The San Diego Rodeo Alliance urges the City of San Diego to reconsider its proposed rodeo ban and begin an inclusive dialogue. We are a diverse coalition committed to protecting our cultural heritage and values, which reflect a strong commitment to animal welfare, and we call on the City to take an equitable, fact-based approach to policymaking.

Our Heritage

Rodeo’s origins are firmly rooted in Mexican, Indigenous and Black traditions, predating the formation of San Diego itself. These influences are integral to our local heritage, ranging from Mexican charreadas, which introduced roping and riding techniques, to the Black cowboys and ranchers who played pivotal roles in cattle herding and rodeo events, and the Indigenous horsemanship that has shaped today’s rodeo practices. These contributions are far too often forgotten yet vital to the story of the American West.

Commitment to Animal Welfare

At the heart of our alliance is a profound commitment to the welfare, care and nurturing of our animal partners. Livestock animals are our family and fellow athletes. We love them and the trust between us is integral to the sport. Our experienced handlers employ low-stress techniques, having a deep understanding of animal behavior. Livestock under our care receive high-quality food, appropriate bedding and secure holding pens and our comprehensive Code of Conduct sets ethical standards for gear, transportation and competition, reflecting our commitment to responsible practices.

Need for Inclusive Policy

Potential regulations should include feedback from the experts and constituents impacted most. The current proposal did not include feedback from a single stakeholder.

We advocate for an inclusive approach and emphasize the importance of informed policymaking that genuinely considers animal welfare and accurately reflects our traditions. As such, we urge the City Council to engage in a dialogue that respects our cultural practices, addresses misconceptions and considers the unintended consequences of policy decisions targeted on one community, including communities of color.

Learn More at SDRodeoAlliance.org