



Looking for Paul Revere

What's happening is not blackmail, it's Greenmail and only dramatic, direct action will save the American beef industry.

By Tom DeWeese

Sustainability. Most people immediately associate sustainable development with environmental policy. Fewer people realize, however, that “sustainable” today means sustained control and power over the land and its use. As a result, for many in the beef-production industry, it will very soon mean sustainable poverty.

The term “sustainable development” was born on the pages of the 1987 United Nations’ World Commission on Environment and Development. It is basically the policy for implementation of Agenda 21, which came along in 1992. The announced purpose of Agenda 21 was a “comprehensive blueprint for the reorganization of human society.”

Climate change is the tool of choice to scare us into voluntarily surrendering liberty to this blueprint. That’s why A-21’s leaders will not give up on this scam—no matter how much true science debunks it. If you doubt that then consider this quote from Christina Stewart, former Canadian minister

of the environment, “No matter if the science of global warming is all phony...climate change provides the greatest opportunity to bring about justice and equality in the world.” The justice and equality she speaks of is redistribution of wealth, which means socialism.

Why is the excuse of environmental protection their most diabolical weapon for control over our economy, land, and local governments? It’s because the environment doesn’t obey political boundaries. That makes it the perfect weapon to declare a constant emergency to override the rule of legal protections of property rights. The “sustainable” ground troops dedicated to enforcing these policies are made up of hundreds of non-governmental organizations (NGOs), including The Nature Conservancy, Sierra Club, Natural Resources Defense Council, Greenpeace, and the World Wildlife Fund.

WWF is one of the most powerful Green organizations in the world and a leader of the United Nations Environmental Program,

which basically sets the rules for global environmental policy. In that capacity, WWF has openly stated its opposition to beef production, insisting that to “save the Earth” meat eating by humans must be banned. WWF insists that grazing lands must be converted to crops that could feed millions more people. Of course, as most cattlemen know, most land used for grazing isn’t capable of growing crops for food.

In reality, one of WWF’s major goals is to gain control of the Northern Great Plains, which spans more than 180 million acres across five states and into Canada, and shut it off to human use. Under the false flag of wildlife restoration and conservation, the tactic of choice is to remove domestic livestock from the grasslands and ban all human activity. To achieve these ends, first it had to create a false crisis so people would feel the need to take immediate action. Again, its tactic has been to declare that beef is not sustainable for the planet.

The U.S. Roundtable for Sustainable Beef (the Roundtable) creates the image of cooperation and coordination with the beef industry to enforce necessary conservation policy for cattlemen. The fact is, allowing the “conversation” on sustainability is the trap. The real reason there is confusion about sustainability is because over the past few decades, while industries know how to produce their products, they have meekly allowed green propaganda to sway the general public against them without even attempting to expose the deceit and lies of it. Instead they have submitted to Green bullies and remained silent, keeping the public ignorant of the truth.

While beef industry leaders say they are protecting cattlemen because they have gained that seat at the table, history reveals that such tactics have never worked. Over the past several years, industry after industry has been subjugated and destroyed using the sustainable game plan. Submit. Be silenced. Be destroyed. This is why McDonald’s is a major backer of the Roundtable. First, it was attacked by animal rights activists; it succumbed and granted their demands, hoping the Greens would go away. Multiple corporations have made themselves victims in the same way. They all convinced themselves that they needed a seat at the table too. Not one has ever stood up and said No! And not one has ever seen its industry or its business improve by playing the game. That’s why the WWF calls the shots.

The result is that cattlemen have been forced to accept an endless list of rules and

regulations that hurt them. To follow the sustainable rules and be officially certified, cattle growers must agree to leave much of their land fallow to provide for wildlife habitat. That's the start. Then come strict controls over water use and grazing areas, which reduce herd size, making the process more expensive and economically unviable. Also, there is a new layer of government inspectors, creating a massive bureaucratic overreach, causing yet more costs. On its website, the WWF calls that "consulting" with cattle growers.

Regulations using these principles impose a political agenda that ignores the facts that smaller, independent cattle growers have proven to be the best stewards of their own land, and for decades have produced the highest grade of beef product in the world. Instead, to continue to produce, ranchers will be required to waste manpower and submit to a centralized control of regulations that will never end and will always increase their costs.

The Roundtable rules are now enforced through four packing companies that control the entire American beef market: Cargill, Tyson, JBS and National Beef. The ability to get American cattle to market is getting harder every day, unless growers comply with rules that are actually designed to put them out of business. The first tactic was to remove country-of-origin labeling from packaging so consumers have no idea where their product is coming from. As packers force these expensive, unnecessary, and unworkable sustainable certifications on American ranchers, they are systematically bringing in cheaper product from other countries. Now there is a noticeable rise in news reports of meat recalls in American grocery stores. The fact that some of the inferior, foreign beef sold in stores is lower grade and even diseased actually works in the Greens' favor, too, because the ultimate goal is to stop the consumption of beef. Fear of dangerous beef is a valuable tool.

Cattlemen who are suffering under this oppression must understand the game that is being played. They are not supposed to win, but quietly comply and then disappear. There

is no reasoning or compromising with sustainable forces. It's their rules and their game for their agenda, which have nothing to do with fairness, quality of product, or environmental protection.

If consumers are confused it's because they have never heard the truth. They have only heard the fear spread via the political agendas of radical environmental propagandists. To survive and win, cattle producers must get the support of consumers, change the debate, and share the truth so that consumers become outraged about the real reasons prices are soaring and quality is

through town people are going to be startled and very curious, to say the least.

Next, the cattlemen should hold a news conference on the steps of the capitol and pass out flyers that explain why they are doing this. In that news conference, demand that country-of-origin labels be put on all beef products so every consumer can be sure they are getting American beef. It must be law—not a voluntary suggestion.

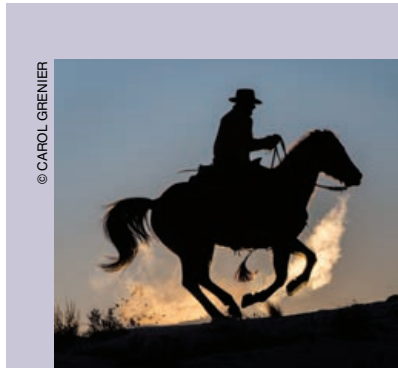
Help the American consumer become an ally by explaining that so-called sustainable policy is not a free market, but a government-sanctioned monopoly that is little short of a criminal enterprise. This is a dark, evil force with a one-sided goal designed to destroy the beef industry and control America's source of food.

European farmers in France, Germany, Ireland, and the Netherlands, faced with the same oppressive sustainable regulations, shut down their nations' highways with tractors. Their governments' reaction was to call emergency meetings. That activity is now spreading across Europe. The only way American beef growers and farmers can survive is to fight a similar campaign. To win

you must show up, stand up, and speak up. Demand that your leaders ignore radical Greens and self-serving packers who want to destroy your families and livelihoods. Cattlemen must all take to the saddle and become modern-day Paul Reveres. The future of our nation and its ability to feed itself, while remaining free and strong, depends on the choices you make today. ■

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NOTE: To learn more about the takeover of the Northern Great Plains and American Prairie Reserve, check Dave Skinner's story, "Critical Mass: Cowboys or Buffalo?" in the Fall 2019 issue at www.rangemagazine.com.



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The image of the great American cowboy that most Americans grew up with would never submit to roving gangs of marauders who intend to steal their rangelands or rustle their cattle. Those cowboys wouldn't plead for a seat at the table so they could beg for mercy and the right to exist. In fact, their first inclination would be to kick over that table and send these whiny wimps packing!

diminishing. Cattlemen know these facts, but the average American doesn't, and they cannot win this fight simply by relying on legal and legislative fights.

It's Time for Action

The only way to stop the brute force of the World Wildlife Fund is to expel it before it destroys the beef industry. How can that be done? Expose its game. Make the WWF the target—not beef. Cattlemen must stop passively and politely suffering and must push their message right past the Roundtable, past elected officials, and over the heads of the news media, directly to consumers.

Here's a plan that would get international attention and start a major discussion of your plight. Select five state capitals on one specific day at the same hour. On that place, day, and time start a cattle drive down the main street to the state capitol. As the cattle drovers pass