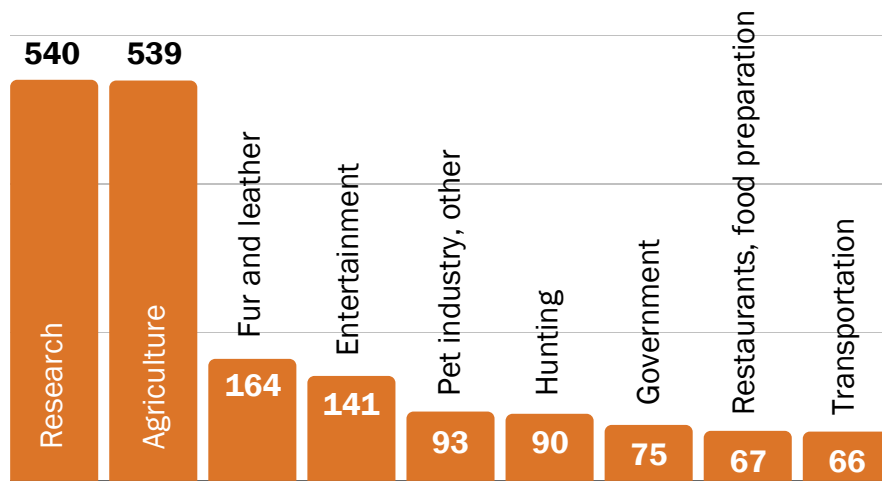


# Radical Vegan Activism in 2022



Extremist attacks put farmers and animals at risk but can't stop real contributions to food security

Nearly 1/3 of animal rights extremist attacks target farmers and food workers...



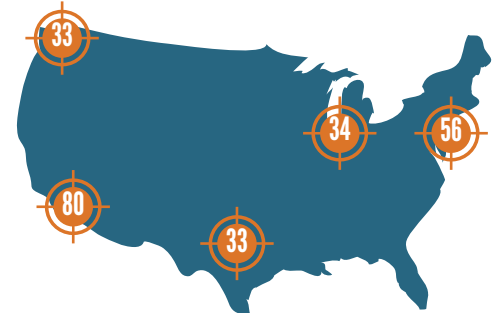
...putting farmers, workers, and animals in danger

Documented "direct actions" in 2022 include...

Vandalism	95
Animal liberation	70
Criminal trespass	60
Banner drops	58
Cyberattacks, other	16
Product tampering	13
Arson	10
Harassment, intimidation	9



## Top 5 targeted states



1. California.....80
2. New York.....56
3. Illinois.....34
4. Texas.....33
5. Washington.....33

## Top 10 targeted countries

1. United Kingdom.....634
2. United States.....499
3. Germany.....88
4. France.....83
5. Austria.....80
6. Italy.....66
7. Canada.....49
8. Australia.....45
9. Spain.....44
10. Belgium.....34

# Radical vegan activists in their own words

These radical vegan activist groups are well-funded and well-organized around one extreme agenda: to shut down farms raising animals for food and eliminate meat, poultry, dairy, seafood, and eggs from Americans' diets.



## People for the Ethical Treatment of Animals

**Total Revenue: \$82.2 million**

**"Ending speciesism is our ultimate goal. One strategy to end speciesism would be to end the use of animals as food."**

Matthew Braun, Manager of Grassroots Protest Campaigns, 2021

**"I consider all meat-eating cannibalism."**  
Dan Mathews, Former Senior Vice President, 2008



## The Humane League

**Total Revenue: \$13.6 million**

Placed on the NJ domestic terrorism watch list in 2016.

The group's founder, Nick Cooney, was convicted on charges of terrorist threats and harassment, all in the name of animal rights.

**"Find a vulnerable target... The crueler it is, the quicker the fight is over."**

David Coman-Hidy, Former Executive Director, on THL campaign tactics, 2016 (paraphrasing William Tecumseh Sherman)



## Direct Action Everywhere (DXE)

**Total Revenue: \$1.6 million (Friends of DXE)**

Extremist group that specializes in public disruptions and trespassing, and whose stated aim is to "cancel" animal agriculture.

**"We are trying to destroy animal agriculture."**  
Wayne Hsiung, Co-Founder, 2016

**"We will achieve revolutionary social and political change for animals in one generation."**  
Mission Statement



**THE HUMANE SOCIETY  
OF THE UNITED STATES**

## Humane Society of the United States

**Total Revenue: \$259.5 million**

**"I can assure you that when we go to Mars, it will be a vegan planet."**

Josh Balk, Former Vice President for Farm Animal Protection, 2017



## AnimalOutlook

### Animal Outlook

**Total Revenue: \$1.8 million**

**“Humane meat? There is no such thing.”**

Mike Wolf, Former Director of Investigations, 2016

## COMPASSION in world farming

### Compassion in World Farming (CIWF)

**Total Revenue: \$1.7 million**

**“Factory farming is not just cruel – but also a threat to all life on the planet.”**

Philip Lymbery, Global Chief Executive, 2017

## ARM

### Animal Recovery Mission (ARM)

**Total Revenue: \$1.5 million**

**“The only way to end atrocities against animals is to work toward ending the consumption of and use of animal products altogether.”**

Richard Couto, Founder, 2016

## ASPCA

### American Society for the Prevention of Cruelty to Animals (ASPCA)

**Total Revenue: \$324.8 million**

**“ASPCA spending may not be what donors expect.”**

CBS News, August 2021

## MERCY FOR ANIMALS

### Mercy for Animals

**Total Revenue: \$18.2 million**

**“Our mission is to end, end, industrial animal agriculture and to construct a just and sustainable food system.”**

Leah Garcés, President, 2022

## gfi / Good Food Institute

### The Good Food Institute

**Total Income: \$18.9 million**

**“[Eating meat] is not your personal decision, any more than whether somebody beats their child is their personal decision.”**

Bruce Friedrich, President and Founder, 2002

The production of meat, poultry, dairy, eggs, and seafood is continuously improving through the animal agriculture community’s commitments to advancing environmental sustainability, animal care, food safety, and nutrition. Learn more at [www.animalagalliance.org/issues](http://www.animalagalliance.org/issues).