middle class is growing and will demand more sources of protein and dairy products.

To emphasize my point (and that of FAO), let's take a closer look at China and the U.S. dairy industry.

In addition to having the world's largest population and a quickly growing

## Viewpoint

with  
**RICHARD  
RAYMOND\***



(RDI) for milk. The RDI went from 100 g per day to 300 g per day. This compares with the current U.S. RDI of 706 g per day.

With existing Chinese dairy production practices, the new RDI for China's population will require an additional 65 million dairy cows and bulls. There is simply not enough land, water and feed in China to accommodate that kind of herd expansion.

With full utilization of modern production practices that number could be reduced to 23 million additional dairy animals. Another option is that China could increase the amount it imports from countries with a surplus supply.

Whenever I mention the need for increased technology, some begin to think antibiotics, hormones, cramped living quarters, etc. So let's look at some technologies introduced into the U.S. dairy industry over the last 80 years and the results of these technologies.

First of all, in 1932, the average U.S. dairy cow produced 4,000 lb. of milk per year. In 2012, that number is approximately 21,000 lb. of milk per year.

That is more than a five-



from 4,000 lb. per cow per year in 1932 to the 21,000 lb. figure in 2012. No single technology caused a huge jump in production.

Some approximate dates for the implementation of significant technologies that have been critical to the history of U.S. milk production include:

cows:  
1963: Freestall housing;  
1965: National genetic evaluations;  
1973: Total mixed rations and milking three times daily;  
1976: Ionophores approved for growing heifers;  
1978: Reproductive hormones introduced;  
1981: On-farm

milking, and then he repeated the same activity every evening. It really was not very efficient and not very productive, but it was what he knew how to do, and he loved it. And we drank his raw, whole milk when we visited the farm.

I don't think anyone really believes that we can go back

# III. Soothing agribusiness rhetoric designed to silence objections





Help Us, Please. We Belong  
in A Green World.  
Not These Metal Cages.



**IV. “YOU are EMOTIONAL.**

**YOU are ANTHROPOMORPHIC.**

**WE are ‘SCIENCE-BASED.’”**

# V. “WE protect animals from predators and other perils of living in the wild.”



Megan Rieley looks over the current flock of 90,000—about two days away from market—that stretches as far as the eye can see in the family's three chicken houses.

*Photo by David Harp*



# Agribusiness Coalition Opposes Fire Safety Controls in Animal Confinement Facilities



*500,000 Chickens Killed in Egg Farm Fire.  
Roggen, Colorado. April 30, 2012. Courtesy of [KDVR.com](http://KDVR.com)*

***Despite thousands of years of domestication, chickens are essentially the wild jungle fowl of their ancestry, with the same cravings for lush soil, trees, and activities suited to the tropical forests they originated in.***

*UPC Sanctuary hens rescued from battery cages. Photo by Susan Rayfield*



# Karen Davis with UPC Sanctuary Chickens

*Photo by Frank Johnston, The Washington Post*





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[www.upc-online.org](http://www.upc-online.org)

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