



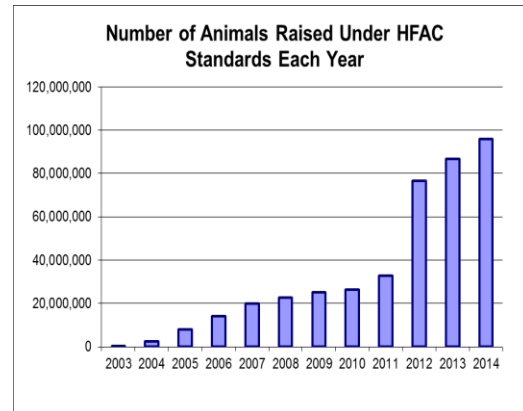
Humane Farm Animal Care ANNUAL REPORT 2014

GROWTH

- This year, 96.7 million farm animals were raised under HFAC's standards, an increase of 9,179,023 million farm animals in 2014 raised under our standards and inspected to ensure that all of our standards are met on farm through slaughter, which was made possible only through our donors and volunteers. In addition, consumers have benefitted from not consuming unnecessary antibiotics and animal byproducts. Farmers have also benefitted by being supported and recognized for their superior farming practices.
- In 2014, 127 companies represented more than 4,900 farms that are Certified Humane® in the U.S., Canada, Brazil and Peru. In 2014, 16 new companies joined the Certified Humane® program. Certified Humane farms and ranches are located in 45 States and 4 countries.



- Our 60-second Public Service Announcement (PSA) aired 15,779 times on TV stations across the U.S. between March and December 2014. Watch this PSA (slightly shortened version) at <https://www.youtube.com/watch?v=EFOUiXBds50>



Certified Humane® products can be found in over 15,000 supermarkets in all 50 states, Canada, Brazil and Peru. That is 1,000 more stores this year than last year!

Humane Farm Animal is Endorsed or Supported by 67 Humane Organizations
National, regional, and local humane organizations have memberships of their own and communicate with their members through media such as their newsletters and websites. Through their support, they let their members know about the Certified Humane® program. These humane organizations help further our message through outreach to their millions of supporters.

Certified Humane® App Now Available in Four Languages

In 2014, consumers in Canada, Brazil and Peru could now find Certified Humane® products in local stores – and in their native language, thanks to HFAC's program expansion and recently upgraded Certified Humane® App. In addition to English, HFAC's expansion into North and South American countries now means the Certified Humane® App will include Portuguese, Spanish, and French language options for customers.



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In a year's time, the number of supermarkets carrying Certified Humane® products has doubled as a result of demand from our App users. The increased presence of Certified Humane® in the international market serves as a testament to the benefits of our program on a global scale.

Visit <http://certifiedhumane.org/download-our-mobile-app/> for more information.

Open Farm is the First Major Dry Pet Food Company in Canada to Receive the Certified Humane® Label



Since HFAC launched in 2003, pet owners have been clamoring for pet foods containing meat and chicken that were Certified Humane®.

In November, HFAC certified Open Farm, a Canadian-based pet food company, as the first producer of Certified Humane® Raised and Handled® dry pet foods in Canada. Open Farm launched their Certified Humane® dog food products in stores across Ontario, Quebec and the Maritimes. Under the Certified Humane® Raised and Handled label, Open Farm will use only meat and poultry products in their pet foods that come from Certified Humane® farms and ranches. Open Farm plans to expand their Certified Humane® pet food product line into Western Canada and the United States in 2015.

PEOPLE WHO MAKE A DIFFERENCE

Consumer Volunteers Take Action

This year, hundreds of Certified Humane® supporters became volunteers by spreading the word about Certified Humane® in their communities. On our “Take Action” page, <http://www.certifiedhumane.org/index.php?pa>

[ge=take-action](#), volunteers can download Certified Humane® Product Request Forms to fill out and give their grocery stores in order to request Certified Humane® products. For stores that already carry Certified Humane® products, Grocer Thank You Cards are available. The “Take Action” page also includes many other ways to get involved, such as petitions and instructions on how to become a volunteer.

We can all be advocates for farm animals by purchasing Certified Humane® products and by utilizing the “Where to Buy” page on our website and through our App. You can access our “Where to Buy” Page here: <http://www.certifiedhumane.org/index.php?page=where-to-buy>. If you would like to get involved, please send your mailing address to info@certifiedhumane.org

Donors and Supporters Help Us Grow

In 2014, we increased our Facebook by 20%, giving our followers information they could share and use to buy Certified Humane. Our donors also came through to help us hire additional staff, train inspectors, and conduct more outreach to farmers, ranchers, retailers and consumers. As always, donations allow HFAC to provide subsidized inspections to farmers who wish to become Certified Humane®. This made a difference in growing the inspection and certification process and allowed us to help add 9.1 million farm animals to the program in 2014.

Our Volunteer Scientific Committee

Every year we say it and every year, it's true. Our volunteer scientific committee credible. They are the world's best animal scientists and veterinarians. We added several new members to our scientific committee from Brazil, Italy, Spain, Germany and Canada. Our 36-member scientific committee is what helps to make the Certified Humane® program unique and what keeps our standards the highest for farm animals in food production.