

# DIRECT ACTION **DA** EVERYWHERE

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## Animal Activist Fools Newsmax on Live TV, Posing as Tyson Foods CEO to Promote “Roasting Pigs Alive”

*Imposter disavowed nonviolent animal rights activists as “terrorists”*

[VIDEO HERE](#)



*Matt Johnson posing as Tyson Foods CEO Donnie Smith on Newsmax's Cortes & Pellegrino Friday evening*

SEPTEMBER 3, NEW YORK, NY - Animal rights activist Matt Johnson impersonated Tyson Foods' CEO Donnie King on a live broadcast of Newsmax TV's *Cortes & Pellegrino* Friday night. Johnson, who similarly [impersonated](#) the CEO of pig farming giant Smithfield on Fox Business' *Mornings with Maria* last December, mocked the company's commitment to animal welfare, in light of a [2020 exposé](#) disclosing that one of its largest pig suppliers was using steam and heat to kill hundreds of thousands of pigs. The practice, called ventilation shutdown (VSD), has been condemned by veterinarians and animal rights advocates as a form of torture.

At one point, Johnson held up a news article about his activism -- including a photograph of his own face -- referring to (himself) as “the face of terrorism” for his whistleblowing activity (a reference to the 2006 Animal Enterprise Terrorism Act).

“These animals died from heat exhaustion after hours of torment,” said Johnson, an organizer for the grassroots animal rights network [Direct Action Everywhere \(DxE\)](#). “These practices have not just been decried by experts; they’re illegal.”

Johnson now faces a felony prosecution in relation to the investigation of VSD. His trial is scheduled for December 2 in Wright County, Iowa. If convicted, he faces up to eight years in prison.

He and DxE are pushing for prosecutors to target the factory farms and slaughterhouses, rather than the activists working to expose them.

The spoof is part of DxE’s “[No More Factory Farms](#)” campaign, which calls on government officials to introduce a moratorium on the construction of new factory farms and slaughterhouses. DxE cites a similar [Cory Booker proposal](#) as an indication of both the urgency and public support for bold action. The campaign has targeted Tyson Foods because of its connection with a pig supplier that deployed ventilation shutdown – despite opposition from its own employees – to cut costs when COVID-19 forced slaughterhouses to close.

While slaughterhouses have been hotspots for spreading coronavirus, factory farms are ideal breeding grounds to spread new diseases; the Centers for Disease Control and Prevention (CDC) [warns](#) that “...3 out of every 4 new or emerging infectious diseases in people come from animals.”

*Investigators with [Direct Action Everywhere \(DxE\)](#) enter farms, slaughterhouses, and other agricultural facilities to document abuses and rescue sick and injured animals. DxE’s investigatory work has been featured in [The New York Times](#), [ABC Nightline](#), and a [mass pig killing exposé from Glenn Greenwald](#). DxE activists led the 2019 grassroots effort to [ban fur products in California](#). Activists have been [subjected to FBI raids](#) and [felony prosecutions](#) for these investigations and rescues. Visit Direct Action Everywhere on [Facebook](#), at [directactioneverywhere.com](#), and on Twitter [@DxEverywhere](#).*

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