

AMERICAN HUMANE
FIRST TO SERVE®

**A New Deal for Animals, People
and the World We Share:**

A 10-point Plan to Build a Humane and Ethical World



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Executive Summary

The novel coronavirus has radically altered the world as we knew it and Americans' way of life has been forever changed. As we mourn the deaths of more than 200,000 Americans, we need to remember this crisis is the result of a broken social contract that we, who sit at the top of the evolutionary chain, have with every other animal that roams planet Earth.

Inherent in that contract is the notion that we will: take action to protect animals from unethical and inhumane treatment; ensure biosecurity procedures are in place to protect all living creatures; ensure independent oversight of animal welfare; and end societal norms that endanger people and animals alike. The bond between animals and humans is intrinsic to our very nature and indeed this symbiotic relationship provides an uplifting, sustaining, and often healing power that, for many, is incomparable. The human-animal bond must be treated with respect and the attention to detail which it is due.

As the largest certifier of animal welfare in the world, American Humane is saddened to report that on a global scale we have collectively failed to honor that bond which has resulted in a breakdown of our social contract with the animal world. This wide-scale, generational failure has led to exactly where we are today. In the United States alone, as of July, more than 31 million are collecting unemployment – roughly a fifth of the workforce. Globally we have seen more than 668,000 deaths and the world economy is bracing to lose up to \$21.8 trillion in 2020, according to an analysis from The Australian National University. What all of the human and economic destruction means in the long-term is not yet clear, but what is clear is that we need to build a new world – one grounded in humane values that can easily be demonstrated through science, ethics, compassion and love for animals, people and the world we share.

Which is why we have drafted a *New Deal for Animals, People and the World We Share: A 10-point Plan to Build a Humane and Ethical World*. This 10-point plan provides a much-needed roadmap to guide the humane treatment of animals who are so critical to the world we share. While many of the aims of the “New Deal” are ones we have been fighting to achieve since American’s Humane’s founding in 1877, others are relatively new and result from the development of science, technology, modernization and the effective shrinking of the world in which we live. Whether new or old, however, the following 10 tenets of American Humane’s New Deal must be made paramount.

1. End the World's Wet Markets

With the outbreak and spread of the novel coronavirus, thought to have originated in a “wet market” in Wuhan, China, questions surrounding the treatment of animals in open-air markets have rightfully persisted. Wet markets the world over are essentially the part of an open-air market where live animals, both domestic and wild, are kept, sold and butchered on site. These markets and practices have received wide-spread criticism from policymakers and commentators as they are hot spots for the spread of zoonotic diseases which are easily transmitted to people. In communities on every continent except Antarctica, open-air markets are a reliable source of fresh produce and protein. Changes, however, are necessary to establish a balance between markets that allow farmers to sell directly to customers while adhering to standards that ensure humane animal welfare, biosecurity and food safety.

Wet markets are one cog in a global machine that caters to a network of illicit and ethically dubious wildlife poachers, hunters, traders and sellers. The unregulated capture, transportation and slaughter of wild animals increases the likelihood that dangerous diseases will spread quickly and easily. The data available on wet markets, however, is scattered and often only provides a snapshot of a single market at a single time. One such study found that of four markets surveyed in Bangkok, Thailand, 63 percent of species for sale were non-native to Thailand. Despite the limited information, the pictures presented are terrifying and demand a clear call to action.

“Tens of millions of wild animals are shuffled through inhumane, unhygienic and unregulated wet markets every year. In a single market in Thailand, for example, researchers found that nearly two-thirds of the animals sold were non-native, increasing the likelihood of disease transmission.”

The lack of regulation and animal welfare standards in wet markets is a threat to both animal and human health. A 2004 study of civet farms in China found that they “were largely free” from coronavirus antibodies. When researchers visited a single animal market in Guangzhou, China, however, they found that roughly 80 percent of animals tested positive for coronavirus antibodies. While the virus these animals were exposed to is not the same strain that we are battling today, 16 years ago the scientific community knew that wet markets were breeding grounds for zoonotic diseases. Another paper, published in the American Journal of Public Health in 2007 by philosopher David Benatar in the aftermath of the Avian Flu, acknowledged that “much human suffering resulting from zoonotic disease could probably have been avoided had humans treated animals better.” Dr. Benatar was correct in 2007 and he is correct today. A slew of maladies, including the Avian Flu, SARS and Variant Creutzfeldt-Jakob disease, which is linked to mad cow disease, can be attributed to the misuse and abuse of animals by humans.



The lack of respect for animal welfare in these markets and the inhumane treatment of living creatures is part and parcel of the spread of disease. Animals live in cramped cages, are stacked on top of one another and mired in feces, dirt and blood. They are highly stressed, which increases viral spread of disease when they are brutally slaughtered with no concern for their health or well-being.

Shutting down wet markets that spread disease and inflict unnecessary suffering on animals is not a radical idea. Already, China has begun the gradual closure of live poultry markets, which is a promising start. Amidst the pandemic, Dr. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases, is calling for an end to wet markets, saying, “it boggles my mind how, when we have so many diseases that emanate out of that unusual human-animal interface, we don't just shut it down.”

Improving the lives of animals and the security of world populations can be done without inflicting harm on local communities that rely on open-air markets for food. Sections of markets that sell produce can remain open while governments work with haste to ensure markets comply with food standards set by the World Health Organization and animal welfare standards set by independent third parties, such as American Humane.

Until world leaders come together to not only condemn the rampant abuse of animals in wet markets, but also put an end to it, we will continue to have outbreaks of diseases like the coronavirus that inflict suffering on our communities and families. A fracturing of the vital humane-animal contract led to the novel coronavirus, and until people around the world begin doing right by animals, we invite disasters of a similar danger and magnitude on ourselves.



2. End the Global Cat and Dog Meat Trade

The cat and dog meat trade is an international problem that requires global, national and regional solutions. Allowing the slaughter and consumption of cats and dogs to continue is unacceptable. Over the millennia, cats and dogs have grown alongside humans, becoming companion animals with unique emotional and mental capacities. In Asia alone, 30 million dogs and four million cats are slaughtered and eaten each year. The compound effects of this atrocity not only rupture the relationship between humans and animals, but pose a threat to human life.

The largest country in the world, China, lacks both a national ban on animal cruelty and any country-wide regulation of the consumption of cats or dogs. The problem isn't confined to just one country. An estimate from a non-profit that does extensive work in Southeast Asia pegs the number of dogs and cats slaughtered in Vietnam, Cambodia and Indonesia annually at 10 million.

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In Indonesia alone, people eat an estimated one million dogs annually. In the city of Solo, according to an investigation conducted in 2019, more than 13,000 dogs are slaughtered each month. Investigators found roughly 200 street vendors and restaurants in Solo openly selling dog meat, despite a 2012 law prohibiting the practice. After reviewing footage taken by the investigators, Ganjar Pranowo, governor of Central Java province, committed to working with the Solo city government to crack down on the practice. Despite Ganjar Pranowo's laudable commitment, questions remain about the efficacy of prohibitions that are largely unenforced.

American Humane believes that the capturing and slaughtering of dogs and cats for human consumption is inhumane, unethical and a violation of the contract between humans and animals. As is often the case when humans mistreat and abuse animals, there are significant health repercussions. Consider rabies, an infectious viral disease that is largely transmitted from dogs to humans via dog bites. The dog meat trade is a high-risk environment for disease transmission because humans are often bitten. In countries like Canada and the United States, there is no dog-transmitted human rabies, unlike in countries such as Indonesia, Cambodia and Vietnam.

Dogs are the primary carriers of rabies in countries without effective eradication programs, and while they don't present a danger in the United States, they cause 99 percent of human rabies deaths worldwide. Those who participate in the dog meat trade are at a high-risk for contracting rabies, according to a University of Calabar study conducted in southern Nigeria. Like virtually all public health concerns, rabies disproportionately affects rural, impoverished and disadvantaged communities. To improve healthcare outcomes, those same communities desperately need resources. In tandem with the delivery of those resources, such as the widespread vaccination of dogs, American Humane believes that efforts should be made to change the culture around dog and cat meat consumption.

For example, even though Indonesia has a high rate of dog-meat consumption compared to other countries, the vast majority of the population – 93 percent – do not eat dog meat. The decisions of a small minority of people, sadly, can have health effects on the entire community, and damage the relationship between people and animals. In Cambodia, many believe that dog meat is healthy and good for preventing illness.

American Humane steadfastly believes that living creatures should never be subject to the horrors of this trade. Public health concerns aside, these animals are hideously abused. Taken from the streets or even stolen from family homes, the dogs are forced into tiny cages. They suffer from severe injury and trauma as they are transported vast distances, without food or water. When they finally arrive at the dog meat markets, injured, dehydrated and exhausted, they are forced to watch as other dogs are bludgeoned to death or thrown still alive into boiling water to remove their skins. No animal should ever be handled this way.

Despite these cultural mores, there is hope on the horizon. In the wake of the novel coronavirus, governments around the world are recognizing that the way we treat animals is directly related to the health of our communities and countries. The Chinese cities of Shenzhen and Zhuhai, for example, banned the consumption of both cat and dog meat in April – a first for the country.

As with all animal welfare work, there is still so much left to do to improve the lives of cats and dogs around the world. Even as small steps forward are made, new challenges pop up. For instance, as in Vietnam, where there are now delivery and to-go options for the consumption of dishes made with dog and cat meat.

Moving forward, countries should enact laws prohibiting the slaughter and consumption of dogs and cats. At the same time, efforts must be taken to shift cultural attitudes.

3. Immediately Stop Unnecessary Taxpayer-Funded Testing on Animals

Animal testing is an international, government-sanctioned and -funded, multi-billion-dollar business. In the United States, there exists a lack of transparency regarding how much taxpayer money is spent on animal experiments. It is estimated, however, that more than \$15 billion is spent annually by government agencies to conduct wasteful and cruel animal experimentation. To build a new, humane world, we must immediately stop this unnecessary, taxpayer-funded testing on animals.

In 2015, the National Institutes of Health's \$22 billion budget includes more than \$10 billion in funding for projects that involved animal testing and experimentation. Agencies like the Environmental Protection Agency, the United States Department of Agriculture and the Department of Veterans Affairs also carry out taxpayer-funded animal research programs that require additional funding. While the EPA already announced plans to reduce the number of studies that involve tests on mammals by 30 percent by 2025, and eliminate the studies entirely by 2035, it's time for all government agencies to step up and make a similar, accelerated commitment.

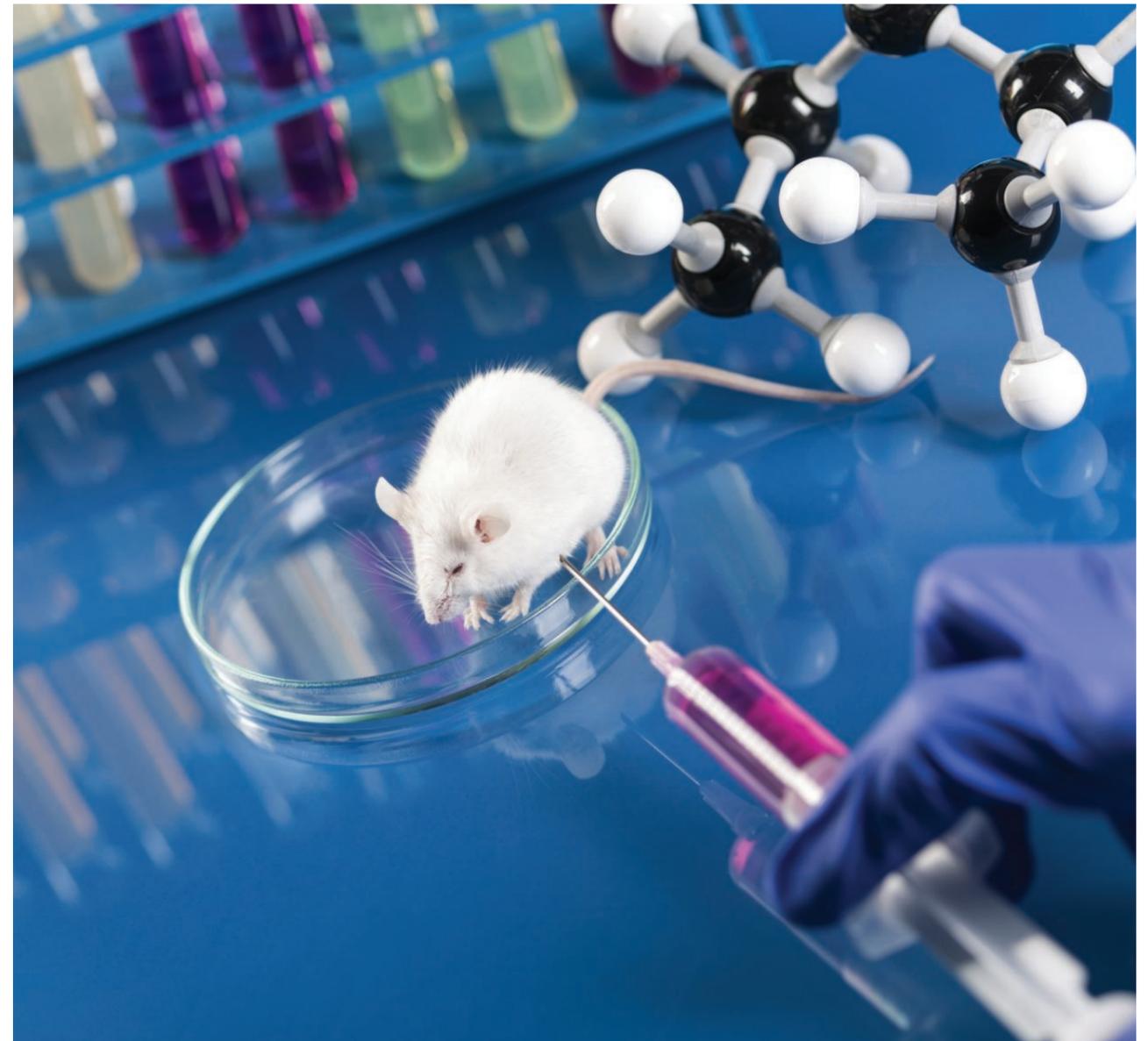
Annually, more than 115 million animals are used worldwide in experimentation or to supply the biomedical industry. While not all animal testing is inhumane and unnecessary, many animals are subjected to horrifically painful experiments, oftentimes without pain killers. There is little regulation or meaningful oversight of the labs in which animals are experimented on, and under current law, labs are not required to disclose data about the animals most often used in experimentation – rats, mice, birds and fish. Most concerning is that the United States government continues to spend billions of taxpayer dollars exposing animals to these appalling conditions even as the unreliability and limitations of animal experimentation have increasingly been acknowledged.

According to the Food and Drug Administration, a small number of drugs tested on animals are deemed safe and effective for human use – 92 percent fail to meet that criteria. Many scientists agree animal experimentation fails to reliably inform human health for a multitude of reasons.

Laboratory procedures and environments are difficult to control and influence animals' physiology and behaviors, essentially impacting research outcomes. The animals used in testing are kept in artificial environments for the duration of their lives, causing distress and abnormal behaviors. Factors such as artificial lighting, human-produced noise and restrictive housing environments can cause enough anxiety in the animals to affect the results of the study. The grating atmosphere can lead to health issues that have no relation to the ongoing research.

Additionally, there is a lack of sufficient similarity between animal models and human diseases. Human diseases are typically artificially induced in animals for testing purposes, but it is extremely difficult to reproduce the complexity of a human disease in an animal. Drugs tested successfully in animals can fail in humans, and vice versa. There is ultimately still risk once a drug moves on to human trials, meaning animals were experimented on for no evident reason.

“The U.S. Environmental Protection Agency has committed to eliminating animal testing entirely by 2035. This timeline should be accelerated, and other federal agencies should follow suit.”



Finally, interspecies differences in physiology, behavior, pharmacokinetics and genetics can significantly limit the reliability of animal studies. Drug testing results vary according to which species, and even which strain within a species, is used because of numerous interspecies and interstrain differences in neurophysiology, anatomy and behavior. All animals are individually different, and many past studies show that responses can vary greatly, even in animals of the same species. This further underscores the fact that results can be unreliable.

Animal testing costs billions of taxpayer dollars and funds brutal, wasteful and unwarranted experiments. To realize a more humane world, politicians and government agencies must commit to ending useless and exorbitant taxpayer funding of animal testing. We must listen to the scientists who understand the promise of modern technology, and who support opportunities to advance savvy science that is human-relevant and provides safer and more effective solutions to human health needs. There are alternatives to the use of animals that will not only save lives, but also be more a more cost-effective use of taxpayer funds.

4. Ensure Independent, Humane Inspections of Farms Worldwide and Related Biosecurity Measures for Animal Agriculture

As the human population on Earth grows, so does our need for food – meaning more farms, more produce and more farm animals. American Humane recognizes that animal proteins offer nutrition-dense food for billions of people around the world. We believe that animal welfare on farms and ranches can be elevated through independent inspections that audit against standards for humane treatment and care backed by science. Everyone, regardless of where they live in the world, should be able to find humanely raised dairy, meat, poultry and egg products that are both safe and affordable.

More than 70 billion farm animals are raised around the world to meet the growing demand for food. The vast majority of those animals, sadly, are raised in conditions that are not independently verified by a third-party for humane treatment and biosecurity measures. American Humane is calling for independent inspections of farms and ranches worldwide to help ensure that farm animals are raised according to science-based welfare and biosecurity standards.

“The overwhelming majority of the more than **70 billion** farm animals around the globe are not raised under science-based standards that are independently verified by a third-party for good welfare and biosecurity.”



For 143 years, American Humane has been working to improve farm animal welfare in the United States and abroad. At our founding in 1877, we fought to make transport of livestock more humane, working to ensure they had ample water, food and breaks for rest. In 2000, we established our farm program, now known as American Humane Certified™, the first third-party auditing and certification program in the United States to encourage and support the humane treatment of animals raised for food. Twenty years later, our farm program improves the lives of some 1 billion animals, and we are the largest certifier of cage-free eggs in the world.

To improve humane standards on the world's farms and ranches, the best way forward is a collaborative approach that listens to all the key stakeholders – farmers, scientists, consumers, ethicists and welfare specialists. The standards to which farms and ranches are audited must be backed by the latest scientific evidence and written by independent professionals. The inspections must be conducted by independent auditors who have no stake in the outcome of the process. Only by ensuring an impartial auditing process of humane treatment and biosecurity measures can we improve the lives of farm animals.

5. Ensure Independent Humane Oversight of Animals in All Forms of Entertainment

In the early days of Hollywood, the safety of animal actors was not guaranteed. Animals were often forced to participate in films without humane oversight, and many were injured or killed in the process. Through tragedy, the film industry reached a turning point in the early 20th century.

In the 1925 silent classic, "Ben-Hur," a thrilling chariot race takes place. The scene is exciting and intense, but, came at a horrific price – some 100 horses died during the filming of the scene. Then in 1939, while filming "Jesse James," a horse was run off a 75-foot cliff during production to capture a pivotal moment and lost its life. Spurred by widespread public outrage after word got out, American Humane gained the authority to monitor all animal action and care on movie sets, eventually establishing the iconic oversight program, "No Animals Were Harmed®."

"American Humane already monitors the animal action on more than 1,000 film and television sets each year."



"No Animals Were Harmed"®
— a program of —
American Humane

Audiences enjoy identifying with animals through film, and many motion pictures such as "Flipper," "Homeward Bound," and "Lassie," feature animals who occupy a leading role. Since animals cannot advocate for themselves, humans have the responsibility to ensure that, above all else, animals are treated humanely. Movies that shine a spotlight on animals and animal issues play a powerful role in shifting cultural norms and highlighting the struggles faced by wildlife around the world. Educating audiences through film is a dynamic way to foster a love of all animals and drive change to improve the plight of endangered, critical species.

American Humane currently monitors 70 percent of known animal action in film and television productions both in the United States and abroad. This amounts to approximately 1,000 productions annually, where Certified Animal Safety Representatives™ use humane standards and behavioral expertise to care for animal actors of all sizes, from ants to zebras.



American Humane monitors animals in filmed media and holds the exclusive right to award the No Animals Were Harmed® end-credit certification to productions that meet its rigorous standard of care for animal actors. Working with production personnel and trainers in the pre-production planning stage, American Humane monitors the animals on set during production, and enforces American Humane's *Guidelines for the Safe Use of Animals in Filmed Media*. It also investigates allegations of mistreatment and cruelty and sanctions productions that do not meet its standards of humane animal treatment.

American Humane believes there must be independent oversight of animals in all forms of entertainment, putting their safety first and working to help ensure they enjoy good animal welfare and humane treatment.



6. Ensure Independent Humane Inspections of Zoos and Aquariums Worldwide

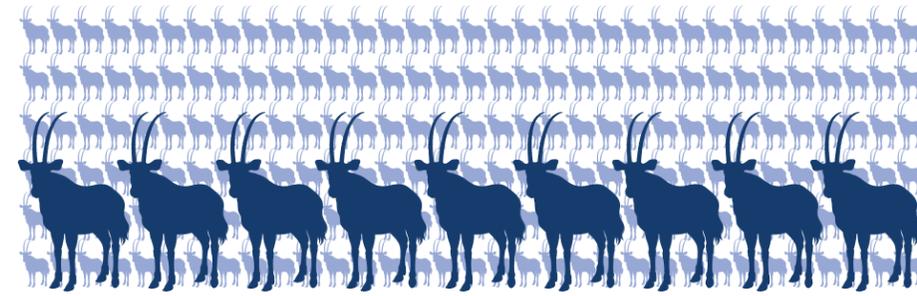
Modern zoos and aquariums serve to preserve and conserve remarkable and endangered species, as well as cultivate new generations of animal advocates. While performing this important work, they also have an ethical obligation to ensure that the millions of animals in their care are afforded good welfare and humane treatment. To help achieve this, all zoos and aquariums should be subject to independent and third-party certification using science-based animal welfare standards.

Critics of zoos and aquariums advance an uncompromising anti-captivity narrative in which all institutions are inherently unethical and cruel, which could not be further from the truth. Certified and accredited zoos and aquariums are ethical institutions that enrich and ultimately protect the lives of animals, both in human care and in the wild. And today, the need for intensive conservation campaigns is more urgent than ever before.

Our world is currently in the midst of what scientists are calling a "Sixth Mass Extinction." Unlike the five preceding die-offs, which were precipitated by natural events and resulted in the loss of three-quarters of all species on the planet, the current mass extinction is a result of human activities encroaching on wild spaces. Today's certified and accredited zoos and aquariums are uniquely positioned to combat those evolving threats. Using robust and sophisticated breeding programs, these institutions fund and facilitate countless initiatives to propagate species and preserve genetic biodiversity and reintroduce critically endangered or extinct species into the wild. Additionally, zoos support and carry out research that is essential for the overall conservation of species while also lobbying for species protections. The important conservation work of zoos around the world has saved species on the brink of disappearing forever.



"Only 2.3 percent of zoological institutions are currently accredited, and although industry-affiliated groups offer programs for broad accreditation covering facilities, veterinary care, management and the like, there should be widespread, independent, third-party certification of animal welfare standards."



The Phoenix Zoo helped lead the Arabian Oryx breeding and reintroduction programs, which ultimately birthed more than **200 CALVES** from just **9 INDIVIDUALS**

The Arabian Oryx, for example, was hunted to extinction in the wild nearly four decades ago. The Phoenix Zoo helped lead the ensuing breeding and reintroduction programs, which ultimately birthed more than 200 calves from just nine individuals. Now, between Oman and Jordan, there are about 1,000 Arabian Oryx living in the wild.

Small black and yellow Corroboree Frogs almost went extinct after they were hit by disease, but zoos, including Taronga Zoo in Sydney, have been breeding Corroboree Frogs behind the scenes and they are now being returned to the wild in specially designed disease-free habitats. Similarly, the Golden Lion Tamarin was critically endangered due to loss of habitat from logging and mining, as well as the threats of poaching. Since the early 1980's, there has been a concentrated effort from conservation organizations and zoos worldwide to protect the Golden Lion Tamarin from extinction. Today, one third of wild Golden Lion Tamarins came from those raised in zoos.



Loro Parque, a Humane Certified™ zoological facility, helped save 10 species of parrots from extinction. There are many examples of endangered species that were saved by conservation efforts. These efforts underscore the critical role certified and accredited zoos play in the future survival of the Earth's magnificent creatures.

Conservation programs aside, the treatment and health of the animals living in zoological institutions is of the utmost importance, which is why all should undergo independent humane inspections. For this reason, American Humane launched a global initiative to elevate the welfare standards of zoos and aquariums worldwide. The Humane Certified™ program is the first third-party certification devoted solely to verifying that animals living in these institutions are afforded good welfare and humane treatment. The rigorous certification program allows visitors to recognize the best zoos and aquariums around the world. Standards are set not by zoos, but instead an independent collection of world-renowned experts in the fields of animal science and ethics – a sharp departure from most existing accreditation programs, which are vulnerable to accusations of conflicts of interest.

By promoting independent humane inspections of zoos and aquariums worldwide, we can help assure that animals are being treated well as zoos and aquariums continue their lifesaving work.

7. End the Highly Lucrative, Organized Poaching and “Bush Meat” Trade That Is Decimating Wild Species and Spreading Devastating Diseases

There is an unexpected casualty of the ongoing pandemic – animals. Tragically, since countries around the world announced national lockdowns to limit the spread of the coronavirus, poaching incidents have increased. This is especially apparent in Asia and Africa.

Border closures, emergency visa restrictions, quarantines and other measures put in place in light of recent events have severely constricted Africa’s \$39 billion tourism industry – a business that motivates and funds wildlife conservation across the continent. Normally, from June to October, Africa’s national parks, conservancies and private game reserves would be teeming with tourists, but not now. This lack of tourists emboldens poachers, who usually stay away from tourist hot spots and prying eyes. Parks that used to be considered safe havens for wildlife are now at risk.

“The illegal wildlife trade is worth \$23 billion – the fourth-most valuable black-market industry, behind trafficking drugs, people and weapons.”



Poachers have huge economic incentives for their crimes. The illegal wildlife trade is worth \$23 billion, which makes it the fourth-most valuable black-market industry, behind trafficking drugs, people and weapons. A rhinoceros horn, which sells for roughly \$167 a kilogram in Africa can go for more than \$33,000 a kilogram in Vietnam and nearly \$66,000 in China. The lucrative poaching trade has always been a problem, but the coronavirus pandemic is making it even worse.

The lack of tourism facilitates poaching in other ways – funding for upkeep of wildlife preserves, including employment of rangers, guides and guards, is no longer readily available. In Tanzania, at a 450-square mile park, budget cuts resulted in nearly one-third of anti-poaching personnel losing their jobs. Additionally, the



overall increase of lay-offs and downturn of the economy means local people are struggling to provide for their families. Locals living in and around the park have had to turn to the forest to survive, laying snares and hunting for bush meat as they run out of options for food. Endangered or threatened animals may fall victim to subsistence hunting efforts, and a lack of awareness about the precautions to take when hunting and handling wild meat can create a prime path for transmission of disease.

Because of poachers, many magnificent species are critically endangered, and increased poaching during the coronavirus pandemic could hinder the great strides national parks around the world have been making in conservation efforts. Poaching threatens megafauna, our planet’s largest animals that often function as the keystones of their respective ecosystems. As poachers brutally kill elephants, rhinos and big cats, they also threaten other flora and fauna.

American Humane believes we must end the poaching and “bush meat” trade that is decimating wild species. Ecosystems are precariously fragile, and we must work together to educate others on the importance and interconnectedness of every single animal on Earth. If we lose one, all will suffer. Travelers must be conscious of where their dollars go – the role that responsible eco-tourism plays in preserving animal life in Africa, Asia and beyond is abundantly clear. Tourists should be encouraged to visit parks and reserves that are protecting precious animal life, and resources should be given to those who are fighting poachers on the ground. Together, we can prevent poaching and build a more humane world.

8. Enforce Ethical Standards for Global Animal Tourism

Earth's biodiversity is under threat – animal life is disappearing at 1,000 times the natural rate of extinction. Sadly, 99 percent of threatened species are at risk due to human activity. According to a United Nations report released last year, 1 million species are facing extinction, with many staring down a timeframe of mere decades.

Responsible eco-tourism, which allows curious travelers to see rare wildlife in person, is a crucial component of the conservation movement. Like zoos and aquariums, which play a powerful role in researching, rescuing and rehabilitating animals threatened by an increasingly inhospitable environment, wildlife preserves, parks, and other forms of eco-tourism are crucial to keeping animals alive in their natural habitats. These institutions bring money to many rural and disadvantaged communities, creating jobs and fueling the economy, while giving locals a vested interest in conservation.

“Responsible eco-tourism can provide incentives to protect biodiversity and improve living conditions for animals and people in at-risk communities.”



Responsible eco-tourism is necessary to combat poaching and habitat encroachment. Consider that just a century ago, 10 million elephants roamed the plains of Africa and the forests of Asia. The overwhelming majority – some 95 percent – of those elephants have been wiped out. In recent history, 62 percent of the world's elephants were slaughtered in the decade following the turn of the century. Africa's population of elephants is steadily declining by two to three percent annually.

Like zoos and aquariums, not all forms of wildlife tourism are created equally. There will always be bad actors – those that exploit animals or fail to do their part in protecting vulnerable creatures. Some tour guides may encourage travelers to engage in behaviors that compromise the health and wellbeing of animals. To parse the best operations from the worst, and to improve those that want to do better, there is a strong need for independent, third-party certification for global eco and animal-tourism.

Regular auditing by an independent third party can let travelers know which tours, parks and guides are reputable and doing right by the animals they have traveled hundreds or thousands of miles to experience. Seeing wildlife in person is a life-changing experience and is crucial to cultivating the next generation of conservationists. Additionally, these operations can dis-incentivize poaching by bringing a steady stream of income to local populations and incentivize the protection of wild animals. Through responsible eco-tourism, we can help protect some of the last vestiges of the wild world and ensure the humane treatment of the magnificent creatures who live there.

9. Enforce Safety Standards for Animals in All Forms of Transportation

Some 500 French bulldog puppies, 38 of which were dead, were found on a plane operated by Ukrainian International Airlines that landed at Toronto Pearson airport on June 13, 2020. The surviving puppies were suffering from dehydration, weakness and vomiting, according to the Canadian Food Inspection Agency. This recent event is just one example of the tragic circumstances that can occur when welfare standards are not set in place and enforced for animals traveling on airplanes, or any other form of transportation.

American Humane believes animal transport programs via air, ground and water should employ rigorous welfare standards, adherence to which are confirmed through rigorous, independent audits. Just like people, animals deserve to be safe and comfortable on their voyage. Pet owners should not fear that their animals may not make it to the final destination safely and securely.

“Rigorous welfare standards and independent audits of operations involving animals travelling via air, ground and water are necessities.”



As the largest certifier of animal welfare in the world, American Humane steadfastly believes in independent audits of animal operations using science-based welfare standards set by the world's leading animal experts. To that end, in 2018 American Humane and the world's leading animal scientists, animal welfare specialists, veterinarians and animal ethicists undertook a comprehensive examination of the myriad factors affecting the health, safety, comfort and welfare of pets traveling by air in order to develop standards and best practices to keep our best friends safe during air travel. In addition, rigorous standards, including pre-flight veterinary checks, not only protect animals in transit but potentially entire populations of people and animals in the destination areas, as they can help to identify contagious diseases before travel takes place.

American Humane strongly advocates the adoption of national standards by the airline industry, as well as a certification program to ensure that these standards are being met. As with the human members of their families, travelers and the rest of the animal-loving public should demand a high degree of protection and safety for their four-legged companions.

10. Expand the Use of Service and Therapy Dogs

For millions in America and billions around the world, this is a time of pain and suffering. While humanity tackles these unprecedented challenges, we shouldn't abandon homeless dogs in shelters to the risk of euthanasia, especially when there is such a broad need for therapy and service dogs.

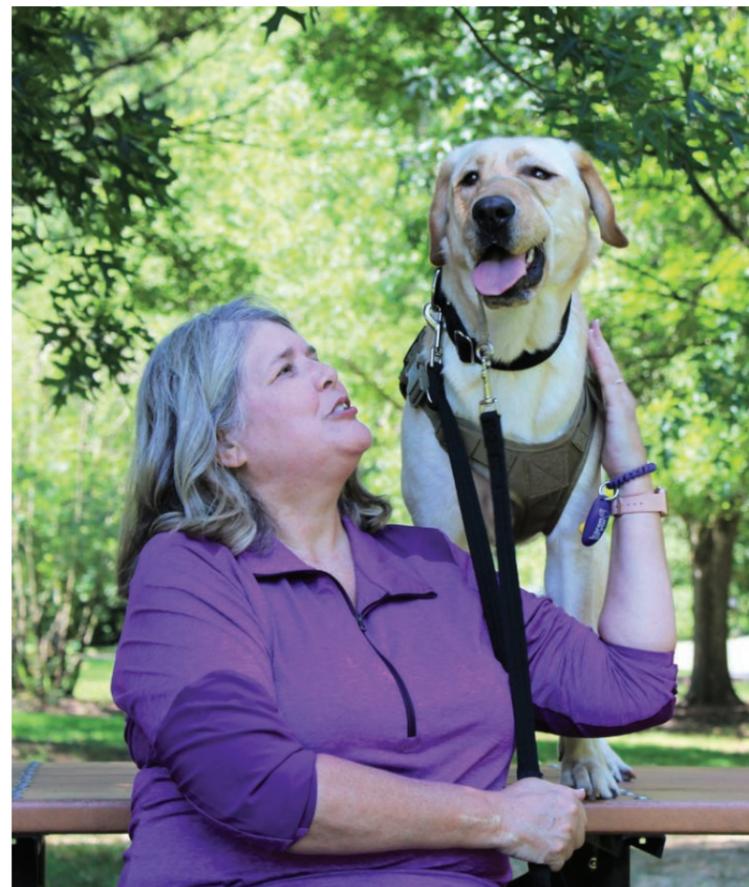
The bond between dogs and humans is an untapped source of life-changing, life-saving potential. Through American Humane's work, we have witnessed the inspiring potential of the human-animal bond to transform and improve lives on both ends of the leash. The New Deal for people and animals must include expanded availability of service dogs to help differently abled individuals live normal lives and therapy dogs to aid those suffering from physical and emotional challenges.

Through American Humane's Pups4Patriots™ program, which provides specially trained service dogs to veterans diagnosed with either post-traumatic stress or traumatic brain injury at no charge to them, we have seen individuals' lives transformed. Those who have protected our country face unique obstacles in transitioning to civilian life, including healing from the traumas of war. Between 20 and 30 percent of veterans currently suffer from PTS. Some of the effects of PTS, including anxiety, substance abuse and depression, can be debilitating.

“Service and therapy dogs bring healing to those suffering from emotional, mental and physical trauma and challenges.”

For struggling veterans, service dogs offer hope, and a chance to live normal lives, even when traditional therapy and prescription medicines fall short. A study released by Purdue University in 2018 found that veterans diagnosed with PTS who were paired with a service dog performed better on several mental health and emotional well-being metrics. Veterans saw their PTS and depression symptoms reduced after being paired with a service dog and even performed better at work.

Consider Jose, a U.S. Army Master Sergeant First Class (ret.), who was paired with a service dog, Starr, through the Pups4Patriots™ program. According to him, “just being that person that I used to be makes me happy. I'm not saying my internal wounds are gone, what I am saying is that Starr has started a new chapter in my life. A chapter that I never knew would ever exist. Our bond is only going to get stronger and deeper.”



In 2010, American Humane and Zoetis embarked on a landmark research project – the *Canines and Childhood Cancer Study* – to investigate the impact of animal-assisted therapy on pediatric oncology patients, their families and the therapy dogs who visit them. Researchers concluded that therapy dogs helped in numerous ways, including positively affecting parents of patients, improving communication within families as well as between parents and medical staff, which led to better medical care, reductions in stress levels and better emotional functioning.

As we build a new world in the wake of the novel coronavirus, American Humane is calling on policymakers, leaders and individuals to commit to building a better bond between people and animals. It is not all about improving the lives of animals. As service dogs and therapy dogs demonstrate, it is also about improving human lives and helping the most vulnerable in our society.

Conclusion

The far-reaching, catastrophic impact of the novel coronavirus is the impetus for American Humane's *New Deal for Animals, People and the World We Share*. If adopted and followed by world leaders, policymakers and individuals of all stripes, these practices will result in a more humane and ethical world. Not only will more animals live better lives, but humans will reap the benefits of a renewed social contract with the beautiful creatures with whom we share the Earth.

The likelihood of new, rapidly spreading contagious diseases like COVID-19, which originated in a wet market, will diminish. Better biosecurity and humane standards on farms around the world will improve life for billions of animals and people. At-risk species will see the promise of a better tomorrow through conservation work and cooperation between zoological institutions and responsible eco-tourism companies. Animals have been part of our lives since the beginning of time, and now we must rethink how we treat the creatures with whom we share the world.

About American Humane

American Humane, the country's first national humane organization, is committed to ensuring the safety, welfare and well-being of animals. For more than a hundred years we have been first to serve, wherever animals are in need of rescue, shelter, protection or security. The unbreakable bond between people and animals is at the very center of our work. Through our innovative initiatives – from our animal welfare certifications to our military program and rapid response rescues across the country – American Humane sets the gold standard as the most visionary and effective animal welfare organization in the nation.

AMERICAN★HUMANE FIRST TO SERVE®

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