

AMERICAN•HUMANE
FIRST TO SERVE®

FARM PROGRAM NEWSLETTER
SPRING 2019



LETTER FROM THE PRESIDENT & CEO



Friends –

Americans increasingly care about where their food comes from and how it is raised. That's why more and more enlightened farmers, ranchers, and major producers are working positively and collaboratively with American Humane to demonstrate their commitment to the welfare of the animals in their care. They know that supporting the humane treatment of animals is not only the right thing to do, but also a powerful way to show consumers that they share their values in food choices.

The American Humane Certified™ program, the world's first, largest, most comprehensive, and most trusted program of its kind, helps provide shoppers with the knowledge that the food they are buying was raised under verified science-based standards with a commitment to accountability, consistency, and transparency.

This is a message that American Humane works hard to share with consumers, reaching millions of people each year with nationwide TV, radio, and print ads encouraging them to support the humane food movement by purchasing American Humane Certified foods. It's also a message that we and huge numbers of our supporters will continue to spread. We know that farmers have long been the front-line stewards of animal welfare and the stories in this issue bring to life the care and commitment they have pledged to the approximately one billion chickens, ducks, goats, cows, turkeys, pigs, and other animals in the American Humane Certified program.

Thank you for your own dedication to humane farming, helping to put food on the nation's tables and doing it in a way that is good for both animals and people. If you're not already a member of the American Humane Certified family, our colleagues here would enjoy the opportunity to visit with you and share more about our trusted, collaborative approach to achieving the certification increasing numbers of consumers feel is so important to them in living a healthy, sustainable, and humane lifestyle.

Sincerely,

Robin R. Ganzert, Ph.D.
President and CEO

A DAY IN THE LIFE OF JOHN BRUNNQUELL OF EGG INNOVATIONS

American Humane was founded in 1877 on the belief that ALL animals – those in our homes, those in service to our country and those on our farms and ranches – deserve humane treatment.

In fact, we've been working for more than 140 years to improve the welfare of farm animals and created the country's first, largest, and most trusted independent certification program – the American Humane Certified program. Through this historic effort, we have had the pleasure of working with dedicated farmers, ranchers, and major producers across the country who, like American Humane, seek to improve the welfare of their animals.

One of those producers is John Brunnquell, president and founder of Egg Innovations, a family-owned company with farming roots going back more than 100 years. Egg Innovations is the country's largest originator of 100 percent free range and pasture-raised eggs.

Please tell us a little bit about your background and how you became an egg farmer/producer.

I grew up on a small family farm with 7000 laying hens. I took poultry as a 4-H project and then went to the University of Wisconsin at Madison where I earned both a BS and MS in Poultry Science. After I returned home to the farm, I took over the egg side of the business and developed it into Egg Innovations over the last 35 years.





Why is animal welfare important to you?

I believe we have a moral obligation to treat the animals under our management with respect. I also believe that when you manage an animal consistent with its native behavior (perching, dust bathing, pasture, etc.) the animal will perform better. Our data from our flocks supports this.

What does it mean to be a free-range egg farmer today?

It means our farmers can:

1. Earn a living wage
2. Treat the hens with respect
3. Service the fastest growing part of the shell egg market in a professional manner

Could you tell us a little about your on-site experience with American Humane's auditing program and how you believe this sets Egg Innovations apart?

The auditors for the American Humane program are professional and well-trained. They understand truly good farm management. The benefit to our farmers is that the auditors explain the "why" behind the scoring of an audit. This allows the farmer to enjoy continuous professional development and make them a better producer.

Can you share with our readers what your day is like and what kind of attention you pay to your animals and/or producers as well?

The day can be quite wide ranging from office to field. Having grown up a third-generation family farmer my heart always lies with our producers. Our support is always for the farmer. This can be as simple as a special trip to deliver supplies or a personal visit with the farmer to troubleshoot an issue. We are very proud of our producer pool and look to continue expanding it.

Is there anything else you would like food consumers to know about you, and/or your producers, or your company?

We truly believe that consumers have every right to expect high animal welfare in the food they purchase and concurrently be able to purchase it for a fair price. Finally, food safety should not be sacrificed. Those are the pillars we build on at Egg Innovations.

HUMANE PRODUCERS LAUDED ON CAPITOL HILL



Humane certification is both important – and big news – for millions of Americans. To shine a national spotlight on the good work being done by enlightened producers, American Humane went to Capitol Hill with farmers and leading food producers who have committed to humane practices to take part in a congressional briefing on “The Humane Table.” Hosted by the Congressional Humane Bond Caucus, the briefing outlined the remarkable advances in humane agriculture, called on the American public to support humane farming practices, and celebrated the farmers and ranchers who work to feed the world and raise their animals right.

“More people than ever before are concerned about how their food is raised and want to make choices that are in line with their values,” said Robin Ganzert, Ph.D., president and CEO of American Humane. “We urge all Americans to set a humane table and give thanks to American farmers and ranchers who provide food that is safe, abundant, affordable, and humanely raised under ethical, commonsense, and scientifically demonstrated standards.”

At the briefing, congressional leaders, top figures in farm animal welfare, individual farmers, and leaders of major organizations in food production who have earned the American Humane Certified seal outlined the importance of demonstrably humane agriculture.

“Animals play a huge role in our lives, and it’s so important that we treat them humanely and with respect for all they do for us,” said Congressman Gus Bilirakis (R-FL), co-founder of the Congressional Humane Bond Caucus. “We want to give thanks to those who have made the humane choice for their animals, and we thank them for their dedication to animal welfare.”

“It is important that we celebrate our farmers and ranchers who strengthen the bond between humans and animals and work tirelessly to put food on our tables in a safe, ethical and humanely raised manner,” said Congressman Henry Cuellar (D-TX), co-founder of the Congressional Humane Bond Caucus.



Alice Johnson, DVM, senior vice president for Animal Well-Being at Butterball LLC, the iconic turkey brand that has been an American Humane Certified producer since 2013 underscored the importance of humane farming using verifiable standards and practices.

“Animal care and well-being is central to who Butterball is as a company, and we are committed to maintaining the health and well-being of our turkeys,” said Dr. Johnson. “It’s easy for a company to say they are doing something and to promote it in a way that makes it seem like it’s a priority, but it’s entirely different for a company to commit to something and invite a third party in to review and validate that commitment.”

Earlier in the day, Butterball worked to demonstrate its commitment to both people and animals by working with American Humane to deliver 3,000 pounds of humanely raised turkey to the Capital Area Food Bank in Washington, D.C. “We hope this donation will help those in need in the Washington area,” said Dr. Johnson. “Our goal is to inspire joyful experiences and bring people together over nutritious, healthy, and ethically raised food.”

Bart Vittori, vice president and general manager of Coleman Natural Foods spoke with great fervor about the value humane farming has for his organization.

“Coleman has been around since 1875 – one year before Colorado was a state,” he said. “It is important that we carry on the family heritage of high animal welfare practices from the 1800s. Coleman Natural has earned



Bart Vittori, VP & GM, Coleman Natural Foods



Dr. Alice Johnson, SVP for Butterball LLC



America's Pig Farmer of the Year Patrick Bane



Dr. Robin Ganzert and Byron Shaffer of Kreider Farms

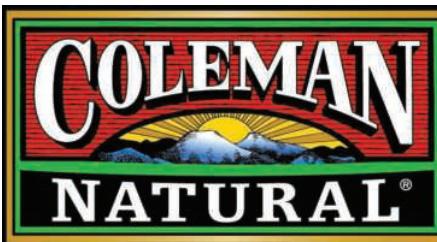
American Humane Certification to provide further assurance of third-party audits and greater transparency of pork production, and Coleman is the first national retail pork producer to fully implement a crate-free hog environment – both gestation and farrow crate-free, verified by a third party and with USDA approval."

"In less than three generations, the United States has gone from a predominantly agrarian society to one where the family farm is the exception rather than the rule," said Byron Shaffer, food safety and quality manager for Kreider Farms, a third-generation family owned company in Lancaster, Pa., that has become the largest egg producer in the state. "Today, there are many with differing opinions on what farming and particularly what animal agriculture should look like," said Shaffer. "The Kreider Farms' team made the decision to begin to build cage-free layer houses in 2015 and after careful research and evaluation of the best available housing and equipment started construction. We are happy to be associated with a group that not only recognizes the need for the farmers of today but provides invaluable resources in making the practices transparent and based on what is best for all of the stakeholders."

"I have a lifetime of expertise caring for animals and I take the responsibility of providing a comfortable environment for my pigs everyday very seriously," said Pat Bane, an Illinois pig farmer who was named 2018's America's Pig Farmer of the Year. "I work closely with my employees to guarantee the best care for our pigs and I am excited to serve as an ambassador for humane practices. The public needs to know how we farm and, that every day, we are doing what is right to care for our animals."

American Humane was founded around the issue of farm animal welfare in 1877 and has been at the forefront of improvements in humane protections for animals ever since. In 2000 American Humane created the **American Humane Certified™** program, the nation's first third-party farm animal welfare certification program, with some 200 science-based standards covering everything from adequate space to air quality, heat and lighting, humane treatment, and the ability for animals to be animals and express the natural behaviors of their kind. The standards were built upon the internationally accepted values of the Five Freedoms, created by the Royal Society for the Prevention of Cruelty to Animals, as well as input from animal science experts, veterinarians and other animal husbandry specialists. The standards are reviewed regularly by a renowned Scientific Advisory Committee made up of some of the world's leading experts and animal advocates. Today the American Humane Certified program is the nation's largest third-party farm animal welfare program. If you choose to eat dairy, eggs, poultry or meat, be sure to look for the American Humane Certified seal. To learn more about the American Humane Certified program and how to become certified, please visit www.AmericanHumane.org.

COLEMAN NATURAL FOODS: DOING RIGHT BY ANIMALS...AND AMERICA

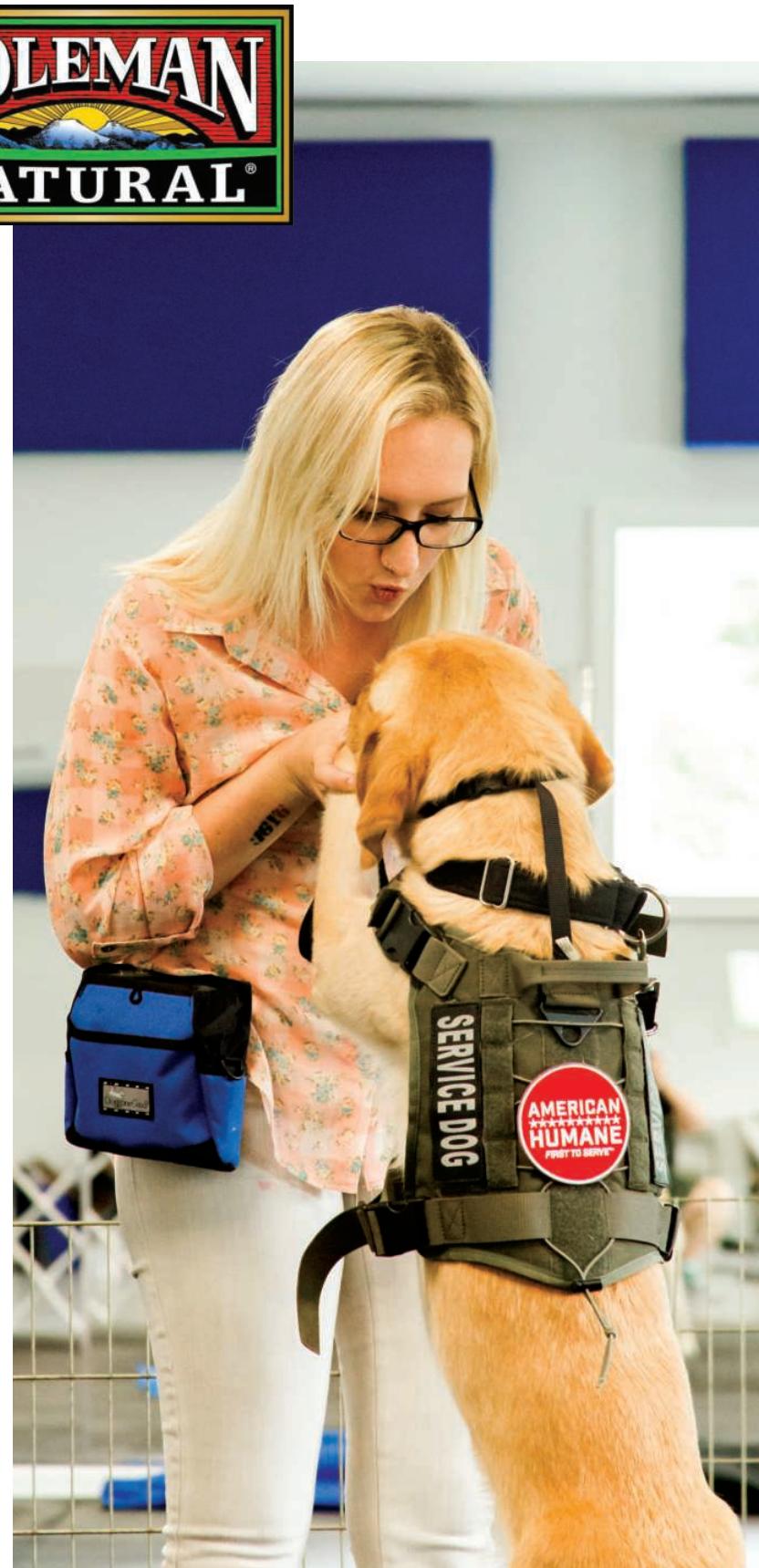


Some folks just can't stop doing things right. We're very pleased that one major food producer is working to make a better world not only for the animals in its care, but also for our nation's veterans and dogs in need of forever homes. Every day 184 veterans are diagnosed with post-traumatic stress (PTS) and more than 20 take their own lives. At the same time, there are thousands of dogs waiting for a home. To help solve both these humanitarian issues, Coleman Natural Foods, which is American Humane Certified for the humane treatment of its pigs, has become a supporter of our "Pups4Patriots" program – a national effort that helps dogs in need of forever homes and trains them to become lifesaving service dogs for retired warriors coping with PTS and traumatic brain injury (TBI) – at no cost to the veterans. Research has shown that specialized PTS and TBI service dogs can offer life-changing and often life-saving—support to veterans in need. However, there are obstacles standing in the way for veterans in need of service dogs. Waiting lists are often 18-24 months long and the training process is time-consuming and expensive, costing as much as \$30,000 per dog. Coleman weighed in with a remarkably generous donation of \$800,000 – a gift that will help save the lives of more American vets ... and more American pets.

"At Coleman, we take our ability to help those who defend us and our freedom in a personal way," said Mel Coleman, whose family started Coleman Ranches in 1875 and later pioneered Coleman Natural Foods, the nation's first "natural and organic" meat company over 30 years ago. "We also like to dream big when veterans are in need and turn that dream into reality. We are proud to make this contribution and will work closely with our grocer partners to bring this effort to Main Street America."

"American Humane will be able to train more dogs because of Coleman's generosity," said American Humane President and CEO Robin Ganzert, Ph.D. "That means more deserving veterans can get help, at no cost to them, and a new lease on life."

We are grateful that a major food company that is doing right by its animals and food-conscious customers is also supporting other worthy efforts to make a better world for animals...and people.



A PANEL OF JUDGES TO DETERMINE AMERICA'S PIG FARMER OF THE YEAR



Patrick Bane, America's Pig Farmer of the Year

For 142 years American Humane has worked to elevate standards of farm animal welfare across the country, and to celebrate those farmers who raise their animals right. As just one more way of shining a spotlight on ethical and responsible agriculture, American Humane President and CEO Robin Ganzert, Ph.D., gladly accepted when she was asked to join an independent panel of judges to determine the worthy winner of the title, "America's Pig Farmer of the Year." The award is designed to recognize a U.S. pork producer who demonstrates excellence in raising pigs and is willing to share his or her story with the public.

"Like most pig farmers, I'm most comfortable in the barn," says Patrick Bane, a pig farmer from Illinois and current America's Pig Farmer of the Year. "However, my passion for pig farming is why I decided to be involved in this program. It allows me to help more people understand the story of modern agriculture."

The panel of independent judges will help determine this year's winner, who will be announced in October. The public also can play a role by viewing short clips of the finalists on their farms at AmericasPigFarmer.com, and voting for their favorite through the campaign's social media outlets.

"As an animal lover and the leader of the country's first national humane organization, I am honored to have been asked to serve as a judge for America's Pig Farmer of the Year," said Dr. Ganzert. "American Humane celebrates all those, including our nation's farmers, who care for animals and work hard to ensure they are treated humanely. Today, more than ever it is important not only to point out where progress is needed, but also to recognize when things are being done right. I look forward to learning about this year's farmers who are working to give America's families food that is safe, affordable, abundant and in line with their values."



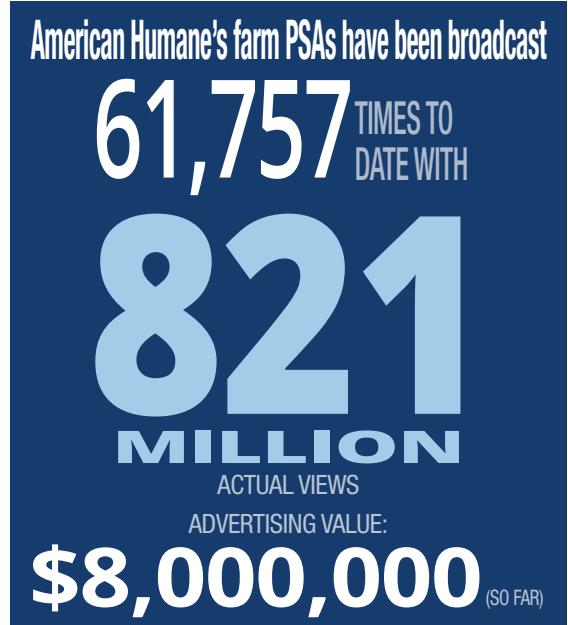
REACHING MILLIONS WITH THE HUMANE FOOD MESSAGE

In addition to shining a spotlight on the good work being done by America's farmers, ranchers, and producers, we work hard to encourage millions of consumers to support the humane food movement by buying American Humane Certified products. In addition to nationwide press coverage of key farm issues and new producers committing to our rigorous standards, here are just some of the noteworthy ways we are getting the word out on the good work being done by our American Humane Certified producers.

Nationwide Television & Radio

American Humane has made nine TV and radio public service announcements (PSAs), which have been distributed to 1,300 television stations and 5,000 radio stations. Please note the graphic to the right on how well the PSAs are doing and they aren't done yet.

These messages of support for American Humane Certified products and producers are reaching large numbers of conscientious consumers who want to make purchases in line with their values. To see our latest PSA (and post it on your own website), just visit: www.AmericanHumane.org/Farm-PSA.



Meetings & Conferences

Enlightened companies everywhere are exploring the benefits for animals – and their customers – of switching to and supporting humanely certified foods. American Humane constantly meets with leading producers, wholesalers, retailers, and others to encourage their support of and participation in the humane food movement. American Humane Farm Program staff recently met with a major national supermarket chain to expand their offerings of American Humane Certified products, attended and met with significant exhibitors at the giant annual IPPE event in Atlanta, the North American Meat Institute Animal Handling Conference, and the Annual Meat Conference in Dallas. We continue to gain powerful new supporters and producers who are listening to the American public. Thank you all!

Editorial Media

American Humane generates thousands of positive media pieces every month, including news stories, columns, Op-Eds, and letters to the editor about the humane treatment of animals and ways the public can help. More than 4,000 of these stories in the past six months have focused on encouraging Americans to support humane producers. We're reaching out to consumers who increasingly say in national surveys that they support good farm animal welfare to literally put their money where their mouths are.

Food, Business & Agricultural Publications

We regularly appear and advocate for humane food production in major food, business, and agricultural publications such as *Business in Focus*, *Supermarket News*, *Progressive Grocer*, *The National Provisioner*, *Nation's Restaurant News*, *Watt AgNet*, *Poultry Times*, and *Pork Network/Farm Journal*. We recently promoted our American Humane Certified producers in a full-page ad in *Supermarket News*, and *Business In Focus* just published a major feature on American Humane Certified Egg Innovations, along with an ad calling for consumers to purchase humanely raised foods.

Major Foodservice Distributor

US Foods, one of the world's largest foodservice distributors, released a new global video featuring the addition of more American Humane Certified products to its Serve Good line of environmentally and socially responsible offerings.

National Billboard Campaign

Just passed a billboard with a giant eye-popping American Humane Public Service Announcement on it? Yes, our humane messages are appearing on billboards across the country, thanks to a partnership with the Outdoor Advertising Association of America (OAAA). Our content is being distributed to thousands of electronic and conventional billboards, so next time you're at a bus shelter, airport, or just tooling down the highway, keep an eye out for American Humane because we'll be everywhere!

American Humane National Billboard Campaign



WELCOME OUR NEWEST HUMANE PRODUCERS!



Culver Duck Farms

More and more consumers care about animal welfare and want to make purchases that are in line with their values. To provide humane choices, more and more enlightened farmers, ranchers, and producers are choosing to become American Humane Certified™. The program, which employs and verifies rigorous, science-based standards for the treatment of animals in agriculture, is the first, largest, and most trusted certification effort of its kind with producers nationwide, approaching nearly one billion farm animals.

We are pleased to welcome five new producers into our American Humane Certified program: Coleman Natural Foods, Alderfer Poultry Farm, Inc., Organic Pasture Farms, Culver Duck Farms, Inc., and Pitman Farms, Inc. Each underwent rigorous, comprehensive, and science-based third-party audits to verify compliance with some 200 science-based welfare standards, covering everything from adequate space to proper heating and cooling, lighting, air quality, and humane treatment. By earning the American Humane Certified seal of approval, these producers offer customers the knowledge that the food they are purchasing was humanely raised.

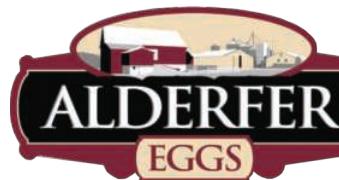
CULVER DUCK FARMS, INC.



Culver Duck began more than five generations ago as a family business and was one of the original Long Island duck companies. Under new ownership and leadership since 2016, Culver Duck has put an emphasis on animal welfare and continuously strives to improve the welfare of their animals through a dedicated program of best practices designed to enhance their production processes, facility designs, and animal husbandry.

"This certification demonstrates that our commitment to excellence in animal care goes beyond words in a mission statement, it's how we do business every single day," said John Metzger, president of Culver Duck. "We welcome American Humane's high standards and science-based approach to animal welfare. Quality animal care and continuous improvement are key components of responsible and ethical food production, which is important to all of us at Culver Duck and to our customers."

ALDERFER POULTRY FARM, INC.



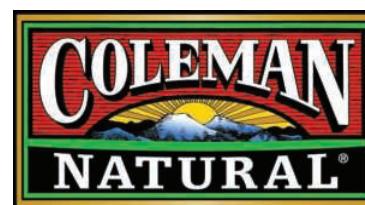
Alderfer Poultry Farm is a fifth-generation family farm that overlooks the peaceful, rolling hills of Southeastern, Pennsylvania. In 1998, their family says they decided to make a healthy change and produce the most nutritious, purest, natural, organic egg they possibly can with farming methods and the ways they treat their hens that allow them to produce a better egg, every time.

ORGANIC PASTURE FARMS



We are pleased to welcome Organic Pasture Farms, where animal welfare and quality are their top priorities. Each egg is produced by healthy hens eating an organic diet. They offer their pasture-raised hens 108 square feet per bird so they have room to explore and grow at their own pace. Their farm even packages its eggs in biodegradable cartons. Best of all, they underwent rigorous, comprehensive, and science-based third-party audits to verify compliance with some 200 science-based welfare standards, covering everything from adequate space to proper heating and cooling, lighting, air quality, and humane treatment. By earning the American Humane Certified seal of approval, they offer customers the knowledge that the food they are purchasing was humanely raised.

COLEMAN NATURAL FOODS



A natural pioneer since 1875, Coleman's Natural Foods has worked for more than 125 years to do what's best for their animals and the families they serve. They are continuing that legacy today by joining forces with American Humane, helping ensure adequate space, proper air and water quality, appropriate heating, cooling, lighting, and much more. With a network of independent family farms, the needs of the animals come first. Coleman does not use gestation or farrowing crates and environments are designed to protect their animals from discomfort, fear, and distress, allowing them to behave and act naturally. Their pigs are fed an all vegetarian diet with no animal by-products. They believe real ingredients from real farms makes real good food.

Coleman's is passionate about their mission, and that passion extends to doing good not just for their animals and their customers. Visit www.colemannatural.com to learn more and head over to their Pinterest page to get tasty recipes from quick weeknight meals to humane holiday entertaining spreads. Coleman's Natural Foods products can be found in stores nationwide, including Costco, Whole Foods, and local grocery shops.

PITMAN FARMS, INC.



Mary's Free Range Chicken is produced by Pitman Farms, a family-owned business that has been raising poultry for three generations. Pitman Farms' chickens are American Humane Certified for outdoor access. Don Pitman began raising free-range turkeys and chickens in 1954. His son, Rick, continued to raise turkeys and named them after his wife, Mary. Their son, David, continued the family tradition of raising chickens. Their turkeys and chickens are named after Mary because she has studied nutrition and read labels for 25 years, looking for pure products in an effort to regain her health. Mary's chickens are chickens that Mary would buy for her family.

For a complete list of American Humane Certified producers, please visit www.HumaneHeartland.org.

"HUMANE HERO AWARD" FOR THREE ANIMAL WELFARE VIPS



Dr. Watkins, Dr. Thaxton and Dr. Mench

You know their work and their names, and many of you have probably met them at some time. Even if you haven't, we think you'll agree there are few experts in the farm animal space who more deserve a special award for their work to improve our understanding of key agricultural issues and the lives of America's farm animals.

To recognize their lifetime contributions in the animal welfare space and their pioneering work on the American Humane Certified program's Scientific Advisory Committee, which has positively impacted billions of animals, we recently gave our prestigious "Humane Hero Award" to these three influential individuals:

Joy Mench, PhD, is one of the founding scientists of the American Humane Certified program and helped draft the first standards for what became the first, largest and most trusted independent farm animal welfare certification effort in the United States. Dr. Mench received her doctorate in Ethology (animal behavior) from the University of Sussex in England. She was hired by the University of Maryland (UMD), College Park, in 1985 as the first faculty member in the United States focusing on poultry welfare. After 10 years at UMD she moved to the University of California, Davis, where she was a professor in the Department of Animal Science and the director of the Center for Animal Welfare. At UC Davis she taught undergraduate courses in animal biology, animal welfare, and ethics of animal use, as well as a graduate course in ethics and professionalism in animal biology. She has published hundreds of articles, book chapters and books on topics related to animal welfare and animal ethics. Dr. Mench has received the Poultry Welfare Research Award from the Poultry Science Association and the Distinguished Scholarly Public Service Award from UC Davis, and has also been elected an Honorary Fellow of both the Poultry Science Association and the International Society for Applied Ethology for her contributions to her field.

Yvonne Vizzier Thaxton, PhD, earned her Bachelor of Science and Master of Science degrees from Mississippi University for Women and her doctorate in Poultry Pathology from Auburn University. She also pursued additional studies at MIT, University of Alabama, University of Santa Clara and the University of Wisconsin. After nearly 30 years as a poultry expert, she joined the faculty of Mississippi State University as a professor in the Poultry Science Department and Interim Department head before her retirement. Subsequently she held the position of professor and director of the Center for Food Animal Wellbeing at the University of Arkansas until she retired in 2016. She has served and held memberships on numerous boards and associations during her career, including the Universities Federated for Animal Welfare, Southern Poultry Science Society as President and Executive Secretary, Board of Directors of Central Industries, American Society of Microbiology, American Association of Avian Pathologists, American Poultry Historical Society as president, executive editor of POULTRY magazine, and the USDA Advisory Committee on Meat and Poultry Inspection. Dr. Thaxton was elected to the Mississippi Poultry and American Poultry Industry Hall of Fame. She is a Fellow of the Poultry Science Association and holds Emerita status at Mississippi State University and the University of Arkansas.

Susan Watkins, PhD, is an emeritus professor with the Center of Excellence for Poultry Science in the University of Arkansas System's Division of Agriculture. Her primary focus is live production with a special emphasis on optimizing drinking water quality and troubleshooting drinking water challenges. During her career she taught Introduction to Careers in Poultry Science, Poultry Production, Professionalism, Integrated Poultry Management and coordinated the departmental internship program. In addition, she conducts research in the areas of on-farm sanitation, nutrition and antibiotic alternatives. In 2016 she became a distinguished professor prior to retiring in 2017.

"Between 9 and 10 billion animals are raised on America's farms and ranches each year and their well-being is a moral imperative that has been advanced through the important work accomplished by these three scientists and animal advocates," said Robin Ganzert, PhD, president and CEO of American Humane. "For their outstanding work in helping improve and ensure the welfare and humane treatment of some one billion lives each year, American Humane recognizes them with our Humane Hero Award."



PHOTO COURTESY OF BUTTERBALL, LLC

THANKING A FRIEND OF FARM ANIMALS

When some people retire, they look back at their lives and wonder what they've accomplished. That's certainly not the case with Kathi Brock. As the former national director and then senior advisor for the American Humane Farm Program, she worked day in and day out with farmers and ranchers, animal advocates, leaders in the food industry, agricultural scientists, government, and consumers to improve the welfare of animals in food production. In just the last eight years, she and American Humane CEO Robin Ganzert generated meteoric growth in the humane foods sector, growing the number of animals in the American Humane Certified program by more than 1,000 percent, and making it the largest and most trusted such effort in the world, now approaching some one billion broilers, layers, turkeys, pigs, dairy cows, and ducks, as well as 90 percent of all cage-free eggs in America. During her long and remarkable career, she made many friends and won many awards. And her good work did not stop at the barnyard gate, serving as director and chair of the board for both the Dumb Friends League and the Kempe Children's Foundation.

"Kathi has been the guiding force for all we have accomplished in the farm program!" said American Humane President and CEO Robin Ganzert. "Thank you, thank you, thank you from all the animals we serve!"



AMERICAN HUMANE NAMED A “BEST CHARITY” BY CONSUMER REPORTS!

When consumers buy American Humane Certified products, they’re not just buying into the leading nationally acknowledged seal of approval. They’re buying into a seal backed by the country’s first national humane organization – one with a 142-year legacy of public trust behind it. That trust is well-deserved and recognized by the country’s leading consumer and nonprofit rating agencies.



Recently, Consumer Reports, which is looked to by many as one of the nation’s top authorities on the quality of consumer goods and services, named American Humane a “Best Charity,” drawing on the reviews of several major nonprofit watchdog groups.

This recognition is the latest in a long list of top honors for American Humane. The organization recently received Charity Navigator’s highest “4-Star” rating – the only major national humane group with this honor. We are also among the less than one-tenth of one percent of charities currently operating in the United States to be included on the Better Business Bureau’s highly select list of “Wise Giving Alliance Accredited Charities.” In addition, American Humane has been named a “Top-Rated Charity” with an “A” rating by the American Institute of Philanthropy’s CharityWatch, was deemed a “Top-Rated Charity” by Great Nonprofits and has earned the gold level seal from GuideStar USA for demonstrating our deep commitment to nonprofit transparency and accountability. American Humane has also earned the Independent Charities Seal of Excellence.

No other humane certification is operated by a national charity with the history, track record, and recognized excellence of American Humane. We are proud of our work, our reputation, and our American Humane Certified farmers, ranchers, and producers.



AMERICAN HUMANE: AMERICA'S FIRST NATIONAL HUMANE ORGANIZATION

Our History

American Humane – the country's first national humane organization – was founded on October 9, 1877, in Cleveland, Ohio, by local humane society representatives from around the United States. In our first days as an organization, American Humane's first goal was to address and improve the humane transport of livestock across the country. In fact, we supported the enactment of the 28-Hour Law, which was passed to help prevent the inhumane transport of animals via our nation's railways.

More than half a century later, American Humane's continued legislative advocacy contributed to the passage of the 1958 Humane Slaughter Act, which helped enact more humane slaughter practices across the United States. To encourage participation by companies that did not fall under the Act's provisions, American Humane created a "seal of approval," which was awarded annually to meat companies that voluntarily signed up for and met American Humane's rigorous welfare standards.

At the turn of the 21st century, American Humane took this seal of approval and expanded it into what is now the largest independent farm animal welfare certification program in the world – American Humane Certified™. Now in its 19th year, this first-of-its-kind program covers more than 100 producers in three countries!



Who We are Today

Today, American Humane continues its 142-year-old mission of ensuring the safety, welfare, and well-being of animals. Since our founding in 1877, we have been first to serve and continue our role as proud advocates of the strong bond between people and animals.

We remain first to serve, whenever and wherever animals are in need of rescue, shelter or protection. American Humane's leadership programs certify over one billion animals every year and our lifesaving work stretches across five core programs:

- ★ **Military:** A national military affairs center dedicated to supporting our nation's veterans, including American servicemembers and the military working dogs that serve alongside U.S. troops in combat.
- ★ **Farm:** A rigorous certification program to help ensure the welfare of farm animals and provide ongoing education about humane animal agriculture to consumers and farmers across the country.
- ★ **Conservation:** An independent, third-party certification program to elevate and verify the welfare of animals living in zoos and aquariums worldwide.
- ★ **Rescue:** A dedicated team of emergency first responders and volunteers to rescue animals in times of crisis, including natural disasters and large-scale cruelty cases.
- ★ **Humane Hollywood:** Our iconic "No Animals Were Harmed" certification program to protect animal actors in filmed media.

FINANCIAL STEWARDSHIP

American Humane has a long and trusted record of using our precious resources effectively for the benefit of the most vulnerable. Our independently certified awards and recognition for our charitable stewardship include:

American Humane a "Top-Rated Charity"

American Humane was named a "Top-Rated Charity" with an "A" rating by the American Institute of Philanthropy's CharityWatch, joining only a select few of the more than 600 charities monitored by the service. Groups included on the Top-Rated list generally spend 75 percent or more of their budgets on programs, spend \$25 or less to raise \$100 in public support, do not hold excessive assets in reserve, and receive "open-book" status for disclosure of basic financial information and documents.

The Better Business Bureau's Wise Giving Alliance

American Humane is once again among the less than 1/10 of 1% of all charities that meet all of the Better Business Bureau's Wise Giving Alliance's 20 Standards for Charity Accountability.

The Independent Charities of America "Seal of Excellence"

The Independent Charities Seal of Excellence is awarded to the members of Independent Charities of America and Local Independent Charities of America that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness. These standards include those required by the U.S. Government for inclusion in the Combined Federal Campaign, the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000, or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal.

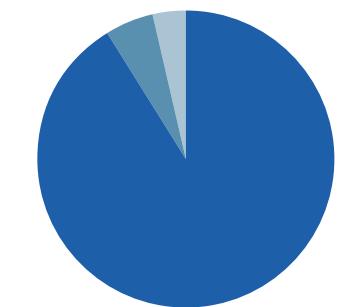
Great Nonprofits

This charitable service, based on public reviews, also named American Humane a "Top-Rated Charity."

Getting the Gold from GuideStar USA!

GuideStar USA, Inc., the premier source of nonprofit information, awarded American Humane the Gold Level, by demonstrating our deep commitment to nonprofit transparency and accountability.

American Humane provides outsized service to those it serves. With millions of animals helped each year, you may be sure that your donation will be well used and will have a real measurable impact.



Program services	91.2%
Fundraising	5.2%
General administration	3.6%

Audited Financials 6/30/18





PHOTO COURTESY OF COLEMAN NATURAL FOODS

PLEASE CONSIDER MAKING A GIFT TO AMERICAN HUMANE

Please consider donating to help American Humane continue our lifesaving work for animals across the United States and around the world. Currently, our organization spends more than 91 cents out of every dollar raised directly on our programs – a cost ratio significantly higher than that of other national humane groups. To make your gift to animals today, please give online at www.AmericanHumane.org/Support, by phone at **(866) 242-1877**, or via mail at **1400 16th Street NW, Suite 360, Washington, D.C. 20036**.

Please also consider making a gift to American Humane by will or through your IRA.

Gift by Will: A bequest to American Humane is a wonderful way to leave a legacy of compassion for years to come. Through a bequest, you may leave a specific dollar amount, or may reserve all or a certain percentage of your estate after provisions for family members and other beneficiaries have been made. You may stipulate whether the bequest is for general support or for a specific purpose. A bequest can also be made in honor or memory of another individual or pet. Bequests qualify for unlimited charitable deduction, which reduces one's estate taxes and preserves more of the donor's assets for family, and other intended beneficiaries.

In addition to cash and securities, bequests to American Humane may include personal property or real estate. All outright bequests to American Humane are exempt from federal estate taxes. There is no limitation on

the size of the fit. To learn more, please contact American Humane's Philanthropy department at **(866) 242-1877** or via email at PlannedGiving@AmericanHumane.org.

Gift from your IRA: When you make a contribution to American Humane directly from your IRA, you make a statement about your love for animals while also making a tax-efficient gift. As you may know, the IRA Rollover Law has been permanently extended. This means you can make a distribution to American Humane from your retirement account without paying income taxes on the contribution. The gift from your IRA will count as a required distribution for 2018 up to \$100,000. There are specific requirements:

- You must be 70 ½ years old
- You must decline goods or services
- Your rollover may not exceed \$100,000

To make a gift, please send a letter to your IRA administrator requesting a direct charitable distribution to American Humane in the amount you wish to donate. The letter should include American Humane's Tax Identification Number: **84-0432950**. For a sample letter or for additional information, please contact American Humane's Philanthropy department at **(866) 242-1877** or via email at PlannedGiving@AmericanHumane.org.

AMERICAN HUMANE
FIRST TO SERVE®

1400 16th Street NW, Suite 360, Washington, DC 20036 (800) 227-4645 www.AmericanHumane.org