

Protecting Our Fairs from Extremism

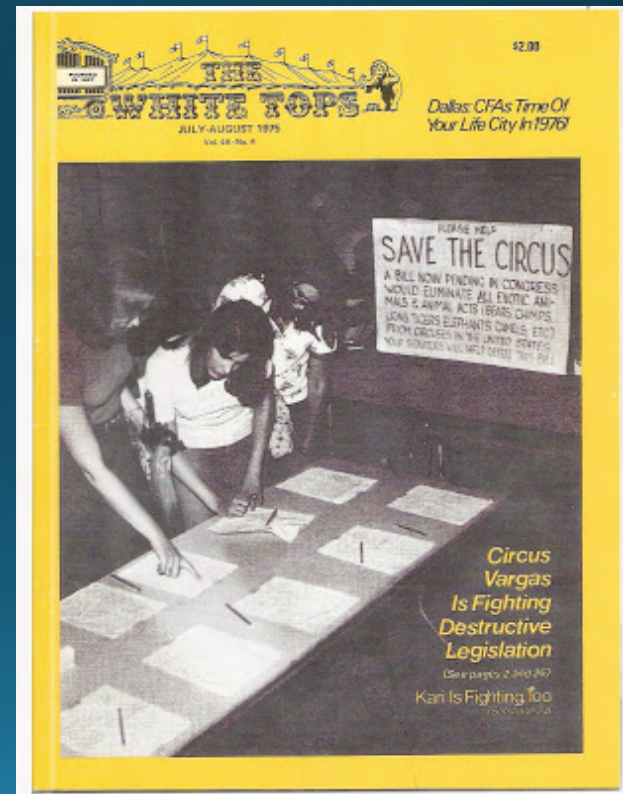
# Animals at Fairs

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# Animal Rights ≠ Animal Welfare

- Based on emotion
  - Anthropomorphizes
  - Against all human-animal interaction, regardless of benefits
  - “Ends justify the means” to advance their agenda
  - Not a likely a fair patron
- Based on facts, science, experience
  - Responsible husbandry
  - Interact responsibly and humanely with animals for agriculture, industry, entertainment, research
  - Exhibitor Education
  - Exactly the ideology fairs promote

# Long History of Attacking Animals



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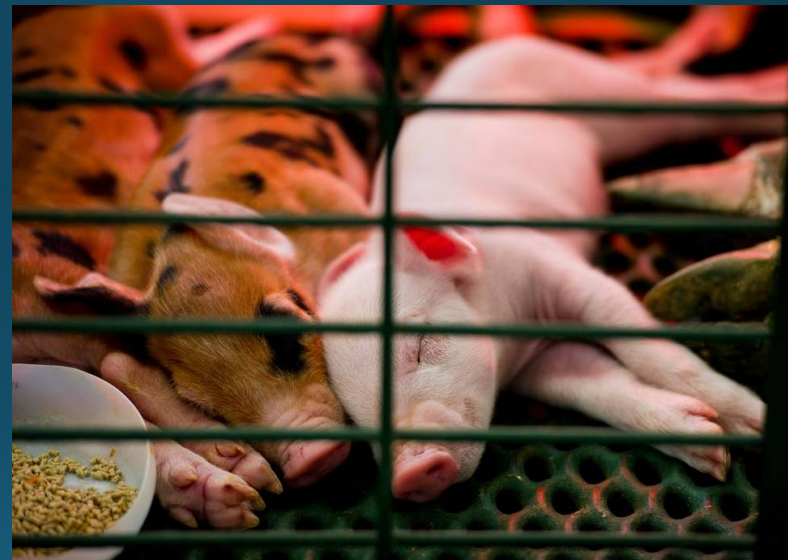


- Dog Ownership
- Meat eating
- Medical testing
- Wearing wool
- Aquariums
- Zoos
- Educational animal dissection

# Attacks at Fairs



BaconFest



Live Birth Demonstrations



# SHEAR CRUELTY

Many people know about the cruelty of the **fur** and **leather** trades, in which animals are often skinned alive, but what about the **wool** industry?



PETA.ORG

**PETA**

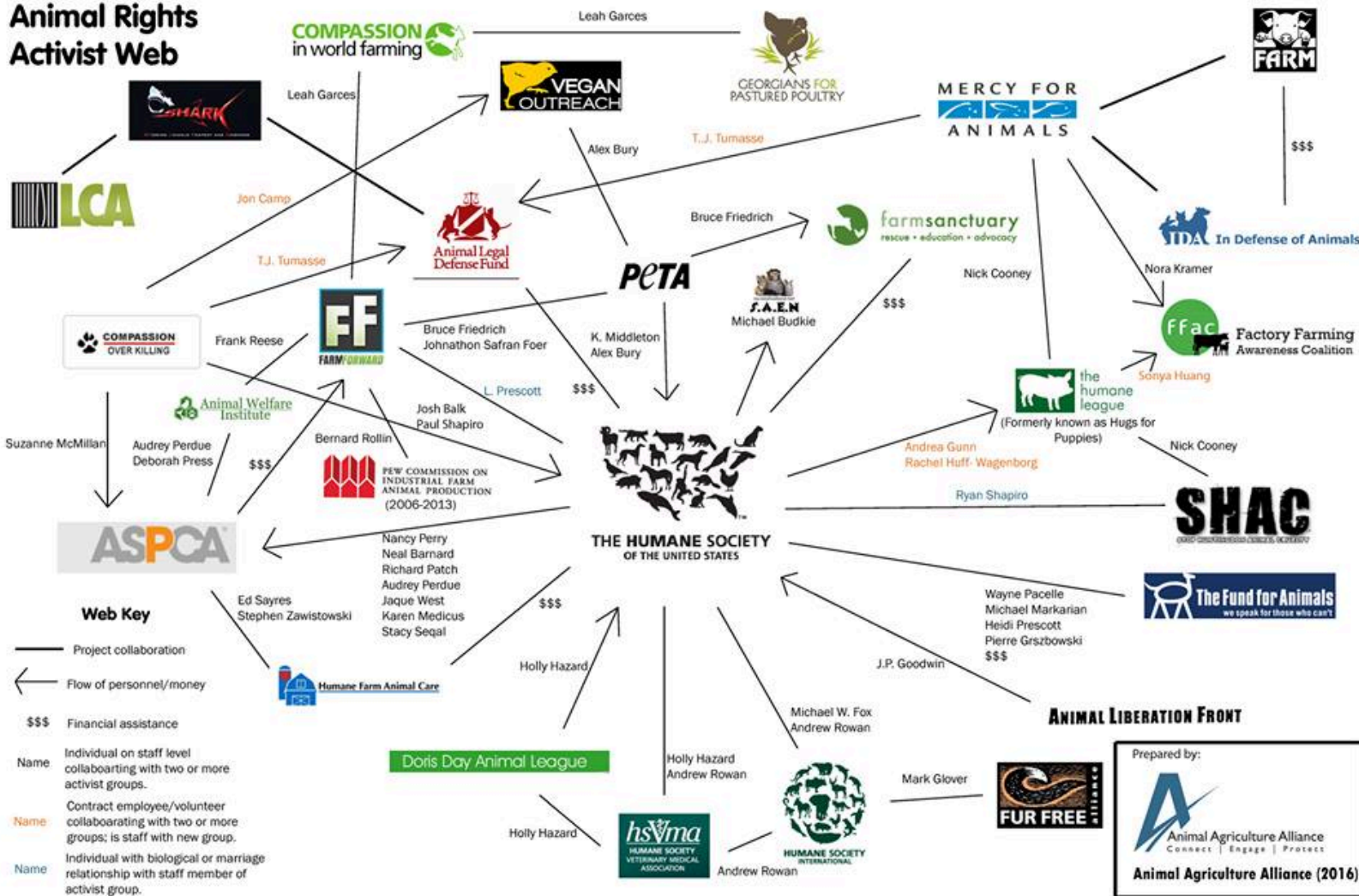
# Placating Does Not Work



***Ringling Bros. and Barnum & Bailey Circus to End Its 146-Year Run***

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# Animal Rights Activist Web



Prepared by:  
  
 Animal Agriculture Alliance  
 Connect | Engage | Protect  
 Animal Agriculture Alliance (2016)



# Before the Fair

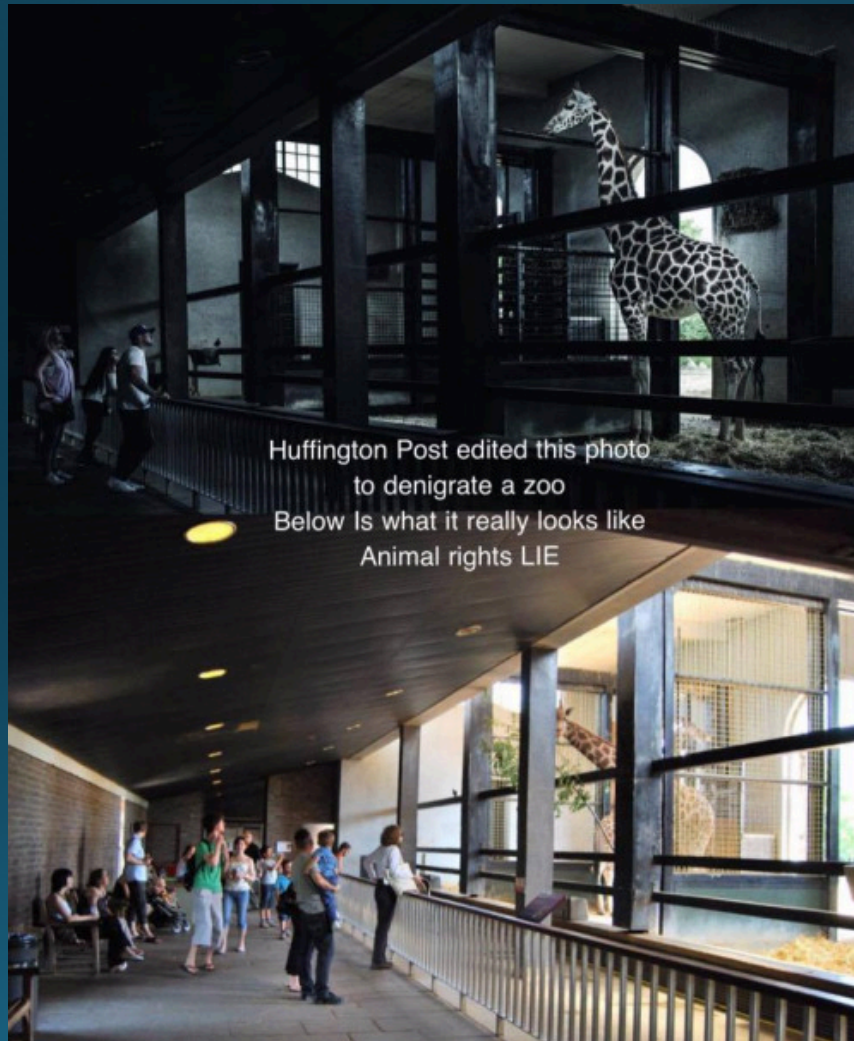
- AR groups will target a specific exhibitor or event
  - Email barrage
  - Letters to Editor, Media
  - Protest and boycott threats
  - Contact other Vendors, Sponsors, Performers
  - Apply for their own booth at the fair
- Appeal to Board of Directors to cancel contracts/ exhibits
  - If you are a public institution, you will most likely have to give them a chance for “public comment” in an open meeting

# Open Meetings

- Extremists will make bold claims, so DO YOUR HOMEWORK
- Be ready with:
  - Exhibitor's permits & recent inspection history
  - Home facility inspections
  - Insurance coverage
  - Safety/Emergency Action Plans
  - Relevant Scientific studies—both about the species in question but also about human-animal interaction and its impact on conservation
  - Exhibitor's history with your fair

# Animal Rights Intimidation Techniques

- “What if something happened?”
  - They use irrelevant examples without context or from foreign countries
- Threaten to sue the Fair Board
  - Kern County Fair—threatened by a representative of the Non-Human Rights Project
- Video “evidence”
  - Antiquated
  - Highly edited, Manipulated
  - Was it turned over to law enforcement or regulatory authorities?



Huffington Post edited this photo  
to denigrate a zoo  
Below is what it really looks like  
Animal rights LIE

# Define the Narrative

- Include animal welfare and responsible husbandry in your pre-fair PR
- Use Social Media to start the conversation so you can define the narrative

Remember: **Perception over time creates reality!**



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# What You Need to Know come Fair Time

- What Animals are at your fair, and where are they?
  - Exotics? Petting zoos? Education?
  - Have any exhibitors been targets in the past?
- Take example photos of exhibits
- Visit exhibits as often as possible—be proactive
- Have direct contact information for 2 people from each exhibitor
- Press Releases ready to go
  - From each exhibitor about their mission, their conservation work, etc to be adapted when needed

# Policies

- Free Speech area
- Flyer distribution policy
- Amplification—allowed at protests?
- Familiarize yourself with local & state trespassing laws
- Encourage exhibitors to post signs at exhibit regarding use of photographs
- Designate a Fair Spokesperson
  - Make sure everyone refers all animal-related issues to the designated person
  - Positive talking points about your animal programs
  - Anticipate the tough questions and have responses ready

# Inspections





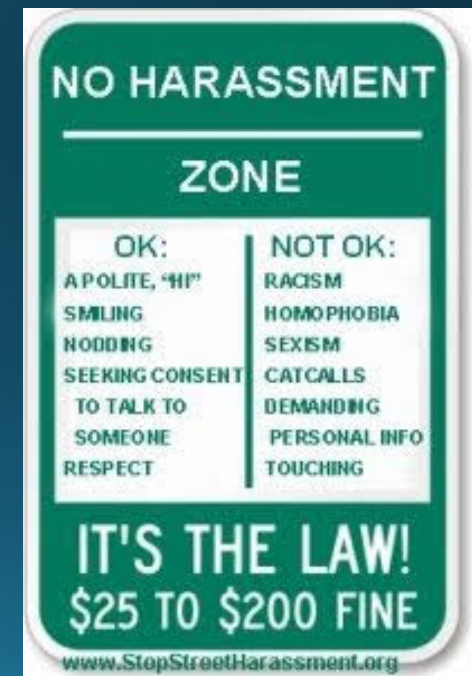
# Disruptions & Incidents



DxE attacked Ramos Brothers Circus

# Be Prepared

- Every Exhibitor needs a direct number for security
- Have written security protocol for how to handle extreme cases of harassment
- Printed sign about harassment of exhibitors and consequences posted at each entrance and gate
- Night security
- Film Activists, Take their picture



# Things to Think About

- Temporary Workers
  - Sign confidentiality agreements
  - Forbid taking photos during “off” times and in “off-exhibit” areas
- Social Media attacks
  - Fake Reviews
  - Target Performers, other exhibitors



# Legislation

- Anti-animal legislation can affect your fair
  - Husbandry tool bans
  - Performing Animal Bans



BULLHOOK /Guide/Takaw



SHOW STICK

# Resources

- Watch Legislation: <http://grassroots.circusfans.org>
- IAFE Website: [www.fairsandexpos.org](http://www.fairsandexpos.org)
  - “Your IAFE Digest” (weekly community updates for members)
  - Igniter Discussion Board
  - Animal Welfare Committee
- OABA Website: [www.oaba.org](http://www.oaba.org)
  - OABA Exotic Animal Owner - Welfare Guidelines
  - OABA Media Relations Plan - Performing Animal Exhibitors
  - USDA Animal Exhibitor Advisor: Joan Galvin, Esq., Kelley Drye & Warren, DC
- DEVELOP: Real-time Message board to share best-practices

*“If some among you fear taking a stand because you are afraid of reprisals from customers, clients, or even government, recognize that you are just feeding the crocodile hoping he’ll eat you last.”*

*~Ronald Reagan*