

When Alex first asked me if I'd like to present a 10-minute history of the animal rights movement, my first reaction was UH.... YIKES!

But then I remembered Jim Mason's AR2003 presentation of his personal experience of the history of the animal rights movement and he said I could borrow his talk and use it as a starting point.

And please forgive me for who I do not mention. This is only a TINY percentage of the kinds of people and organizations and styles and methodologies that have been used to make a difference for animals. The dates are close... maybe not exact.

For a precise and detailed history of the humane movement from the 3rd century through the beginning of the 20th century, please visit Humane-History.org.

Jim Mason started volunteering part-time at Friends of Animals in New York city in the very early 1970s when there was no animal rights movement. There were no conferences. There were some anti-vivisection organizations around that had been around for a hundred years. Nobody was working on animals as food. Most animal protection groups focused on cats and dogs.

The Animal Protection Institute was founded in 1968.

In England in the early 1970s, Ronnie Lee started the Band of Mercy that soon changed its name to the Animal Liberation Front, and also in England were the Hunt Saboteurs. They were full-fledged animal rights activists.

In the U.S. at meetings and conferences animal body parts and products were served at meals. There were no "radical" groups or grassroots groups. There was only one organization with animal rights as part of its name: Society for Animals Rights in New York City.

Jim remembers there being bitter rivalries that separated the U.S. organizations that were around in the early 1970s. I was SHOCKED.

In 1975, Animal Liberation by Peter Singer was a major turning point for animals and animal activism. Little by little, some of the more active animal welfarists heard more and more about the more radical actions by the ALF in England. Then a few more US activists started being more aggressive, focusing on fur. protests mostly.

Animal Rights International was founded by Henry Spira after he attended a course on "Animal Liberation" given by Peter Singer at New York University.

In the summer of 1972 Tom Regan's philosophical rationale about the place of animals was transformed when their dog Gleco was hit by a car and killed. Tom says, "It was the sense of irrevocable loss that added the power of feelings to the requirements of logic."

Jim wrote that in the late 1970s more vegan and grassroots activists were finding each other in New York City, Boston and Washington DC who began calling themselves animal rights activists. Sometime in the mid 70s, Laura Moretti was in California typing, mimeographing and xeroxing her essays and mailing and faxing them to the handful of people in the world who had some idea about animal rights.

Alex Hershaft's group Action for Life, held one of the first big animal rights conferences at Allentown Pennsylvania around 1976.

There was a two-day conference held in August, 1977 called "Animal Rights" at Trinity College, Cambridge University.

Sea Shepherd Conservation Society was founded in 1977.

In 1979 Hans Ruesch's released Slaughter of the Innocent, the breakthrough book that altered the whole concept and course of the anti-vivisection movement.

Sometime in late 1979-80, a handful of activists in the NY area started Animal Rights Network (ARI) and Agenda, an independent radical journal. About a year later, the name of the publication became Animals' Agenda. The first issue was hand typed, photocopied, and stapled; it went out to about 85 people. Within five years it went out to 30,000 people in about a dozen countries.

Animal Legal Defense Fund came into being sometime around 1980.

Alex's Action for Life group became FARM in 1981.

Alex Pacheco met Ingrid Newkirk and they started PETA in 1982 which like the Boston group CEASE, were organizing themselves around opposing the use of animals as if they were widgets, not living beings. Jim remembers going to PETA members in a church basement with 5-6 people.

Mobilization for Animals, Trans-Species Unlimited, and many many more groups formed... some are still around, others are not.

A veterinarian started a group around 1981 called Californians for Responsible Research to take on University of California San Francisco vivisection and they filed one of the first lawsuit against USDA regarding treatment of lab animals. That group changed its name to In Defense of Animals in 1983.

In the late 1980s, Chris DeRose shackled himself to the roof of the San Bernardino Animal shelter to protest their selling shelter animals to vivisectionists.

World Farm Animals Day came into being in 1983.

Tom Regan published The Case for Animal Rights in 1983, which as he says was the "Fruit of more than a decade of hard thinking about the rights of animals."

FARM launched the Great American Meatout in 1985.

Undercover investigators have worked since the 70s to provide us two things: of course, footage of the realities of abuse use industries AND yet one more tactic to help people help animals.

And another great tactic... open rescues, that began in Australia and are now happening all over the world.

Nancy and Tom Regan founded the Culture and Animals Foundation (CAF) in 1985.



In 1986, Gene and Lorri Bauston found Hilda, a sheep abandoned on a dead pile... the start of Farm Sanctuary. I don't know how many farmed animal sanctuaries there are now, but I do know they are all over the country and I do know they all have lots of visitors who leave as vegans. *or soon-to-be vegans*

Last Chance for Animals held massive anti-vivisection rallies at UCLA, sometimes upwards of 500 people marching around campus with horrific photographs of vivisected animals seen by the public and the media for the first time ever.

IDA challenged the construction of a \$44 million UC Berkeley research facility and for a year they stopped it... a first.

In the mainstream press throughout the 80's, Jim remembers "animal rights" being printed in quotation marks for a while and then the marks were left off. In one year in the early '80's, practically every big city newspaper's Sunday magazine did some kind of story on the rambunctious new AR movement.

In 1987 John Robbins Diet for a New America was nominated for a Pulitzer Prize.

PETA made worldwide news with the Silver Spring monkey case resulting in the first ever prosecution of a vivisector for animal cruelty.

And around the same time, 70 hours of video tape taken by the vivisectors of their head-injury experiments on baboons at the University of Pennsylvania came into ALF's possession May of 1984.

Tom Regan writes about July of 1985 when a hundred and one animal rights activists walked into Building 31-B on the NIH campus right into the funding office and sat down and chanted, "What do we want? Animal rights! When do we want them? Now!" They stayed four days... The result: the funding for the baboon head injury experiments at the University of Pennsylvania was withdrawn.

TransSpeciesUnlimited closed down Macy's for a few hours on the Friday after one Thanksgiving, the busiest shopping day of the year. That became Fur-free Friday and is one of many regularly scheduled events that go on every year all over the world.

Through the mid and late 1980s there were massive Fur Free Friday demos all over the country. There were successes in some fur salons closing. and there were successes in having some stores stop selling fur.

There was enough happening that the animal abuse industries started organizing themselves to counteract our successes.

Jim tells of one agribusiness leader who went around in the early '80's to conventions and trade shows arguing that we were a front for Communist revolutionaries intent on destroying agriculture, the backbone of the US economy.

In the Northeast, Mobilization for Animals organized annual rallies and marches that drew lots of people in the mid 80s.

After five or so years of Orange County People for Animals' disruptive demonstrations at the Orange County Fair Rodeo, the Fair relented and banned calf roping, AND OCPA was provided a leafletting table at the rodeo entrance.

Gil Michaels found Laura Moretti through Tom Regan and The Animals Voice Magazine was born in 1987.

Last Chance for Animals launched the First Annual National Pet Theft Awareness Day in 1988 on Valentine's Day.

Then in 1990, the first March for Animals in Washington DC. Depending on your source, there were either 30,000 or 100,000 of us from all over and from almost all of the 50 states.

Vegan Outreach was founded in July of 1993.

General Motors was exposed by PETA for using pigs and monkeys and dogs in in car crash studies. A coalition of groups from all over Southern California crashed the 1993 Rose Parade, protesting the GM float and got great media.

In 1994-94 the University of California system was threatening to build a flagship vivisection lab at The Presidio in San Francisco. And it would have been the only vivisection lab inside a National Park where tours by the public would have promoted and glorified the benefits and wonders of vivisection. IDA stopped this from happening. The Presidio is now a \$350 million dollar George Lucas digital arts facility.

It took five years of Memorial Day leafletting and five people eventually chaining themselves to the dolphin tank at Knott's Berry Farm until Knott's ended their dolphin shows in 1995.

And sometime in the mid 1990s the internet exploded and became one of our most expansive and inspirational avenues for causing animal liberation.

In April of 1996, Howard Lyman went on Oprah and talked about feeding cows to cows.

In the summer of 1996 was the second March for Animals in Washington DC. Nowhere near as big as the 1990 March, and some people were disappointed. But by 1996, you could buy vegan food at grocery stores! Out in the world by 1996, people KNEW about how elephants were really treated in circuses.

IDA launched its Guardian Campaign 1999 and that has been codified in the legal documents of 12 cities in US and Windsor Ontario Canada and the State of Rhode Island, County of Marin (includes 40 cities).

lauren Ornelas, an activist since high school, was asked by Viva!UK to start and run Viva!USA in 1999. And working with other groups and individuals, lauren persuaded Trader Joe's to stop selling all duck meat and was the spark that got the CEO of Whole Foods Market to go vegan.

SHAC was set up in 1999.

The Colson Foundation was closed in 2000.

Tribe of Heart released The Witness in 2000.

Animals Voice went online in 2000... [www.animalsvoice.com](http://www.animalsvoice.com). And we average 7,000 visitors a day!

SHARK's Tiger Truck hit the streets December 1, 2001. There may be more, but I know of at least 16 groups who have video trucks now.

So that's just a taste up to 4-5 years ago... And I haven't even touched on animal right activism in England, in Indonesia, in Mexico, in Canada, in Chile and... EVERYWHERE.

And all this time, it is grassroots activism that has been and will be the heart AND soul of this movement.

Whether it's ever spoken about, or written about or remembered anywhere it is YOU, sitting in your chair that has the opportunity every minute of every day to do something that can cause animal liberation.

THANK YOU!