

# **Measure 100**

## **(Wildlife Trafficking Prevention Act)**

### **FACT SHEET**

**HB 3429 ensures that measure 100 fulfills its promise to Oregon voters.**

- **WITH the passage of HB 3429, Oregon's wildlife trafficking law will be the MOST comprehensive and restrictive wildlife trafficking law in the United States by using both CITES and IUCN designations, but will still be reasonable.**
- **WITHOUT the passage of HB 3429, Oregon becomes the ONLY US state to omit the international scientific community from conservation law and begins the process of arbitrarily removing humankind's rights based solely on the emotional and deceptive agenda of a national animal rights organization.**

**IT IS MISLEADING TO CLAIM THAT OREGON VOTERS KNEW THEY WERE BANNING THE TRADE IN 1000 COMMON SHARK AND RAY SPECIES.**

In the literature and advertisements for Measure 100, Oregon voters were told that they were voting to ban the trade in ENDANGERED or THREATENED species. Advertisements did NOT acknowledge the ban on an additional 1000 UNENDANGERED, common species of fish.

Please see the attached measure 100 advertisements. Please go here to see one of the several intentionally misleading television commercials that were run by proponents of measure 100: <https://www.youtube.com/watch?v=4r7RAvTV1h0>

---

---

**ONLY ABOUT 10% OF THE ANIMALS BANNED IN OREGON BY MEASURE 100 ARE THREATENED OR ENDANGERED** according to **CITES**.

According to the IUCN (International Union on the Conservation of Nature) the number of species affected by measure 100 that are actually endangered or threatened is around 20%.

All of the non-threatened and non-endangered animals covered by measure 100 are sharks and rays. The rest of the organisms that have actual endangered designations are all already federally and internationally protected.

Of over **500** species of sharks, **8** are listed as threatened or endangered by CITES (Convention on the International Trade of Endangered Species). The IUCN recognizes 25 endangered and 48 vulnerable species, **making more than 400 common**, unthreatened species of shark illegal in Oregon.

Of over **600** species of rays, **8** are listed as threatened or endangered by CITES. The IUCN lists 41 species of rays as endangered and 68 as vulnerable **making about 500 common species as banned in Oregon**.

**MEASURE 100 DOES NOT EMULATE OTHER WEST COAST STATE LAWS AS ADVERTISED.**

Measure 100 removes the CITES or IUCN connection that those laws have in place in order to avoid confusion and in order to ensure that only species that are actually endangered or threatened are banned.

- **Washington State** 1401 is tied to IUCN threat designations.
- **Hawaii's SB2647** is tied to CITES designations.
- **California's 2022** bans ONLY ivory.

**IT SHOULD BE UNDERSTOOD THAT THE HUMANE SOCIETY OF THE UNITED STATES IS A PETA-LIKE ANIMAL RIGHTS ORGANIZATION AND IS NOT AFFILIATED WITH LOCAL OR STATE HUMANE SOCIETIES.**

They run no shelters, though they do benefit from the confusion and name recognition. Though they donate about 1% of their annual budget of well over 100 million dollars to animal shelters, their objectives and methods are very distinct.

---

To learn more about the organization that is pressuring our Oregon legislature to ban over 1000 species of common fish in Oregon, please go to [Humanewatch.org](http://Humanewatch.org).

Here are some examples of the misleading advertising surround Measure 100.

The image shows a screenshot of a webpage. At the top, there are four navigation buttons: "VOLUNTEER", "RESOURCES", "ENDORSE", and "DONATE". Below these is a dark grey content area with the title "ABOUT THE ISSUE". The text in this area is partially highlighted in yellow. At the bottom of the dark area is a "LEARN MORE" button.

[VOLUNTEER](#)   [RESOURCES](#)   [ENDORSE](#)   [DONATE](#)

## ABOUT THE ISSUE

Measure 100 prohibits the sale or purchase of parts and products from endangered sea turtles, elephants, rhinos, and other threatened animals. Measure 100 will ensure that Oregon does not provide a market for endangered species products resulting from wildlife poaching and trafficking.

Measure 100 has a broad base of support, and is endorsed by the Oregon Zoo Foundation, the Oregon Coast Aquarium, Oregon Humane Society, Defenders of Wildlife, Environmental Investigative Agency, National Wildlife Federation, Oregon Wildlife Society, Asian Pacific Network of Oregon, The Humane Society of the United States, newspapers, elected officials, and more.

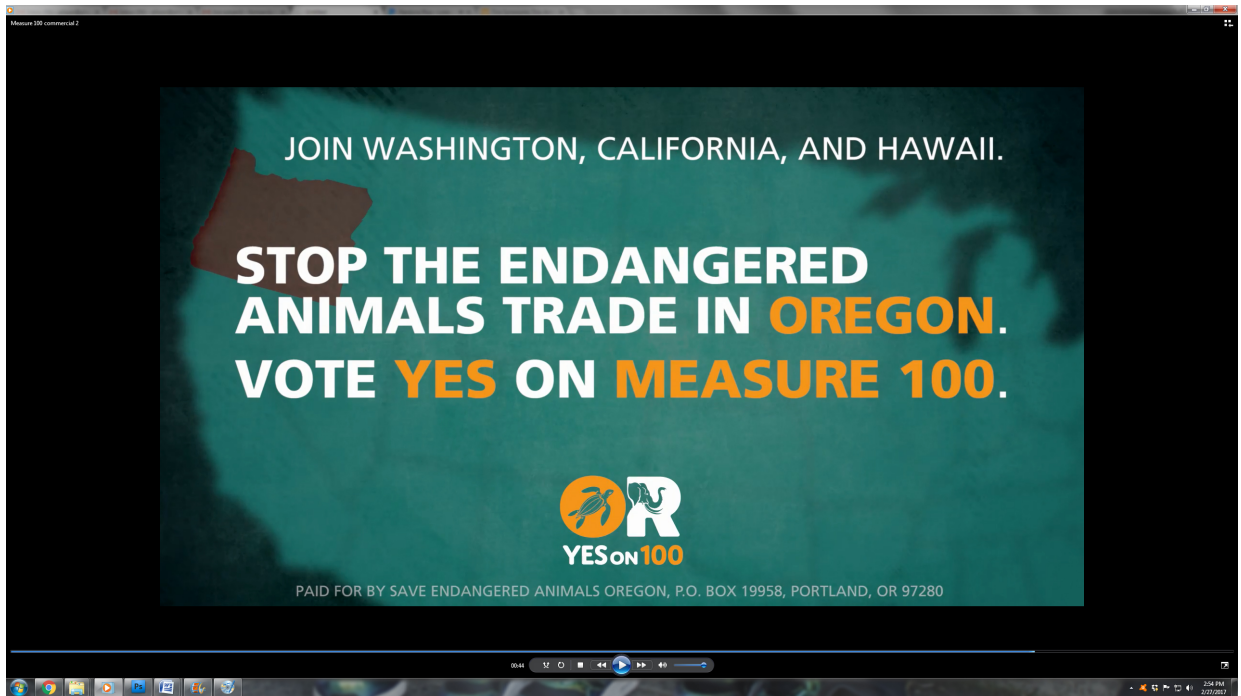
In Africa, 35,000 elephants a year are slaughtered for their ivory. Poachers poison watering holes with cyanide and use machine guns and rocket launchers to slaughter hundreds of elephants at a time.

Measure 100 is carefully crafted and does not affect legal antiques, and allows continued ownership and gifts and inheritance of existing products that do not contribute to the illegal wildlife trade.

Washington, California, and Hawaii have passed similar laws to shut down wildlife trafficking within their borders. With the passage of Measure 100, Oregon will build on this momentum in shutting down local markets for those who seek to profit from this destructive wildlife trade.

By voting yes on this measure, Oregon voters will help save sea turtles, sharks, rays, elephants, rhinos, cheetahs, and other critically threatened or endangered species from poaching, cruelty, and the threat of extinction.

[LEARN MORE](#)





## Protect animals with Measure 100

### The Bend Bulletin

Oregonians love animals, and we have a long, proud history of passing laws to protect them. That's why among all 50 states, Oregon is ranked second in the strength of its animal welfare laws. Now we have a chance to continue that tradition by passing Measure 100 to ban the commercial trade in the parts and products of our most cherished and iconic wildlife species.

Federal rules and laws can only go so far in closing down illegal wildlife trafficking. Measure 100 closes an important loophole in existing law by imposing serious penalties on anyone caught trying to traffic in endangered animal parts within our state, thereby augmenting and bolstering federal enforcement efforts.

With California and Washington having already passed similar laws, passing Measure 100 will mean the entire West Coast will become far less hospitable to the poachers, smugglers and profiteers in search of local markets and driving our world's animals to extinction. The measure also includes common sense exemptions for bona fide antiques, musical instruments and use of these products by native tribes.

Oregonians rank the global poaching crisis among their top animal welfare concerns, yet often feel powerless to stop it. Now, with Measure 100, we have a chance to do our part and take a leadership role in protecting elephants, rhinos, big cats, whales and other imperiled animals. Please vote yes on Measure 100.

Scott Beckstead

Oregon senior state director of The Humane Society of the United States

## OUR COALITION



BIG LIFE



DEFENDERS OF WILDLIFE

