

# How To Advocate For Animals As An Entrepreneur Or Business Owner

## Using Your Position as an Entrepreneur or Business Owner to Help End Factory Farming



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Entrepreneurs and business owners are the ones who drive progress and innovation in their industries. They constantly adapt to new challenges and create opportunities that shape the future of business.

As an entrepreneur, you're bold enough to take risks and create a new business. As a business owner, you are in control of the main aspects of your business. While these terms don't necessarily refer to the exact same concept, they are very closely intertwined.

Whether you currently have an established business that you have to maintain or you're working to create it, you have the same clear business mindset. You are resilient enough to overcome obstacles, and creative enough to look for solutions to have a stable business. It takes a lot of ambition and resourcefulness to turn business ideas into reality. Some businesses are even setting trends, coming up with fresh approaches, and even redefining the future in their field of activity.

Every step forward as an entrepreneur requires resilience and adaptability, constantly pushing boundaries to solve problems and fulfill unmet needs. You think fast when challenges arise and your ideas are innovative, bringing change and improvement.

This ability to adapt and grow in uncertain environments gives entrepreneurs an edge, allowing them to create lasting impact not only in business but also in society. Your willingness to embrace challenges and navigate unknowns transforms industries and inspires those around you, setting an example of what's possible when passion meets purpose.

Business owners are the ones who control, lead and maintain businesses, making sure that all the departments are working towards the common goal of preserving a successful business and potentially even expanding it. You have a deep sense of responsibility and commitment, carefully shaping every detail to ensure lasting success. You are the ultimate decision maker as you are the person who calls all the shots regarding the direction where the business is going.

But you have the chance to be a leader and inspire not only in your business but to advocate for animals as well and even to help end factory farming, which involves incredible animal cruelty and complete disregard for animal lives. Being the leading authority of a company means that your position is strong and established. Your voice is much louder. You can really make a difference for farmed animals.

Are you ready to use your unique power?

In this article, we'll discover ideas for entrepreneurs and business owners to integrate animal welfare into business strategy, creating impact in multiple ways to help end factory farming quicker.

## **How to Get Started**

### **Integrate animal welfare into your business mission**

Incorporating animal welfare into your company's should be a guiding principle that shapes the way your business operates. Make it clear in your mission statement that animal welfare is a significant part of what your business stands for.

It's very important that your employees share the same values when it comes to animal welfare. Then they'll really be invested in helping your business achieve its goals and help animals. They'll also become advocates if they aren't active already. They'll spread the message of compassion and ethics.

Apart from letting them know how the company will be prioritizing animal welfare, you can organize training sessions or events to raise awareness about factory farming and animal cruelty. Many people simply aren't aware of this and educating your own employees will be a big step forward.

Give examples of the company's dedication on your website and social media so people will know that the business makes a real difference. One good way would be to support animal sanctuaries by donating a part of the profits to them or using that money to actively support. Some entrepreneurs just donate and allow the sanctuary to use the funds as they require.

Others prefer to offer necessary goods instead of money. You can contact sanctuaries and ask what they need. If the sanctuary doesn't mind, you can post photos and videos with your company's proteges so that customers can actually see proof of the company's animal welfare efforts.

Also, if that's an option, you can offer some of your products or services pro bono to support the sanctuaries. You can consider doing that on a regular basis and you'll see how your business support makes a difference. You could check out [here](#) the collaboration between the tech company Netguru and animal protection organization Sinergia Animal to put pressure on banks to engage in animal welfare and help ban animal cruelty in factory farming.



(Image source: [Unsplash](#))

### **Collaborate with other businesses and entrepreneurs**

Businesses are often more receptive to collaborating with other businesses than with individuals. Often people are downright ignored by businesses when they share their ideas. But when you have a business yourself and approach a company or another businessperson with animal welfare initiatives, your message will be taken seriously and heard with respect. Partnering with other like-minded entrepreneurs and businesses expands the reach of your voice, helping to amplify animal advocacy efforts in the broader business community.

By joining forces, you can create larger-scale campaigns and initiatives that impact more industries and raise awareness about animal welfare issues, such as factory farming. Whether it's a shared marketing campaign, co-hosted events, or a unified stance on ethical business practices, collaboration allows you to multiply your influence and drive change.

Having a business opens many doors. You can even be bold and contact your favorite businesses with collaboration ideas. Or perhaps even someone you admire might be interested in collaborating. You can engage in cross-promoting other brands on social media to get their attention. You get some inspiration from the [Best Friends Network](#), which highlights successful partnerships.

Apart from contacting them online, you can take advantage of in-person events, even tailored summits like the [Vegan Women Summit](#), to network and meet like-minded business owners. To discover all the events in your area and worldwide, just go [here](#) and you'll have access to a platform that offers a comprehensive list.

### **Donation Matching programs**

Another way to support farmed animals and the ones who dedicate their lives to protect them is by encouraging employees or customers to contribute to animal organizations by matching their donations. By offering a donation-matching program, your business can double the impact of your employees' or customers' charitable efforts, allowing them to feel that their contributions are truly making a difference.

You and the organization of your choice can advertise this on social media, set the amount for the donation match and see how the community will rally up to support as well. People are much more inclined to donate towards a good cause when they know that their donations will be matched and the animals will get double support.

### **Integrate animal advocacy into your brand**

Today's consumers are more conscious than ever about how their choices affect the planet and its animals, making a clear commitment to animal welfare a powerful way to set your brand apart. Being transparent and vocal about your values will not only help animals and encourage other business owners to do the same, but it will also attract like-minded customers. Your business can also gain more customers because people like to buy from businesses that align to their own values. This can bring a boost, which will be good for business.

By integrating animal welfare into your company's narrative and consistently supporting it, you can demonstrate your commitment to ethical practices and build deeper connections with customers who share those values. Use your business platform to advocate for better treatment of animals, highlighting the importance of compassion in everything you do. This will also earn you trust from customers.

### **Encourage compassionate fashion or beauty choices**

If your business is in the fashion, beauty industry or adjacent sectors, there are many ways to align with animal welfare. First of all, make sure that your products are always cruelty-free. They shouldn't be tested on animals under any circumstance. Make sure you source all materials from ethical cruelty-free companies. Research suppliers and vendors to ensure they're not involved in factory farming or any practices that harm animals.

Secondly, no animal-derived materials should be used. Last but not least, it's clothing, accessories, or beauty products, there's a growing demand for cruelty-free options so your animal advocacy efforts will be rewarded in business as well.



(Image source: [Pixabay](#))

### **Create special products or services that benefit animal nonprofits**

If you don't know exactly how to combine your advocacy efforts with profits at the beginning, you can create special products or services. Whether you choose that product to be entirely made to support a certain animal welfare organization, you choose a portion of the proceeds to go toward supporting several animal welfare organizations or anything in-between, it's a great step forward, targeted and clear. It also allows customers to actively participate in the movement and feel like they're making a difference just by buying from your business.

### **Promote plant-based alternatives**

If you have a physical store, take into account offering plant-based meals. Ensure that the food comes from ethical sources and that the companies don't support factory farming.

## **How to Solve Potential Challenges**

No matter how good your intentions might be there might be times when you'll encounter obstacles. Here are a few common challenges and potential solutions:

### **You don't know where to start**

This particularly applies if you can't see immediate big actions that you can take. Perhaps your industry hasn't been associated with animal welfare. But it doesn't have to be. Start by doing what you can right now and build up from there. For example, if you have a tech startup, you can offer pro bono services to nonprofits. If you have a car dealership, you can promote cars with animal-free interiors or pledge to donate a percentage of sales to an animal rights organization.

### **Resistance from co-founders or business partners**

Not everyone may be on board with your values. Unfortunately, some people prefer to ignore animal suffering and aren't interested in helping the defenseless. If appealing to their good nature doesn't work, highlight how supporting animal welfare is good for business. Have open discussions about why animal advocacy aligns with long-term business goals due to the increasing interest for ethical products and services. Depending on your industry, you might even qualify for grants such as the [ASPCA Fund to End Factory Farming](#).

### **Balancing profit with ethics**

It can be difficult to balance the drive for profit with a commitment to ethics. However, today's consumers are increasingly prioritizing companies that align with their values, and ethical practices can actually enhance your bottom line in the long run.

### **Old-fashioned industry standards**

In some industries, adopting animal-friendly practices may conflict with traditional methods. There are some antiquated trains of thought, especially in businesses which have been around for a while. Some don't want to disrupt the "we have always done it this way" mentality.

However, with persistence and research, there are often ways to adapt business practices to be more ethical without compromising principles, profit or quality.

### **Target audience not very interested in animal welfare**

If your target audience is not particularly interested in animal advocacy, think of ways to gently educate them. Use subtle messaging and highlight how supporting animal welfare aligns with broader values that might appeal to them more, like sustainability or community well-being.

Don't get discouraged if you encounter obstacles. It doesn't mean you should just give up helping animals. There are other entrepreneurs and business owners who have the same values. Connecting with them will not only help you not feel isolated anymore, but it can be beneficial for your business as well as you can learn from each other.

If you'd prefer an educational and informative approach, which involves structured business advice, there are resources like [Vegan Business Tribe](#) or [Vegan Mainstream](#). There isn't a lack of resources for [networking or investment](#) purposes either, some specifically built for entrepreneurs like [Vegpreneurs](#).

## **Using success stories for inspiration**

There is indeed a lot of animal suffering in the world. However, to see the positive side, things are changing. More and more entrepreneurs come up with innovative ideas to advocate for animals. Also, there's an increasing number of businesses that are making efforts to be more ethical, fight against animal cruelty and contribute meaningfully to the cause.

The market is also changing. Consumers have become aware of the cruel practices that are going on, especially when it comes to farmed animals. They make efforts to help themselves individually, but they are also looking to buy from businesses who share the same values. They will be much more inclined to buy from businesses that are committed to animal welfare and showcase their ethical principles than from other than don't even mention anything about this.

There are entrepreneurs and business owners like you, who believed in their values and became successful by building their business to support the cause they believe in such as ending factory farming.

Pat Brown, the founder and CEO of [Impossible Foods](#), used his knowledge as a scientist to create an innovative successful business in the alternative proteins industry. He is not the only one as there are many innovators and business people who use science and technology to make a difference and help end factory farming. Pat demonstrates how a good idea and existent skills can even [make massive changes in an entire industry](#).

Believing that that [business could be a force for good](#), Dame Anita Roddick took her business The Body Shop from a little shop to an empire worth over \$1 billion. In a world where nearly every cosmetics and skin care brand used animal testing, she included fighting for animals in the brand story and redefined industry standards.

## **Conclusion**

Entrepreneurs and business owners share a common drive to build and lead. Their approaches might differ sometimes, but they can be equally inspiring. Together, both entrepreneurs and business owners are different but equally valuable leaders: one focused on innovation, the other on sustainability, sometimes both can be focused on growth.

As an entrepreneur or business owner, you hold a unique power to help end factory farming. It's not just through the values you personally support, but through the the products and services you offer as well. Your voice is stronger than most, and when used for good, it can really make a big difference for animals.

Whether you're collaborating with like-minded businesses, supporting efforts to stop animal cruelty, or implementing ethical practices in business activity, you have significantly more resources to make a lasting impact than nearly anyone else. By making animal welfare an integral part of your mission and brand, you can create an environment where compassion and ethics drive both business growth and social change. Your efforts have the power to inspire your team and customers, as well as other entrepreneurs or business owners.

Don't hesitate to start right now! One small step in the right direction can be the catalyst to help many animals in the future and to contribute meaningfully to help end factory farming.