**What do Animal Rights Activists Believe?**

* Animals have rights similar or the same as humans.
* Animal rights proponents wish to ban all use of animals by humans.
* Eliminate all animal agriculture (resulting in no chicken, fish, or meat for food, no leather for shoes or clothing).
* They think people cannot love animals and also eat animals.

**How do they further their mission?**

The general population is far removed from animal agriculture. Animal rights activists play on emotions and fear to make people believe that animal agriculture is wrong.

* They hold “Undercover Investigations” to film at farms.
  + Either by sneaking on to farms or by infiltrating the work force.
  + They will take footage out of context.
  + They will create a harmful situation for animals just for footage.

Sources:

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

<https://www.animalwelfarecouncil.org/?page_id=16>

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