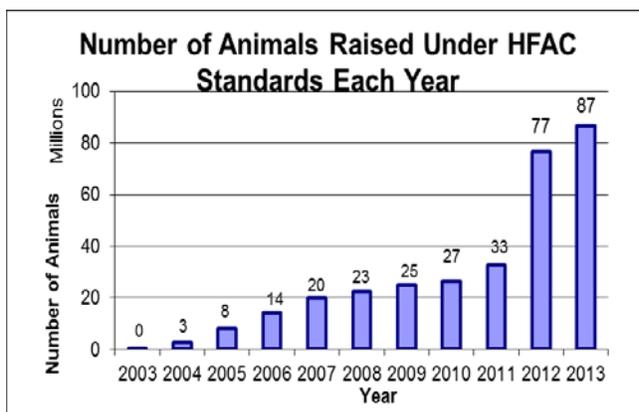


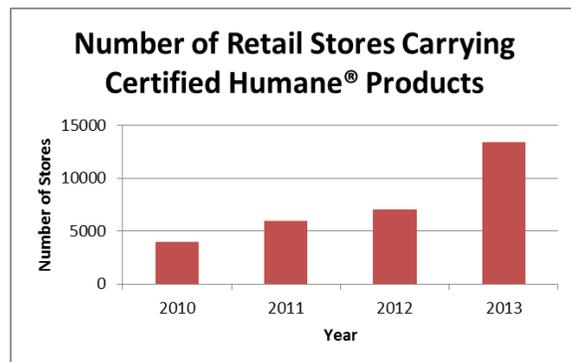
GROWTH

This year, 86.8 million farm animals were raised under HFAC's standards. This increase of 10 million farm animals raised under our standards and inspected to ensure that all of our standards meeting on farm through slaughter has been possible because of our donors and volunteers. 86.8 million farm animals' lives have benefited from the Certified Humane® program. In addition, consumers have benefitted from not consuming unnecessary antibiotics and animal byproducts. Farmers have also benefitted by being supported and recognized for their superior farming practices.



There are now 111 companies, representing 4,900 farms that are Certified Humane®. These farms and ranches are located in 45 States in the US and 4 Canadian Provinces as well as in Brazil and Peru. 17 new companies were Certified Humane® in 2013.

Certified Humane® products can be found in over 13,394 supermarkets in all 50 states and across Canada. That is 6,394 more stores this year than last year!



Humane Farm Animal is Now Endorsed or Supported by 67 Humane Organizations

National, regional, and local humane organizations have memberships of their own and communicate with their members through media such as their newsletters and websites. Through their support, they let their members know about the Certified Humane® program. These humane organizations help further our message through outreach to their millions of supporters.

Sobeys Became the First North American Grocery Retailer to Offer Certified Humane® Beef, Poultry and Pork products.

Sobeys is one of two national supermarket retailers in Canada and now requires that all of the pork, beef and chicken for their national "Better Food For All" program must be Certified Humane®. This came about because of collaboration between Sobeys and **Chef Jamie Oliver**.

Chef Jamie Oliver recommended the Certified Humane® program to Sobeys after his team visited many farms and ranches on the Certified Humane® program in the US and Canada. You can



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see the commercial that Sobey's and Jamie Oliver released about Certified Humane® on the Certified Humane® YouTube channel or by following this link:

<http://www.youtube.com/watch?v=v5V-Zw2s4p4>

Certified Humane® App is a Great Success!

In 2013, there were an average of 12,000 NEW consumers per month who were using the mobile App, and "Where to Buy" page each month to locate Certified Humane® products nearby. If you haven't downloaded the mobile App for iPhone and Android yet, you can download it for FREE from the Apple Store or Google Play. Just search, "Certified Humane", download, and open.

WHAT HAS MADE THE DIFFERENCE

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

Consumers Who Want to Take Action

On our "Take Action" page, <http://www.certifiedhumane.org/index.php?page=take-action>, volunteers can download Certified Humane® Product Request Forms to fill out and give their grocery stores in order to request Certified Humane® products. For stores that already carry Certified Humane® products, Grocer Thank You Cards are available. The "Take Action" page also includes many other ways to get involved, such as petitions and instructions on how to become a volunteer.

We can all be advocates for farm animals by purchasing Certified Humane® products and by utilizing the "Where to Buy" page

on our website and through our App. You can access our "Where to Buy" Page here: <http://www.certifiedhumane.org/index.php?page=where-to-buy>.

This year, hundreds of Certified Humane® supporters became volunteers by spreading the word about Certified Humane® in their communities. If you would like to get involved, please send your mailing address to info@certifiedhumane.org

Our volunteers and consumers are also 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.

Our Volunteer Scientific Committee is incredible. They are the world's best animal scientists and veterinarians who spend a lot of time responding to scientific questions about standards and queries to producers. This year they helped us revise our laying hen standards after many meetings and field trips. Our 28-member scientific committee is what helps to make the Certified Humane® program unique and what keeps our standards the highest for farm animals in food production.

Our Donors allow us to grow the program, hire additional staff, train inspectors, and conduct more outreach to farmers, ranchers, retailers and consumers. As always, donations allow HFAC to provide subsidized inspections to farmers who wish to become Certified Humane®. This all made a difference in growing the inspection and certification process and allowed us to help as many animals as we did this year.