

## Universities React to Latest RPA Campaign Action

### Ivory-Tower Denial, Greed, Ideology Prevent Humane Policy, Rights of All Animals

*Write to universities and government! Support RPA, 10,000 Years Is Enough campaign!*

“As numerous episodes confirm, humankind’s plentiful capacity for foolish to abominable behavior is not neutralized by advanced degrees or high academic position.” So writes veteran journalist and author Daniel S. Greenberg in *Science for Sale: The Perils, Rewards, and Delusions of Campus Capitalism*.

“The ... role of universities to serve the public has been hopelessly compromised. The cynical role now played by corporatized universities has made them untrustworthy arbiters of the public good.” – Leonard Minsky, National Coalition of Universities in the Public Interest.

Our land-grant university (LGU) chief executives prove those statements true as they react to Responsible Policies for Animals’ (RPA’s) recent mailing to LGUs in all 50 states. The mailing – a letter, bibliography, and video – is RPA’s latest action in its **10,000 Years Is Enough** campaign to stop our LGUs from teaching false beliefs and deadly practices for the meat, dairy, fish, and egg industries. **RPA’s goal: Eliminate our LGUs’ “animal science” programs – i.e., meat courses.**

#### Ivory-Tower Corruption

Universities perch atop the hierarchy of institutions guiding how human beings live and think – family, school, news, .... So our LGUs’ training, research, and public-relations boon to the most inhumane, unjust, and destructive industries on Earth is an enormous betrayal of public trust. Basic rights of all animals cannot be established when our most influential institutions teach implicitly and explicitly the false beliefs that other animals exist for humans, it is healthful and natural for humans to eat from animals, and that animal use can be humane, just, healthful, and ecologically sound.

#### RPA Makes Airtight Case

To lead fulfilling lives, nonhuman animals must be free of domination by human beings, and humans must be free of institutions that deceive them about life’s basic requirement: *food*. (See **Animal Rights** and **What About People?** at [www.RPAforAll.org](http://www.RPAforAll.org).) All human use of other animals is inhumane and unjust. Humans are natural herbivores who evolved to forage for plant foods. Animal use is linked to almost every human infectious disease, every human assault on the natural world, and the non-communicable diseases that kill the most humans. Extremely costly worldwide, diseases linked to meat, dairy, fish, and eggs threaten the economies of newly affluent countries consuming more meat and dairy than before, says a new Centers for Disease Control report.

Flouting this crucial knowledge, the public interest, and humane practice in favor of careerism and fundraising, Cornell University, Penn State, University of California, University of Georgia, University of Wisconsin, Texas A&M, Iowa State, and other LGUs in all 50 states and other U.S. territories promote meat, dairy, fish, and eggs, providing huge fortunes to the industries in training, research, and public relations.

Aimed at bringing this “education” travesty to a halt, RPA’s August 24, 2011, mailing to the chief executives (president or chancellor) of major LGUs in all 50 states – RPA’s *seventh* LGU mailing since launching the **10,000 Years Is Enough** campaign in 2003 – consists of ...

... a two-page letter about harm to all animals, including humans, from our LGUs’ meat, dairy, fish, and egg industry programs – “animal science,” “poultry science,” “dairy science,” “aquaculture” (fish

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factory farming), and the like, our LGUs' powerful influence over what people eat, the impossibility of serving both the animal-food industries and the public interest, and the need to drop "animal science" and get our LGUs into line with established knowledge;

... a two-page bibliography of about 50 books and articles supporting RPA's demand that our LGUs drop "animal science"; and

... the DVD *Eating: It's The Biggest Cause of Disease, Disabilities and Death in the U.S. Today*, Third Edition (www.RaveDiet.com, 2008), supporting RPA's assertions that animal use is linked to horrendous nonhuman-animal suffering, almost every human disease we can name, and every major human assault on the natural world.

### Deceptive Anti-Life University Programs

The existence and teachings of "animal science" deceive millions in LGU communities – students, parents, alumni, faculty, staff, administrators, executives, trustees – about *the most crucial life-and-death matter: what is biologically and ethically sound for human beings to eat*. The public and most newsmen and officials believe universities teach the truth, not industry propaganda. You don't have to study "animal science" to assimilate the anti-life message. Affiliating with an institution that promotes meat, dairy, fish, and eggs trumps reality. The many experts and publications documenting the millennia-long trail of tears blazed by animal use will languish until our LGU executives at long last listen.

Among the misleading PR services "animal science" provides to the meat, dairy, fish, and egg industries: *creating doubt* in the public mind about the fact that humans' use of other animals is disastrous for humans as well as those enslaved, exploited, slaughtered, killed to protect "livestock" and feed crops, and otherwise denied a fulfilling life.

*Zoology* is the science of nonhuman animals, including their behavior, feelings, and minds. The impostor "animal science" teaches how to oppress and kill billions of descendants of nonhuman animals humans enslaved thousands of years ago unaware of the massive suffering that would follow – plus the more recent enslavement of fish.

Beyond disasters directly linked to humans' enslavement, slaughter, and use of nonhuman animals – billions of nonhumans living short, miserable, and impoverished lives, billions of humans suffering and dying due to animal use, climate change disrupting Earth's oceans, rivers, wetlands, forests, prairies, and other ecosystems, human economies reeling under the onslaught of disease and calamities wrongly called "natural disasters" – LGU "animal science" causes more disasters still.

These include millions of acres of corn, soybeans and

In addition to its kind & generous members, RPA is ...

#### Staff

David Cantor, Executive Director

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David Cantor, President

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Responsible Policies for Animals, Inc. (RPA), promotes responsible policies for nonhuman animals that are also responsible policies for human beings and ecosystems: unalienable equal basic individual autonomy, ecology, and dignity rights of all animals.

RPA is a 501(c)(3) educational nonprofit organization. Monetary and in-kind donations to RPA are tax exempt as allowed by law.

RPA has no salaried staff or directors.

Anyone may become an RPA member for one year by donating \$15.00 or more. RPA considers ill, impoverished or incarcerated people for donation-free honorary memberships upon request. No one need adopt a particular lifestyle to be an RPA member.

RPA members receive *Thin Ice* and Updates on RPA's work. New members also receive RPA's bumper sticker (see www.RPAforAll.org).

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Donate to RPA at [www.RPAforAll.org](http://www.RPAforAll.org) or by mail.

★

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[www.RPAforAll.org](http://www.RPAforAll.org)

[www.ExpertsOfConscience.org](http://www.ExpertsOfConscience.org)

[www.EatForSports.org](http://www.EatForSports.org)

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other crops fed to nonhuman animals – all unnatural, involving toxic herbicides, pesticides, and oil-based fertilizers that kill animals, plants, and other life in Earth's oceans, rivers, and soil; lethal, agonizing brain-rotting diseases in sheep, cattle, and humans; drug-resistant human diseases from feeding most antibiotic drugs to enslaved animals; and more.

### University Reactions to RPA Campaign: Anti-Intellectual, Anti-Science, Anti-Public

The four ways our LGU executives react to RPA's airtight argument that the responsible thing for them to do is to phase out "animal science" are ...

... thanking RPA for *what we do not say* and ignoring RPA's demand and the airtight case for it;

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... responding to accusations RPA does not make. This includes assurances that the LGU adheres to animal-welfare laws – responding to “cruelty” accusations RPA does not make as they are irrelevant to establishing rights.

... citing pseudoscientific published papers purporting to contradict RPA’s overwhelming case against “animal science” without responding to RPA’s evidence and sources. Papers and conference proceedings cited by LGU executives are authored by LGU employees, sponsored by meat or dairy corporations – in one way or another rooted in the same conflict of interest as “animal science” itself.

... silence. Most LGU chief executives passively acknowledge they cannot refute RPA’s airtight case for getting their institutions out of the meat, dairy, fish, and egg industries – by refusing to reply.

*“... a foul wind has blown over ...  
our nation’s universities. Its source  
is ... the growing role that  
commercial values have assumed  
in academic life.”*

— Jennifer Washburn,  
*University, Inc.: The Corporate  
Corruption of Higher Education*

The fifth option, of course, is for LGU executives to act responsibly, informing RPA that they will present to our LGUs’ governing bodies a plan to phase out “animal science.” That would meet the obligation to base university programs on knowledge and public service, not on false ideology and products made popular by deception and delusion.

### **The 10,000 Years Is Enough Team – Thanks, Highlights, and What We Must Do!**

Your support of RPA makes you an invaluable member of the **10,000 Years Is Enough campaign** team! As in so many areas of life, we citizens must create the public agenda to ensure that it puts animals first, including humans – *not nonliving universities serving nonliving corporations and industries*. Few in the industry-government-media complex, including universities, will step forward and risk career, income, reputation, and status to tell the awful truth about thousands of years of needless and misguided suffering and oppression. And the university PR machine finds “damage control” the easy answer to efforts to correct mis-education and teach what is true. So *all* animals need *all* of us to do *all* we can to “push the envelope.”

And envelopes are crucial for holding accountable those who can influence our LGUs. Here are things some of your teammates have accomplished:

➤ Early in the campaign, longtime animal and vegetarian advocate Maryanne Appel wrote to LGUs in all 50 states, sending RPA replies she received from some LGUs that did not reply to RPA, revealing the LGU PR stratagem of trying to sway individual people who might not do the “homework” RPA has done.

➤ Suzanne McAllister wrote to many LGUs, answered replies she received with facts available from RPA factsheets and websites showing LGU executives they could not deceive her, and wrote to her state representative and governor, who influence LGU funding and need to know about the “animal science” disaster.

➤ Betty Sherman wrote to her state’s LGU, Penn State University, received a typical PR reply, followed up with a second letter, and wrote to her governor and state representative and senator.

➤ Animal Rights Hawai’i President Cathy Goeggel co-authored with RPA founder & director David Cantor an opinion article for eliminating “animal science” in the University of Hawai’i’s student newspaper.

➤ RPA member Caleb Wistar helped organize several RPA lectures in Albany, New York, and wrote to Cornell University several times urging an end to the only Ivy League LGU’s “animal science” program.

➤ On behalf of EarthSave Miami, Jeff Tucker hosted an RPA lecture, wrote to the University of Florida president demanding an end to “animal science,” and followed up by answering the evasive reply he received.

➤ Brandon Becker organized two RPA lectures in Raleigh, North Carolina, and one in nearby Chapel Hill. Brandon wrote to his state legislators in support of the campaign. To assist in the latest RPA campaign mailing, Brandon meticulously and flawlessly updated RPA’s list of the 50 states’ LGUs’ current chief executives!

➤ On behalf of Cleveland’s West Shore Vegetarian Group, Cheryl Cross hosted an RPA lecture and assisted RPA in acquiring 60 copies of the DVD *Eating: It’s The Biggest Cause of Disease, Disabilities and Death in the U.S. Today* – the above-mentioned video in RPA’s latest mailing to the 50 states’ LGUs and key officials.

➤ Attorney and longtime animal advocate and rescuer Beverly Foster has written to many LGUs and done invaluable research for the **10,000 Years Is Enough campaign**. “When I learned about the campaign, I was stunned at the LGUs’ role in humans’ holocaust against other animals. Getting the LGUs out of the meat industry is what animals need since universities are so influential. I plan to take part for the long haul, educating all who can help achieve the goal.”

➤ Some of the many organizations that have published a **10,000 Years Is Enough campaign** article or letter,

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hosted a lecture, or signed a statement of support: *World-Watch*, Physicians Committee for Responsible Medicine, *Cornell Daily Sun*, *Utne Reader*, Student Environmental Action Coalition, Compassion for Animals-Respect for the Environment, North American Vegetarian Society, New Jersey Animal Rights Alliance, Vegetarian Society of Hawaii, Jewish Vegetarians of North America ....

*Universities powerfully influence policy, belief, and practice* – so RPA’s **10,000 Years Is Enough** campaign is the key to creating the needed change. Humans’ use of other animals is not natural, healthful, safe, beneficial, or ecologically sound. Apparent benefits are illusory: In every area of life, meeting human needs without using other animals beats animal use. So the best way to advance the **10,000 Years Is Enough** campaign is to clue in people in all walks of life.

➤ Tell your favorite officials, newsmen, executives, professionals, friends, and family members the pressing reality: We’ve got to get our universities out of the meat, dairy, fish, and egg industries before they put human and other-animal wellbeing further out of reach. Refer them to RPA’s websites, share RPA literature with them, and organize an RPA lecture for them.

➤ Write to your state’s LGU chief executive and others listed at the Campaigns page of [www.RPAforAll.org](http://www.RPAforAll.org), demanding an end to “animal science.”

➤ Send copies of your LGU letters – with brief cover letter urging recipients to use their influence and authority to help end LGU “animal science” based on their duties and responsibilities – to ...

... your state’s governor – see RPA’s list at the Campaigns page of [www.RPAforAll.org](http://www.RPAforAll.org); your state representative and senator – see state government website or ask RPA; your U.S. representative and senators – see U.S. government website or ask RPA; ... Dr. Peter McPherson, President, Association of Public and Land-Grant Universities, 1307 New York Avenue, Suite 400, Washington, DC 20005-4722.

**The 10,000 Years Is Enough** campaign is not just one more way to feel we are “making a difference” as we watch the meat industry grow, animals suffer, and the human and natural worlds crumble. *It is the way to reverse those trends.*

While thousands of concerned people expose the suffering of animals humans use for food and benefits of eating plants-only, our land-grant universities, far more influential, teach humanism, speciesism, carnism, and other ideologies that perpetuate animal use. All animal use is inhumane and unjust. Thank you for supporting RPA and the 10,000 Years Is Enough campaign – and for taking part. *Keep in touch.* Strategize with RPA. Educate yourself and others. Let RPA know what you do. [DCantor@rpa1.org](mailto:DCantor@rpa1.org). ★

## Next Issue of Thin Ice:

*RPA’s public lectures and other education methods promote rights of all animals the way human rights came to exist!*



## Thank you for supporting Responsible Policies for Animals.

*Your support of Responsible Policies for Animals makes you part of the solution to the root cause of suffering humans inflict on themselves, each other, and other animals. There is no meaningful protection without rights, and no way to rights of all animals as long as universities teach animal-use methods and ideologies.*

*“Making a difference,” “fighting cruelty,” less-inhumane shopping choices, rescuing animals, and other compassionate acts, good in themselves, will always have limited reach as long as nonhuman animals lack basic autonomy, ecology, and dignity rights. Only dedication to rights of all animals can establish the rights all animals need to lead fulfilling lives.*

*Again, thank you!*