

# Companion Animal Meat/Fur Issue

## A Suggested Approach

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## Four different, but related, issues

Dog eating  
Cat eating  
Dog fur  
Cat fur

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## Key Challenges

### Lack of information

- source, volume, players, market
- economics
- public attitudes/perceptions
- government attitudes/politics

### Lack of awareness in society

### Lack of strategy / fragmented campaign initiatives

### Lack of coordination

### Lack of clear target

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## 1. Research

Assemble local database of all known information about issues (investigations, reports, papers, media articles, government materials, interviews)

Conduct additional investigations based on data gaps

Share information and help create national web database on issues

*(need to determine permanent or rotating administrators)*

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## 2. Establish Local Goal

Based on research results, choose a goal that you actually believe you can achieve given your time and resources.

- City wide ban (meat/fur)
- Consumer initiative (fur) focusing on specific retailers

Local campaigns often serve as a base for future regional and national campaigns.

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## 3. Determine Strategy

- Start slow and build momentum

- Introduce ideas and concepts & establish relationships with key people

- Maintain dialogue & provide solutions

- Generate public awareness

- Achieve symbolic victories to build momentum

- Expand the conversation

*Push for critical threshold  
(60% of population knowing about your issue)*

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#### 4. Establish Core Message

Establish three core points on issue

- antiquated and doesn't fit with new China
- civic/ business pride (and associated economic issues)
- animal welfare/responsible pet ownership

Create position paper on issue that clearly outlines the facts of the issue, your position and what your solution (goal) is.

Establish core visuals (conduct focus groups – we can't rely on our own feelings or ideas).

Frame your message to fit the values of the policy makers/businesses you are trying to influence.

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#### Summary of the existing reasons against using companion animals for food/fur

- Reason 1: They are our friends!
- Reason 2: Treat animals as products, so that we can take advantage of public hygiene and safety legislation
- Reason 3: Not part of a modern, civilized society.
- Reason 4: Traditional cultures change over time.
- Reason 5: Using them for food/fur is inhumane

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#### 5. Meet policy makers/ businesses *Introducing Ideas and Concepts*

Meet with the city officials, bureaucrats and businesses you are trying to influence. They may know little or nothing about the issues.

Use meetings as information gathering sessions. Don't be discouraged by anyone who says it can't be done or they won't do it. Ask for advice.

Do not try the hard sell. Do not be emotional. Be persistent, but do not be a pest. Be passionate, but professional.

If you alienate people, they will put up roadblocks to stop your campaign.

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#### 6. Maintain dialogue & provide information and solutions

Keep in touch with everyone you've contacted. Forward information about issue news and initiatives that you feel they should know about. Become their primary information source.

Build a base of campaign allies.

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#### 7. Raise awareness in society!

Create communications/public awareness plan. Try to meet face to face with reporters, editors and other media people to understand media needs.

Create series of coordinated activities on the issue. Start with release of position paper.

Set up series of media & public activities (1 every 3 weeks) – release new information, investigation results, endorsements, protests, etc.

For face to face public awareness activities. Try to reach the largest number of people with the least amount of effort. Look for existing audiences (schools, universities, clubs, dog/cat organizations, civic groups, business improvement organizations, chambers of commerce).

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#### Raise awareness in society! (2)

Who is the target audience?

- 1) Animal lovers who are already rescuing animals and members of animal groups?
- 2) Pet owners – with pedigree animals?
- 3) Potential pet owners?
- 4) Youth – teenagers/college students?
- 5) Educated middle class with disposable income, concerned about the future of China?

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8. Achieve symbolic victories

Help to build momentum and acceptance through:

Celebrity endorsements  
(entertainment/sports/academia/politics) -  
Not eat/wear dog/cat

Government resolutions-  
Prohibit dog meat/ fur  
(even if practice not present in municipality)

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8. Achieve symbolic victories (2)

Business resolutions-  
will not serve meat/ sell fur  
(even if they never have)

Proclamations –  
City companion animal days

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8. Expand the conversation

Push to reach tipping point  
(60% of population knows about your issue).

Try to engage non-traditional audiences  
(people who don't know about animal issues)

Expand campaign and reach out on regional, national  
and international basis as needed.

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8. Analyze and Adapt

Evaluate previous activities  
and their effectiveness.

Adapt and change.

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