

## Read Between The Lines Of Both Radical Islam And HSUS

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I watched a news report recently on which a radical imam from Britain defended jihad and groups like ISIS and the terrorists who kill innocent civilians. He obviously knew he wouldn't be well received by the host and viewing audience, and he tried to obscure his hate. Eventually, however, it bled through; he truly believes we are all infidels and should be killed.

While you might abhor such a world view as his, you can't afford to ignore it. When he said he wanted to destroy America, he meant it. Still, it's just human nature to believe that such [radical ideas](#) and statements can't be real. Unfortunately, recent events demonstrate how very real they are.

On a similar note, Wayne Pacelle, the president and CEO of [The Humane Society of the United States](#) (HSUS), has made his intentions clear, too. He's politically astute enough to say it in a way that's more politically palatable; he couches HSUS attacks on animal agriculture as a battle against so-called factory farming.

You have to listen carefully but he is very clear that HSUS intends "to transform agriculture and the way consumers think about and consume food." I translate that as meaning no animal production, though I think he's willing to accept a much smaller industry as an interim step. [HSUS](#) argues livestock production isn't environmentally sustainable, and is immoral and inhumane, and blames factory farming for contributing to nearly every ill in America.

The terrorists are dangerous no doubt, but they tend toward a naiveté that almost ensures their ultimate defeat. HSUS, on the other hand, is extremely sophisticated in its attacks. HSUS attacks on many fronts. It uses legislation and public policy where possible; the [judicial system](#) to sue people into submission; has a huge public relations machine to blackmail businesses to fall in line; and effectively wields the ballot initiative to circumvent the legislative and judicial branches when those avenues fail them.

HSUS advocates for [vegetarianism](#) and works to shape general public opinion using a well-coordinated and planned effort. The organization also takes a long view, acknowledging that while changing the opinions of mature Americans might not be possible, children are fertile ground for indoctrination.

Being one of the biggest players in what has become a multi-billion dollar activist industry, the top HSUS priority will likely always be to increase funding. And in this regard, no person has been more effective than Pacelle. It's ironic that most who donate don't understand what programs [their dollars support](#) or how they'll be used.

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Our industry will never have the dollars of [HSUS and the other activist groups](#), but our biggest advantage may be that these groups are committed to the slow demise of our industry. They need a significant industry to oppose in order to keep the dollars flowing in.

Perhaps no tactic has been more effective for HSUS than its efforts to appear to partner with agriculture. As Pacelle says, "The kind of change we are seeking won't happen overnight."

But like the words of terrorists, we should pay attention to the words of HSUS. It is committed to our destruction; and while politically astute, the group is also unapologetic.

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