



ACTIVIST TOOLKIT

[#SaveTheAnimalsSaveTheEarth](#)

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WELCOME LETTER

Dear fellow grassroots activist with the tenacity and willingness to change the world:

Thank you for considering a key role in this most urgent campaign! We have a narrow window of opportunity to save the world's wildlife and oceans. We're now losing up to 200 species everyday- it's the greatest crisis in the history of the animal welfare movement- and none of us are talking about it. That's where you come in.

Your efforts are going to help build the case to animal protection and rescue organizations that we animal lovers and animal rescuers must lead the fight against the forces of mass species extinction.

Meat and dairy consumers are the #1 cause of global deforestation, rainforest depletion and climate change- and those are the leading contributors to this mass extinction crisis.

Scientists say the single most effective change we can make to mitigate this crisis is the transition to a vegan diet. Of course, we cannot depend on government or industry to promote this change. It's on us who care for the animals and the Earth.

We believe the most efficient and effective way to get this urgent conversation started is to encourage animal welfare groups across the country to adopt a public vegan policy. This doesn't mean everyone has to go vegan overnight. It just means that (1) the organization is publicly acknowledging the crisis of mass species extinction, and (2) promoting the single most effective, accessible solution, which is the transition a vegan diet.

In this packet, you will find a variety of tools to directly engage animal welfare organizations in this conversation.

This Activist Toolkit contains:

1. . A copy of our **Change.org Petition** to AWOs asking them to adopt a vegan policy.
2. A sample **Email Template** to send to AWOs about the Campaign challenge;
3. **FAQs, a handy Fact Sheet, and a Case Statement** from Brother Wolf's Executive Director, Paul Berry regarding campaign case claims. This will help you address any questions or concerns you might encounter regarding animal agriculture being the leading driver of climate change and mass species extinction.

There is also an associated **Organizational Vegan Policy Starter Kit** with a summary of peer-reviewed scientific research in support of veganism as the single most effect strategy for mitigating climate change and mass species extinction; a sample board resolution for instituting a vegan policy; a sample policy statement for their employees/employee handbook; and a sample press release to get the word out to their public. Please attach this associated starter kit to your communications with organizations about our campaign.

Don't forget to [sign the petition](#) and join our *#SaveTheAnimalsSaveTheEarth* Activists' [Facebook group](#) to connect with others and help to push our petition forward!

Thanks again for choosing to take part in the Save the Animals, Save the Earth campaign! By connecting with your local animal welfare and rescue groups and asking them to adopt a public vegan policy for their organizations, you are making a stand for all animals and the Earth!

With great respect and in warm solidarity,

The Brother Wolf Animal Rescue Staff



PETITION SUMMARY

Tell Animal Rescue Groups: Adopt a Vegan Policy for the Animals and the Earth

It's the greatest crisis in the history of the animal welfare movement. And none of us are talking about it.

A mass extinction of species is now underway- up to 200 species are going extinct every day. Scientists are calling it the Sixth Great Mass Extinction of Species on Earth. And it's being caused by us...

It's happening fast. Unlike mass extinction events of the past, which have taken tens of thousands to millions of years, this mass extinction is happening in just decades. According to scientists, we have 10-20 years at most to create meaningful change, or we may be in a fatal "runaway" scenario.

Animal lovers, animal rescuers, and nonprofits organized for animal welfare- together, we have the power to forestall this mass extinction event, but we must act now.

The primary drivers of this mass extinction of species are global deforestation, rainforest depletion, and climate change. As it turns out, the #1 cause of global deforestation, rainforest depletion, and climate change is global animal agriculture. And the sole basis for animal agriculture is meat and dairy consumers.

Industry experts are predicting that meat and dairy consumption will increase 135% by the year 2050. Of course, that is beyond unsustainable. But it makes meat and dairy consumers our single greatest hope for change.

In the face of this urgent crisis, we at Brother Wolf Animal Rescue in Asheville, NC, are challenging our fellow animal rescue groups across the country to take what we think is a very reasonable action: adopt a public vegan policy for their organization.

A public vegan policy doesn't mean everyone has to go vegan overnight. Rather, it's a powerful, symbolic act that presents a unique opportunity for animal rescuers to start this urgent conversation with their colleagues, supporters, and public about the impacts of meat and dairy consumption on this crisis of mass species extinction.

Adopting a vegan policy is easy. In it's simplest form, a vegan policy means that organizations choose not to serve animal products at any events, fundraisers, and functions. On our Facebook page for this petition, we have a downloadable Quick-Start kit with easy templates for creating a board resolution, employee policy, public announcement, and FAQs.

For most animal rescuers, our work for the animals is a way of life for us. We strive to be a force of uncompromised compassion for the animals we work to protect. Animal rescuers can be fearless advocates, and that's why we are calling on fellow animal welfare organizations to step up and lead at this crucial time in our history.

On behalf of the tens of thousands of wildlife species now facing imminent extinction; for the over one trillion fish, cows, pigs, chickens, turkeys and other farmed animals subjected to unimaginable cruelty and exploitation every year; for this next generation of humans who will inherit a world in chaos due to burgeoning climate change- the transition to a vegan diet is the single greatest act an individual can take to make an immediate impact on these crises.

Please take action. Sign and share this petition to challenge animal welfare groups across the country to adopt a vegan policy. Then go to the public Facebook group for this petition, "Save the Animals, Save the Earth," and learn how you can get involved in this important campaign for the animals and the Earth.

Thank you for your consideration of this most urgent initiative.

SAMPLE E-MAIL TEMPLATE

For Activists to deliver to Animal Welfare Organizations:

To the animal rescuers, animal lovers, and leadership of [insert name of organization],

I'm writing to alert you about a massive catastrophe for animals happening right now- it's easily the most urgent crisis in the history of the animal welfare movement.

A mass extinction of species is now underway- up to 200 species are going extinct every day. And none of us in animal welfare are talking about it.

I'm asking you to stand with other organizations across the country to help bring awareness and take immediate action at this most crucial moment for the animals.

Scientists are calling it the Sixth Great Mass Extinction of Species on Earth. And it's happening fast. Unlike mass extinction events of the past, which have taken tens of thousands to millions of years, this mass extinction is happening in just decades.

According to scientists, we have 10-20 years, at most, to create meaningful change, or we may be in a fatal "runaway" scenario- and then it will be too late.

If enough animal lovers and animal welfare leaders will step up and lead to rally their colleagues and supporters, we have the power to forestall this catastrophe, but we must act now.

The primary drivers of this mass extinction of species are global deforestation, rainforest depletion, and climate change. As it turns out, the #1 cause of global deforestation, rainforest depletion, and climate change is global animal agriculture. And the sole basis for animal agriculture is meat and dairy consumers.

(There's an attachment at the end of this email for the background science on all of this- the evidence is overwhelming.)

Industry experts are predicting that meat and dairy consumption will increase 135% by the year 2050. As experts warn us, that is beyond unsustainable. But it means that meat and dairy consumers are our single greatest hope to mitigate this crisis.

In the face of this impending disaster, I'm asking you to lead your organization in taking a simple, vital action: adopt a public vegan policy for your organization. Then, help spread this urgent message by sharing the news of your new policy with your supporters and public.

A public vegan policy doesn't mean everyone has to go vegan overnight. Rather, it's a powerful, symbolic act that presents a unique opportunity for leaders to start this urgent conversation with their colleagues, supporters, and public about the impacts of meat and dairy consumption on this crisis of mass species extinction.

Adopting a vegan policy is easy. In it's simplest form, a vegan policy means that organizations choose not to serve animal products at any events, fundraisers, and functions. Attached to this email is a Quick-Start kit with easy templates for creating a board resolution, employee policy, public announcement, and FAQs.

For most animal rescuers, our work for the animals is a way of life for us. We strive to be a force of uncompromised compassion for the animals we work to protect. Animal rescuers can be fearless advocates, and that's why I'm hoping your organization will step up and lead at this crucial time in our history.

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On behalf of the tens of thousands of wildlife species now facing imminent extinction; for the over one trillion fish, cows, pigs, chickens, turkeys and other farmed animals subjected to unimaginable cruelty and exploitation every year; for this next generation of humans who will inherit a world in chaos due to burgeoning climate change- the transition to a vegan diet is the single greatest action an individual can take.

That's why I'm forwarding this petition, signed by concerned citizens that want [organization name] and fellow animal rescue groups across the country to adopt vegan policies.

At this moment in history, the single greatest action we animal lovers must take is to help lead our movement through this evolutionary leap in vegan advocacy. If we fail to lead now, we risk all the progress that human society has ever made for the animals. It's exactly that urgent.

Other animal welfare organizations have already adopted a public vegan policy. They were warned by some that such action might brand them 'alarmists,' or that they might lose donors. These groups report that the opposite has happened- that staff and supporters see such a policy as a logical extension of their values, and that they've even won over new donors!

Given the scope and urgency of this mass extinction crisis, your action to adopt a public vegan policy will be the single greatest contribution your organization will ever make for the animals. I urge you- lead with our hearts and also pay close attention to what scientists all over the world are warning us about today.

Time is of essence. Please take this action now. If you have any questions or need more information, please write me back. At the very least, please let me know if you intend to lead your organization in establishing a vegan policy.

Attached to this email you'll find a document with a summary of peer-reviewed scientific research that supports the claims above, a sample board resolution, a sample policy statement for your employee handbook, and a sample press release for your organization to get the word out to your public about the new policy.

I hope that you will take action during this very critical time in human history. The animals, our planet, and our future depend on it.

To a bright and sustainable future,
[your name]

If claims related to species extinction, climate change or veganism are challenged, it's important to respond with factual evidence and a calm, respectful demeanor.

This document is intended to aid in the conversations and interactions you will conduct with those interested in and/or questioning the Save the Animals, Save the Earth petition that encourages animal rescue and welfare organizations to adopt vegan policies in the face of global warming and mass species extinction.

Below are several questions we're anticipating, and our responses. As always, if you have any issues or questions throughout the course of the campaign, you can reach out to your fellow activists or directly message our support team [via the campaign Facebook page](#).

Frequently Asked Questions (FAQs):

1. *Don't we need to eat animals to be healthy?*

There is no scientific evidence to support the claim that human beings need to eat other animals in order to be healthy. Humans can meet all of their nutritional needs with a vegan diet. According to the American Dietetic Association, "appropriately planned vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. Well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes."

There are some who may claim that certain human beings require animal products depending on blood type or other physical and physiological differences, but there is no scientific evidence to support such claims. To quote nutritional epidemiologist Micaela Karlsen, "Human beings are one species; we are all the same animal, with the same digestive physiology. And, as is true of all species, we do not require personalized nutritional programs unless we are dealing with a specific disease or some other very unusual condition... Where nutrition is concerned, it's helpful to ask yourself, "Where in nature can I find an example of this?" And in this example of a very wide variation of nutrient intake, the answer is "nowhere."

2. *Isn't "local" meat, "grass-fed beef" or medium to small scale animal agriculture more sustainable than "factory farmed" meat and dairy?*

Actually, no. Grass-fed beef is even less sustainable than factory farming, as grass-fed cows require more land and resources. See this recent United Nations study.

It's a widely accepted fact that farmed animals require more food than they produce. The level of resource consumption, waste production, and greenhouse gas impact per unit of animal products created is going to be in the same catastrophic range regardless of whether an animal is raised in a factory farm or in a pasture.

Simply put, growing vegetables requires far less resources than growing mammals. To suggest that any meat-based diet is lower impact than the choice to eat predominantly locally, organically grown plant-foods is simply incorrect. It is not just factory farmed animals, but all farmed animals, that contribute to land and water consumption and degradation.

3. *Don't we need animal manure to grow food?*

Vegetables, grains, fruits, and mushrooms can be grown without any animal inputs such as manure, bone, blood, or scales. Nitrogen and other vital nutrients can be obtained by utilizing "veganic" growing techniques that employ

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processes such as composting, green manure, and mulching. Veganic agriculture is the lowest impact, most environmentally responsible method of farming. You can learn more about veganic agriculture [here](#).

4. *Don't we need animals to build topsoil?*

There are some who claim we need livestock to build healthy topsoil. Most folks making these claims site Allan Savory's argument that we need to increase the amount of grazing domesticated animals in order to rehabilitate eroded lands. Savory is a man who virtually stands alone in the scientific community by claiming that adding MORE domesticated animals to deforested and desertified land will somehow rehabilitate land!

It's quite clear that deforestation and desertification are happening almost single-handedly BECAUSE of animal agriculture. Dr. Richard Oppenlander, author of *Food Choice and Sustainability: Why Buying Local, Eating Less Meat, and Taking Baby Steps Won't Work*, published an excellent article debunking Savory's arguments. It can be read [here](#).

5. *Shouldn't we be worrying about nuclear energy, other dirty energy forms, and the transportation sector before worrying about animal agriculture?*

According to a 2009 WorldWatch Institute report, animal agriculture is responsible for emitting 51% of all greenhouse gasses. This places animal agriculture at the top of the list in terms of addressing concerns and making steps towards reversing climate change. This isn't to say that other contributors to global warming and mass species extinction aren't important.

However, the transition to a vegan diet achieves immediate gains by reducing methane gas emissions from farmed animals, and long-term gains by freeing up land now used for grazing and feed-crops to be reforested for long-term sequestration of CO₂.

FACT SHEET

Save the Animals, Save the Earth: The Case for Urgent Transition to a Vegan Diet

A mass extinction of species is now underway- up to 200 species are going extinct every day.

[Gerardo Ceballos et al., Proc Natl Acad Sci U S A, 2017]

According to WWF Living Planet Index (LPI) data projections, world wildlife population decline of the LPI approaches 90% by 2025.

[WWF. 2016. Living Planet Report 2016]

The primary drivers of this mass extinction of species are global deforestation, rainforest depletion, and climate change.

[Gerardo Ceballos et al., Proc Natl Acad Sci U S A, 2017]

The leading cause of global deforestation and rainforest depletion is global animal agriculture.

[Smith, Bustamante, IPCC AR5 Ch. 11 AFOLU 2009]

In a 20-year timeframe, the leading cause of global greenhouse emissions and climate change is global animal agriculture.

[Goodland, R. & Anhang, J. World Watch 22, 10-19 (2009)]

Animal Agriculture Industry experts are predicting that meat and dairy consumption will increase 135% by the year 2050.

[Thomas E. Elam, Center for Global Food Issues, 2005]

The transition to a vegan diet is the single most effective change we can make to forestall the dual crises of mass species extinction and climate change.

[Rao; Jain, University of Illinois; AGU 2015]

"A well-planned vegan diet is appropriate for all stages of the life-cycle including during pregnancy, lactation, infancy, childhood, and adolescence."

[J Am Diet Assoc. 2009 Jul;109(7):1266-82.]

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**The Case for
Urgent Transition to
Organizational Vegan Policy**



Greenhouse Gas (GHG) Sequestration

In terms of GWP, CO₂ is the weakest GHG of the big three, but it has the longest lifetime in the atmosphere. By volume, CO₂ is also the #1 GHG pollutant, making up about 80% of total annual GHG emissions caused by human activity. So popular political debate about specific GHG emissions is focused primarily on CO₂ emissions.

But GHG emissions including CO₂ emissions are just half the story. **Equally important in the climate change system is GHG Sequestration**, also referred to as Carbon Sequestration.

Carbon Sequestration is the process whereby CO₂ is removed from the atmosphere by the natural ongoing Carbon Cycle of the Earth.

The Carbon Cycle transforms carbon compounds through various natural processes- some of these processes put carbon into the atmosphere and some take it out (see figure at right).

For example, forests use photosynthesis to convert vast amounts of CO₂ into energy for growth. The oceans absorb vast amounts of CO₂ through the natural process of ocean acidification. In healthy soils, vast amounts of carbon are absorbed by minerals and bacteria in the soil.

Forests, oceans and soils are referred to as natural “carbon sinks” because in natural conditions, their net contribution to the carbon cycle is to sequester (or store) more carbon than they produce. Conversely, mammals like humans and cows store carbon in their bodies, but produce much more through respiration of CO₂, lifestyle impacts, and waste, etc.

To appreciate the vast potential of carbon sequestration by these natural carbon sinks, consider the findings of the 2015 research paper¹⁵, “The Lifestyle Carbon Dividend: Assessment of the Carbon Sequestration Potential of Grasslands and Pasturelands Reverted to Native Forests.” co-authored by Drs. Sailesh Rao and Atul Jain. Dr. Jain is a land carbon expert and a principal contributor to the Intergovernmental Panel on Climate Change (IPCC)¹⁶. Dr. Jain is also the originator of the Integrated Science Assessment Model (ISAM), which calculates carbon



sources and sinks due to land use change activities, such as reforestation (restoring deforested lands to original forest).

The researchers used ISAM to calculate the carbon sequestration potential of lands that were once native forest and are now being used for livestock production (including lands for livestock grazing and growing livestock feed). Their research revealed that if just 41% of such lands were reverted back to original forest, the new forests would sequester 265 GtC (gigatons of carbon). For reference, **that's more carbon sequestration potential than the entire estimated 240 GtC that humans have added to the atmosphere over the past 200 years!**

Similarly, a report on soil sequestration published in the journal *Nature*¹⁷ demonstrates that soils sequester more carbon (2,500 billion tons) than the atmosphere (800 billion tons) and all plant and animal life (560 billion tons) combined. But through soil degradation due to human activities¹⁸, the world's cultivated soils have lost about 70 percent of their original carbon, much of which has contributed to global CO2 emissions.

Another report¹⁹ determined that the restoration of soils that have been degraded by human activities (such as cattle grazing and mono-agriculture of feed crops) has the potential to sequester up to an additional 3 billion tons of carbon annually. This is roughly equivalent to sequestering an additional 11 billion tons of annual CO2 emissions, which could offset about one third of total annual global CO2 emissions from fossil fuels (~32 billion tons).

The massive losses in sequestration potential of the Earth's forests and soils since industrialization have greatly impacted the natural carbon cycle balance: as forests and soils have been depleted, the third major carbon sink, the oceans, has suffered the imbalance. Ocean acidification has increased exponentially. Recent research has determined that oceans are now 30% more acidic than pre-industrial levels²⁰ and now, ocean acidification is increasing at the fastest rates in history due to increased concentrations of CO2 in the atmosphere and warming ocean waters caused by Climate Change²¹.



Coral Reefs Dying Due to Ocean Acidification & Warming Waters;

The impacts of acidification and warming ocean waters due to climate change are most evident in the world's coral reefs. Coral reefs are considered the "rainforests of the oceans," supporting about 25% of all marine life. For the past three years, coral reefs around the world have suffered record [coral bleaching](#), following three decades of record high temperatures in ocean waters.

It's now clear that coral reefs cannot survive ocean acidification and warming waters brought about by climate change.

Over the past few years, the Great Barrier Reef in Australia has suffered its worst losses in recorded history where [about half of its coral has been killed](#) due to record warm waters. About 85% of the coral in the Christmas Island Reef in the Indian Ocean has died. Scientists report that the barrier reef in Florida, which is the only barrier reef in the continental U.S., has now suffered an “unprecedented” collapse. Scientists previously predicted that Florida’s reef wouldn’t start to die until around 2050. But recent analysis shows the process is already well under way.²²

Mass Species Extinction, Climate Change and Us

During our research into hurricanes and wildfires, it was this news about the impending collapse of coral reefs around the world that first alerted us to the mass extinction of species now underway.

The escalating intensity of hurricanes and wildfires that impacts our operations and mission, and this mass extinction event that threatens all life on Earth are primarily due to climate change. And climate change is primarily caused by human activities. As always, the burning question for us animal lovers and animal rescuers in the animal welfare movement is: what is the most significant impact we can make today to save the most animals whose lives now are most imperiled?

Mainstream political debate about climate change is confusing and convoluted- on both sides of the debate. The professional “climate deniers” who work for industries that are driving climate change have been successful over the past few decades in distracting from an authentic debate about the true urgency of this moment in history.

But the “climate activists,” who typically contend with these climate deniers in popular debate have contributed equally to the confusion and distraction. What’s going on?

Mainstream political debate about climate change is primarily focused on carbon dioxide (CO₂) emissions. We rarely hear any substantive debate about mitigating the other two major greenhouse gas (GHG) emissions, methane (CH₄) or nitrous oxide (NO₂), even though their global warming potential (GWP) is 80 to 170 times more potent than CO₂.

Nor do we ever hear substantive debate about the equally important massive losses in GHG sequestration potential of our forests and soils.



As highlighted above, the research of Drs. Rao and Jain proved that the reforestation of just under half the land now used for livestock production could sequester (draw) more CO₂ from the atmosphere than has been added by humans over the past 200 years.

The annual international Climate Change Conferences organized by the United Nations, and the Intergovernmental Panel on Climate Change (IPCC) that advises data on those conferences, focus almost exclusively on CO₂ emissions targets. Even Al Gore's popular documentary, "An Inconvenient Truth," focuses almost exclusively on CO₂ emissions from the energy sector. The other major GHGs and massive losses of carbon sequestration in forests and soils receive no serious mention.

The latest official goal of these international CO₂ targets is to keep global warming under 2 °C (3.6 °F) by 2100. And what is totally left out of the talks is that the **coral reefs and marine life, and most all wildlife populations on Earth are already proving they will not survive that goal- not even close.** Further, the continued, unabated increases in intensity and frequency of hurricanes and wildfires bring into question the prospects of our own survival.

That 2 °C goal was adjusted up from the original goal of 1.5 °C, because when scientists and policymakers could finally agree on the goal of 1.5 °C, the "popular consensus" was that we had time for action. The "popular consensus" got it wrong then, and they are wrong now.

Scientists and policymakers are wrong to avoid serious negotiations about immediate abatement to current GHG emissions which could help mitigate the mass extinction of species and these escalating natural disasters near term. It's deceptive, irresponsible and immoral.

Our Governments and Industry Have Failed Us

Of course, any sane, rational person would agree that global society needs to transition away from fossil fuels to renewable energies with utmost urgency. And savvy citizens know this debate is being intentionally stalled by the powerful fossil fuel industry to protect their profits.

But Al Gore's solar panels and windmills will not save our wildlife from the mass extinction event now underway, nor will they mitigate the catastrophic threats of intensifying hurricanes and wildfires through the end of the century. Even if renewable energies were fully deployed in 20 years, which is the generally accepted very-best-case scenario, the real "inconvenient truth" is that their impacts to mitigate CO₂ emissions would not be felt on Earth for a century or more. Scientists know this, policymakers know this, and Al Gore knows this, but no one will discuss it.

That's where we come in. Animal Welfare advocates and activists are not afraid of exposing ignorance and deception.



As activists, **it is our job– our moral imperative– to challenge “popular consensus” when it violates truth and threatens those we are organized to protect.**

The truth is we don't have till the end of the century to save our oceans and wildlife. According to trends in the LPI data mentioned above, we have 10 to 20 years at best.

The truth is that after 35+ years of climate change “talks” that have achieved nothing discernible to abate climate change, we must now accept that we cannot depend on our governments or industry to save us from ourselves.

The truth is we do have the immediate means to directly abate these crises if we unite now to ignite a consumer revolution among our constituents and colleagues.

As Drs. Rao and Jain demonstrated in their 2015 research on reforestation, if we reforest just 41% of the lands currently used for global livestock production, the new forests could sequester more CO₂ than has been emitted by humans over all of the past 200 years. And unlike solar panels and windmills, it won't take centuries: **80% of CO₂ sequestration from reforestation will happen within the first 20 years of new forest growth²³!**

Further, what is not immediately apparent in the research findings of Drs. Rao and Jain is that the means by which we consumers can force that reforestation scenario would also impact short term reductions in Methane (CH₄). As mentioned above in the primer on Climate Change, CH₄ is the gas that burns hottest, quickest: it dissipates from the atmosphere within only 10-14 years, but while there, it radiates up to 80 times more heat than CO₂. Therefore, immediate reductions in CH₄ emissions would be felt by Earth within 10 to 20 years.

Those are permanent impacts to long-term CO₂ emissions and short-term CH₄ emissions that are both well within our near-term reach. **No other proposals introduced in any of the official United Nations talks on climate change even come close to those gains.**

How We Save the Animals and the Earth

The leading cause of CH₄ emissions is livestock production. And the #1 way to reduce these emissions– and advance the case for reforestation– is to transition to a vegan diet that avoids all livestock products, especially beef and dairy. That's where the consumer revolution absolutely must come in.

Global animal agriculture is the leading cause of global deforestation and rainforest depletion²⁴. In a 20-year timeframe, animal agriculture is also the leading cause of climate change²⁵. And because global deforestation, rainforest depletion and climate change are the primary drivers of mass species extinction, that makes global animal agriculture the leading cause of this mass extinction crisis.



But the term “animal agriculture” is elusive, isn’t it? It’s actually the customers of animal agriculture who perpetuate that destruction. Therefore, **meat and dairy consumers are the #1 cause of the 6th Great Mass Extinction of Species now underway.**

In addition to causing this mass extinction crisis, meat and dairy consumers eat over one trillion fish, cows, chickens, turkeys, sheep, goats, and pigs every year- causing a literal hell of incomprehensible cruelty and suffering.

Those facts are the truth. They’re not meant to invoke anger, denial or despair, but clarity and hope for us in the work to save the animals and the Earth. Because meat and dairy consumers who take immediate action are **our single greatest hope** to save our wildlife and oceans, and end a litany of endless suffering

The meat and dairy industry projects 135% growth in consumer demand for meat by mid century²⁶. Current meat and dairy production is already way past unsustainable. And if methane emissions grow even by half that same rate over the next few decades, we will have surpassed any hope for meaningful climate change mitigation. Which makes meat and dairy consumers the single greatest threat to the future of all species, including us.

As animal advocates and activists, we have direct access to animal lovers across the country and world, particularly in the developed countries where most all the consumers of livestock production reside. Those of us in the business of animal welfare know that most all our constituents eat meat and dairy. Most all of these folks are likely as uninformed to the mass extinction of species underway as we have been. But, most all the folks who support our work for the animals will at least be receptive to and hopefully seriously consider our case for the animals, for humans, and the Earth.

We don’t all have to go vegan, and those who would, do not all have to go vegan overnight to effect the changes needed. But what we must do, at the very least, is unite around the core proposition that **the transition to a vegan diet is the single most effective personal action we can take to mitigate climate change, save our wildlife and oceans, and save our Earth.**

The First Step is to Lead

Our proposal is very simple: we challenge all nonprofits that are organized for the welfare of animals to, at the very least, adopt a public vegan policy for your organization, which prohibits meat and dairy products at all organizational functions. This new policy doesn’t mean everyone has to go vegan overnight; rather it’s a symbolic act that presents the opportunity for you to start this urgent conversation with your staff, volunteers, supporters, and public about the impacts of meat and dairy consumption on the dual crises of climate change and this mass extinction crisis now underway.



Especially if you are just focused on cat and dog rescue, this conversation with your supporters matters most. Four years ago, Brother Wolf adopted such a vegan policy for our organizational events. By and large, it was well received by our staff, volunteers and supporters as a natural, rational extension of our values, to extend our circle of compassion to all animals. It is fully consistent with our values as animal welfare advocates.

[We have launched a Change.org petition](#), where we are asking all those who care about this present crisis for the animals and the Earth to sign on and encourage all animal welfare organizations to adopt a public vegan policy and begin this urgent conversation with their public.

We have also started a public [Facebook group](#) that provides campaign fact sheets, a database of animal welfare organizations in the US, an activist tool kit for online activists to use in engagement with animal welfare groups on this campaign, and a starter kit for organizations to use for adopting a vegan policy and presenting it to their staff, volunteers and public.

We are engaging with other like-minded organizations, individuals, scientists, politicians and celebrities to promote this campaign to #SaveTheAnimalsSaveTheEarth. If you would like to bring ideas and opportunities for collaboration, please message the campaign team on our Facebook page.

After all our research the past several months, vetting data, assumptions, concerns and ideas, and in light of the very limited time we have left to take meaningful action on these crises, we are convinced we've got one good chance to change course, and this it.

For the animals and the Earth, thank you for your consideration of this most urgent initiative.

