



# Humane Farm Animal Care 2018 Annual Report



Argentina



Australia



Brazil



Canada



Chile



Colombia



Malaysia



Mexico



New Zealand



Peru



Singapore



United States



Uruguay

**55,000 STORES & RESTAURANTS**

**196 MILLION ANIMALS**

**200 PRODUCERS**

**13 COUNTRIES**

**6,000 FARMS**





# CELEBRATING 15 YEARS OF PROGRAM GROWTH

**2003** —————→ **2018**

**50**

**STORES & RESTAURANTS**

**55,000**

**143,000**

**ANIMALS RAISED**

**196,000,000**

**25**

**PRODUCERS**

**200**

**2**

**COUNTRIES**

**13**

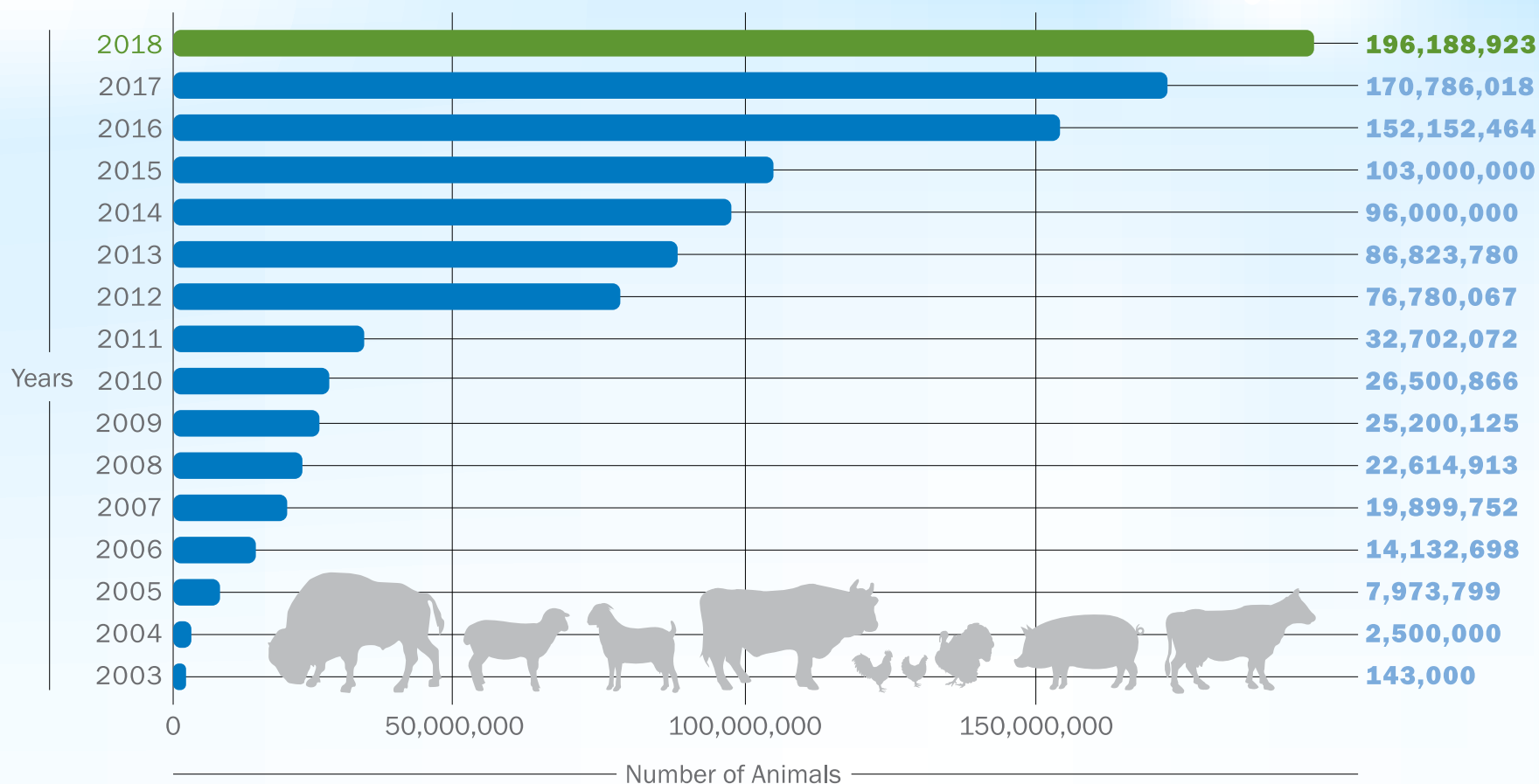
**30**

**FARMS**

**6,000**



## 1 Billion Animals Raised Under Certified Humane® Standards To Date







# Expanding Our Outreach



Argentina



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Humane Farm Animal Care's Certified Humane® Program expanded internationally to New Zealand with First Light and their Wagyu Beef program, Argentina with Ovobrand, Siete Hermanos and Tecnovo, Uruguay with Avícola Tala, Don Cosme and Paraje Ideal, Colombia with Aviola Triple A, Singapore with Chew's Agriculture, and Malaysia with Liang Kee Farming and Toh Thye San Farm.

The Certified Humane® Raised and Handled program, is the leading international certifying organization improving the lives of farm animals.

In 2018 over 196 million farm animals were raised under Certified Humane® standards bringing the total number of animals benefiting from Humane Farm Animal Care's program to 1 billion, since 2003.

Certified products are available to shoppers, diners and pet families at more than 55,000 locations worldwide.

Thanks to generous supporters, we were able to work with even more farmers and producers and hire and train more third-party inspectors (all farm animal welfare experts), which ensured Certified Humane® standards were being met.

A greater variety of products including yarn as well as soaps and lotions in addition to all the food items are now available to purchase from Certified Humane® sources.





# Education & Communication 2018



Adele Douglass Jolley – CEO was a guest speaker in September at The Choose Food Project Symposium, an initiative of the Global Food Ethics and Policy Program at the Johns Hopkins Berman Institute of Bioethics and the Bloomberg School of Public Health.



Mimi Stein – Executive Director in July was interviewed by The Brothers Green for their Nellies Free Range Adventures segment to define “What is Certified Humane”. The resulting video alone has been viewed on Facebook over 200K times.



Lindsey Turner –Social Media and Marketing:

- Attended the AVMA (American Veterinary Medical Association) Humane Endings conference to join the debate regarding improvement of slaughter methods by developing a better understanding of the return to sensibility after stunning, humane depopulation, and euthanasia.
- Appeared at the Organic Egg Producers (OEP) conference in Minneapolis MN a guest speaker and panelist to provide an overview of the Certified Humane® program.
- Presented as a speaker and panelist at the Poultry Sales and Service conference held at Penn State in September for poultry farmers learning about the auditing process.



Laurie Bain our newest US staff member presented the Certified Humane® program to a northern Virginia high school S.T.E.M. group very eager to understand the benefits and need for better animal welfare and how to support the movement.







# Travelling & Events 2018

Paula Barrett



Certified Humane® attended multiple events to meet new producers and educate consumers, such as:

- International Production and Processing Expo (IPPE) in January in Atlanta GA the worlds largest annual poultry and meat industry event of its kind. With over 8000 international visitors it has been a great event to help us connect with producers worldwide and network with our current ones.
- NOFA Conference, manned by our intrepid volunteers Paula and Sam Barrett for the 8th year in a row
- New England Federation of Humane Societies (April) Nashua, NH
- Texas Unites for Animals Annual Conference (April) Austin, TX
- Prairie States Animal Welfare Conference (June) Bloomington IL
- SAWA Management Conference (June) Chicago, IL
- Animal Care & Control Association of Tennessee (August) Nashville, TN
- Pete and Gerry's Organic Eggs provided display space for HFAC at Festival at The Farm (September) Canton, MA
- Humane Society of the United States (HSUS) Animal Care Expo, Kansas City



Luiz Mazzon, Director for Latin America, was a guest speaker at the following events:

- Biomin (antibiotic free pig/chicken farms), in Buenos Aires, Argentina
- Vencomatic (cage free/free range eggs), in São Paulo, Brazil
- Universidad CES (animal welfare conference), in Medellín, Colombia
- Pão de Açúcar (animal welfare for laying hens), in São Paulo, Brazil
- JBS (animal welfare month), in São Paulo, Brazil
- HSI (cage free workshop), in Santiago, Chile
- HSI (cage free technical meeting), in Surabaya, Indonesia



## 5

growing traffic ●







Thank you to our many loyal donors and new supporters for their generosity, our volunteers for their time and spirit, and our Board of Directors and Scientific Committee for their sage advice.

The Certified Humane® program is also now endorsed by over 70 regional humane societies and animal welfare groups, Certified by America's Best Charities, and the recipient of GuideStar's Bronze Seal of Transparency and RSPCA's Overseas Award.



[WWW.BEST-CHARITIES.ORG](http://WWW.BEST-CHARITIES.ORG)  
[WWW.GUIDESTAR.ORG](http://WWW.GUIDESTAR.ORG)  
[WWW.RSPCA.ORG.UK](http://WWW.RSPCA.ORG.UK)



Photo courtesy of Shelburne Farm



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**Mimi Stein**

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Latin America  
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**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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**CERTIFIED\***  
**HUMANE**

***RAISED & HANDLED***®

\* 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.

[www.CertifiedHumane.org](http://www.CertifiedHumane.org)



## Humane Farm Animal Care

Administrator of the Certified Humane® Raised & Handled Program.

P.O. Box 82, Middleburg, VA 20118 | [CertifiedHumane.org](http://CertifiedHumane.org) | Email: [info@certifiedhumane.org](mailto:info@certifiedhumane.org)

Humane Farm Animal Care is a nonprofit corporation under section 501(c)(3) of the Internal Revenue Code

Photo courtesy of John Peavler