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NEWS

HSUS' MAXWELL SAYS 'LESS MEAT' IS GOOD

January 21, 2015 By Ken Anderson (<https://brownfieldagnews.com/author/kanderson/>) Filed Under: News (<https://brownfieldagnews.com/news-cat/>)



(<http://cdn.brownfieldagnews.com/wp-content/uploads/2015/01/maxwell-joe.jpg>) It's not often you hear a livestock producer say Americans need to eat less meat.

Missouri pork producer Joe Maxwell, who is also vice president of outreach and engagement for the Humane Society of the United States (HSUS), says he agrees with those who advocate for reduced meat consumption.

"The reality is, whether you listen to the American Heart Association or Cancer Society or the AMA, the fact is the United States eats too much meat," Maxwell says.

HSUS promotes vegan and vegetarian lifestyles on its web site and encourages schools, universities and hospitals to adopt the controversial "Meatless Monday" concept. Maxwell tells Brownfield he's fine with that.

"HSUS believes that's good for the planet, for the environment and for the animals," he says. "Being able to respect the animal, get it back on the land, being able to have a sustainable number of animals in our herds—from an environmental impact as well as an animal welfare impact—is a very good thing."

But, Maxwell says, that does not make HSUS a "vegan organization".

AUDIO: Joe Maxwell

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Elizabeth Brinkley (<http://www.naiaonline.org>)

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January 25, 2015 at 11:15 pm (<https://brownfieldagnews.com/news/hsus-maxwell-says-less-meat-good/#comment-1118462>)

13 Things You Didn't Know About HSUS

1) HSUS scams Americans out of millions of dollars through manipulative and deceptive advertising. An analysis of HSUS's TV fundraising appeals that ran between January 2009 and September 2011 determined that more than 85 percent of the animals shown were cats and dogs. However, HSUS doesn't run a single pet shelter and only gives 1 percent of the money it raises to pet shelters, and it has spent millions on anti-farming and anti-hunting political campaigns.

2) Six Members of Congress have called for a federal investigation of HSUS. In April 2011, six Congressmen wrote the IRS Inspector General showing concerns over HSUS's attempts to influence public policy, which they believe has "brought into question [HSUS's] tax-exempt 501(c)(3) status."

3) HSUS's own donors feel deceived. A 2012 poll of over 1,000 self-identified HSUS donors found that 80 percent of HSUS's own donors think the group "misleads people into thinking that it supports local humane societies and pet shelters." A second poll, conducted last year, found that 84% of donors think "HSUS misleads people into thinking that it supports local humane societies and pet shelters."

4) HSUS receives poor charity-evaluation marks. CharityWatch (formerly the American Institute of Philanthropy) has issued several "D" ratings for HSUS in recent years over the group's wasteful spending practices. CharityWatch, finding that HSUS spends as little as 50 percent of its budget on its programs. CharityWatch now gives HSUS a donor advisory and NO rating. Additionally, the 2013 Animal People News Watchdog Report discovered that HSUS spends 55 percent of its budget on overhead costs.

5) HSUS regularly contributes more to its own pension plan than it does to pet shelters. An analysis of HSUS's tax returns determined that HSUS funneled \$16.3 million to its executive pension plan between 1998 and 2009—over \$1 million more than HSUS gave to pet shelters during that period.

6) The pet sheltering community believes HSUS misleads Americans. According to a nationally representative poll of 400 animal shelters, rescues, and animal control agencies, 71 percent agree that "HSUS misleads people into thinking it is associated with local animal shelters." Additionally, 79 percent agree that HSUS is "a good source of confusion for a lot of our donors."

7) While it raises money with pictures of cats and dogs, HSUS has an anti-meat vegan agenda. Speaking to an animal rights conference in 2006, HSUS's then vice president for farm animal issues stated that HSUS's goal is to "get rid of the entire [animal agriculture] industry" and that "we don't want any of these animals to be raised and killed [for food]."

8) Given the massive size of its budget, HSUS does relatively little hands-on care for animals. While HSUS claims it "saves" more animals than any other animal protection group in the US, most of the "care" HSUS provides is in the form of spay-neuter assistance. In fact, local groups that operate on considerably slimmer budgets, such as the Houston SPCA, provide direct care to more animals than HSUS does.

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