GREENER PASTURES?
THE STATE OF ANIMAL WELFARE CERTIFICATION PROGRAMS

PANEL
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Jeff Tripician, Niman Ranch
John Whiteside, Wolf Creek Farm

Kansas City, MO
October 14, 2016

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Food Safety Net Services
Certification and Audit
OUTLINE

- Background
  • Programs represented today
  • Growth of AW certification programs
- Panel Introductions
- Common questions for panel
- Audience Q&A period
BACKGROUND

• Recent research shows that when making food purchasing decisions, 93% of American shoppers now consider health and nutrition; 77% consider sustainability, and 69% consider animal welfare as key priorities.

BACKGROUND

• There is growing concern among American consumers about the welfare of farm animals.
• Most consumers (77%) say they are concerned about the welfare of animals raised for food.
• Most consumers (67%) would purchase these products even when it means a modest increase in price.
Many consumers would use welfare-certified animal products as a criterion for choosing a restaurant, and a plurality would be willing to pay up to five dollars more per entrée.

Consumers have high expectations for a humanely raised claim on Eggs, Dairy and Meat.

https://www.aspca.org/sites/default/files/publicmemo_aspca_labeling_fi_rev1_0629716.pdf
BACKGROUND

• Consumers believe the humanely raise claim should mean that the farm was inspected to verify this claim (88%); the animals had adequate living space (86%); the animals were slaughtered humanely (80%); the animals were raised in houses with clean air (78%); the animals went outdoors (78%); or the animals were raised without cages (66%).

BACKGROUND

• A survey conducted in 2015 by Mextrix Lab of 1,872 West Coast Millennial parents found that nearly 80 percent of those surveyed noted that buying humanely raised meat and poultry is more important to them now than it was in the past.

• Founded: 1877 on the issue of farm animal welfare.
• “First to serve;” “No Animals Were Harmed”
• In 2000 launched the first independent, third-party farm animal welfare certification and audit program.
• Program backed by the United States’ first national humane organization with a history of 140 years of pioneering firsts in the protection of children, pets, farm animals, working animals, and wildlife.
AMERICAN HUMANE

• 200 species-specific, science-based standards built on Five Freedoms, addressing space, air quality, heat and lighting, humane treatment, and the ability of animals to express natural behaviors.

• Standards created and updated by an independent Scientific Advisory Committee made up of leading animal scientists and animal advocates, including Dr. Temple Grandin.

• Independent auditors who base reports on measurable data.
AMERICAN HUMANE

- Beef Cattle
- Bison
- Dairy Cattle
- Dairy Goats
- Swine
- Meat Ducks
- Turkey
- Broilers

- Layers
  - ✔ Cage Free
  - ✔ Enriched Colony Housing Layers
  - ✔ Free Range & Pasture
501c3 organization established in 2003.

Standards developed and reviewed by a 40-member committee of international animal scientists and veterinarians (including Dr. Temple Grandin).


Good Housekeeping seal since 2006.
HUMANE FARM ANIMAL CARE

- Over 5000 farms certified by Certified Humane®.
- Certified Humane® products sold in over 15,000 supermarkets in the US, Brazil, Canada, Chile, and Peru.
- Only program with a free mobile app directing consumers to retailers selling Certified Humane® products.
  - App generates 12,000 new website hits every month.
ANIMAL WELFARE APPROVED

- Pasture and range-based program Est. 2006
- Only free third-party animal welfare certification program
- Exclusively for family farmers and cooperatives of family farmers
- 1300 farms from Hawaii to Canada

- Beef cattle and calves
- Dairy cattle and calves
- Pigs
- Sheep/Dairy sheep
- Goats/Dairy goats
- Laying hens
- Meat chickens
- Turkeys
- Ducks
- Geese
- Bison
ANIMAL WELFARE APPROVED

Demand for Certified AWA Products

• Acknowledged by Consumer Reports as the only “highly meaningful” food label for farm animal welfare, outdoor access and sustainability.

• Ranked one of the Top 5 fastest-growing certifications and label claims, according to SPINS, the leading information and service provider for the natural and specialty products industry.
ANIMAL WELFARE APPROVED

Demand for Certified AWA Products

• Acclaimed as “The Good Housekeeping Seal of Approval for farm animals” by the Wall Street Journal.

• A mark of quality: Nearly one in five of the top 100 U.S. restaurants listed in a recent Opinionated About Dining national restaurant survey proudly serve Certified AWA products.
GNP COMPANY

Julie Berling
Senior Director of Strategic Communications & Insights

• GNP founded in 1926 at St. Cloud Hatcheries
• Acquired in 2013 by The Maschhoffs
• Maschhoff Family Foods formed as a holding company for The Maschhoffs Hog Production and GNP Company the "Mother Hen" of the Gold'n Plump and Just BARE chicken brands
• Joined American Humane in 2011
NIMAN RANCH

Jeff Tripician, General Manager
- Established in the early 1970’s in California
- Large network of sustainable US family farms/ranches
  - >700 and growing
- Animal protocols developed with the help of Dr. Temple Grandin among the strictest in the industry
- Offer fresh beef, pork, lamb and a variety of smoked and uncured meats
- Joined Certified Humane September 2016
WOLF CREEK FARM

John Whiteside: Owner/Operator

- 1600 acres pastureland supports a closed herd of ~600 (Aberdeen Angus and Red Devon)
- Raising and promoting natural beef for over two decades
- Animal Welfare Approved certified for 10 years
1. What segments/products/species are represented in your participation?
2. What was the thought process and steps that led you to participate in your current program?
3. What drew you to participate in your current program over others that are available?
4. What are your challenges related to meeting the standards to participate in the program – both in a larger sense, and on a daily basis?
5. What support is provided to you as you work to address those challenges?
6. What are the biggest rewards for participating in your respective programs?
7. How do you communicate to consumers about your participation in the program?
8. How do you market your products/describe the promotional support provided to you through your participation in your respective programs.
PANELIST QUESTIONS

9. What is the next big push for improved animal welfare in the next 5 years? 10 years?

10. Do we have a sense of how CO2 stunning is being assessed from an animal welfare perspective?

11. Is there proof that certification programs actually work? What about verifying compliance more than once per year?

12. Will certification programs include transportation and bird handling in the unloading area, and if so, what does that look like?
13. How do we help end the confusion for consumers and retailers?

14. Is it correct to say that intensive farming systems always ensure good conditions of animal welfare, while in the extensive systems animal welfare may be compromised?

15. How do we balance our perceptions of improved animal welfare with pastured poultry and predator loss, and communicate that to the consumer?