

## Demand for Certified Humane products gains traction in Asia

Certified Humane by Humane Farm Animal (HFAC), an international nonprofit certification program is gaining traction in Southeast and South Asia. In 2019, three farms in Malaysia and Singapore gained this certification, which is aimed at improving the lives of farm animals.

Toh Thye San Farms and Chew's Farm in Singapore and Liang Kee Farming, in



**Packaged free-range humane certified eggs from Liang Kee.**



**Producers interested in humane certification for their farms meet Humane Farm Animal Care, Global Programs Director Luiz Mazzon in Hyderabad.**

Malaysia were among the latest to join the Certified Humane program.

Expansion in this region is led by Luiz Mazzon, Director of International Operations for HFAC. In engaging with producers to strengthen the reach and benefits of certification, Mr Mazzon recently participated in a round table with egg producers

from India and talked to them about the certification program, which also gives the producers tools to show customers how they develop more responsible farm animal practices.

"Through our engagement with producers in Southeast Asia in 2019 we confirmed our position as the most credible and far-reaching



**Farm operators such as Kenny Toh prompt the SEA poultry industry to aim a little higher by changing the way food animals are raised.**

animal welfare certifier in the world. Together with our efforts in Asia, in 2019 there were 216.6 million animals that benefitted from inspections in more than 260 companies across 17 countries," said Mr Mazzon.

At Asian Agribiz's 'Layer Feed Quality Conferences', in Jakarta, Indonesia, and in Kuala Lumpur, Malaysia last October, Mr Mazzon offered an indicator of the future trends on animal welfare. He said that consumers yearn for transparency of product origins, want to know how food is produced, and refuse to support companies that do not adopt more humane animal production practices.

The Certified Humane Raised and Handled certification was created to respond to consumers' requests and ultimately drive the movement for more animals to be treated with respect from birth through slaughter worldwide. Growing global interest shows that Certified Humane Standards are a relevant and a sustainable option ▷

### India picks up on 'Certified Humane'

Interest in 'humane farming' and certification is growing in India as Humane Farm Animal Care (HFAC) held its first round table meeting for 'Cage-free producers' in January. HFAC recently certified its first Indian producer- 'Farm Made' for laying hens.

HFAC Global Programs Director, Luiz Mazzon told *Asian Poultry Magazine* that the meeting sought to "understand common concerns and issues faced by cage-free producers in India."

The Indian poultry farming sector is dominated by battery cages. Over the last few years however, there has been growing pressure from animal rights advocates, legislators and the general public to move away from cages. At present the government and industry have only agreed to amend the size of the cages.

Mr Mazzon noted that at the meeting producers practicing cage free systems discussed how they could present their own systems as a viable alternative to battery cages.

"The most significant outcome of the roundtable was a consensus among producers of the need for more organization within the sector," added Mr Mazzon.

#### Getting organized

Interested farmers are planning on forming an association to promote the cause. One such producer is Co-founder of Happy Hens, Manjunath Marappan. His table eggs were the first to be labelled 'free range' last year. The company works with marginalized communities that are given a flock size they can grow in their backyards. Starting with a production of 300 eggs/day in 2012, the network of farmers now produces 20,000 eggs per day.

Mr Marappan explained that the first step was to make more farmers aware of the concept of 'humane farming' and thereafter work towards certification. "Getting to certification in India would take two to three years," added Mr Marappan.