



Humane Farm Animal Care 2017 Annual Report



**CELEBRATING 15 YEARS OF CREATING
A KINDLER, GENTLER WORLD FOR FARM ANIMALS**



Letter to Our Supporters

Dear Friends,

Humane Farm Animal Care and the Certified Humane Raised and Handled® program achieved many milestones in 2017. In addition to expanding our program in North and South America, new farms became Certified Humane® in Australia – the seventh country for the Certified Humane® program.

As a result, more than 170 million farm animals were raised Certified Humane® in 2017 – and more than 835 million farm animals since 2003, bringing us ever closer to our goal of one billion farm animals raised Certified Humane® by 2025.

Our mission ensures farm animals are treated humanely throughout their lives, from birth through slaughter. There is no reason they have to be subjected to factory farm conditions, like overcrowding and confinement in gestation crates and cages. Just like every other animal, cows, chickens, pigs, sheep, goats, turkeys and other farm animals deserve to have their emotional, mental and physical needs met and be kept in a way that allows them to express natural behaviors throughout their lives.

The Certified Humane® program is simple and effective: Show farmers the benefits of raising animals humanely by adhering to our *Animal Care Standards*; inspect farms to confirm they are adhering to these standards; and educate consumers on how to influence more farmers to raise Certified Humane® farm animals by demanding grocers carry and offer Certified Humane Raised and Handled® products in their stores.

As the leading international nonprofit certification organization dedicated to improving the lives of farm animals raised for food, our success comes from our supporters who are dedicated to changing the public's perception of the treatment of farm animals. It also comes from consumer demand for Certified Humane® products, which shows farmers that humane farming is well-worth the extra effort, both for the benefit of their operations and the welfare of farm animals.

With billions of farm animals raised for food in overcrowded factory farms every year, we still have a long way to go to ensure farmers everywhere are raising farm animals humanely, but thanks to you, our voices are being heard and helping to create a more humane world for farm animals.

Sincerely,

Adele Douglass, Executive Director



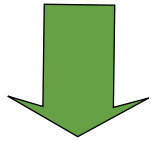
Farm Animals Raised Certified Humane®

Farm animals deserve to have their emotional, mental and physical needs met and be kept in ways that allow them to express natural behaviors.



Farm Animals Raised Certified Humane®

In 2017



Since 2003



Our Goal
by 2025

170
Million

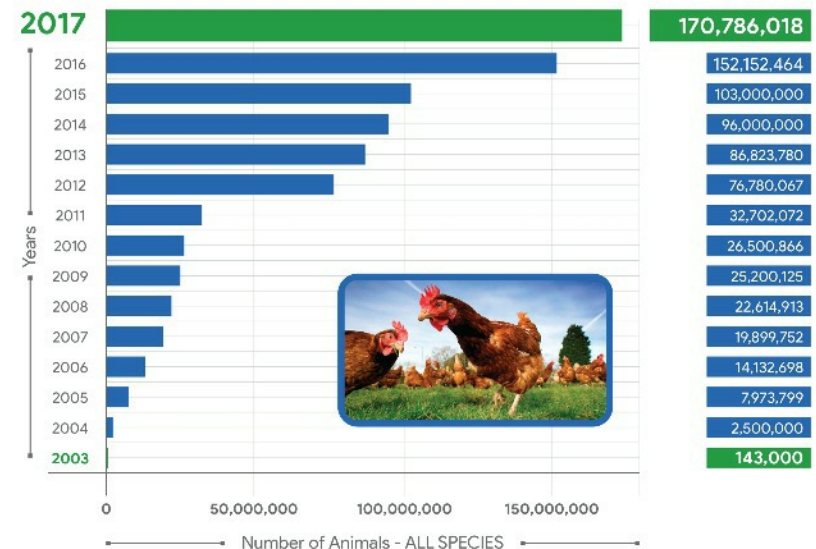
835
Million

1
Billion

The Certified Humane® label on meat, poultry, egg, or dairy products assures consumers that the animals are raised according to our *Animal Care Standards* for humane farm animal care. Farms must adhere to all these standards to qualify for the Certified Humane® label.

On Certified Humane® farms, animals are never confined to battery cages, gestation crates, or tie stalls. Animals must receive a nutritious diet without antibiotics or hormones and be raised with shelter, resting areas and space to support natural behaviors, such as perching or rooting, depending on the animal.

NUMBER OF ANIMALS RAISED UNDER CERTIFIED HUMANE® STANDARDS



Third-party independent inspections of farms verify compliance with our *Animal Care Standards*.

Every inspector is either a veterinarian or animal welfare scientist with a master's degree or Ph.D. specific to certain farm animals.



Using the Certified Humane® App

USA, Canada,
Brazil, Peru,
Chile, Australia,
and Hong Kong

7
countries

English,
French,
Portuguese
and Spanish

4
languages

Stores
selling
Certified
Humane®

32,000
STORES

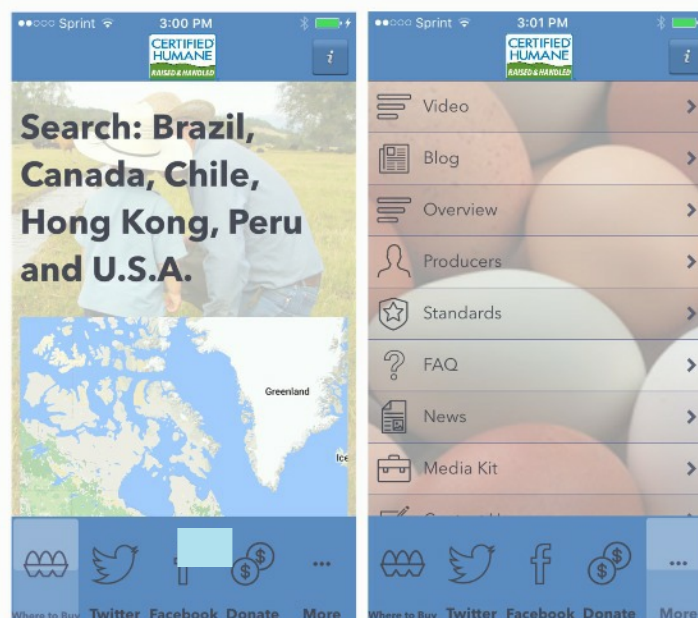
The Certified Humane® label gives consumers the chance to improve the lives of farm animals by driving consumer demand for kinder and more responsible farm animal practices.

Humane Farm Animal Care provides the Certified Humane® App and a “Where to Buy” page online to help consumers find nearby stores, markets and restaurants that sell Certified Humane® meat, poultry, pork, dairy, eggs, pet food, and even products, like soaps and lotions.



Certified Humane® products are now available in more than 32,000 stores in the USA, Canada, Brazil, Peru, Chile, Hong Kong and

Australia. No matter what language you speak, no matter where you are in the world, the Certified Humane® App – and our *Where to Buy* page on our website – helps you locate places that sell Certified Humane® products.



Growing the Certified Humane® movement

In 2017, we expanded the Certified Humane® program in North and South America, saw products exported to Hong Kong and the United Kingdom, and began working with farmers and producers in Australia.



New Farms, Producers and Restaurants



In 2017, Certified Humane® welcomed new farms, ranches, food producers and restaurants to the program from all over the world.

- AB Brasil (Brazil)
- Belcampo Farm (USA)
- Bently Ranch (USA)
- Benton County Foods, LLC (USA)
- Born Free Eggs (USA)
- Broad Brook Acres (USA)
- Cambridgeshire Farm/The Naked Pig Company (USA)
- Cooper Farms, Inc. (USA)
- Deering Farms/Dandee Berks (USA)
- Demler Egg Ranch (USA)
- Demler Bros. LLC (USA)
- Fra'Mani Handcrafted Foods (USA)
- Granite Ridge Farm (USA)
- Greenhan Tasmania (Australia)
- Happy Free Hens (Peru)
- Hillandale Farms Connecticut (USA)
- Hillandale Farms Ohio, LLC (USA)
- Honey Sweetie Acres (USA)
- Hoover Ranch (USA)
- Jensen Meat Company (USA)
- Lott Dairy (USA)
- Mantiqueira Alimentos (Brazil)
- Netto Alimentos (Brazil)
- Oakdell Egg Farms (USA)
- Oath Craft Pizza (USA)
- Open Space Meats (USA)
- Pound Ridge Organics (USA)
- Schipper Eggs, LCC (USA)
- Teton Waters Ranch (USA)
- The Country Hen (USA)
- Tulip Tree Creamery (USA)
- Wolverine Packing Company (USA)



Australia



Brazil



Canada



Chile



Hong Kong



Peru



United States

Certified Humane Highlights 2017

Over the last 15 years, consumer demand for Certified Humane® foods has moved more and more farmers and producers towards change for farm animal welfare.

- Certified Humane® expands into Hong Kong and Australia.
- CertifiedHumaneLatino.org launches to recruit more farmers and producers in Latin America.
- Massachusetts-based pizza chain, Oath Pizza, becomes first pizza chain to become Certified Humane® and expands to the Metropolitan DC area as well.
- Mantiqueira Alimentos, the largest egg producer in South America, joins the Certified Humane® program.
- Certified Humane® expands into Australia adding Greenham Tasmania's beef to the program.
- Certified Humane® conducts first inspection in Asia – a repacking operation of chicken exported from Brazil.
- Certified Humane pet foods expands to include new snack items and freeze-dried raw products; Primal Pet Foods introduces a new nutrient-rich raw goat milk for cats and dogs.
- New Producer Fra' Mani Handcrafted Foods offers an assortment of charcuterie items, including mortadella which is unique to the program.
- BRF starts a new project for the certification of chicken in Mid-West Brazil, adding eight more producers and 6.6 million more birds to the program.
- New producer Tulip Tree Creamery offers European-inspired triple and double cream cheeses, brie-style and more, which can be found in specialty cheese departments.
- Korin Agropecuária, our first Latin American client and Certified Humane® since 2009, increases its commitment to the program with a third processing plant.
- Honey Sweetie Acres, a new producer raising Nigerian Dwarf Goats on their dairy farm, brings goat milk lotions and skin care products to the program for the first time.
- A new and improved Certified Humane® Where to Buy app launches with filters for all product categories and provides easy mobile access to Certified Humane standards, reference materials, and stores that sell Certified Humane.® This new app tripled our subscriber list in just six months.





On Certified Humane® farms, animals are never confined to battery cages, gestation crates, or tie stalls.



Certified Humane® In the News

Media
Stories

4,398

Social Media
Mentions

3,991

People
Reached
Around
the World

736
Million

In 2017, we expanded our social media outreach and put you face-to-face with Certified Humane® farmers and producers so you could hear first-hand their commitment to humane farm animal welfare.



"Certified Humane® fits our philosophy and model as well as our consumer direction. We are a very ecologically-focused company. Working in the best interest of the animals and the environment is who we are." - Belcampo (USA)

"Under this system, the birds are calm and docile with freedom to move around and express their natural behaviors, such as climbing on perches. The achievement of the animal welfare certification makes us very happy because it ensures we are on the right path in our cage-free production system." - Mantiqueira Farm (Brazil)

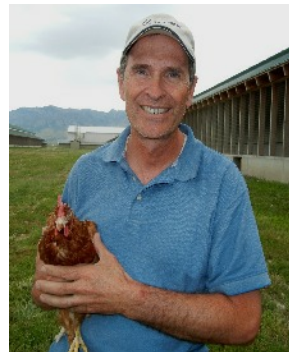
"It's very important that Open Farm work only with farmers who respect the animals under their care, raising them in accordance with strict ethical and humane standard. The Certified Humane® label gives pet parents a high level of comfort in knowing where their pet's food comes from and the choice to buy humane pet food." • Open Farm (Canada)

Certified Humane® Farmers and Producers

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



“We want to show our customers that we do not just use any type of milk. We care about how the animals are treated and how a farm is managed. We believe sourcing Certified Humane® products demonstrates that to our customers.” - Tulip Tree Creamery (USA)



Endorsed by 67 U.S. Animal Welfare Groups

- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Animal Welfare League of Arlington (VA)
- Animal Rescue League of Boston (MA)
- Arizona Humane Society (AZ)
- Asheville Humane Society (NC)
- Atlanta Humane Society (GA)
- Capital Area Humane Society (OH)
- Center for Food Safety
- Compassionate Carnivores
- Connecticut Humane Society (CT)
- Crate Free Illinois (IL)
- The Dubuque Humane Society (IA)
- Denver Dumb Friends League – Humane Society of Denver (CO)
- Equus-Spa
- Food Animal Concerns Trust
- Flagler County Humane Society (FL)
- Great Plains SPCA (KS)
- Geauga Humane Society (OH)
- Hawaiian Humane Society (HI)
- Houston SPCA (TX)
- The Houston Humane Society (TX)
- Humaneitarian.org
- Humane Society of Broward County (FL)
- The Humane Society of Carroll County Westminster (MD)
- Humane Society of Central Missouri (MO)
- Humane Society of Central Oregon (OR)
- Humane Society of Charlotte (NC)
- The Humane Society of North West Montana (MT)
- Humane Society of Tampa Bay (FL)
- The Humane Society of Vero Beach & Indian River County (FL)
- Humane Society of Western Arizona (AZ)
- Kansas Humane Society (KS)
- Kauai Humane Society (HI)
- Kokomo Humane Society (IN)

Animal welfare agencies may focus on pets, but they all agree on the importance of farm animal welfare and lend their names in support of it.

- Kuwait Society for the Protection of Animals and Their Habitat (Kuwait)
- Los Angeles Board of Animal Service (CA)
- Marin Humane Society (CA)
- Massachusetts Society for the Prevention of Cruelty to Animals (MA)
- Maui Humane Society (HI)
- McKamey Animal Center (TN)
- McPaws Regional Animal Shelter (ID)
- Monmouth County SPCA (NJ)
- Nashville Humane Association (TN)
- New Jersey Certified Animal Control Officers' Association (NJ)
- Paws for Life Rescue (MI)
- Peggy Adams Animal Rescue League – Humane Society of the Palm Beaches
- Peninsula SPCA, Newport News (VA)
- Petfinder.com
- Portage Animal Protective League (OH)
- Potter League for Animals (RI)
- Rehabilitation Homecoming Farm, Inc. (MA)
- San Diego Humane Society and SPCA (CA)
- Santa Fe Animal Shelter & Humane Society (NM)
- Second Chance Center for Animals (AZ)
- SPCA Serving Erie County (NY)
- SPCA LA (CA)
- SPCA of Texas (TX)
- SPCA of Tampa Bay (FL)
- SPCA of Wake County (NC)
- St. Hubert's Animal Welfare Center (NJ)
- Tri County Humane Society (MN)
- Virginia Beach SPCA (VA)
- Virginia Federation of Humane Societies (VA)
- Washington Humane Society (DC)
- Whatcom Humane Society (WA)
- World Society for the Protection of Animals, USA office
- Zuma's Rescue Ranch (CO)

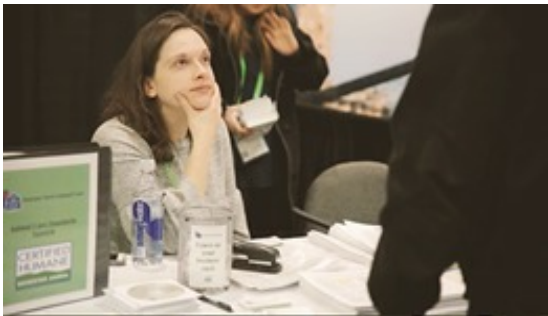
Traveling Around the World to Influence Change for Farm Animals



(Above): Adele Douglass, Executive Director, for Certified Humane®, Luiz Mazzon, Director-General Latin America, and (Below) Lindsey Turner, Certification Program Coordinator talks with people interested in the program.



Paula Barrett, and her husband Samuel Barrett (not pictured) volunteer for Certified Humane® at the Northeast Organic Farming Association (NOFA) Conference.



Outreach volunteers, Teresa Fisher and Martha Armstrong, work a booth at an animal welfare conference.



(Left) Alaina Furman, Certification Program Manager, and Temple Grandin and Dr. Abdullah Ozen, members of HFAC's Scientific Committee.

Part of Humane Farm Animal Care's mission is to bring the Certified Humane Raised and Handled® program to farmers and producers wherever they are in the world. In addition to our travels in the USA, Certified Humane® staff traveled extensively in 2017, educating potential partners about humane farm animal welfare.



Adele Douglass, Executive Director for Certified Humane®, and Luiz Mazzon, Director-General Latin America, meet with potential partners in Istanbul, Turkey, to discuss Humane Farm Animal Care's Certified Humane® certification program.

Who's Behind Certified Humane®?

The world's most highly-qualified veterinarians and animal welfare scientists wrote our *Animal Care Standards*, and continually review and update them to ensure the highest standards in the world for humane farming.

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Thank You for Helping Farm Animals!



HUMANE FARM ANIMAL CARE

Certified Humane®

North America

703-435-3883

www.certifiedhumane.org

Certified Humane®

Latin America

www.certifiedhumanebrasil.org

www.certifiedhumanelatino.org



Australia



Brazil



Canada



Chile



Hong Kong



Peru



United States