

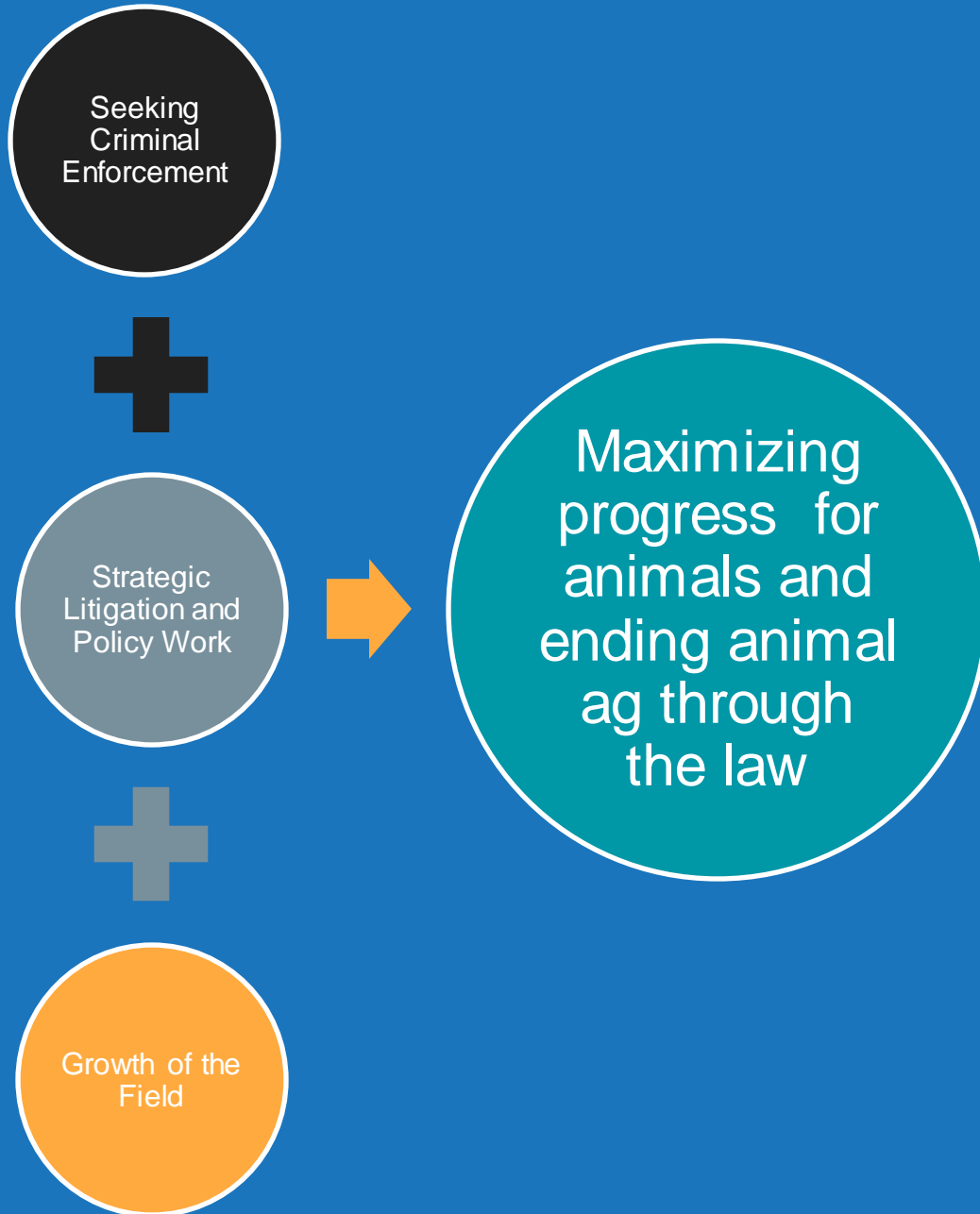
A man with glasses is smiling and holding a lamb. The background shows a sunset sky with orange and blue tones. The man is wearing a dark blue shirt. The lamb is white and fluffy. The text is overlaid on the image.

**EXPOSING
TRUTH.
INSPIRING
CHANGE.**

AnimalOutlook

**Investigations +
Legal Advocacy**

*Piper Hoffman
Senior Director, Legal Advocacy*





Litigation Even When We Lose The Animals Can Win

- Our arguments get moral and intellectual legitimacy when judges & law professor amici articulate and engage with them
- Lawsuits amplify our message. Litigation → headlines → public awareness
- To make social change, must change the rules

A Current Example: Litigation Amplifies & Legitimizes

- Media on SCOTUS Prop 12 case demonstrates that litigation is a **giant megaphone** for our message
- Official recognition that CA voters took a **moral** stand against **complicity in animal cruelty**
 - SCOTUS justices asked a lot of questions about morality at oral argument
- Illustrates social movements' need to **change the rules**
 - Voters can't always distinguish pork products at the store
 - The remedy is beyond private individual action
- Example of civil litigation to **protect movement wins**

Prop 12

*NPPC v. Ross,
Humane Society of
the United States,
Animal Legal
Defense Fund,
Animal Equality,
The Humane League,
Farm Sanctuary,
Compassion in
World Farming USA,
and Animal Outlook*

Sign AO's petition to make Prop 12 a federal law

<https://animaloutlook.org/voters-victory-for-animals-is-under-attack/>

Undercover Investigations → Evidence

So many benefits!

Some familiar benefits

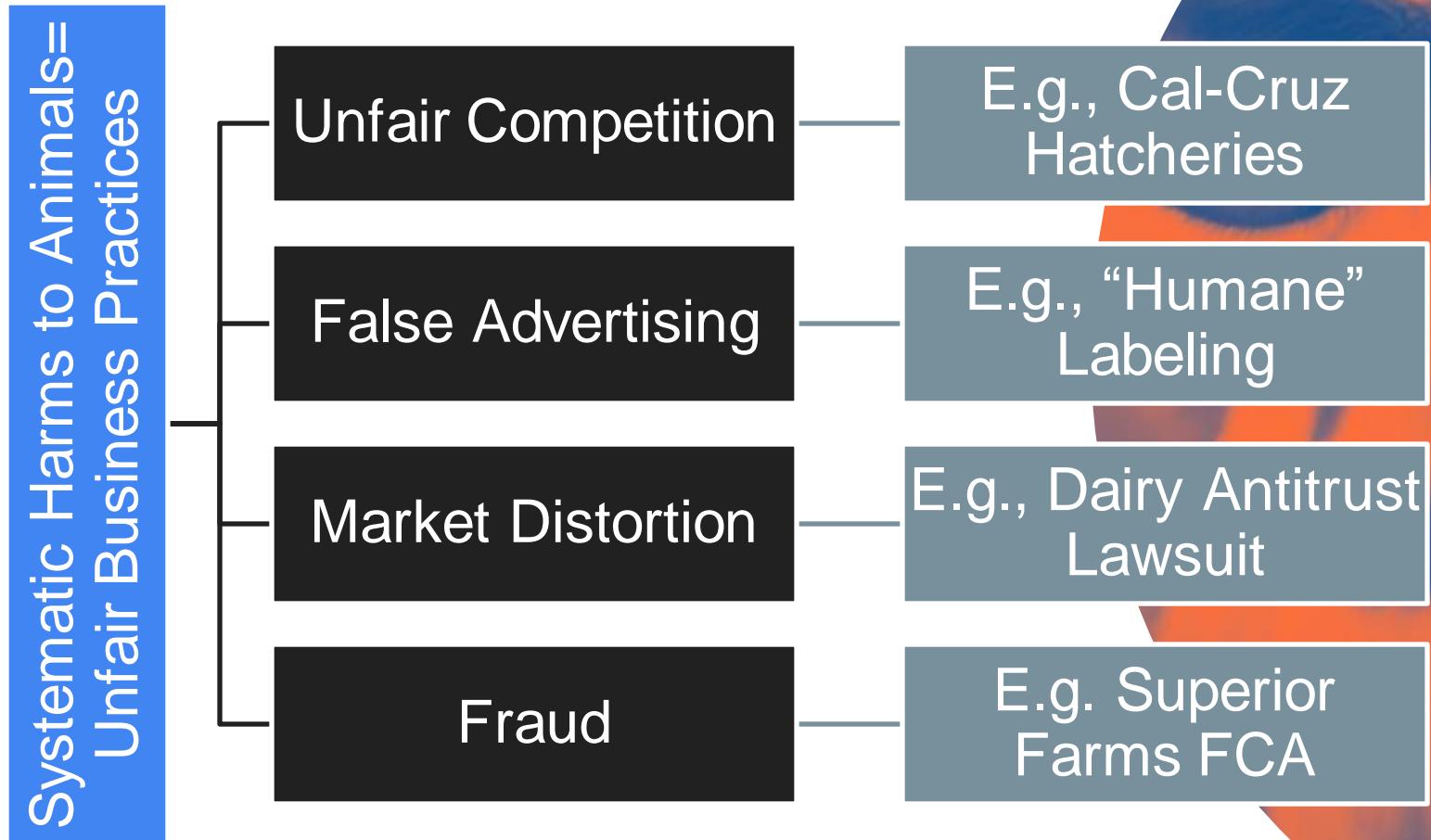
- Counterpoint to industry speech
- Only way to get actual information
- Shine public light on systemic harms
- Convert vegans

Legal strategy benefits

- Evidence to force anti-cruelty statute enforcement
- Evidence for civil litigation
- It's strong evidence: video corroborates eyewitness testimony

Civil Litigation

Proxies for Harm to Animals; Replicable Models to Build the Field



A Current Example

- Largest and best known/trusted public health charity
- Over \$1B
- Lists its programs as heavy on educational and scientific research
- Sole focus = heart health

“[R]ed meat should be avoided, and meat intake limited, to prevent cardiovascular disease and stroke.” *JAHA, official peer-reviewed journal of the AHA*

“[H]igher meat intake [is] associated with atherosclerotic cardiovascular disease.” *August 1, 2022, an official peer-reviewed journal published on behalf of AHA*

“3 out of 4 consumers say they are more likely to purchase foods that feature the Heart-Check mark, regardless of age or kids in household.” - AHA

Animal Outlook v. American Heart Association

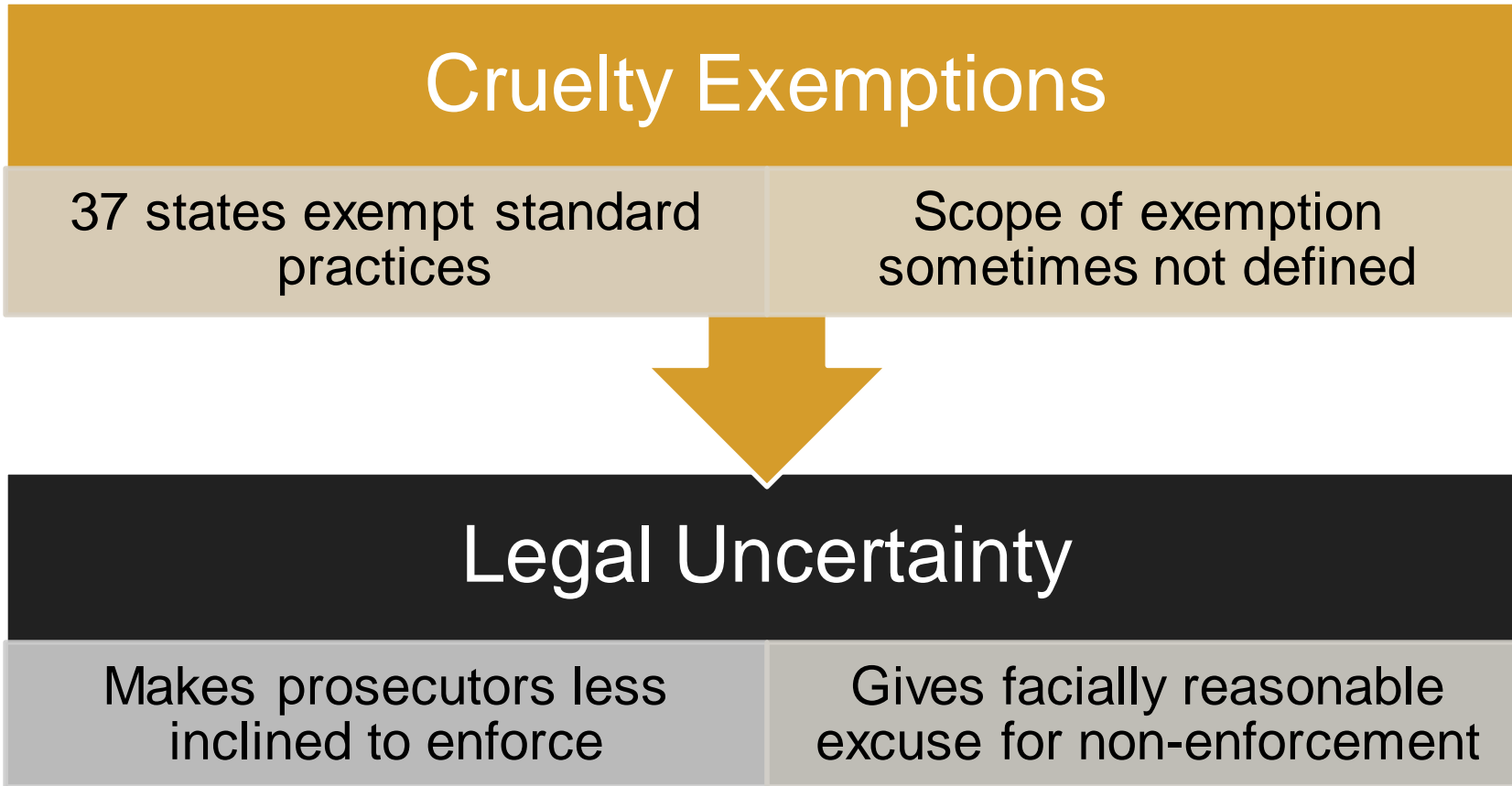


Criminal Litigation

Ideal Enforcement Scenario



Enforcement Obstacle: Exemptions in State Cruelty Laws



A Current Example: Martin Farms Dairy

Undercover investigation
+
Legal advocacy
=
Bringing animal abusers to
justice when the government
won't.



Most animal cruelty is legal on the farm. A judge is questioning that.

The meat industry largely defines what's animal cruelty and what isn't; a recent court ruling in Pennsylvania could offer a new legal route for activists.

By Kenny Torrella | @KennyTorrella | Mar 9, 2022, 7:00am EST

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Getty Images/Westend61

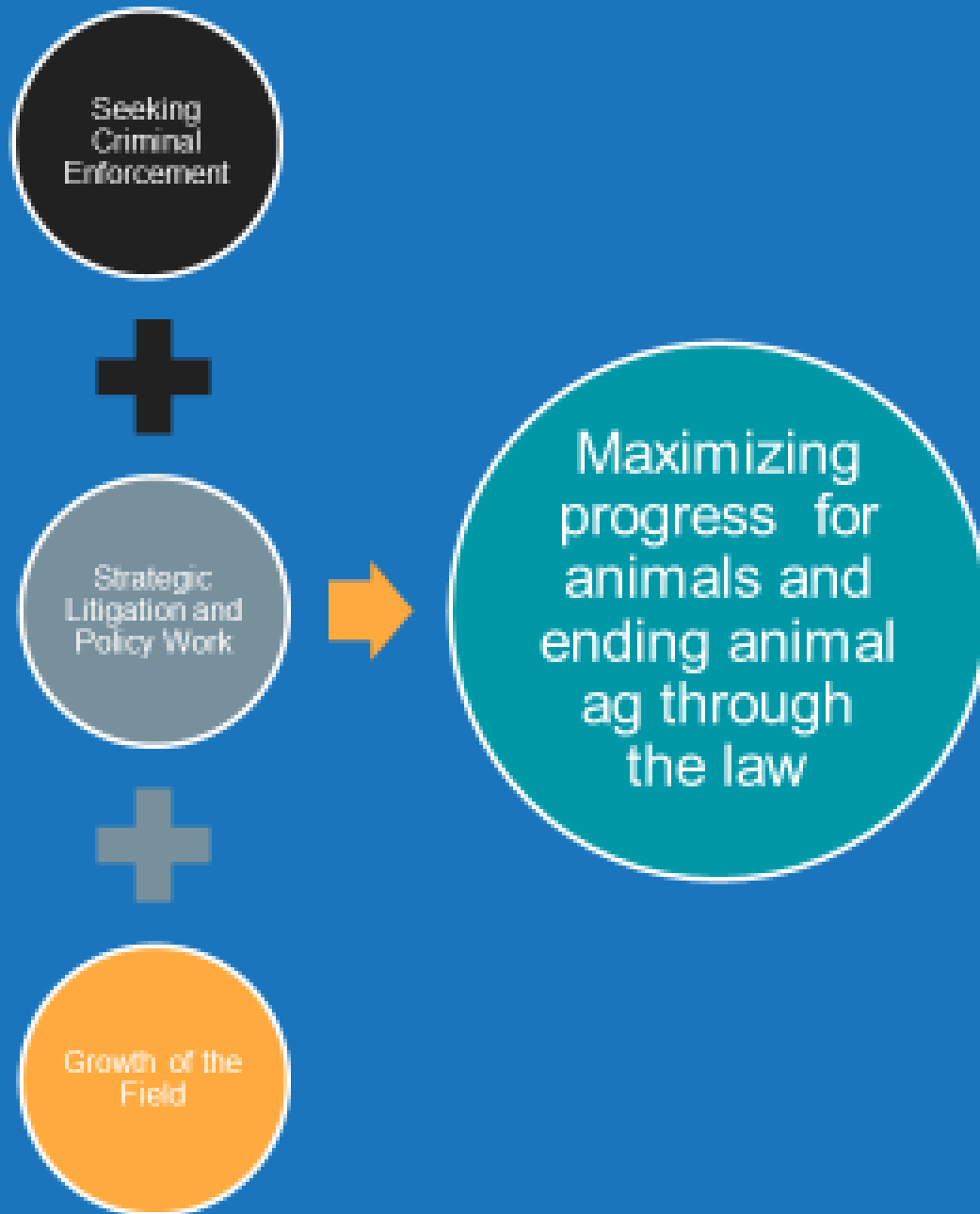




Animal Outlook's Farm Transitions

Our program is run by renowned agronomist, T.J. Bradford, PhD, who is also a farmer himself. He knows farming and what farmers need.

AnimalOutlook's
**FARM
TRANSITIONS**
Planting a better food system for America's farmers



*Exposing truth,
inspiring change.*

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