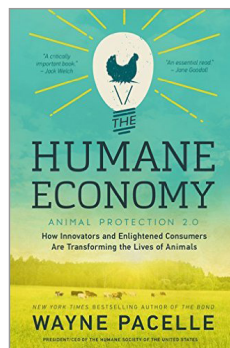


- 3 Michael Gordon, 'Malcolm Turnbull's treaty attack on Bill Shorten out of line and out of touch', *The Sydney Morning Herald* (14 June 2016), <http://www.smh.com.au/federal-politics/political-opinion/malcolm-turnbulls-treaty-attack-on-bill-shorten-out-of-line-and-out-of-touch-20160614>
- 4 Noel Pearson, 'Radical centre can create highest compromise on recognition', *The Australian* (28 January 2016), <http://www.theaustralian.com.au/opinion/radical-centre-can-create-highest-compromise-on-recognition/news-story/6714b7e6d6db9fb2ee23014976ddc9a0>
- 5 As above.
- 6 George Williams, 'Conservative case for Indigenous recognition: *The Forgotten People*', *The Australian* (2 April 2016), <http://www.theaustralian.com.au/arts/review/conservative-case-for-indigenous-recognition-outlined-in-forgotten-people/news-story/f47e5df2712cdd678ccd5ee7f89e2605>
- 7 See the Institute for Public Affairs booklet, 'Race has no place: a positive case for equality in the Australian Constitution', <http://racehasnoplac.org.au/wp-content/uploads/2015/09/race-has-no-place-booklet.pdf>
- 8 Parliamentary Education Office, 'How the Constitution can be changed' (2017), <http://www.peo.gov.au/learning/closer-look/the-australian-constitution/how-the-constitution-can-be-changed.html>

The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals

By Wayne Pacelle
William Morrow, 2016,
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Reviewed by Sue Windybank

Concern for animal welfare is often belittled as the pet cause of bleeding hearts or dismissed as an anti-human crusade led by zealous vegetarians or violent animal rights activists. Not anymore if you accept the central claim of Wayne Pacelle's latest book, *The Humane Economy*. Pacelle is the CEO of America's largest animal welfare organisation, the Humane Society of the United States (HSUS). He argues that we are at the beginning of an 'epic political, cultural and economic realignment in the

treatment of animals' (p.277). Animal welfare is no longer a fringe movement, but is fast becoming a mainstream issue.

Yet while there has arguably never been so much compassion for animals, humans inflict pain and suffering on animals on an unprecedented scale. Pacelle does not flinch in detailing the often heartrending practices that are common in industries that exploit animals—from puppy mills and pet shops to circuses and marine parks to factory farms and slaughterhouses to laboratories and chemical testing facilities. But *The Humane Economy* is not simply a book-length version of the documentary exposé *Food Inc* or the film *Free Willy* (about a captive orca).

Pacelle believes that if ideas about compassion are to prevail, they must succeed in the marketplace. He seeks to harness the laws of supply and demand for moral ends by providing information to consumers so that they may choose to demand products and practices that minimise cruelty to animals. Innovators and entrepreneurs are meeting this demand in creative ways that don't leave a 'trail of animal victims behind' (p.x) whilst even big corporations faced with evidence of a shift in consumer preferences now recognise that more humane treatment of animals can make good business sense.

'Just about every enterprise that is built on harming animals today is ripe for disruption' (p.xii), he boldly predicts. For instance, chain stores Petsmart and Petco stopped sourcing pets from puppy mills and then ceased selling dogs and cats altogether. Instead, they gave rescue shelters space in their stores to offer homeless animals for adoption. Former revenue from selling commercially-bred pets has been replaced by a fivefold increase in spending on pet supplies from loyal customers. Their innovative strategy reflected public concern over puppy mills, 'disrupted' the conventional pet store model, and saved the lives of tens of millions of homeless dogs and cats otherwise facing euthanasia.

When two street performers founded Cirque du Soleil and began entertaining people with creatively choreographed feats of human strength and agility, they inadvertently challenged the traditional circus model with its 'dancing elephants'. Forcing such majestic creatures to wear silly costumes and perform unnatural acts out of fear of their trainers now looks

outdated—a 'reproach both to their nobility and our humanity' to quote Charles Krauthammer.¹ Ringling Brothers has phased out its famous elephant acts citing a 'shift in mood' amongst customers. Animal-free circuses are becoming the new norm. Similarly, Sea World recently announced it will no longer breed captive orcas or stage theatrical orca shows. 'Willy' has been freed.

Technological change can also be a friend to animal welfare, although Pacelle acknowledges that technology itself is morally neutral. Human choices remain. The most promising application of new technology is in animal testing, where the old idea of laboratory animals standing in for humans is reflected in the unease inherent in everyday terms like 'human guinea pig'. Growing use of *in vitro* tests and computer simulation—which can be cheaper, faster and more accurate than animal testing—could end painful toxicity tests whereby unanesthetised rabbits are locked in neck restraints while substances such as cosmetics or caustic cleaning chemicals are dripped into their eyes.

These examples, Pacelle argues, are case studies in Joseph Schumpeter's 'creative destruction' and Adam Smith's invisible hand at work. Combined with his optimism and faith in an emerging humane economy, they give the book a surprisingly upbeat tone reminiscent of Thomas Friedman's folksy travelogues on globalisation. The cover even sports the subtitle 'Animal Protection 2.0', 1.0 being the human dependence on animals for transport (horses) that was made obsolete by automobiles—echoing Friedman's depiction of technological change driving globalisation 1.0, 2.0 and 3.0.

Sometimes the business-speak used throughout the book grates, but Pacelle is out to prove that he is not an anti-capitalist zealot. He understands market forces and economic realities, and seeks engagement not confrontation with abusive industries. 'I have always believed', he avers, 'in engaging with our adversaries to find a path forward that will produce the best outcomes for animals' (p.281).

This pragmatic approach has paid off in the one industry that is arguably the greatest source of animal suffering: factory farming. Some nine billion land animals are processed every year to meet

consumer demand for meat in the United States. For decades, most animals commercially raised for food were kept in extreme confinement. Pigs were caged for years on end in sow gestation crates so small they could not even turn around. Male calves in crates were kept in a deliberate state of anemia to produce veal. Egg laying hens were stuffed into battery cages the size of a microwave. Such stocking densities—which are now being phased out—made harsh economic sense in the old inhumane economy. Pacelle tries not to judge the egg producers, whom he describes as 'hard-working people who chose their production methods to boost efficiency and not to purposefully make life miserable for their hens' (p.61).

Veal was the first factory farming issue to fuse public concern with market forces, eventually forcing change. Images of forlorn calves in crates took hold in people's minds and veal consumption plummeted. It still took two decades to get the industry to shift to group housing and so far veal consumption has barely recovered. Pacelle argues that brand damage can be permanent if an industry accused of cruelty resists change for too long and allows negative public impressions to set in (p.41).

Ending sow gestation crates has relied on a similar strategy but progress was slow until legendary investor Carl Icahn agreed to help Pacelle win over Macdonalds. Any move by the fast food giant to phase out the purchase of pork from producers using sow crates would set a trend for the entire industry, they reasoned. To cut a long story short, it worked. Macdonalds announced a phase-out and within three years some 60 major brands followed suit.

For battery hens, the biggest game-changer also came after Macdonalds announced a ten-year phasing out of cage eggs. Huge retailers like Walmart and Cosco have since signed on to the cage-free bandwagon. These companies have presumably made a calculated business decision to accept the costs of change now rather than being caught out later only to face lasting reputational damage like the veal industry.

Pacelle does not claim that these industries have become cruelty free. Most animals will still be kept indoors in huge crowded sheds with no access to sunlight or outdoor space—a far cry from bucolic

images of happy hens pecking for grubs in green sunlit meadows. But such pasture-raised eggs are expensive and cannot feasibly meet demand. Big industrial systems are still needed; group housing in barn-like aviaries where hens are free to move around is an improvement, however incremental.

Legislative changes in a handful of states have reinforced these new practices, but the resulting bans are problematic. California, Michigan and Massachusetts have held successful ballot initiatives to phase out 'extreme methods of farm animal confinement' including cage eggs, which means imports from other states could be banned too. How these laws can actually be enforced is left unexplained.

Such piecemeal changes also do not address how farm animals are transported or slaughtered. Pacelle would no doubt point to the public outcry over the 2011 Four Corners program on Australia's live cattle trade to Indonesia as evidence of a shift in public consciousness on this front: people thought the abusive mistreatment of Australian cows in Indonesian abattoirs was wrong and intolerable. However, this reaction quickly turned into concern that the subsequent government suspension of live exports would bring the Northern Territory economy to its knees, an about-face that points to the uncomfortable truth that most of us eat meat and that many jobs and livelihoods depend on animal exploitation.

Can the humane economy lead us towards a more guilt-free future? As long as people eat meat—especially when we don't need to consume as much meat as we do—this seems improbable. However, technology may one day 'disrupt' this assumption. Innovators and entrepreneurs are now investing in the development of meat that does not even come from an animal. While such futuristic lab-grown 'meat' seems unlikely to completely displace the conventional meat industry—at least in the short-term and especially given rising demand for meat in China—that this is even in prospect should be recognised as another creative way the market can supply consumers with more humane (and potentially much cheaper) choices without people having to make sacrifices.

Pacelle's focus on morally-driven consumer behaviour and enlightened corporate self-interest means that

he never challenges the longstanding legal principle that animals are objects or 'things' not sentient 'beings' subject to rights. While he rejects 'discredited ideas about animals existing for whatever use we humans concoct' (p.ix), animal rights is a philosophical can of worms that he (understandably) prefers not to open.

Last year Intelligence Squared (IQ2) held a debate in Sydney on the proposition that animal rights should trump human interests. The 'for' side lost by a considerable margin even though pre-debate polling showed that many in the audience were initially in favour. Reporting on the post-debate turnaround, the organisers noted: 'We love animals, and we are animals. Most of us want improved welfare for wild, captive, farm and domesticated animals. But elevating animals to equal rights was a leap too far for most in the audience.' Those 'against' argued that rights were unnecessary when improved welfare could achieve progress and a better result for all. Pacelle's pragmatic approach clearly comes down on the side of welfare and moral progress over abstract legal rights.

Once it was denied that animals were even capable of feeling pain. French philosopher Descartes likened animals to machines and would dissect them alive, oblivious to their screams. In *The Better Angels of Our Nature*, Stephen Pinker recalls how setting fire to cats used to be a popular form of entertainment. Today we look back on such practices and recoil, especially since some people now humanise cats and dogs almost beyond recognition. In a similar vein, future generations will no doubt judge us harshly for how we raised and slaughtered animals for food on an industrial scale. But Pacelle sees the glass half-full not half-empty. While there is still fierce disagreement over where to draw the line in protecting animals from cruelty and harm at the hands of humans, at least most people now seem to agree that there is a line to be drawn.

Sue Windybank is editor of *Policy*.



Endnotes

- 1 Charles Krauthammer, 'Free Willy', *The Washington Post* (7 May 2016).

The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals - Kindle edition by Wayne Pacelle. Download it once and read it on your Kindle device, PC, phones or tablets. The Humane Economy is essential reading for anyone interested in animal welfare. This fabulous book reveals the inside story of how the fight against human cruelty to animals is gradually being won and some of the surprising individuals who have helped to make this happen. In The Humane Economy, Wayne Pacelle powerfully explores the changes already under way and ahead. The Humane Economy shows us how what we do everyday as consumers can benefit animals, the environment, and human society, and why these decisions can make economic sense as well. This transformation is emblematic of a new sort of economic revolution, one that has the power to transform the future of animal welfare. In The Humane Economy, Wayne Pacelle, President/CEO of the Humane Society of the United States, explores how our everyday economic decisions impact the survival and wellbeing of animals, and how we can make choices that better support them. [EPUB] The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals - Ebook Free Download. [EPUB] The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals - Ebook Free Download. Author. Wayne Pacelle. Download all eBooks in PDF, ePub format for free. Reproduction of site books is authorized only for informative purposes and strictly for personal, private use. Contact Us. Email: info.ebooksden@gmail.com.