

*Creating a more humane  
world for farm animals*

Humane Farm Animal Care  
Annual Report 2016





# Letter from the Executive Director

Dear Friends,

Over the last decade, we have witnessed a rapid change in the public's perception of the treatment of farm animals in the food industry.

When Humane Farm Animal Care launched in 2003, 143,000 farm animals were raised Certified Humane® in the U.S.; in 2016, more than 152 million farm animals were raised Certified Humane® – in five countries. This year, we watched the Certified Humane® program expand in Latin America and Certified Humane® products get exported for the first time to Asia.

We're proud to say this amazing progress couldn't have been made without a growing chorus of consumers making demands for Certified Humane® food in the marketplace. Farmers now often call us to become Certified Humane®, so they can show consumers their unwavering commitment to farm animal welfare. To be in the Certified Humane® program, farmers must meet all of our stringent *Animal Care Standards* and pass annual inspections to ensure these standards are always being met.

Now more than ever, we believe there's a movement of consumers demanding the humane care and treatment of farm animals in food production growing around the world. With billions of farm animals raised for food, however, we



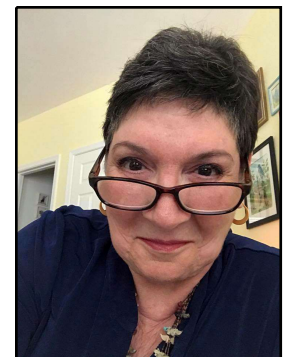
## *Creating a more humane world for farm animals*

still have a long way to go to ensure every farm animal can be Certified Humane Raised and Handled®.

I have always believed that farm animals deserve our compassion and humane care. Thanks for joining this movement and making your voices heard to create a more humane world for farm animals.

Sincerely,

Adele Douglass, Executive Director  
Humane Farm Animal Care



# Millions of farm animals in 2016 raised Certified Humane®

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.

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. Farms must adhere to all these standards to qualify for the Certified Humane® label.

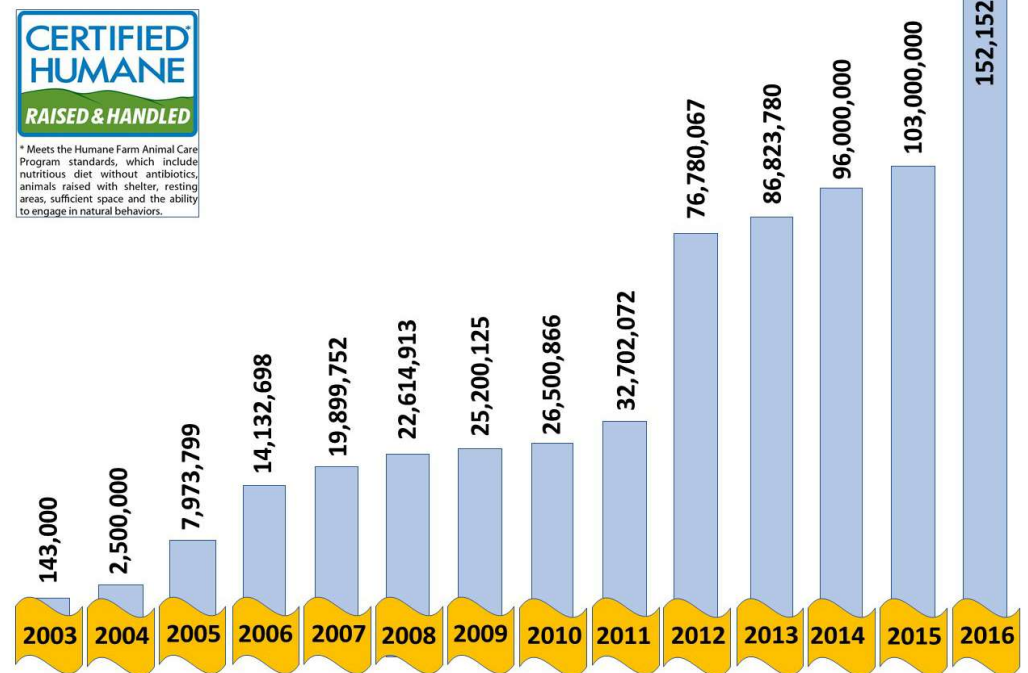
In 2016, more than 152 million farm animals were raised Certified Humane® – almost 50% more than last year!

To ensure these standards are met, Humane Farm Animal Care relies on veterinarians and animal welfare scientists – all specialists with specific farm animals – to inspect farms annually. Third-party independent inspections of farms verify compliance with the *Animal Care Standards* and traceability audits ensure the source of the eggs for product manufacturers.

**Since 2003, 666,423,536 farm animals in North and South America have been raised under the Certified Humane Raised and Handled® label.**



Number of Certified Humane® Farm Animals





# Certified Humane® encourages change through the marketplace

The Certified Humane® label gives consumers the opportunity to shop and eat based on their values. The goal of the program is to improve the lives of farm animals by driving consumer demand for kinder and more responsible farm animal practices.

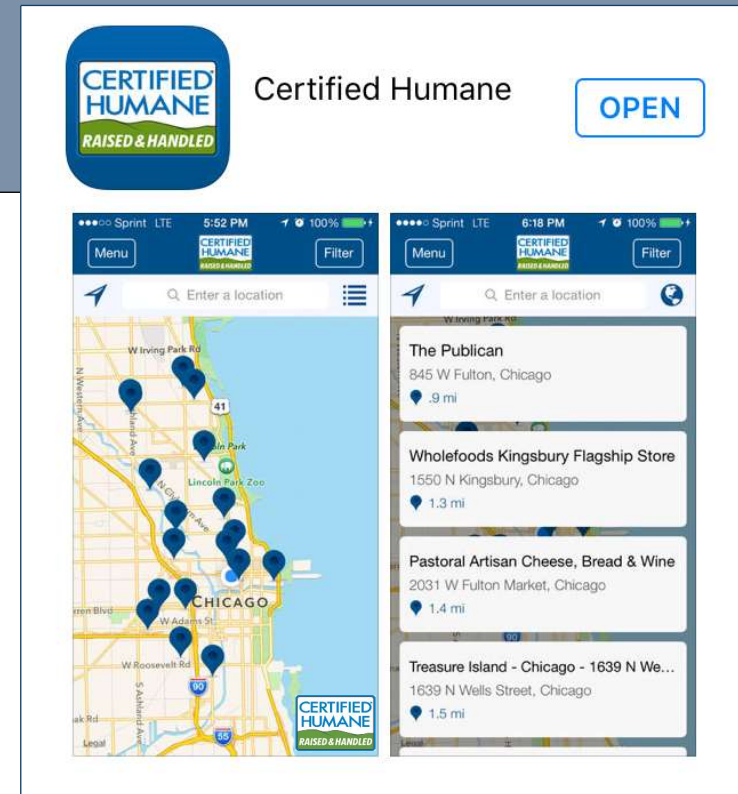
Towards that effort, Humane Farm Animal Care continually encourages consumers through media, marketing and education to purchase meat, poultry, pork, dairy, and egg products with the Certified Humane Raised and Handled® label every time they shop. In 2016, our marketing efforts reached more than 351,400,000 consumers in North and South America.

## Highlights from North America:

- Lancaster Fine Foods announced their Sir Kensington's Classic Mayonnaise, Chipotle Mayonnaise, Sriracha Mayonnaise, Special Sauce and Dijonnaise will only be made with eggs that are Certified Humane.®
- Open Farm Pet Food adds the first Certified Humane® cat food and dog treats for U.S. & Canadian markets.
- At duBreton, the largest pork producer in North America, commits to raising an additional 300,000 pigs crate-free by 2018.
- Niman Ranch in Denver, Colorado, and a network of several hundred independent family farms and ranches throughout the Midwest, Pacific Northwest, and mid-Atlantic regions, becomes Certified Humane®.
- Adele Douglass, the executive director of Humane Farm Animal Care, is awarded the RSPCA's Overseas Award for outstanding achievement in animal welfare outside the UK and Europe in 2016.

***"Many other organizations have tried to create similar programs, but to date, none has had the impact or inspired the extraordinary progress in welfare achieved by Humane Farm Animal Care."***

***– Dr. Julia Wrathall, RSPCA, Chief Scientific Officer***



The Certified Humane® App gives consumers quick access to Certified Humane® products available in more than 23,000 stores in all 50 states as well as in Canada, Brazil, Peru and Chile. Consumers can download the App onto their iPhone or Android phones in any country and then search for Certified Humane® products, like meat poultry, pork, dairy and eggs, to find nearby stores based on the user's geographic location. No matter what language you speak, no matter where you are, the Certified Humane® App knows where you are and locates stores that sell Certified Humane® products.

# Certified Humane® growing movement around the world



*Certified Humane® is the most internationally-recognized certification program focused on animal welfare.” - Josiane Busatta, Quality Assurance Specialist at BRF in Brazil*

Our headquarters in Herndon, Virginia, oversees operations in the United States and Canada, while our Brazilian office in Florianópolis, Brazil, oversees operations in Latin America.

Both offices are responsible for overseeing the expansion of the Certified Humane® program and the certification of farms and food animal producers under the Certified Humane Raised and Handled® label.

Today, there are more than 5,000 Certified Humane® farms and producers representing 144 companies in five countries.



*BRF – one of the largest food companies in the world – worked closely with renowned Celebrity Chef Jamie Oliver to develop a new line of Certified Humane® Sadia products in Brazil.*

## Highlights from Latin America:

- BRF joined the Certified Humane® program in 2016 for 33 of their integrated chicken farms in and eight turkey farms in Brazil.
- Korin Agropecuária, the largest organic chicken producer in Brazil, and Certified Humane® since 2009, began exporting chicken products with the Certified Humane® label to more than 230 supermarkets in Hong Kong, Macau, and Mainland China.
- HFAC founded the Instituto Certified Humane Brasil in May to expand the Certified Humane® certification program in South America.
- The University of São Paulo Veterinary School of Medicine in Pirassununga, São Paulo, Brazil, hosted the first Certified Humane® inspector training program on their Pirassununga campus.
- In December, our Latin American office launched a new website in Portuguese with detailed information on the Certified Humane® program.



# The Certified Humane® label shows consumers what farmers are doing

Most farm animals are raised under industrial agricultural systems 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. 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.

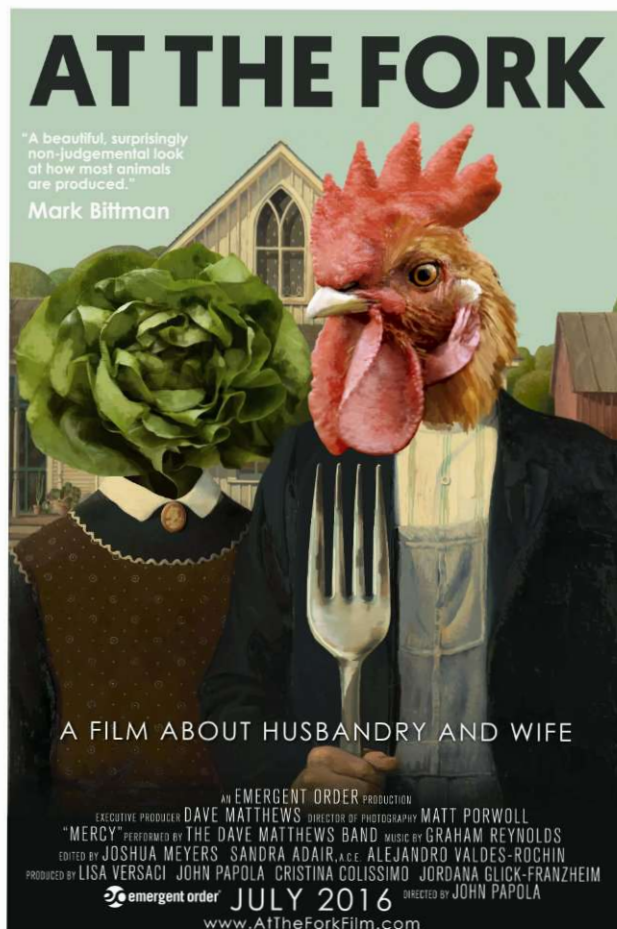
The Certified Humane® program provides these farmers with *Animal Care Standards* for meeting the mental, physical, and emotional needs of farm animals. Our scientific committee of veterinarians and animal welfare scientists – all experts with specific farm animal breeds – developed these standards. They also inspect Certified Humane® farms to ensure the standards are always being met. Standards have been created for Cattle (Beef), Dairy Cows, Pigs, Sheep, Chickens (broilers), Chickens (laying hens), Turkeys, Goats, Bison, and Young Dairy Beef.

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



**Certified Humane®  
is endorsed by 66  
animal welfare  
groups**





In 2016, Humane Farm Animal Care was interviewed for *At the Fork*, a farm animal welfare documentary that follows the film's two directors, an Austin, Texas, couple, as they visit farms across the country to shed light on how farm animals are raised for food.

As an organization whose mission is to improve the lives of farm animals in food production, Humane Farm Animal Care was pleased to be a part of this movie and hope it will continue to elevate the conversation about the well-being of farm animals in food production.

## BOARD OF DIRECTORS

Adele Douglass, Chief Executive Officer

Andrew Kimbrell, President and Chair

Laurie Beacham | Jim Emerman | Patricia A. Forkan | Carol Jenkins

Barbara Kazdan | Daniel Nowland | Eric Rardin

Luiz Mazzon, Instituto Certified Humane® Brasil

## SCIENTIFIC COMMITTEE

The world's most qualified 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)

**Richard Blatchford**, PhD University of California, Davis (US)

**Elisabetta Canali**, PhD, Università degli Studi (Italy)

**Sylvie Cloutier**, PhD, Director of Assessment, Canadian Council on Animal Care (Canada)

**Brenda Coe**, PhD, Pennsylvania State University (US)

**Hans Coetzee**, PhD, Iowa State University (US)

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**Valentina Ferrante**, PhD University of Milan (Italy)

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**Brittany Howell**, PhD, Fort Hays State 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)

**Priya Motupalli**, PhD, IKEA Food Global Sustainable Sourcing Specialist (Sweden)

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**Edmond Pajor**, PhD, University of Calgary (Canada)

**Jose Peralta**, PhD, DVM Western University of Health Science, College of Veterinary Medicine (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)

**Nancy Roulston**, MSc, Animal Scientist for Farm Animal Welfare (US)

**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)





\* 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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703-435-3883 |

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

Brazil



Canada



Chile



Peru



U.S.

