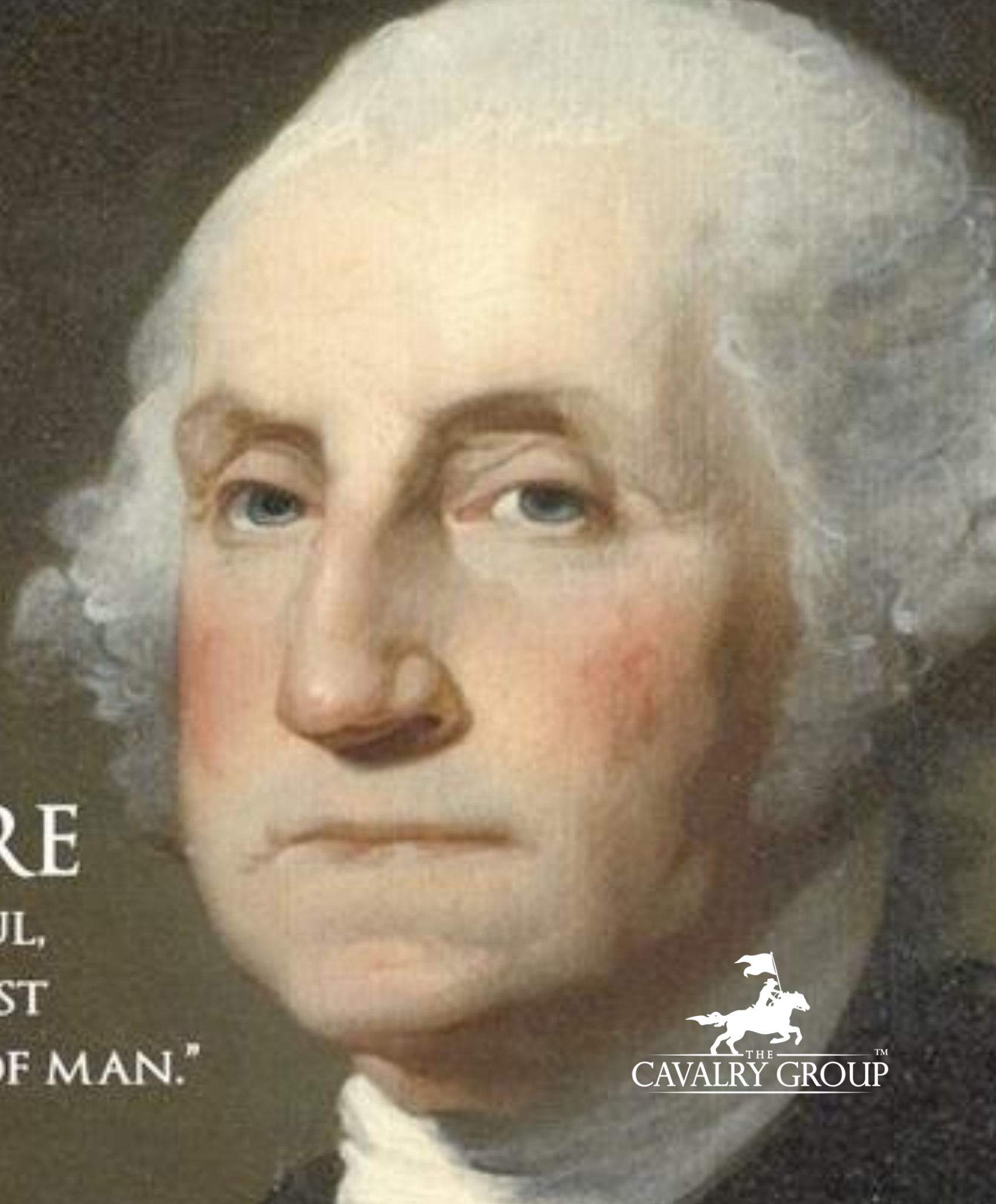




THE <sup>TM</sup>  
CAVALRY GROUP  
PROTECTING AND DEFENDING ANIMAL ENTERPRISE

# The Incremental Destruction of America's Food Producers



A detailed oil painting of George Washington, showing him from the chest up. He has white powdered hair, blue eyes, and a serious expression. He is wearing a dark coat with a white cravat.

“AGRICULTURE  
IS THE MOST HEALTHFUL,  
MOST USEFUL AND MOST  
NOBLE EMPLOYMENT OF MAN.”

-GEORGE WASHINGTON





Those who raise, breed,  
or work with animals are  
fighting for their very  
existence.



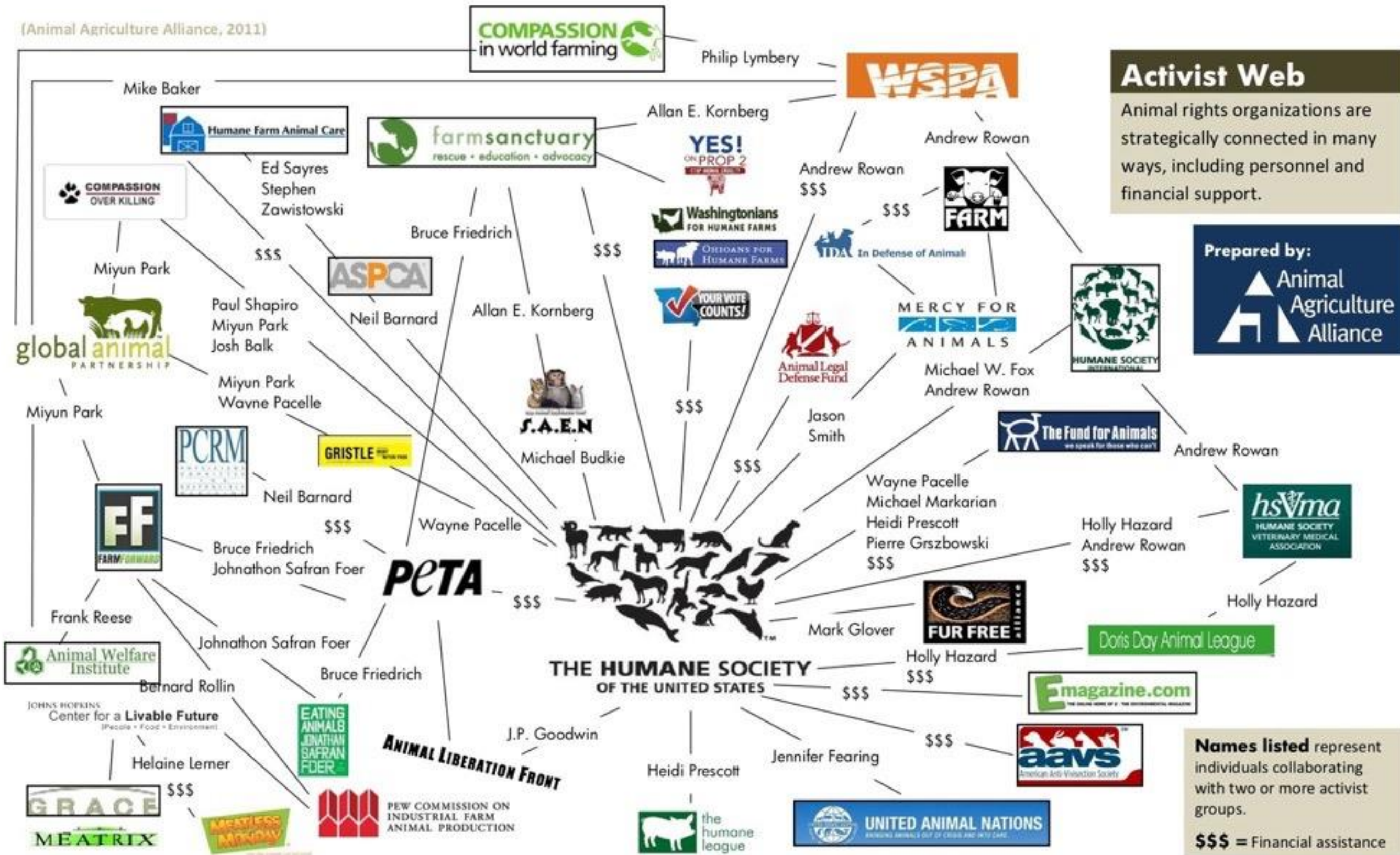






# The Web of Animal Rights Organizations

(Animal Agriculture Alliance, 2011)



**Total Assets combined exceed \$10 Billion, Globally.**

# Animal Welfare

Endorses responsible use of animals to satisfy certain human needs from food, clothing, medical research, even companionship.

Animal Welfare engages the practice of animal husbandry and ensures that all animals used by humans have their basic needs fulfilled such as food, water, shelter, and veterinary care while minimizing stress of the animal(s).



# Animal Rights

An ideology based on emotion, not science or facts, while advocating...

- Animals are equal to humans.
- For the rejection of all animal use regardless of how humanely the animals are treated.
- For the liberation of all animals from human care from pets, to farm and ranch animals, etc.



“Legislate to decide  
their fate.”





# EMOTION, NOT Animal Husbandry behind legislation and regulatory reform.

- Working to Eliminate Animal Confinement
- Eliminate the Breeding of Animals
- Eliminate Captive Breeding & private ownership
- Vilify making a profit from breeding and selling animals
- Eliminate animal husbandry



# How to Destroy an Agriculture Industry

- **Raise the cost of [meat, milk and eggs and pets & livestock]**
- **Reduce the total production [of these foods and pets & livestock]**
- **Weaken the economic structure of animal agribusiness.**





‘Animal rights’ is a political agenda that has been **incrementally** advancing an animal abolition campaign over the last 70 years by altering Americans’ views about animal ownership and animal use through our media, through our schools and universities, through legislation, and even through litigation.



## THEIR GOAL:

To end use of animals in every capacity from  
the pet on your lap to the  
steak on your plate!







Peter Singer

Australian Born  
Bioethics  
Professor &  
Author





# Peter Singer

Australian Born  
Bioethics  
Professor &  
Author

The philosophical father of the modern  
animal rights movement.





Peter Singer

He is a radical who views animals and humans as morally equal.





Peter Singer

Singer's writings became the intellectual foundation for the groups now **lobbying Congress** and our **state legislatures**—like PETA, HSUS, ASPCA, AWI, AWA, and their allies.





# Peter Singer

Singer has argued that infants with disabilities do not have a right to life, and that parents should be able to kill a newborn if doing so “*would improve the quality of life for the family.*”





Peter Singer

He has stated that children do not become “morally viable persons” until around the age of five.





# Peter Singer

Singer's anti-human views helped shape the cultural and philosophical environment in which decisions about life, healthcare, and even animal rights were being debated in the **President's Council on Bioethics** under the **Obama administration** during the **Obamacare** discussions.





# Maurice Strong

1929-2015

- Board member of the Humane Society of the United States (HSUS) until 2010.
- Former co-Chairman of UN Commission Global Gov.
- A Founder of “Agenda 21”

***“We are now a species out of control.”***

***-Maurice Strong***



# Cass Sunstein

## Obama's Regulatory Czar

- Held office of White House **Regulatory Affairs** under President Obama
- **Animal Rights Extremist**
- Married to **Samantha Powers** a former **ambassador to the U.N.**
- Devoted to establishing legal “rights” for livestock, wildlife and pets.
- Currently a Professor of Behavioral Economics and **Public Policy** at Harvard University





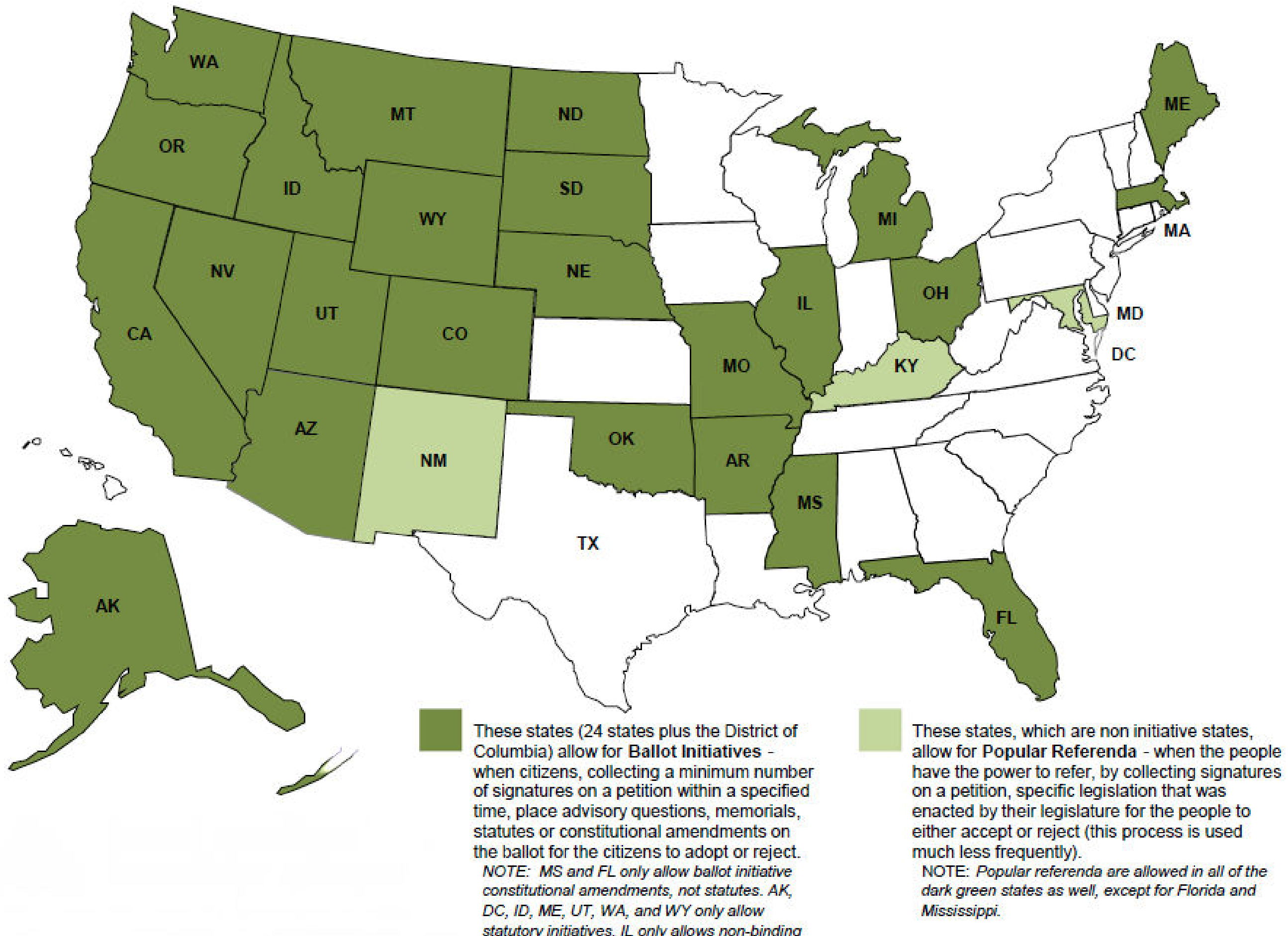
# Weapon of choice?

## Legislation



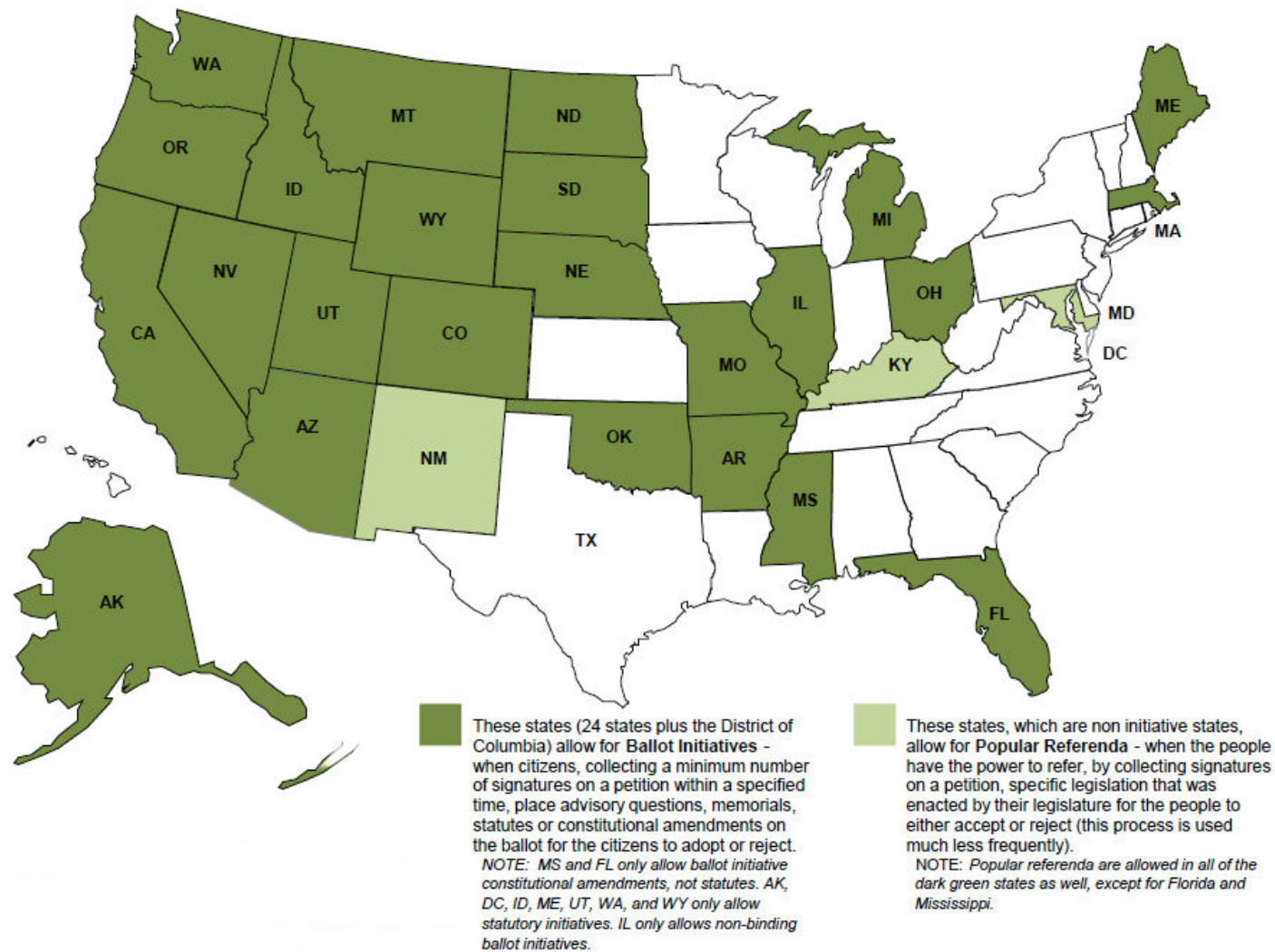
# Ballot Initiatives

## States that Allow for the Ballot Initiative Process

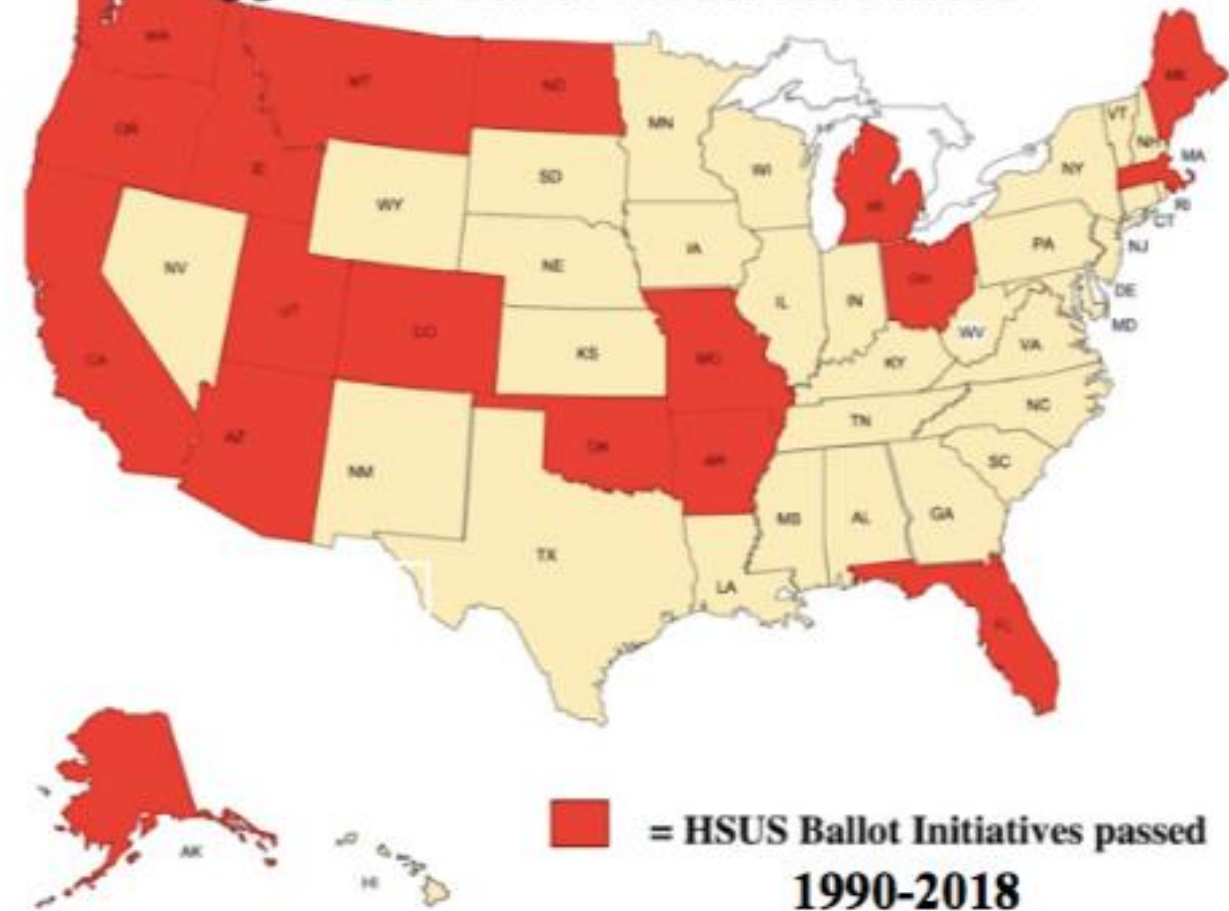




## States that Allow for the Ballot Initiative Process



## 33 HSUS Ballot Measures Passed



Created by: The Cavalry Group, LLC

# California 2008 Proposition 2

“Farm Animal Cruelty  
Prevention Act”

Egg, Veal, and Pork  
Producers



# California 2008 Proposition 2

Passed by 63%





Amendment A.B.1437 passed in June 2010

Mandating the sale of eggs imported into California  
must come from “enriched cage systems.”



# California 2018 Proposition 12

**HSUS-driven**

*“California Farm Animal  
Confinement Initiative”*

Cage-Free Mandate  
for eggs, veal, and pork



Proposition 12 went into effect January 1, 2022.

A lawsuit by the NPPC deemed that Prop. 12 was unenforceable as it requires the sale of meat sold in California to come from cage or confinement-free facilities across the U.S.





# SCOTUS RULING

## Prop. 12

- On May 10, 2023, in a 5-4 ruling, the justices upheld a ruling to dismiss the NPPC's challenge to invalidate CA Proposition 12.

# Trump Admin Steps In

- On **July 9, 2025**, U.S. Dept. of Justice is suing the State of California, Governor Newsom, and CA Attorney General concerning egg production and sales.



# 2010 Missouri

“Puppy Mill Cruelty  
Prevention Act”  
Prop. B

# Missourians For The Protection Of Dogs -PAC-

- Humane Society of the U.S. (HSUS)
- Humane Society of Missouri (HSMO)
- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Missouri Alliance for Animal Legislation (MAAL)



# Ballot Summary:

"The purpose of this Act [would be] to prohibit the cruel and inhumane treatment of dogs in puppy mills by requiring large-scale dog breeding operations to provide each dog under their care with basic food and water, adequate shelter from the elements, necessary veterinary care, [space], and regular exercise."

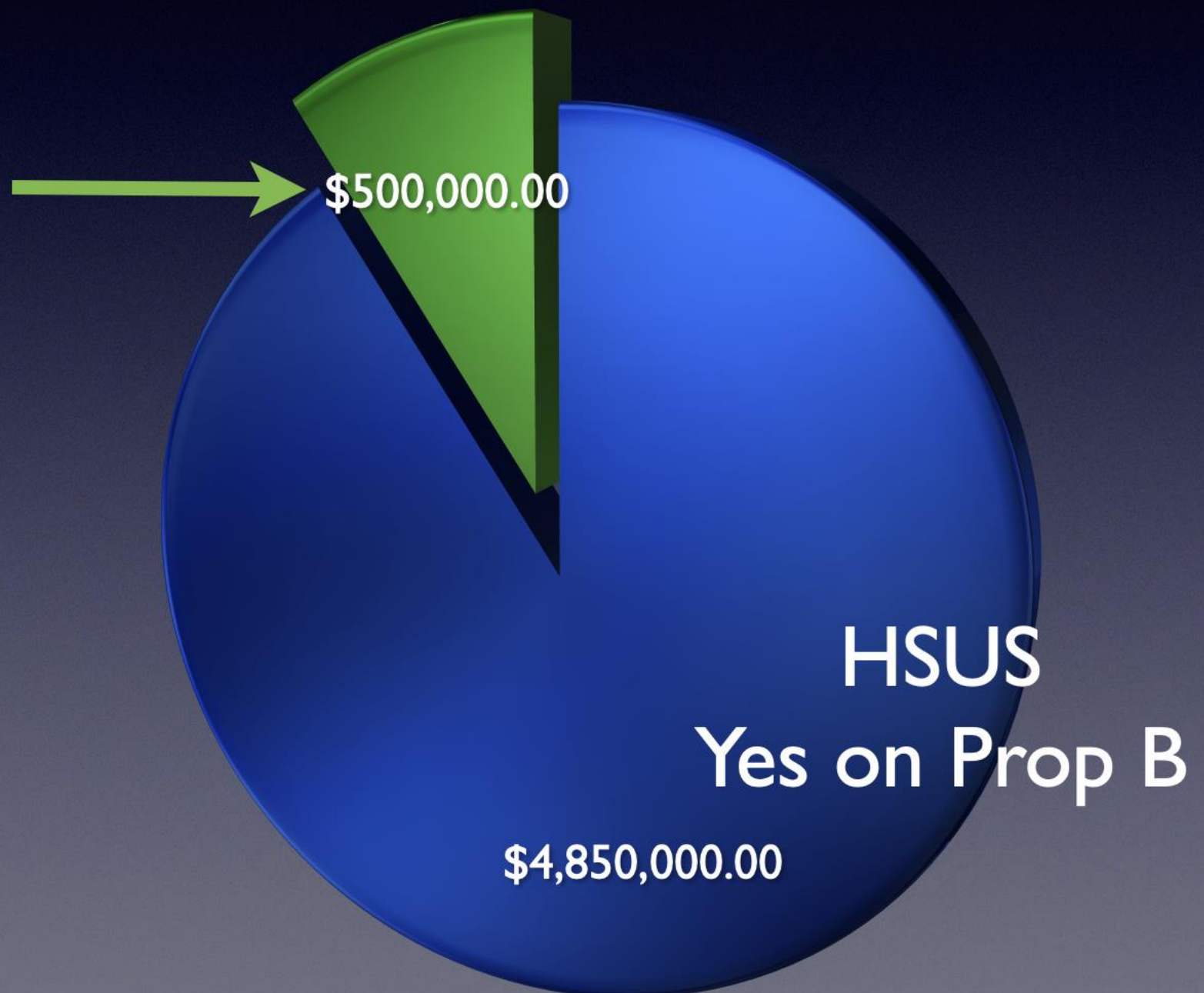
# Definition of PET

Definition of 'pet,' "*any domesticated animal normally maintained in or near the household of the owner thereof.*"



# 2010 - Missouri HSUS' Puppy Mill Cruelty Prevention Act Proposition B

Campaign to  
Defeat Prop B









## Proposition B

Yes / No Votes by County

Select a county to view detailed race results.

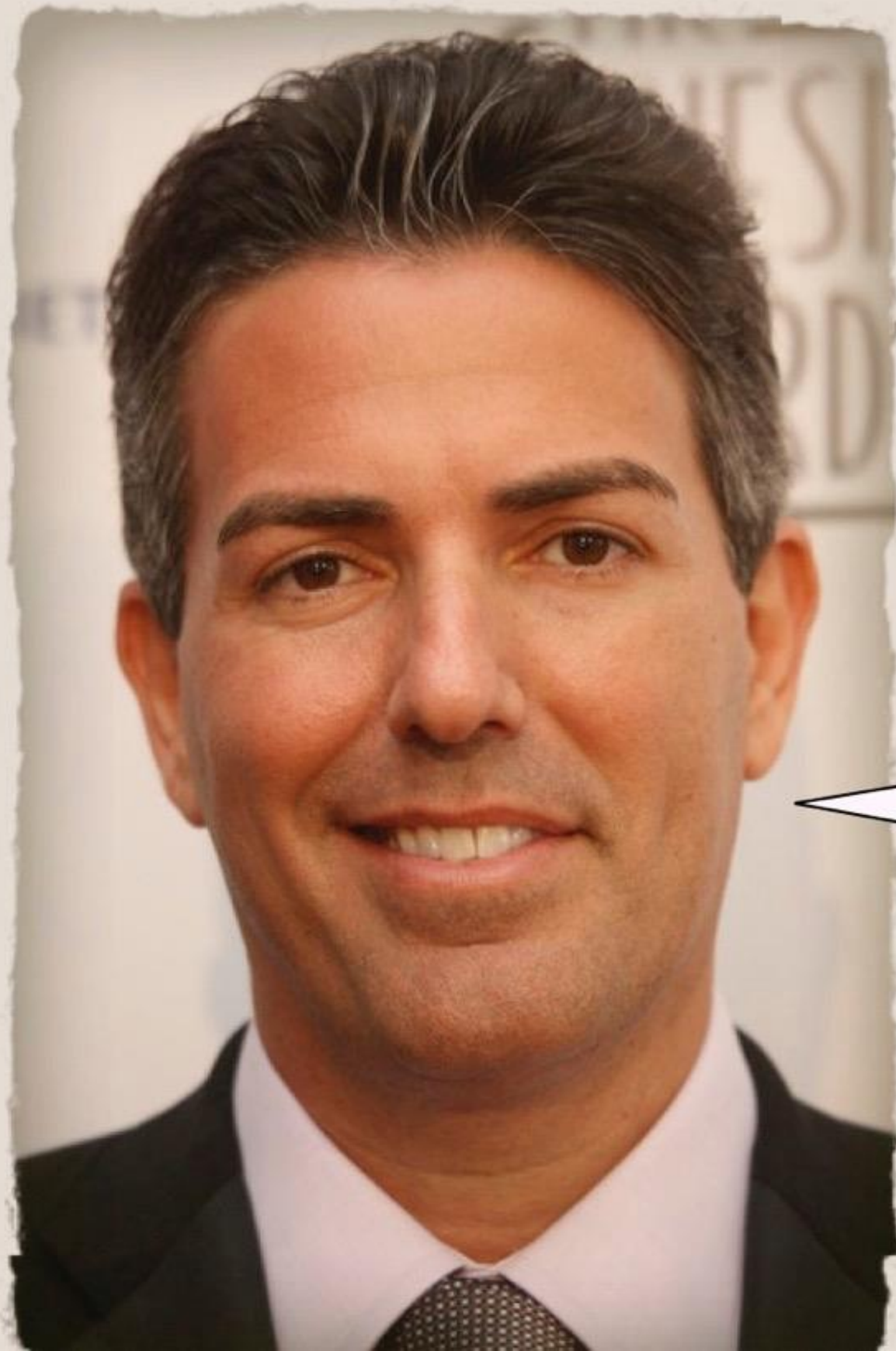


Yes Votes: 993,860 (51.6%)

No Votes: 933,540 (48.4%)



**Wayne Pacelle, President & CEO of  
the Humane Society of the United States  
thinks he can buy our laws in Missouri!**



**“People know what happened in California, and they know it can happen again and again. They know that no group has passed more ballot measures than we have. They know we have a focused strategy. They know we have a budget of \$150 Million a year. And they know we’re ready for a fight.”**

Wayne Pacelle, President of HSUS speaking after the November 2008 election and their victory in passing California’s Prop. 2.  
Los Angeles Times, April 7, 2010.



# Colorado

## P.A.U.S.E. ACT

### Measure 16 (2022)

- “Colorado Treatment of Animals Initiative”
- Protect **A**nimals from **U**nnecessary **S**uffering and **E**xploitation.
- *Coloradans for Animal Care*, filed a motion with the Colorado Supreme Court about the initiative's ballot language being misleading and incomplete and that the initiative violates the state's single-subject rule that requires initiatives to include one subject. Ruled 7-0 in our favor.

# Oregon

## Initiative Petition 3

- The summary lead Oregon voters to believe they are supporting animal welfare.
- IP3 would charge livestock producers, veterinarians and even pet owners with felonies and misdemeanors for performing practices well within humane industry standards.
- IP3 would criminalize farming, hunting, fishing, food production, domestic animal breeding, livestock breeding.
- “Abused” or “assaulted” animals can be taken away with very little proof or investigation. In addition to immediate removal, owners would lose the right to own animals.



# Federal Legislation

## 119th Congress

### 2025-2026

# 119th Congress: 2025-2026

## All animal rights-driven legislation

- EQUINES
- FARM ANIMALS 
- WILDLIFE & EXOTIC ANIMALS
- PETS
- ANIMALS IN RESEARCH
- FEDERAL REGULATORY ACTION 



# BETTER CARE FOR ANIMALS ACT

H.R.3112 - S.1538

- A federal bill was introduced spring 2025, **The Better Collaboration, Accountability, and Regulatory Enforcement (CARE) for Animals Act**.
- With broad definitions, this measure could affect how animals are house and cared for on farms and ranches at the sole discretion of an inspector and their interpretation of the Act.
- This bill modifies enforcement provisions under USDA's Animal Welfare Act, including by allowing the Department of Justice (DOJ) to bring civil actions against violators of the act by removing animals, revoking licenses, issuing civil penalties.
- The Weaponization of Government to Enforce the Animal Welfare Act



# RFID-EID Mandate for Cattle & Bison for “Disease Traceability”





# RFID-EID Mandate Applies to:

- Sexually intact cattle & bison 18 mo or older.
- All dairy cattle.
- Cattle & bison of any age being used for events like rodeos, show, or exhibitions.

# State Legislation



2024  
ARIZONA SB1603  
Tabled

- Would have allowed for unwarranted search and seizure of one's animals based on hearsay!



# 2024

## Illinois SB3655

- A farm owner or operator shall not knowingly confine an egg-laying hen in an enclosure that is not considered “cage-free” housing system under the United Egg Producers animal husbandry guidelines for egg laying flocks.





# Colorado Prop. 114 2020

- Colorado became the first U.S. state to “reintroduce” wolves through voter mandate.
- Went into effect December 2023.







**RANGE magazine**

April 5, 2024 · 🌐



Colorado Parks & Wildlife knowingly imported wolves from a pack with a history of livestock predation. What could possibly go wrong?



DENVER7.COM

**Calf killed in first confirmed report of gray wolf depredation since wolves were released in December**



# States prohibiting lethal removal of wolves for livestock protection:

- California, Colorado, Minnesota, and Michigan.
- Ranchers can legally shoot wolves that attack livestock in Idaho, Montana, and Wyoming.

# Local Ordinances:

Planning & Zoning

City Council

County Council





## Sonoma, California Local Ballot Initiative

- A “Yes” vote would deem confinement of animals “inhumane” and ban any confined feeding operation.
- This measure would put local farmers out of business, eliminating the option of locally sourced food.

# Denver, CO

## Ballot Initiative

- If passed, would prohibit slaughtering of meat animals, ban meat processing facilities, inside the city limits by 2026.
- Eliminating 160 jobs.
- Promoted by animal rights group, “Pro Animal Future.”



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- Vilify making a profit from breeding, selling, or exhibiting animals
- Eliminate animal husbandry



# Agenda 2030

One of the most dangerous elements of Agenda 2030 is how it targets **American food producers** through **incremental legislative and regulatory changes** that restrict land use, impose burdensome environmental and animal welfare compliance, and favors global supply chain consolidation over independent, local producers.





**We the People** of the United States  
do hereby ordain and establish this Constitution for the United States  
to insure domestic Tranquility, provide for the common defence, promote  
the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity,  
Article I.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall, when elected, not have been seven Years a Citizen of the United States, shall not be chosen.

No Person shall be Representative of the United States who shall not, when elected, have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall, when elected, not have been seven Years a Citizen of the United States.

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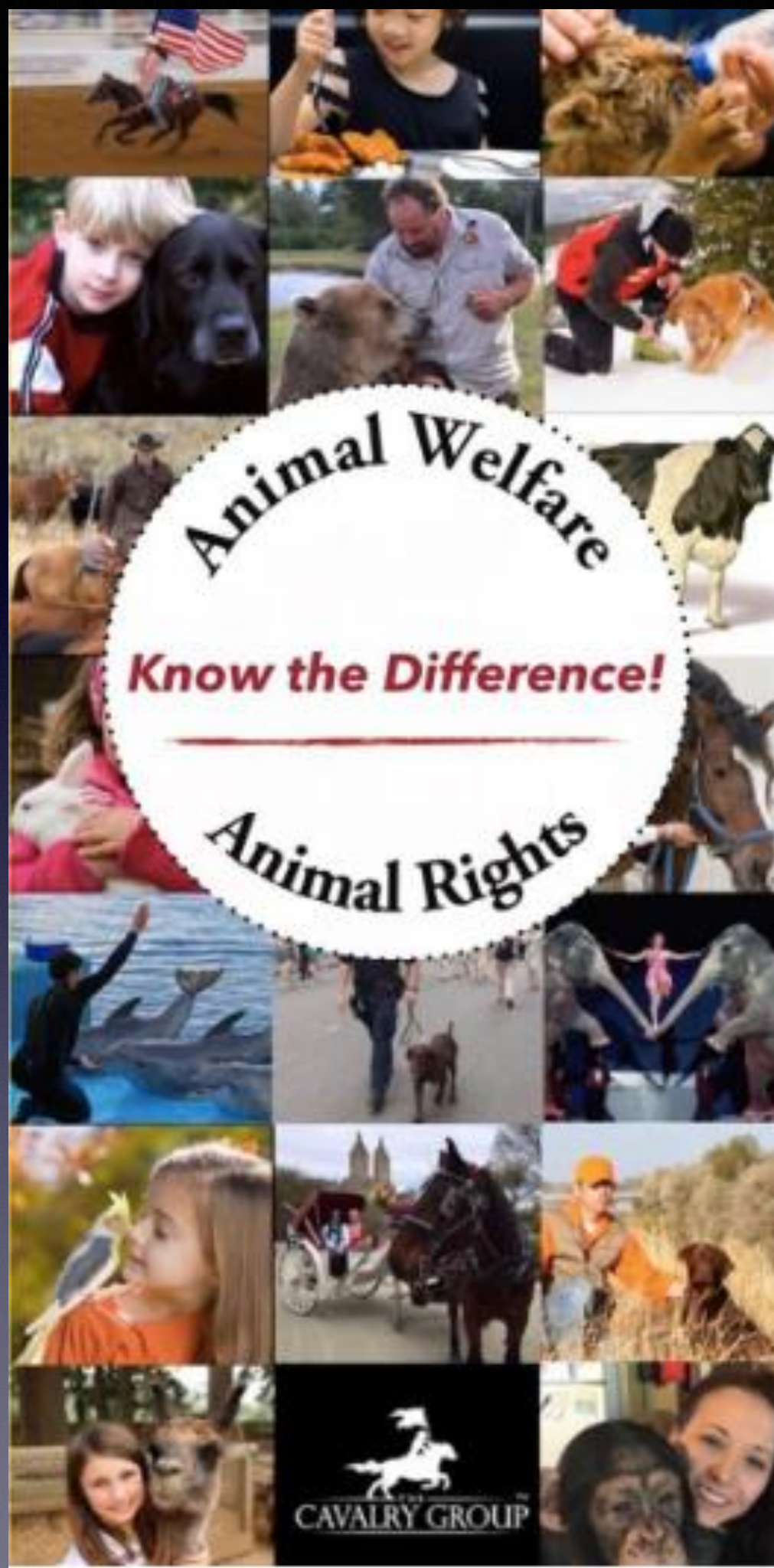


The Freedoms You  
Surrender Today Are  
The Freedoms Your  
Grandchildren Will  
Never Know Existed.



Surrender is NOT an Option





Animal Welfare

***Know the Difference!***

Animal Rights







1-855-748-4210

[www.thecavalrygroup.com](http://www.thecavalrygroup.com)



Speak your mind,  
but ride a fast horse.

