Congratulations on CAAT’s 40th Anniversary

What the US Animal Issue Looked Like in 1980/1

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In 1980, APM spending ca. $6 per capita ($2020) – perhaps 2,000 organizations. Animal research and Animal testing was a major focus of many natl groups.

In 2020, APM spending ca. $12 per capita – or around $3.7 billion in total – mainly (80%+) on dog, cat & other pet rescue & advocacy – 22,000 animal organizations – animal research and testing no longer a major focus – but still present – but now Unilever, P&G & L’Oreal working with animal advocates!

- Campaign against cosmetic companies started in 1979 (UK campaign in 1977)
- The CTFA (as it was then known), initially ridiculed the efforts of animal advocates
- Focus on Revlon through 1980 – in December, Revlon announced $750K effort to find an alternative to the Draize – invited other companies to join the effort!
- NIH refused to talk about alternatives – used “complementary” instead – did not embrace alternatives until 20 years later.
Conclusions

- Animal advocates viewed as misguided at best, misanthropic and emotional idiots at worst.

- Corporations engaged initially mostly for PR purposes.

- CAAT’s establishment at Hopkins was a major change in the landscape – DA Henderson had the vision.