Animal Welfare Standards: Good for animals. Good for farmers.

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Animal Welfare Standards
History of AHA/AH

• Founded in 1877 in Ohio
• 1886 Included children in its agenda
• 1894 “The man who was cruel to his beast would be unkind to his wife and child”
• 1910 Protected draft horses with Police
• 1940 Lobbied to protect the bald eagle
• A Rated Charity by Charity Watch
American Humane Programs

• 1916 Red Star Animal Relief to Europe
• 1940 Humane Hollywood
• 2000 Farm Program
• 2016 Humane Conservation

• Human Animal Bond Research
• Veterans
Caucus for Humane Bond

- 33-Member bipartisan caucus
- Bringing a commonsense, scientific and rational dialogue to the issues surrounding the physical, emotional, and even medical connections between humans and animals.
US Agricultural Systems

• 1 to 4 …
  – 1 to 155
• 22%
  – 2%
• 25%
  – 10%
• Today, 1 in 5 …
Other Organizations

Validus
ISO 9001: 2008 Certified

Farmers Assuring Responsible Management

United Egg Producers
Standards: 2000

- Five Freedoms
- Scientific Advisory Council
- EU standards as starting point
- Adapted to US practices
Five Freedoms

- **Freedom from hunger or thirst** by ready access to fresh water and a diet to maintain full health and vigour
- **Freedom from discomfort** by providing an appropriate environment including shelter and a comfortable resting area
- **Freedom from pain, injury or disease** by prevention or rapid diagnosis and treatment
- **Freedom to express (most) normal behaviour** by providing sufficient space, proper facilities and company of the animal's own kind
- **Freedom from fear and distress** by ensuring conditions and treatment which avoid mental suffering
American Humane Certified™

- Largest and first farm animal welfare program
- Science based
- Some of the brands in the program:
American Humane Certified™

- Enriched Colony Hens
- Cage Free Hens
- Pastured Hens
- Free Range Hens
- Turkeys
- Broilers
- Dairy Cattle
- Dairy Goats
- Pork
- Beef
- Ducks
Educational Farms: Fair Oaks Farms

- 2,900 sow operation
- Educational facility bringing the public to the farm
- The Pig Adventure, Mooville, Crop Adventure, Farrowing barn, Interactive Exhibits, a Ropes Course and a Redwood Tree House
Good for Animals
What’s Different?

• All animals should be raised humanely
• Farm Culture
• Education
• Natural behaviors
• Space
• Access to other animals
• Painful procedures
Nest Pad
What should the outdoor space allowance be?

- From the perspective of the consumer?
- Free Range Eggs
- Pasture Raised Eggs
Area: 2 sq ft v 21.8 sq ft
American Humane Farm Program
Scientific Advisory Committee

Ann C. Wilkinson, DVM, One Health Consultant
Anne C. Fanatico, PhD, Appalachian State University
Candace C. Croney, PhD, Purdue University
Cassandra B. Tucker, PhD, University of California
Charles L. Hofacre, DVM, MAM, PhD, University of Georgia
Darrin M. Karcher, PhD, Purdue University
David Newman, PhD, North Dakota State University
Guy Heaton Loneragan, PhD, Texas Tech University
Inmaculada Estévez, PhD, Neiker-Tecnalia
James Reynolds, DVM, MPVM, Western University of Health Sciences
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Susan E. Watkins, PhD, University of Arkansas
Temple Grandin, PhD, Colorado State University
Terry Engle, PhD, Colorado State University
Thomas D. Parsons, VMD, PhD, University of Pennsylvania
Yvonne Vizzier Thaxton, PhD, University of Arkansas
Aud-what? Why do I need an accountant?

- 3rd party audit
- Culture of Zero Tolerance for Animal Abuse
- Worker training
- Risk management
An Affordable Ethical Choice
Program Team

• Every farm has a team to help
• Continuous Improvement
• Personnel:
  – Farm Operations Managers (3)
  – Senior Advisor
  – Veterinary Consultant
  – Program Director
  – Strategic Alliances Manager
  – Chief Marketing Officer
Other Claims/Labels…

• Never Ever Antibiotics
• Non GMO
• Never Ever 3 (no antibiotics, no hormones, no GMOs)
• Retro Production
• If a farm animal gets sick, it must be treated with the guidance of the herd/flock veterinarian
Opportunities for Continuous Improvement & Research:

| • Stunning of poultry          | • Sexing embryos          |
| • Transportation of livestock  | • Killing male chicks     |
| • Sow housing                  | • Colostrum management    |
| • Pain management              | • Hormones (repro)        |
| • Identification methods       | • Disease control         |
| • Disposal of spent hens       | • Depopulation            |
|                                | • Drug residues           |
Good for Farmers
Consumer Choice…
Our Choice…
Consumer Brand Research

- 5,900 consumers
- 94.9% are concerned about farm animal welfare
- 75.7% are willing to pay more for humanely raised meat, dairy, poultry, and eggs
- Humanely raised label ranked as the highest in importance over antibiotic free, organic and natural labeled products
Top Notch Husbandry, Top Notch Care

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<thead>
<tr>
<th>As a percent of TOTAL:</th>
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<tr>
<td>UnInfected</td>
<td>Dried &lt; 200K, Fresh &lt; 200K</td>
<td>76.0%</td>
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<tr>
<td>New Cases</td>
<td>Dried &lt; 200K, Fresh &gt; 200K</td>
<td>13.2%</td>
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<tr>
<td>Chronic</td>
<td>Dried &gt; 200K, Fresh &gt; 200K</td>
<td>1.6%</td>
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<tr>
<td>Cures</td>
<td>Dried &gt; 200K, Fresh &lt; 200K</td>
<td>9.3%</td>
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Yesterday, Today and Tomorrow
Looking Forward…

• The future is about farmers, ranchers, animals, AND consumers, retailers, restaurants, government, regulatory agencies, NGOs, auditors, certifiers, educators…

• Healthy animals provide healthy food.
Thank you!

Questions?

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Humane Table

• Safe and wholesome meat, poultry, dairy and eggs provided by animals raised humanely according to standards based upon the Five Freedoms of Animal Welfare

• Humane Table Chefs are dedicated culinary masters that support and prefer ethically raised meat, poultry, dairy and eggs

• Chefs including Tony Seta, Aida Mollenkamp, Alex Seidel, Beth Fisher, Douglas Keane, Jennifer Jasinski, Kevin Gillespie, Lon Symensma, Peter Underhill, Todd Gray, Troy Guard, Kevin Taylor
moved them into a cozy hutch. Which one is your favorite?!