

## DxE's Roadmap to an Animal Bill of Rights

The strategic roadmap is a tool to help animal rights activists visualize what changes we aim to accomplish and the major mechanisms through which we will accomplish those milestones. This roadmap should be modified regularly based on events and new information. While this roadmap focuses on one country, the United States, it is intended to serve as an example for activists in other countries who want to create their own roadmaps to animal liberation.

Our theory of change is that a grassroots animal rights movement uses structure-based organizing combined with the power of mass protest (momentum-based organizing) to mobilize so many people that it becomes too costly for institutions to maintain the status quo. Part of our theory of change includes an understanding that it is unlikely that we will be able to get to the amount of active popular support we need without greatly increasing the amount of passive popular support, too. In the earlier stages of the movement, we anticipate that progress will come from more “structure-based” organizing in key cities, whereby groups shift social norms and build active and passive popular support through smaller, targeted campaigns and victories. These will eventually spread to regions, states, and the entire nation.

This roadmap was significantly updated in 2020, following growing public awareness of the devastating effects of animal agriculture due to (1) the impact of the grassroots animal rights movement, (2) world leaders recognizing we have [less than a decade](#) to prevent irreversible damage from climate change, and (3) the COVID-19 pandemic. The 2020 revisions included moving up the end year to 2040 and crystalizing the end goal as Rose's Law: Animal Bill of Rights. You can see the previous version [here](#).

### 2025

- Milestones
  - California has passed a moratorium on the construction and expansion of factory farms and slaughterhouses, and is providing support to farms that transition to plant-based food production
  - DxE chapters across California have increased their capacity, and they can unite and bring together over 1,000 people in response to trigger events<sup>1</sup>
  - Major coalitions have formed across animal rights, public health, human rights, and environmental movements to justly transition the food system away from animal agriculture
  - Animal rescuers and whistleblowers have won precedent-setting victories in court
  - Several cities in California have fully divested<sup>2</sup> city funds from animal agriculture

---

<sup>1</sup> Highly publicized, shocking incidents that dramatically reveal a critical social problem to the public in a vivid way. This can include events that are planned, like protests, issues that are exposed through investigations, or events that arise and gain attention naturally like COVID-19.

<sup>2</sup> Here divestment means ending purchases of animal products with city funds.

- California has continued to pursue bans on specific animal exploitation industries (e.g. cosmetic animal testing, horse racing, wild animal captivity)
- Public opinion polling shows that >50% of Californians support a full ban on factory farms and slaughterhouses
- Animal sanctuaries in cities across the US receive public funding; school groups, colleges, and tour groups frequently visit animal sanctuaries, which become a destination in themselves
- The federal government has passed a national ban on an entire class of animal exploitation or product (e.g. fur farming, fur sales)
- Narrative
  - The idea of animal rights is everywhere; sustained actions in response to the COVID-19 pandemic, wildfires, and other related emergencies have made animal exploitation a regular discussion in the mainstream. DxE is consistently at the frontlines exposing the biggest abuses and threats in the industry. Progressive areas are passing more and more animal rights legislation. California has led the way. Activists have investigated nearly every major farm and slaughterhouse in the state, presenting legislators and the public with undeniable evidence of the inherent abuses of this industry. A united front composed of related movements has pushed for bans on egregious practices and products, but they know this is not enough. They recognize that the problem lies with the animal agriculture industry as a whole and these groups are calling for an end to animal ag.

## 2030

- Milestones
  - Trigger events launch national mass mobilizations for animal rights
  - Two or more states have followed California's lead and enacted moratoriums, putting pressure on the federal government
  - Meanwhile, California has ended state subsidies to animal agriculture and passed a ban on factory farms that will go into effect soon
  - A federal moratorium on factory farms has passed, following the lead of states around the country, and elected officials who voted against the bill lose popular support
  - California legislators and news outlets are discussing the prospect of national animal rights
- Narrative
  - Trigger events launch massive mobilizations for animal liberation that capture national press attention for weeks. An individual animal rescued from factory farming has become a household name, and a symbol for why we need to end animal agriculture. Multiple states have moved to transition away from animal exploitation, and federal climate legislation has targeted animal agriculture as a primary offender. In the 2028 presidential race, televised debates emphasize

issues related to animal agriculture, and every progressive candidate acknowledges the urgent need to transform our food system. By 2030, as the climate crisis intensifies, arable land is diminishing and global food shortages are becoming a serious threat. But a federal moratorium in the United States and other legislation around the globe gives everyone a glimmer of hope.

## 2035

- Milestones
  - One state has passed Rose's Law: Animal Bill of Rights in response to sustained mass mobilization
  - Federal subsidies have transitioned to supporting plant-based industries
  - The discourse around non-human animals has changed, and their oppression is widely understood and condemned in mainstream media
- Narrative
  - Progressive states continue to lead the way as massive national demonstrations have made headlines in the fight for animal rights. Just as the idea of "factory farming" once earned a negative connotation, animal agriculture as a whole is now understood as exploitation. Ending the industry is no longer a controversial idea in progressive areas, and the discussion has moved from one about stopping environmental damage and zoonosis to one primarily about the rights of all animals, including revolutionary ideas such as non-human personhood. With plant-based meats taking over the market, the public is much more receptive to a world without animal farming. One state has passed Rose's Law: Animal Bill of Rights and has a plan to pay for sanctuaries and lifetime care to all "domesticated" nonhuman animals. Multiple zoonotic pandemics have rocked the world, and the federal government has decided to transition all subsidies to farms that are moving to plant-based business models.

## 2040

- Milestones
  - End to animal farming in the US
  - Marshall plan for animals
  - Rose's Law: Animal Bill of Rights is passed federally
- Narrative
  - Animal exploitation has become a central political conversation around the world. In the United States, national polls find that a majority of people want to end slaughter and a growing percentage of the population supports total animal liberation. Despite this, corporations and the government remain united in prolonging injustice, even amidst climate chaos and massive public backlash. In the ensuing turmoil and government stalemate, it takes ordinary people around

the country uniting to push forward the policies and community-supported policymakers who finally secure a ban on animal farming. This is followed quickly by a “marshall plan” providing federal funding for a full transition to a plant-based food system. Legislators that side with corrupt industries over the demands of the public see their popularity plummet and political aspirations disappear. It is clear that the will of the people can no longer be ignored. In 2040, the changes that have rocked the nation in recent years culminate with the implementation of a new bill of rights, providing the framework for a new kind of nation, one that puts justice above profit. It is called Rose’s Law: Animal Bill of Rights.

### **Upkeep Plan**

1. Document is managed by current Global Steering Committee/Lead Organizer
2. GSC/LO reviews at least quarterly to address comments or make proposed changes
3. Any major changes must be presented to the international network and SF Bay Area chapter; votes must be conducted as per the bylaws
4. More thorough discussion at least once per year at annual strategy session
5. At least once per year: update all trainings, linked documents, etc... that reference roadmap to ensure references are still accurate