



THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES

Race Track Industry Program

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Marsha Kelly Discusses Animal Welfare



Tucson, AZ — On April 16, Marsha Kelly, President of MSK Ventures Inc., stopped by the U of A to speak with RTIP students. Ms. Kelly discussed both animal rights and animal welfare and the line that separates the two in the Marketing and Media Relations class.

Few students understand the line that separates animal rights and animal welfare. This was evidenced as Kelly opened her discussion by

asking them what type of advocates they consider themselves to be. Many students were unsure initially, changing their responses after hearing the difference. She explained that while both animal rights and welfare are rooted in a passion for animals, the key distinction is that proponents for welfare focus on the humane treatment of animals while proponents for rights advocate the elimination of human interaction with animals.

Ms. Kelly went on to discuss the advent of the animal rights movement, chronicling its development into the movement that it is today. She also delved into the true agenda behind some of animal right's biggest stakeholders; touching on the strategies and tactics employed by these organizations to further these agendas. Kelly points out that management of animal care issues is simple. She advises animal industries to establish a good reputation with the media, educate and train employees, exercise strict penalties for violators, and always take the high road when it comes to humane care. Furthermore, she suggests that animal industries build relationships with one another to present a united front.

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Race Track Industry Program — The University of Arizona Race Track Industry Program offers a bachelor's degree with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing held every December in Tucson, Arizona.

University of Arizona — Established in 1885, the University of Arizona, the state's super land-grant university with two medical schools, produces graduates who are real-world ready through its 100% Engagement initiative. Recognized as a global leader, the UA is also a leader in research, bringing more than \$606 million in research investment each year, and ranking 21st among all public universities. The UA is advancing the frontiers of interdisciplinary scholarship and entrepreneurial partnerships and is a member of the Association of American Universities, the 62 leading public and private research universities. It benefits the state with an estimated economic impact of \$8.3 billion annually.