



# **The Certified Humane® Volunteer Guide to Helping Farm Animals**





## Welcome to the Certified Humane® Movement!

Thank you for your interest in improving the lives of farm animals in food production.

For far too long, farm animals have suffered in factory farms with little consideration for what they might need to live more natural lives. In 2003, after decades working in animal welfare, I decided to right that wrong, and launched Humane Farm Animal Care and the Certified Humane® program.

The Certified Humane® certification labeling program encourages farmers to adopt specific standards of farm animal care and educates consumers on the ways they can support these compassionate farmers in the marketplace. Since 2003, more than half a billion farm animals have been raised under the Certified Humane® program – in five countries.

This success can be attributed to the growing number of consumers who want to know how their food is raised and are demanding that cows, pigs, chickens, laying hens, and other farm animals are raised in compassionate ways. They are making a difference by shopping for Certified Humane® products in the marketplace and letting their grocers know they want Certified Humane products in the stores.

As a result, we are making excellent progress. In

fact, farmers now often call us to become Certified Humane®, so they can show their unwavering commitment to farm animal welfare.

Now more than ever, we believe there's a growing movement of consumers demanding the humane care and treatment of farm animals in food production. With billions of farm animals raised for food, we still have a long way to go to ensure every farm animal can be Certified Humane Raised and Handled®.

You can help end the suffering of farm animals across the globe through your purchases in the marketplace. But if you have more passion for animals and want to help this movement grow, we hope you will take the time to educate family, friends, and even your local grocery stores. This guide will help get you started.

Farm animals deserve our compassion and care. Thanks for joining this movement and lending your voice to create a more humane world for farm animals.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Adele'.

Adele Douglass, Executive Director  
Humane Farm Animal Care





## Who is Certified Humane®?

Humane Farm Animal Care (HFAC) is an international nonprofit certification organization dedicated to improving the lives of farm animals in food production from birth through slaughter. 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.

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.

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 flapping their wings, perching, or rooting, depending on the species.

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 products come from Certified Humane® farms. Producers must comply with food safety and environmental regulations. Processors must comply with the American Meat Institute Standards (AMI), a slaughter standard written by Dr. Temple Grandin, a member of HFAC's Scientific Committee.



### Our Focus is *Only* Farm Animals

At Humane Farm Animal Care, we only do one thing -- work to improve the lives of farm animals in food production. What that means is all day, every day, all we do is:

- Encourage farmers to join the Certified Humane® program to ensure farm animals can live free of cages and gestation crates and live more natural lives on the farm.
- Contract third-party inspectors to inspect and audit farms to ensure farm animals are raised according to our precise standards of care.
- Educate consumers about how to support compassionate farmers by shopping and asking for Certified Humane products in their local grocery stores.





## Who's behind Certified Humane®?

### Our Staff

Our Executive Director and Founder, Adele Douglass launched Humane Farm Animal Care in 2003. Under her leadership, the Certified Humane® program has expanded into five countries and brought more than a half billion farm animals into the program. A longtime animal advocate, Douglass is the recipient of an RSPCA Overseas Award, an ASPCA Lifetime Achievement Award, an Ashoka Fellow, and a Purpose Prize. Offices in North and South America are lead by people who are passionate about the well-being of farm animals.

### Our Scientific Committee

Humane Farm Animal Care's Animal Care Standards are not written by staff, but by a 40-person scientific committee made up of the world's top farm animal welfare scientists – folks with Ph.D's, and DVM's in farm animal care. These experts create standards for every farm animal in our program, and they review and update standards, as needed. They're committed to creating a future where farm animals are raised humanely throughout their entire lives.

### Third-Party Inspectors

Humane Farm Animal Care engages independent third-party inspectors, also experts in their specific field, to inspect and audit farms to ensure compliance with standards. Only a laying hen expert can inspect an egg farm, and a pig expert can inspect a pig farm. When inspectors are experts in their field, they know best when a standard is being met every day and not just for the day of inspection.

## What makes the Certified Humane® program different from other certification programs?

1. Some certification organizations allow a phase in period, we do not. Anyone applying to the Certified Humane® program must meet all of our standards before they can be certified. There is no "phase in" period allowed.
2. Our third-party inspectors must have a masters or PhD in animal science or a veterinary degree. In addition, they must have expertise in a specific species so when they're doing an inspection they know if what they are seeing has simply been set-up to look good or if humane practices are really being used on the farms all the time.
3. No other humane certification organization has a scientific committee as comprehensive as ours. HFAC's scientific committee is considered the "who's who" of farm animal welfare work. These scientists hail from all over the world and are as eager as we are to see farm animals raised more humanely. The entire body of their work is research into the actual behavioral needs of farm animals.
4. We have an educational component to our program. Our scientific committee is available to answer questions from farmers on our program about their farm animals, the latest research on farm animals, how they can improve their practices and make life better for farm animals.
5. We are the only certification organization in the country endorsed by 66 humane organizations. We think this speaks volumes about the work we do for farm animals.

**Want to read more Frequently Asked Questions about the Certified Humane program?** Visit <http://certifiedhumane.org/how-we-work/frequently-asked-questions/>.





## Support this!



## Not This!



### Support Certified Humane® farmers and encourage others farmers to join

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 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 all of the physiological and behavioral needs of farm animals all year-round and in all circumstances. Under Certified Humane® standards, farm animals are never confined to



battery cages, gestation crates, or tie stalls. Animals receive nutritious diets without antibiotics or hormones and are raised with shelter, resting areas and space to support natural behaviors, such as perching or rooting, depending on the species of animal.

Certified Humane® farmers also know it's not enough to say they are raising farm animals humanely; they know consumers want proof. So they join the Certified Humane® program, adopt our *Animal Care Standards*, and subject their farms to routine inspections in order to use the Certified Humane® label and show consumers that their animals are being raised according to verifiable humane standards.



When you buy Certified Humane® products, you are supporting compassionate farmers dedicated to bringing a higher quality of life to farm animals.



**Step 1**  
Look for the  
Certified Humane®  
label whenever  
you shop!

**Step 2**  
Ask your local  
grocery store to  
carry Certified  
Humane® products  
– and thank them

**Step 3**  
Use social media to  
educate your  
family and friends  
about the program

**Step 4**  
Pass out info and  
talk to shoppers at  
your local grocery  
store about the  
Certified Humane®  
program.

## What can you do to make a difference?

The Certified Humane® label assures consumers that farm animals are raised where they can express their natural behaviors, move around freely, and eat diets free of antibiotics, hormones and animal by-products. Third-party inspections verify compliance. To find Certified Humane® products, visit the [“Where to Buy”](#) section or download the Certified Humane® app for your phone.



The goal of the Certified Humane® program is to improve the lives of farm animals by driving consumer demand for kinder and more responsible farm animal practices -- and that begins with YOU, the consumer. Ask your local grocery store to carry Certified Humane® products. Grocery stores will stock what their local shoppers want to buy – and they will even ask farmers and producers to become Certified Humane® too. You can find a grocery request form in the print and online packets.

We think the Certified Humane Raised and Handled® label is really something to crow about, and we need YOU to help us spread the word. Follow Certified Humane® on social media and share our posts in your social media circles to educate your family and friends about how to shop Certified Humane®. Share our “Where to Buy page – [www.certifiedhumane.org](http://www.certifiedhumane.org) – and tell people about the free phone app.





### What makes Certified Humane® cage-free eggs different from other cage-free eggs?

Cage-free means chickens are not kept in battery cages, and so can roam around in a barn. This sounds great, but chickens in factory farms are packed in tightly, often unable to move around, and are not guaranteed enrichments to ensure their well-being.

Laying hens in the Certified Humane program are raised under a set of standards developed by more than four dozen animal welfare scientists and farm animal veterinarians from around the world. Here's some of the standards of care for cage-free chickens created by these experts for the Certified Humane program.

- SPACE:** Certified Humane chickens must be raised with a minimum of 1.5 sq. ft. per bird in a barn. The bird is not confined to 1.5 sq. ft. It's simply a formula that restricts the number of chickens that can be in a barn, and that allows hens to have sufficient freedom of movement to be able to stand normally, turn around, and stretch their wing without difficulty. To ensure that the maximum housing density is not exceeded, every farm must submit a plan for the capacity that indicates: 1) the total floor area available to the hens; 2) the space allowances; and 3) the maximum number of birds permitted within the house.
- ENRICHMENT:** Certified Humane® requires farms to provide enrichments for hens. The perches and dust bathing materials, in that order, must be dust bathing materials to groom, scratch and rest. These are natural behaviors that hens in factory farms can never do.
- PERCHES:** Hens must have access to perches and be able to wrap their toes around the perch and balance evenly in a raised position for an extended period. They must also have sufficient space to be able to perch or sit quietly without repeated disturbance. Perches must be positioned to minimize drying of any hens below and, when possible, must be over a dropping pit or manure belt. Perches must have no sharp edges, be capped at the ends if hollow, be of a non-slip material, and be reasonably clean and dry.
- LITTER:** Hens must be kept on, or have daily access to, well-maintained loose substrate/litter in order to dust bat. Litter must not be allowed to become wet, soiled with urine, or otherwise harmfully contaminated. Litter that is wet or otherwise contaminated must not be introduced into hen housing and must be replaced. Dust bathing is one of the “comfort behaviors” that hens use to keep their feathers clean and in good condition. The hen works the material (for example, wood shavings or sand) through her feathers using movements of her legs and wings, and then shakes the dust out. Maintaining good feather condition is important because it helps to protect the hen from injury and maintain her body temperature.



Ask your grocery store if you can pass out information about the Certified Humane® program on your egg aisle. That's where most people find Certified Humane® products for the first time and where most people begin their journey towards more conscious eating. Yet the egg aisle can be very confusing. Words like “natural” and “happy” on egg cartons are meaningless marketing terms that don't tell consumers anything. People want to feel good about their purchases, and the Certified Humane® label gives consumers reasons to make smarter choices in the marketplace.





We just don't work with farmers raising farm animals, we also work with producers, like pet food and condiment companies, who want ethically-sourced ingredients in their products. You can encourage your favorite food brands to use Certified Humane® products too. Look for websites on your favorite brand packaging to send them an email or a message via Twitter or Facebook letting them know you want to see the Certified Humane® label on their products.

*I love your food, but want assurances your food is raised and produced humanely. Please become @CertifiedHumane. #CertifiedHumane*



Farm animals are the most abused animals in the world, and your support can make all the difference as we encourage farmers and educate consumers about the Certified Humane® program.

If you really love the idea of helping farm animals, please consider signing up for our monthly giving program where you can give as little or as much as you like every month. Either way you like to give – one time or once a month, we thank you for putting farm animals on your list of important animal causes to support. Visit [www.certifiedhumane.org](http://www.certifiedhumane.org) and click “donate.”

For more information on volunteering, visit our *Take Action* page on our website or write to us at [info@CertifiedHumane.org](mailto:info@CertifiedHumane.org).

**Step 5: Encourage your favorite food brands to become Certified Humane®**

**Step 6: Join the movement and support Humane Farm Animal Care and the spread of the Certified Humane Raised and Handled® program**

***"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***

#### What farmers say...

*"When a third party inspector is verifying everything, it gives consumers a confidence level that what they are eating is made with sustainable practices in mind. Any time we can prove what's happening on the farm, and not just asking people to trust us, that's great." - Aaron McAfee, COO of Organic Pastures Dairy Company, Fresno, California*

*Our mission is to go above and beyond with animal care to ensure we're meeting the highest standards for animal welfare. Certified Humane® fit perfectly with our farm's philosophy."*

*- Sérgio Costa, São Bento Farm, Cachoeira Paulista-São Paulo State, Brazil*

*"The Certified Humane® stamp gives pet parents a high level of comfort in knowing where their pet's food comes from and, for the first time, having the choice to buy humane pet food." – Jacqueline Prehogan, President of Open Farm Pet Food*

#### What consumers say...

*"I always look for the Certified Humane label when purchasing eggs or meat of any kind."*

*"I am a vegetarian, but my family and friends all eat meat, poultry, eggs and dairy. So whenever I shop, I look for Certified Humane products in my grocery store. For those who can't make the switch to a vegetarian diet, I can think of no better solution that to support the humane treatment of farm animals raised for food."*

*"I will only eat meat/poultry that I am certain was raised humanely. Certified Humane is one of only a few labels I trust. Humane Farm Animal Care is an a common-sense organization that works for the welfare of both the animals and farmers."*

*"Seems like working to change the living conditions for farm animals is one of the best ways we can alleviate animal suffering."*

***"The Certified Humane Program created a gold standard for animal welfare." – USA Today***

