

THE LOST HORSES

A CAMPAIGN TO END SLAUGHTER. ONCE AND FOR ALL.

OVERVIEW

Over 24,000 American horses—including Thoroughbreds, show jumpers, lesson ponies, wild horses, and even donkeys—are shipped across U.S. borders to slaughter in Mexico and Canada each year. These are not “unwanted” animals; they are healthy horses that deserve safe futures. This pipeline exists due to a legal loophole.

The Lost Horses campaign is a national PSA and advocacy movement to permanently close that loophole by passing the SAFE Act.

THE CAMPAIGN

- **Cinematic Storytelling:** Emotional 90-second PSAs showcase the lives of horses at risk of becoming ‘lost,’ brought to life by equine-loving celebrities and real rescue stories. Billie Eilish’s “What Was I Made For?” was generously gifted as our hero anthem — a rare and powerful contribution that heightens the storytelling, sparks action, and amplifies support for the SAFE Act and equine protection.
- **Media and Celebrity Engagement:** Strategic PR and partnerships in Los Angeles, Washington D.C., and across equestrian industries to reach millions nationwide.
- **Legislative Action:** Lobbying, grassroots advocacy, and industry leadership to drive bipartisan momentum.

Led by The Wild Beauty Foundation and filmmaker Ashley Avis (*Disney’s Black Beauty*, Critics’ Choice-nominated *Wild Beauty: Mustang Spirit of the West*). Featured in *Variety*, *Time*, *Rolling Stone*, *Deadline*, *News Nation*, and in conversation with actress [Diane Lane](#).

WHY NOW

This campaign is about more than ending horse slaughter—it’s about reshaping how we value the animals who serve, heal, and inspire us in sport, in work, and in companionship. It is a precedent-setting opportunity: passing the SAFE Act demonstrates that cruelty is not partisan—it’s a moral issue.

- **Momentum in Congress:** Bipartisan support is growing, with over 225 cosponsors.
- **Public Opinion:** 83% of Americans oppose horse slaughter.
- **Industry Integrity:** From racing to ranching, equine industries benefit by championing humane retirement over slaughter.

FUNDING & IMPACT

2026 Expansion – \$1M

Covers a national PSA tour, intensified lobbying during the election year, expanded media reach and PR, presence at major equine events, and the Washington D.C. Fly-In with celebrities. This builds on the 2025 launch foundation, including PSA production, celebrity engagement, targeted media rollout, grassroots advocacy, and high-profile LA launch activities.

Every dollar funds production, lobbying, PR, and grassroots mobilization to permanently end horse slaughter.

As a significant supporter of equine welfare and the broader horse community, your partnership could be truly transformative. The Wild Beauty Foundation proposes a collaboration that could include:

AMPLIFY AWARENESS

- Distribute Lost Horses PSAs across equestrian, show jumper and racing platforms, reaching millions.
- Integrate messaging into live events, broadcasts, social channels, and venue screens.
- Explore flagship PSA placement during premier events, from Thoroughbred classics like the Kentucky Derby to sport horse and show jumping competitions, Wellington Winter Equestrian Festival, and other high-profile equestrian showcases.

CELEBRATE HORSES ACROSS DISCIPLINES

- Feature horses from diverse breeds and disciplines as ambassadors in campaign segments at marquee events.
- Highlight second careers, retraining success stories, and rescued horses' journeys, showing the breadth of the equine community.

LEAD INDUSTRY UNITY

- Convene leaders across racing, sport, breeding, and veterinary fields in support of the SAFE Act.
- Position key stakeholders and resources as a unifying voice, bringing the entire equine community together behind humane protections.

FUEL THE LOST HORSES MOVEMENT

- Partner with us on the 2026 expansion (\$1M budget), scaling the campaign nationwide, election-year lobbying, expanded media reach, and major equine event activations.
- Support production, lobbying, PR, and grassroots mobilization — ensuring the SAFE Act remains a priority in Washington.
- Awareness and fundraising events, including Los Angeles and East Coast tastemaker gatherings, the Washington D.C. fly-in, and other high-profile equestrian showcases.

THE BOTTOM LINE

The Lost Horses campaign is about giving horses a voice—and ensuring their stories reach the people who can protect them. Horses have given us everything—athleticism, partnership, and inspiration. Now it's our moment to lead by example, protecting them with the same dedication they've shown us.

Together, we can end horse slaughter in America for good. No horse deserves to become “lost.”



THE FACTS

PREPARED BY THE WILD BEAUTY FOUNDATION

WHAT IS THE SAFE ACT?

The Save America's Forgotten Equines (SAFE) Act (H.R. 1661 / S. 775) would:

- Permanently ban horse slaughter in the U.S.
- Prohibit the export of American horses for slaughter abroad.
- Replace the current temporary USDA inspection ban with lasting federal law.

Note: Horsemeat is not legally available for human consumption in the U.S., because slaughter facilities cannot be inspected. Without inspections, meat cannot enter the food supply. The SAFE Act closes this loophole for good.

THE FACTS

- In 2025, 24,764 U.S. horses were shipped to Canadian and Mexican slaughterhouses during 2025 per USDA-- this is an increase of 24% from 2024
- In 2024, 19,195 horses were exported for slaughter (17,003 to Mexico, 2,912 to Canada)
- Over the past decade, slaughter exports declined, but thousands are still shipped each year.
- 83% of Americans oppose horse slaughter for human consumption.

CORE TALKING POINTS

- **Ethical Imperative** — Slaughter is not euthanasia; it's cruel transport and brutal killing.
- **Public Will** — Over 80% of Americans reject horse slaughter; it's bipartisan and mainstream.
- **Health Risk** — Horses are given drugs unsafe for humans; horsemeat is barred from U.S. food supply.
- **Legislative Fix** — SAFE Act is the permanent solution; current ban is temporary.
- **Broad Base** — Strong bipartisan support; 225+ cosponsors as of early 2026.

TAILORED INDUSTRY TALKING POINTS

Show Jumpers & Equestrian Athletes

- Horses are partners, not commodities; competition horses deserve safe retirement.
- Supporting the SAFE Act aligns with ethical standards and fan expectations.
- Youth and public engagement benefit from promoting responsible horse care.
- Reduces risk of competition horses entering unsafe slaughter pipelines.

Ranchers & Working Horse Owners

- Protect the heritage of ranch horses central to western culture and operations.
- Slaughter facilities bring crime and environmental risks, not meaningful local jobs.
- Rehoming and retraining programs create sustainable, safer ranch operations.
- Public support for responsible horse stewardship strengthens rancher credibility.

Horse Racing Industry

- Retired racehorses deserve second careers through retraining, therapy, or adoption.
- Horses carry medications unsafe for human consumption; SAFE Act prevents unsafe exports.
- Supporting humane alternatives protects the sport's reputation and public trust.
- Retraining programs reduce liability and strengthen industry sustainability.

Veterinarians & Equine Medical Professionals

- Slaughter is not euthanasia; humane end-of-life care is essential.
- Medications like phenylbutazone ("bute") make horse meat unsafe for humans abroad.
- Supporting the SAFE Act reflects veterinary ethics and commitment to animal welfare.
- Educating owners on safe rehoming, retraining, and euthanasia reduces risk of slaughter.

Wild Horses & Public Lands

- **Federal Protection:** Wild horses and burros are safeguarded under the Wild Free-Roaming Horses and Burros Act of 1971 as symbols of the American West.
- **Current Risk:** Over 60,000 wild horses are held in government facilities; thousands more are removed each year—many healthy horses face the threat of slaughter.
- **False Narratives:** Roundups are driven by political pressure and livestock interests, not true overpopulation.
- **SAFE Act Protections:** The SAFE Act ensures permanent protection from slaughter and export, keeping wild horses safe on-range and in holding.
- **Public & Cultural Support:** Americans overwhelmingly value wild horses, aligning conservation, ethics, and stewardship.

RESPONDING TO OPPOSITION (QUICK REBUTTALS)

- "Slaughter = humane euthanasia" → Most horses are young/healthy; slaughter is cruel, not euthanasia.
- "Unwanted horses" → The real problem = overbreeding/weak safety nets; humane alternatives exist.
- "Economic necessity" → Only benefits kill buyers/foreign plants; harms U.S. communities.
- "Livestock like cattle" → Horses are cultural companions; 80% of Americans oppose slaughter.
- "Prevents neglect" → Slaughter encourages neglect by creating a quick cash-out.
- "Wild horse overpopulation" → Myth driven by ranching; roundups push horses into slaughter pipeline.
- "No alternative" → The SAFE Act is the alternative: ban slaughter/export, fund retraining + rehoming.

BOTTOM LINE

Nearly 20,000 American horses are exported for slaughter each year.

The SAFE Act and *THE LOST HORSES* Campaign protect all horses—competition, working, retired, and wild—from this cruelty, preserve public trust in equine industries, and ensure humane, sustainable care. With overwhelming public support, bipartisan momentum, and a strong cultural platform, we have the opportunity to end horse slaughter permanently.