



Humane Farm Animal Care Annual Report 2015

Creating a more humane world for farm animals





Letter from the Executive Director

Dear Friends,

Did you know that farm animals are the most abused animals in the world?

Over the last two centuries, factory farming has stripped farm animals of all respect and any chance to live natural lives. They are crowded into crates, forced to live in stalls where they can't turn around or move, and often times are overfed to the point where they can barely stand up. It's deplorable.

Thanks to supporters like you, Humane Farm Animal Care is transforming that horror story into a more compassionate story for the 21st century.

Since 2003, Humane Farm Animal Care has worked tirelessly to introduce humane standards of care for farm animals in the U.S. and around the world. Since then, 514,514,848 million cows, pigs, chickens, and other farm animals have been raised under our precise standards of care, guaranteeing them the freedom to express their natural behaviors, like spreading their wings, perching on posts, and moving around freely on pastures.

Consumer demand is driving change for farm animals raised for food, and our supporters are going to great lengths to find and buy Certified Humane®

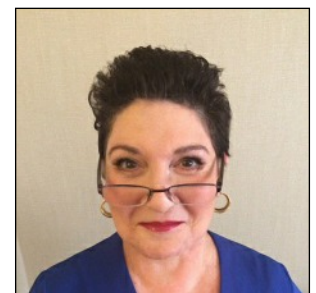
products where they live. As a result, more and more farmers are wanting to adopt our Animal Care Standards and raise their farm animals Certified Humane®. And thanks to our donors, we are able to educate farmers on our Animal Care Standards and conduct farm inspections to ensure these standards are always being met.

Thanks to everyone, the Certified Humane program is expanding to more farms in more countries. We thank you for being a part of this journey and helping us create a more humane world for farm animals.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Adele', is positioned above the printed name.

Adele Douglass
Executive Director
Humane Farm Animal Care



“Our mission is to go above and beyond with animal care to ensure we’re meeting the highest standards for animal welfare.

Certified Humane® fit perfectly with our farm’s philosophy.”

- Sérgio Costa, São Bento Farm, Cachoeira Paulista-São Paulo State, Brazil

Changing the lives of millions of farm animals

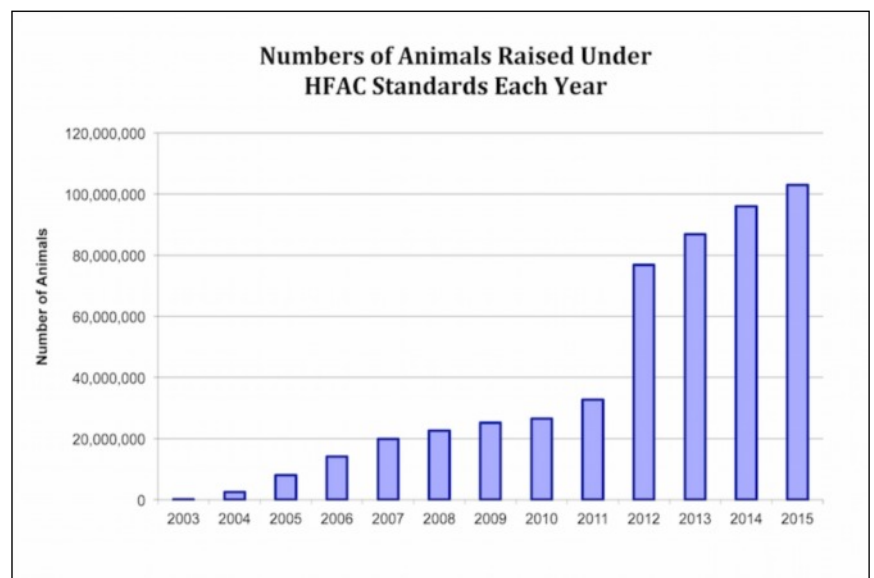
Humane Farm Animal Care is the leading international nonprofit certification program improving the lives of millions of farm animals in food production through the Certified Humane Raised and Handled® program.

The Certified Humane® label on meat, poultry, egg, or dairy products assures consumers that the animals were raised according to our Animal Care Standards for humane farm animal care. Animals must receive a nutritious diet without antibiotics or hormones and must be raised with shelter, resting areas and space sufficient to support natural behaviors.

In 2015, 103,333,258 farm animals were raised under Certified Humane®, an increase of 7 million farm animals over the previous year.



On Certified Humane® farms, animals are never confined to battery cages, gestation crates or tie stalls. Our Animal Care Standards respect the needs of each animal and require specific requirements to ensure they have the necessary space to perform behaviors natural to their species, such as flapping their wings, perching on posts or rooting. To ensure these standards are met, Humane Farm Animal Care relies on veterinarians and animal welfare scientists – all specialists with certain animals – to inspect farms annually. Farms must adhere to all the standards to qualify for the Certified Humane® label.



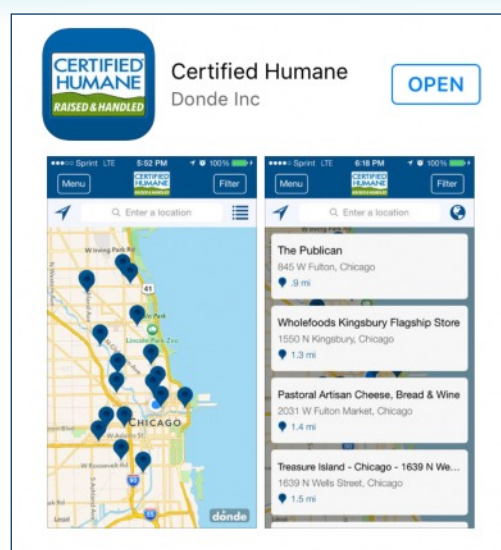


Expanding Certified Humane® into more countries

The growing presence of Certified Humane® in the international market serves as a testament to the benefits of our program on a global scale. Every day, we receive phone calls from farmers and producers around the world wanting to know how their farms can become Certified Humane®.

In addition to adding more farms and producers in the U.S., Canada and Brazil, Certified Humane® also expanded the program to Chile and Peru in 2015.

Today, there are more than 5,000 Certified Humane farms and ranches, representing 133 companies in five countries.



The Certified Humane® phone App gives consumers quick access to Certified Humane® products available in more than 16,000 stores in all 50 states as well as in Canada, Brazil, Peru and Chile – an increase of 1,000 stores in 2015. Consumers can download the App onto their iPhone or Android phones and then search for Certified Humane® products, like meat poultry, pork, dairy and eggs, in nearby stores based on their geographic location. The App also gives consumers the option to search for Certified Humane® products in four languages – English, Spanish, French and Portuguese.

“When a third party inspector is verifying everything, it gives consumers a confidence level that what they are eating is made with sustainable practices in mind. Any time we can prove what’s happening on the farm, and not just asking people to trust us, that’s great.”

- Aaron McAfee, COO of Organic Pastures Dairy Company in Fresno, California

Setting the highest standards for humane farm animal care

Animals raised on factory farms suffer horrible lives. Most farm animals are raised under industrial agricultural systems, often referred to as factory farms, where they often live their entire lives confined to tie stalls, gestation crates and battery cages, in order to maximize the producer’s profit and productivity. They are never given the space needed to express natural behaviors, like flapping their wings or rooting.

Thankfully, there are a growing number of farmers who want to separate themselves from these industrialized farming practices and adopt humane farming practices that show respect for the animals in their care.

The Certified Humane® program provides these farmers with *Animal Care Standards* that show them how to raise farm animals humanely. Veterinarians and animal welfare scientists – all experts with specific farm animal breeds – helped us develop these standards. They also inspect these farms to ensure the standards are always being met.

When consumers see the Certified Humane® label, they know they are supporting farmers willing to bring a higher quality of life to the animals in their care.



In 2015, duBreton®, North America’s #1 producer of Organic and Certified Humane Raised and Handled® pork, announced its commitment to raising 300,000 more crate-free pigs by 2018.



Encouraging change through the marketplace

We have always believed the best way to help farm animals is through the marketplace. The more people demand humanely-raised food, the more farms will become Certified Humane®.

To that effort, Humane Farm Animal Care continually encourages consumers through media, marketing and education to purchase meat, poultry, pork, dairy, and egg products with the Certified Humane Raised and Handled® label every time they shop.

In 2015, our marketing efforts reached more than 210,861,400 consumers in North and South America about the plight of farm animals and the Certified Humane program.

Some of those highlights included:

- Our annual Oscar nod to retailers selling Certified Humane products.
- The arrival of the first Certified Humane dry dog food in the U.S.
- The largest pork producer in North America committing to raising an additional 300,000 pigs crate-free by 2018.
- The first dairy farm to join the Certified Humane program from Brazil.
- Our program expansion into Chile and Peru.



Already in Canada, Open Farm introduced the first Certified Humane® dry dog food into the United States in 2015.



Certified Humane® is endorsed by humane organizations

Humane Farm Animal Care is endorsed by 66 national, regional and local humane organizations, including the ASPCA in the U.S. and the RSPCA in the United Kingdom.

While these humane groups work primarily on pet issues, they recognize that farm animals suffer on factory farms and that Certified Humane® provides the highest standards of care for farm animals anywhere. Farm animal welfare is the next critical step in changing how the world treats animals and these groups often help spread our messages by asking supporters to look for the Certified Humane® label whenever they shop.



For a list of humane groups, visit www.certifiedhumane.org

Our Scientific Committee

The world's best animal welfare scientists and veterinarians continually work with Humane Farm Animal Care to develop and review our Animal Care Standards, ensuring the highest standards for humane farming in the world.

Kenneth E. Anderson, PhD, North Carolina State University (US)
Michael Appleby, PhD, World Animal Protection (US)
Brittany Bock, PhD, Fort Hays State University (US)
Elisabetta Canali, PhD, Università degli Studi (Italy)
Brenda Coe, PhD, Pennsylvania State University (US)
Hans Coetzee, PhD, Iowa State University (US)
Luiz Dematte, DVM, PhD Industrial Director of Korin Ltd, and General Coordinator Of Mokichi Okada Research Institute (Brazil)
Inma Estevez, PhD, Neiker-Tecnalia (Spain)
Anne Fanatico, PhD, Appalachian State Univ. (US)
Valentina Ferrante, PhD University of Milan (Italy)
Trent Gilbery, MS, North Dakota State University (US)
Alan Goldberg, PhD, Johns Hopkins University (US)
Temple Grandin, PhD, Colorado State University (US)
Thomas G. Hartsock, PhD, Univ. of Maryland (US)
Jörg Hartung, DVM, Institute of Animal Hygiene, Welfare and Farm Animal Behavior, University of Veterinary Medicine (Germany)
Patricia Hester, PhD, Purdue University (US)
Pam Hullinger, DVM, MPVM University of California Lawrence Livermore National Laboratory (US)
Joy Mench, PhD, University of California, Davis (US)
Suzanne Millman, PhD, Iowa State University College of Veterinary Medicine (US)
Malcolm Mitchell, PhD, SRUC, Scotland's Rural College (Scotland)
Ruth Newberry, PhD, Associate Professor, Norwegian University of Life Sciences; Adjunct Professor, Washington State University (US)
Edmond Pajor, PhD, University of Calgary, (Canada)
Jose Peralta, PhD, DVM Western University of Health Science, College of Veterinary Medicine, Pomona, CA (US)
Rosangela Poletto, DVM, PhD, Professor, Instituto Federal do Rio Grande do Sul (Brazil)
Martin Potter, PhD, Animal Welfare Consultant, Member of FAWT, UK & Advising Member of EIG (UK)
Mohan Raj, PhD Senior Research Fellow, Bristol University (UK)
Jean-Loup Rault, PhD, Research Fellow, The University of Melbourne (Australia)
J.K. Shearer, PhD, Iowa State University (US)
Marilyn M. Simunich, DVM, Director, Animal Health Laboratory, Division of Animal Industries, Idaho State Dept. of Agriculture (US)
Carolyn Stull, PhD, Chairman, Scientific Committee University of California, Davis (US)
Janice Swanson, PhD, Michigan State University (US)
William VanDresser, DVM Retired Extension Veterinarian (US)
Andreia De Paula Vieira, DVM, PhD Animal Welfare Scientist, Universidade de São Paulo (Brazil)
Daniel M. Weary, PhD, Professor and NSERC Industrial Research Chair, Animal Welfare Program, University of British Columbia (Canada)
Julia Wrathall, PhD, Director, Farm Animals Division, RSPCA, West Sussex (UK)
Adroaldo Zanella, PhD Professor, Departamento de Medicina Veterinária Preventiva e Saúde Animal/Faculdade de Medicina Veterinária e Zootecnia Universidade de São Paulo, Pirassununga, São Paulo (Brazil)

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Luiz Mazzon, Certified Humane Brazil



* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.

Humane Farm Animal Care

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www.certifiedhumane.org

USA | Canada | Brazil | Chile | Peru