



Humane Farm Animal Care 2019 Annual Report



THE WORLDWIDE LEADER IN
FOOD ANIMAL WELFARE



Events & HFAC on the Road in 2019



Clockwise from upperleft: Alaina Furman, Certification Program Manager, at International Production & Processing Expo (IPPE) in Georgia. Luiz Mazzon, Global Programs Director, Rosangela Poletto, Professor Instituto Federal do Rio Grande do Sul, and Erika Voogd, Public Seminar Trainer / Speaker conducting a training on North American Meat Institute (NAMI) Guidelines in Goiânia, Brazil. Heather Pecthl, Program Support and Inspections, in the field in North America. Laura Vermillion, Director of Program Services, in the field in Ohio. Paula Barrett, Volunteer, at Northeast Organic Farming Association in Massachusetts.





Expanding Our Outreach

In 2019, three farms in Southeast Asia earned Certified Humane® designation from Humane Farm Animal (HFAC) the leading international nonprofit certification program whose mission is to improve the lives of farm animals in food production. These farms in Malaysia and Singapore were among the newest producers and farmers to join the Certified Humane® program that year when consumer demand had successfully sparked the first Certified Humane® chicken and egg products raised and sold in the Eastern Hemisphere. Eastward expansion has been spearheaded by Luiz Mazzon, Director of International Operations.

For the past few years, Mazzon has participated in several events in Brazil and abroad, including the Layer Feed Quality Conferences in Jakarta, Indonesia, and in Kuala Lumpur, Malaysia – the latter's opened session with his talk - an indicator of the future trends on animal welfare certification. This sends the message 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.

"2019 was an excellent year for Certified Humane program and we are confirming our position as the most credible and far-reaching animal welfare certifier in the world. Including the recent certified operations in Asia, in 2019 there were 216.6 million animals benefiting from inspections carried out for more than 250 companies, supported by thousands of farms and producers in 17 different countries."





CEO Adele Douglas Jolley

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 Gold Seal of Transparency and RSPCA's Overseas Award.



WWW.BEST-CHARITIES.ORG
WWW.GUIDESTAR.ORG
WWW.RSPCA.ORG.UK





PROGRAM GROWTH FROM 2003 TO 2019

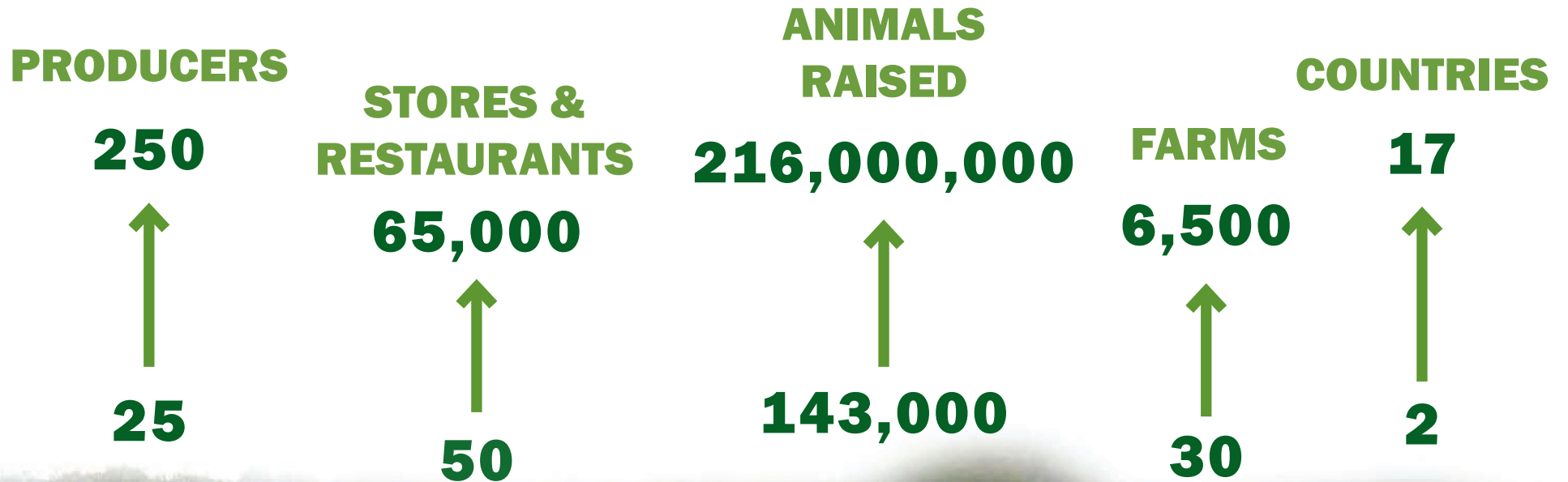
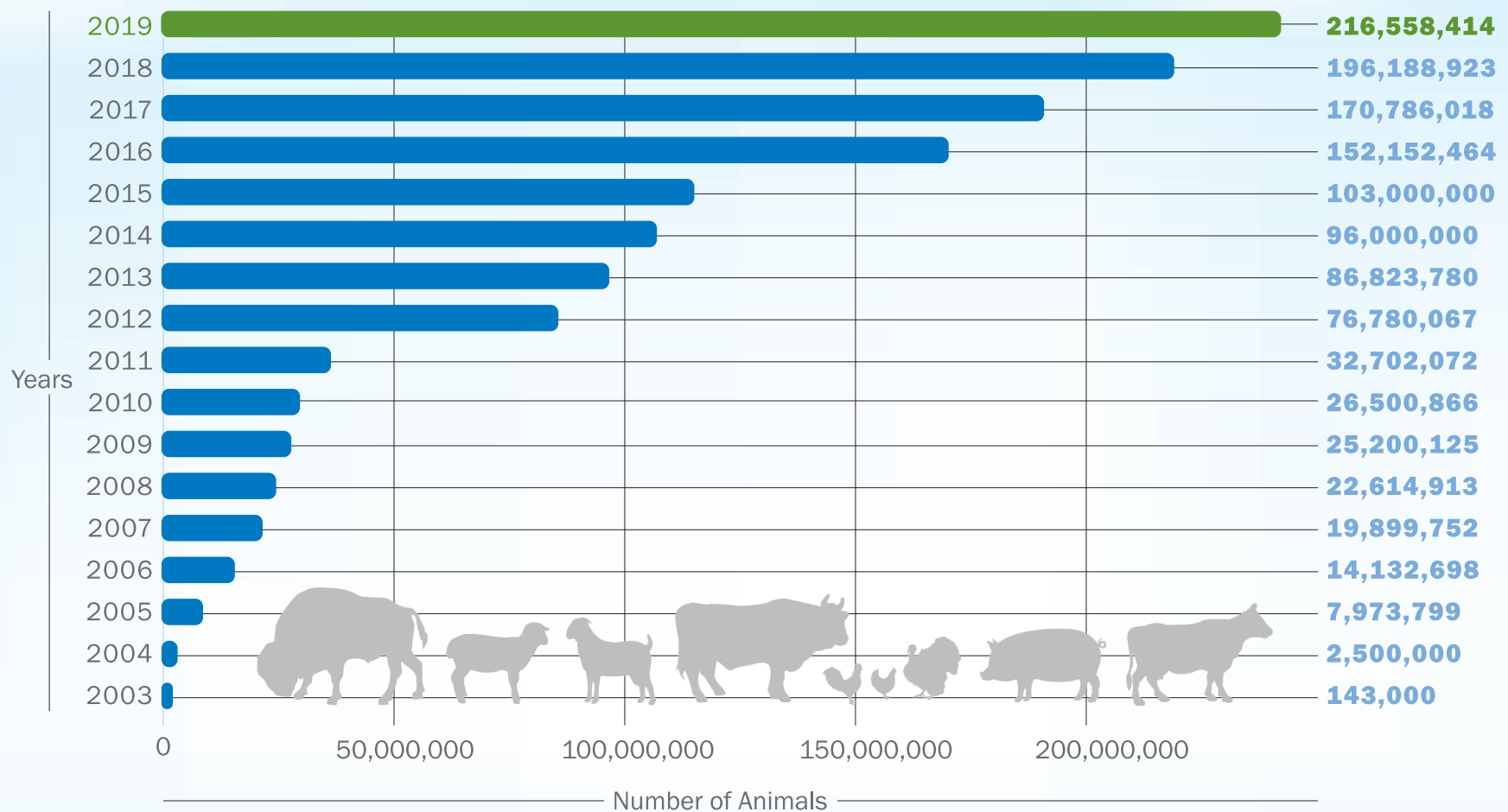


Photo courtesy of Gum Tree Farm



Number of Animals Raised Under Certified Humane® Standards



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Humane Farm Animal Care

Administrator of the Certified Humane® Raised & Handled Program, P.O. Box 82, Middleburg, VA 20118 • CertifiedHumane.org
Humane Farm Animal Care is a nonprofit corporation under section 501(c)(3) of the Internal Revenue Code

Photo courtesy of Niman Ranch