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## Protecting Animals While Saving the Planet:

*Incorporating Animal Agriculture  
into the Green New Deal's Climate  
Mitigation Objectives*

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# Roadmap

- The Status Quo of Climate Change Regulation Avoidance
- Three Guiding Principles for Crafting an Effective Response
- What Is the Green New Deal?
- A Perfect Storm of Growing Awareness
- Dialogue Promotes New Social Dynamics
- Proposals to Address Animal Agriculture in Green New Deal
- Concluding Thoughts



# The Status Quo of Climate Change Regulation Avoidance

## Why Have U.S. Efforts to Regulate Climate Change Been Stuck in Neutral?

- Short-sighted fear of economic consequences
- Knee-jerk partisan politics / lost sight of “common ground”
- Reluctance to adjust the “business as usual” status quo

*All three of these failures are relevant in addressing animal agriculture as a significant piece of the Green New Deal's strategy*





# Three Guiding Principles for Crafting an Effective Response

- Need for bold and creative responses
- Need politically feasible and culturally accessible measures that don't require massive changes in lifestyle overnight
- Need to start with the “low-hanging fruit” – target “small sacrifice and big gain” opportunities
  - ❑ HFCs
  - ❑ Methane (and there's the animal agriculture link)



# What Is the Green New Deal?

- It's a resolution, not a piece of proposed legislation
- Recognition of environmental, economic, and social dimensions
- It's an aspirational vision and a conversation starter
- Value of vision
  - Aspirational language in CWA and ESA
  - Declaration of Independence
- Value of dialogue
  - If GND seems radical, a carbon tax becomes politically feasible
  - Part of that dialogue is the growing public awareness of connection between animal ag and climate change and what can be done

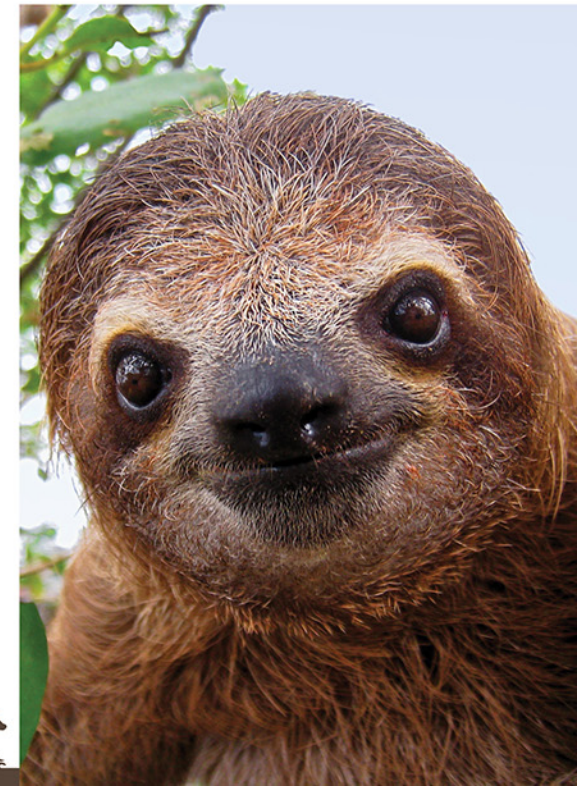




# A Perfect Storm of Growing Awareness

## Everybody Is Talking About Climate-Ag Connection

- IPCC – “Food System Needs an Overhaul”
- Cong’l hearings on climate change and agriculture
- 2020 presidential candidates considering climate-ag connections in their climate action plans
- Colorado governor encourages big ag to support meatless production



# Dialogue Promotes New Social Dynamics

## Ringling Bros. Circus and SeaWorld

- From family-friendly cultural icons to shameful displays of animal cruelty
- Decades of “tradition” dismantled in relatively short period of animal protection advocacy, largely at grassroots levels

**Tobacco Shaming → Flight Shaming → Is Beef Shaming Next?**





# Proposals to Address Animal Agriculture in the Green New Deal

# Methane Management

- Subsidies and tax breaks for methane capture and storage technology
- Better manure management – converting methane to energy

# Farmers as Part of the Solution

- Should get financial reward for efforts to reduce methane emissions
- Should receive subsidies and tax breaks for phasing out meat and dairy

# Foster Collaboration Between Animal and Env't'l Law Communities

- CAFOs as target for impactful short-term gains on climate change mitigation
- Win-Win for climate change regulation and for animal protection advocates

# All Hands on Deck

- Effective information and demand reduction advocacy on plant-based alternatives
- Need bold regulatory actions (e.g., subsidize plant-based meat production instead of the beef and dairy industries, local bans on beef such as the U.K. university example)





# Concluding Thoughts

## “The Power of One” (or a few)

- Greta Thunberg (the person and the plaintiff)
- Future generations-focused environmental and climate justice litigation (Philippines, U.S., Colombia, Netherlands, India, etc.)
- AOC and The Green New Deal
- Favorable cultural climate to implement bold and creative efforts to respond to environmental protection, animal protection, and social justice issues

*It's time to flip the switch and emerge from the darkness of our insensitive and self-destructive status quo.*



# Thank You!



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