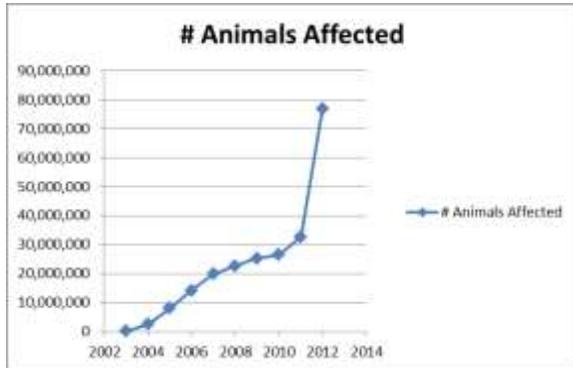
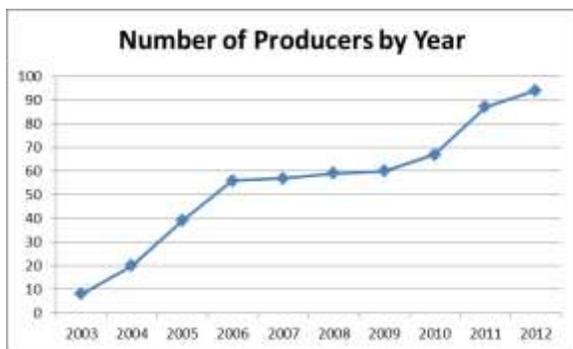


GROWTH

This year, 76.8 million farm animals were raised under HFAC's standards. That is more than double our 2011 number, a 135% increase over last year!



94 companies are Certified Humane®. There are farmers and ranchers who are Certified Humane® in 49 out of the 50 states in the US, as well as 2 Canadian provinces. 15 new companies became Certified Humane® in 2012. These companies represent over 4400 farms in the US and Canada.



Certified Humane® products can be found in over 7000 mainstream supermarkets in all states in the US so far, except Alaska. That is 1000 more stores this year than last year!

Safeway's Eggs now Certified Humane®

Safeway approached us in 2008, looking for a farm animal welfare certification program for their private label eggs. After a thorough vetting of our program, including attending farm and packing plant inspections, they decided to go with HFAC. For the past four years, we have worked together to get all of Safeway's egg suppliers Certified Humane®, and we are delighted that you can now purchase Safeway O-Organic, Lucerne Cage-Free, and Open Nature eggs with the Certified Humane® seal at their stores nationwide!

Certified Humane® Smart Phone App

In December of this year, we debuted the free Certified Humane® "Where to Buy" app for iPhone and Android. The app allows consumers to search for retailers that carry Certified Humane® products in their area, and rewards retailers who carry these products with increased business. The app also includes features to find small farms that sell their products online directly to consumers, and to locate distributors of Certified Humane® products. We are the first animal welfare certification program to provide such a unique and beneficial tool to consumers and retailers. To download the App, go to the App Store for iPhone or Google Play for Android, search for Certified Humane and then download and open. You can also

access the mobile where to buy page by going to: www.certifiedhumane.org from your smart phone.

We have attended industry trade shows in different parts of the US in order to interact with producers and answer their questions about the standards and the program as to what the changes are that they have to make to be on our program. It sometimes takes many months, and even a year or two before a producer that we have met with applies, because all the changes have to be made before they apply in order for them to be certified.

WHAT HAS MADE THE DIFFERENCE

Our volunteers, regular consumers and people who care and want to do something have made a difference.

On our “Take Action” page, <http://www.certifiedhumane.org/index.php?page=take-action>, volunteers can download the customer request and comment cards, and they have successfully taken them to their supermarkets requesting their supermarkets sell products that are Certified Humane®. There are some that have circulated petitions to their friends and neighbors to bring to their local supermarket requesting the supermarket carry Certified Humane®

products. We can all be advocates for farm animals by purchasing Certified Humane® products and by utilizing the tools provided on our website and through our new app.

Our volunteers also are ever diligent in **letting us know if someone is using our logo or our name when they are not certified** so that we can address this right away.

This year we had to threaten a lawsuit on two different occasions to have two companies finally remove our name from their products.

Our volunteer scientific committee who are always helpful in answering questions regarding the standards to producers who are interested in becoming certified.

Our donors... because of our donors we are able to grow the program, and hire additional staff this year which made a difference in growing in the inspection and certification process.