

Humane Heartland™

Farm Animal Welfare Survey



American Humane Association™

The nation's voice for the protection of children & animals™



A Message from Robin R. Ganzert

American Humane Association, the first national humane organization in this country, recognizes that families have choices in what they wish to eat, but we believe that all animals – those in our homes, those serving in our nation’s military, those raised on our farms and ranches – deserve to be humanely treated.

Farm animal welfare is a growing issue in this country as values-driven consumers seek to better understand the role of animals in food production. Americans have always celebrated choice on a host of decisions, including what is served at family dinner tables. And for many families, animal protein remains a staple in their diets.

American Humane Association recently launched a survey to determine where consumers landed on the issue of humanely raised products. With over 2,600 survey participants, the results were fascinating:

- 89% stated they were very concerned about farm animal welfare.
- 34% stated that they were willing to pay 10-20% more for products that were labeled as humanely raised.
- 74% stated they were willing to pay more for humanely raised meat, dairy and eggs.
- The humanely raised label was ranked as the highest in importance over organic, natural and antibiotic free.

Our American Humane Certified™ farm animal welfare program, the nation’s first, largest and fastest-growing independent third-party audit program dedicated to the humane treatment of farm animals, now has reached a milestone with **one billion** animals audited under the science-based certification standards. Major strides have been made in a few short years to ensure the health and welfare of farm animals, as this now represents 10% of animals raised on American farms and ranches. We will continue our work with progressive, forward-looking producers to bring these vital protections to all animals in U.S. agriculture.

Robin R. Ganzert, Ph.D.
President and CEO
American Humane Association

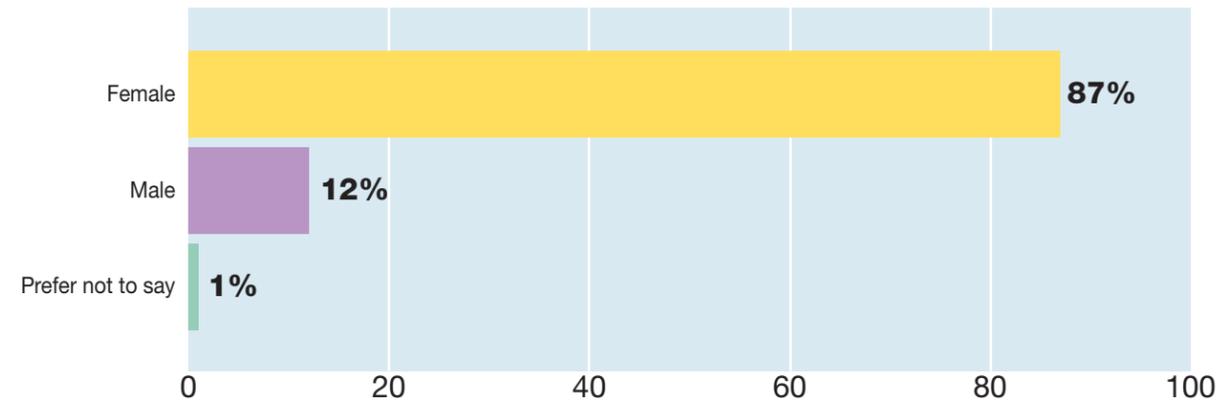


American Humane Association™
The nation’s voice for the protection of children & animals™

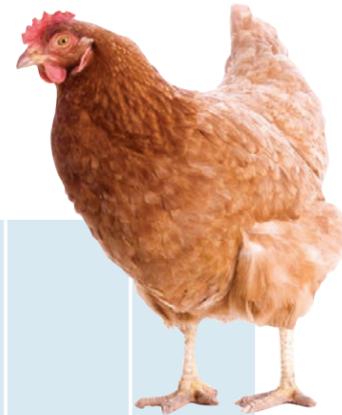
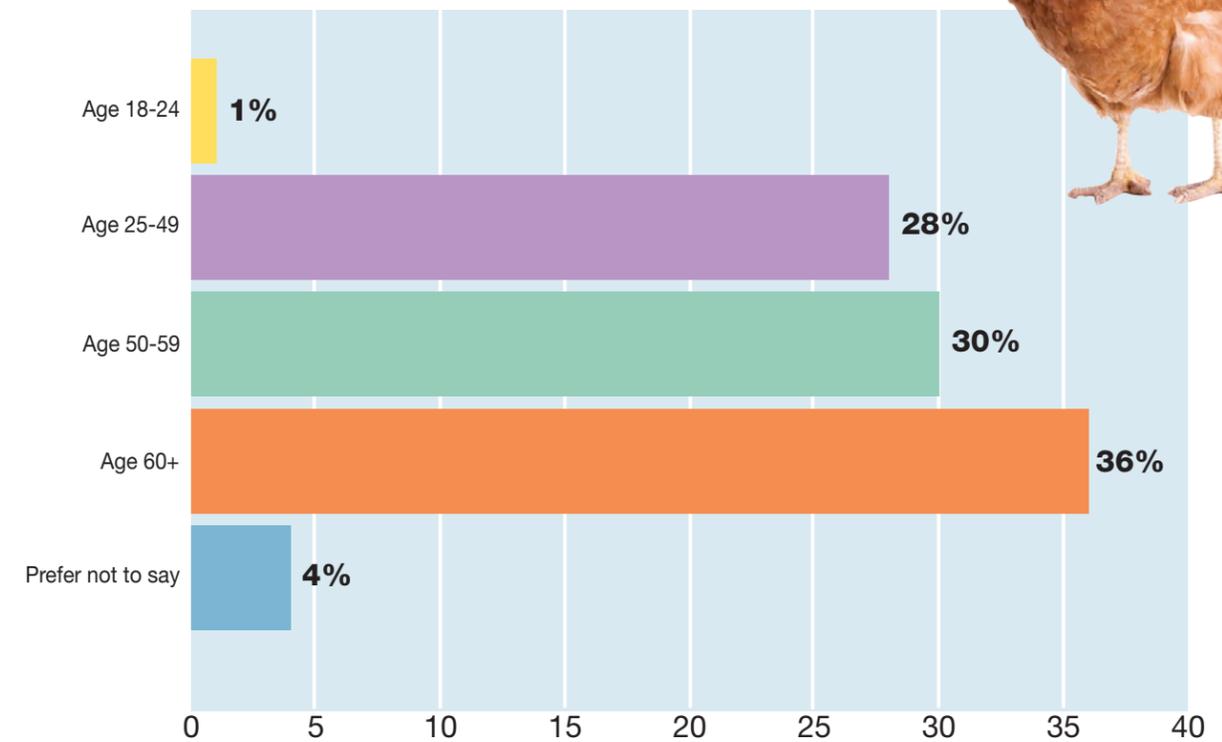
Humane Heartland Farm Animal Survey Results are based on information gathered from 2,634 participants over a two-month period.

Survey Demographics

Gender

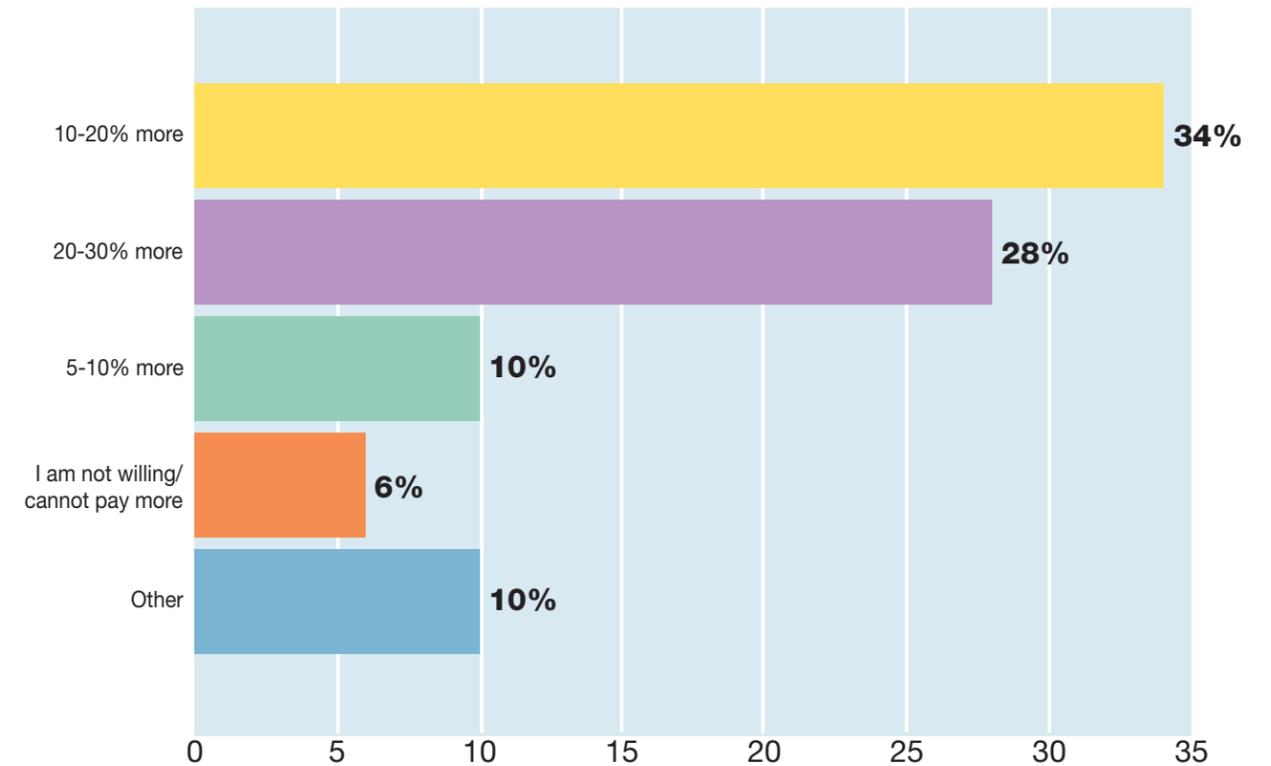


Age



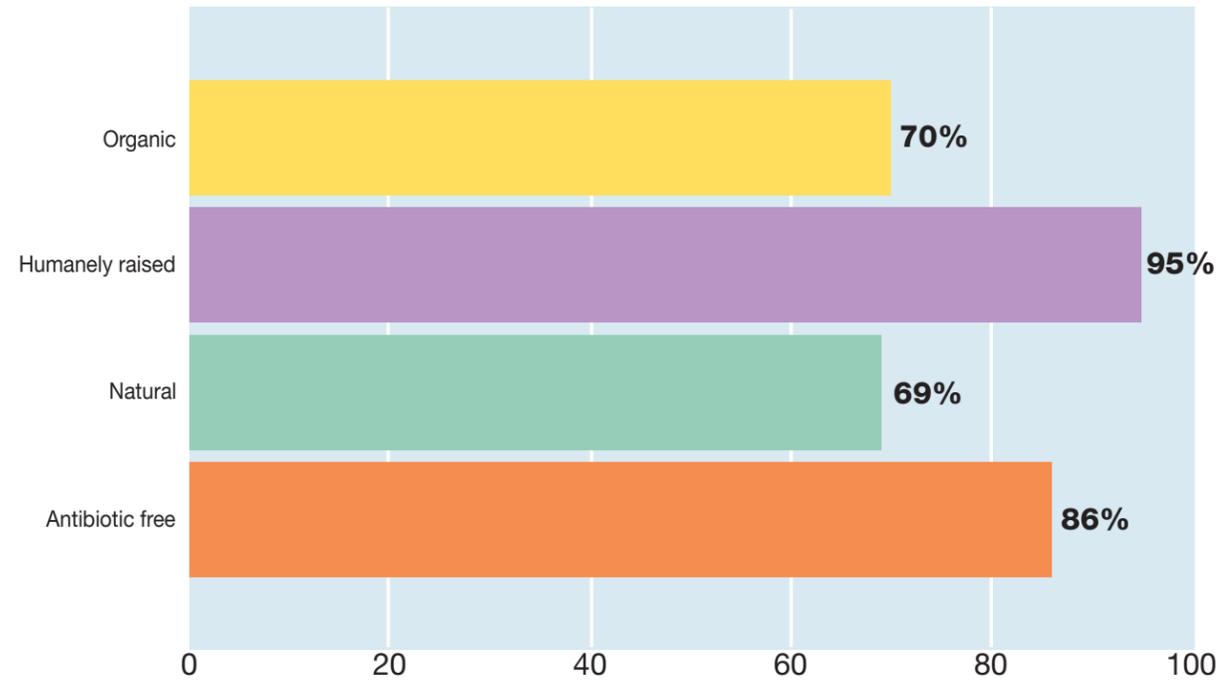
Questions

Humanely raised certified products currently cost more than normal products. What is the most you are willing to pay for high quality, humanely raised products?

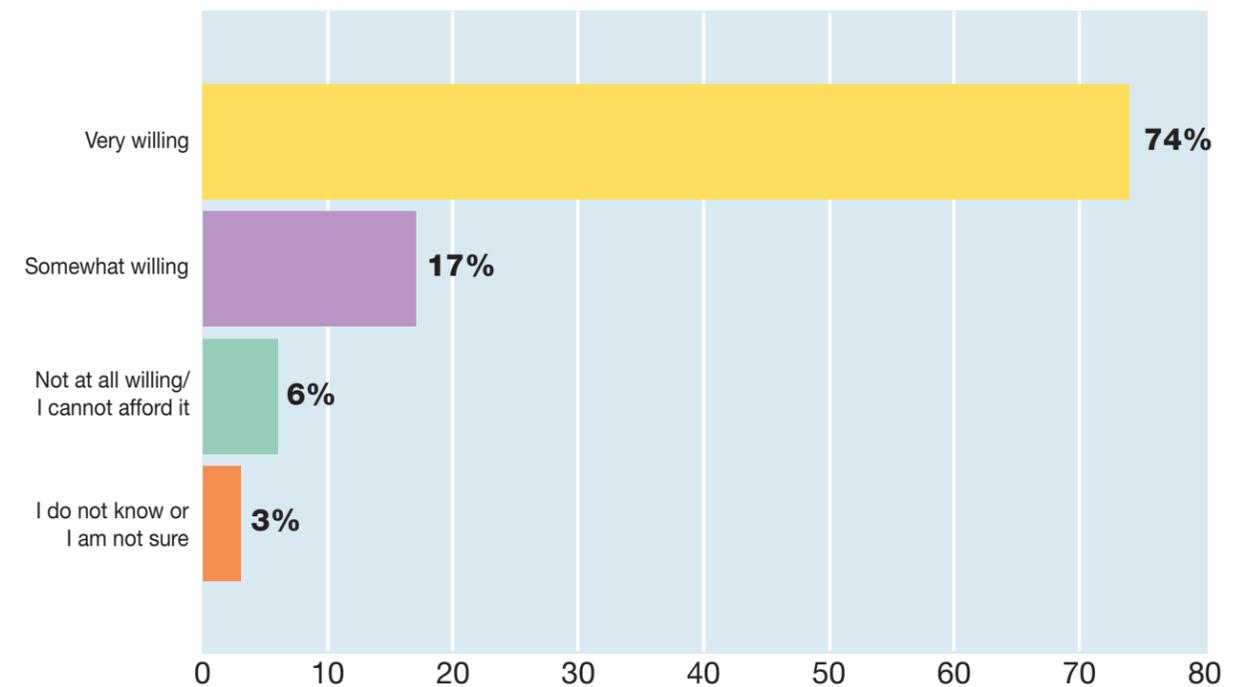


Questions

Please rank in order of importance each of the following labels:
 Rating Scale: 0 = Not at all important, 100 = Absolute necessity

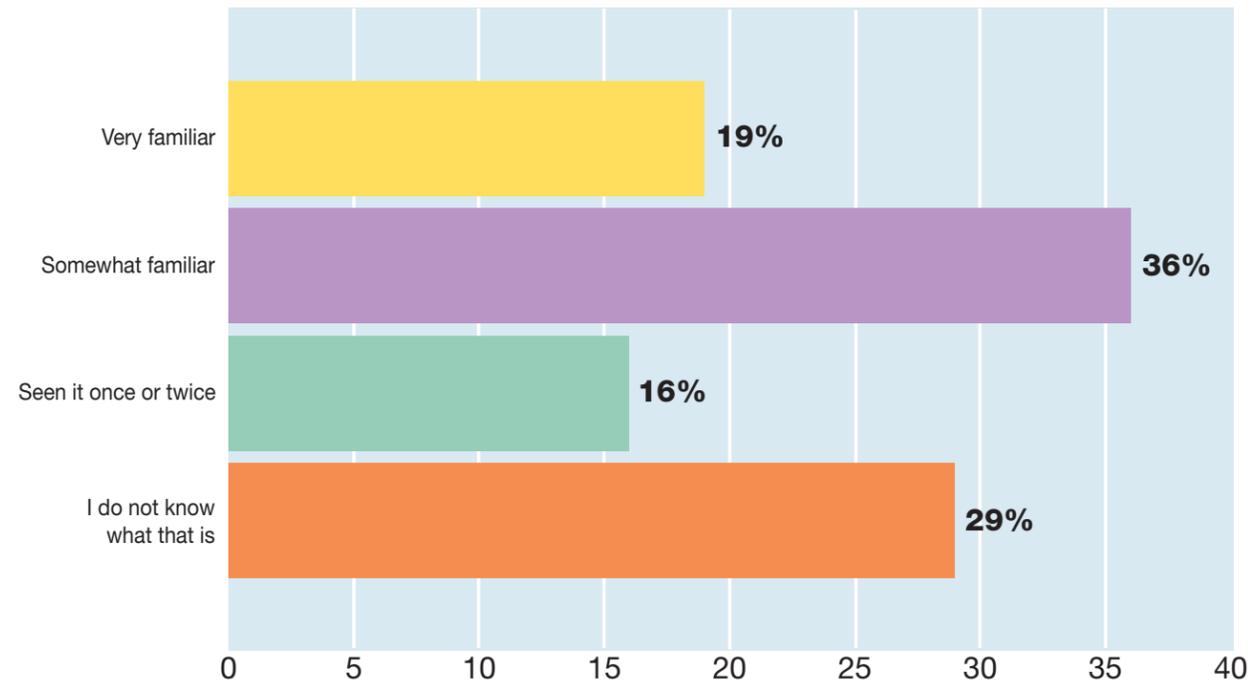


As a consumer, how willing are you to pay more for humanely raised meat, dairy and eggs?

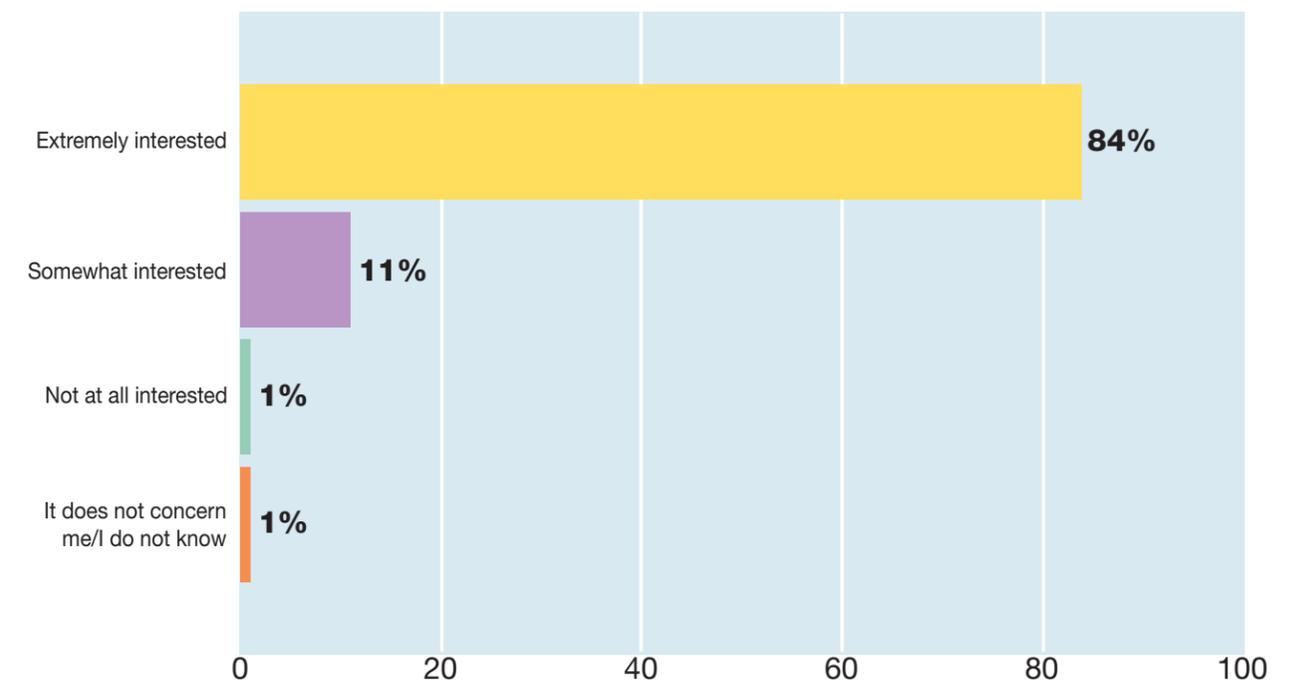


Questions

How familiar are you with the American Humane Certified label found on meat, dairy products and eggs?

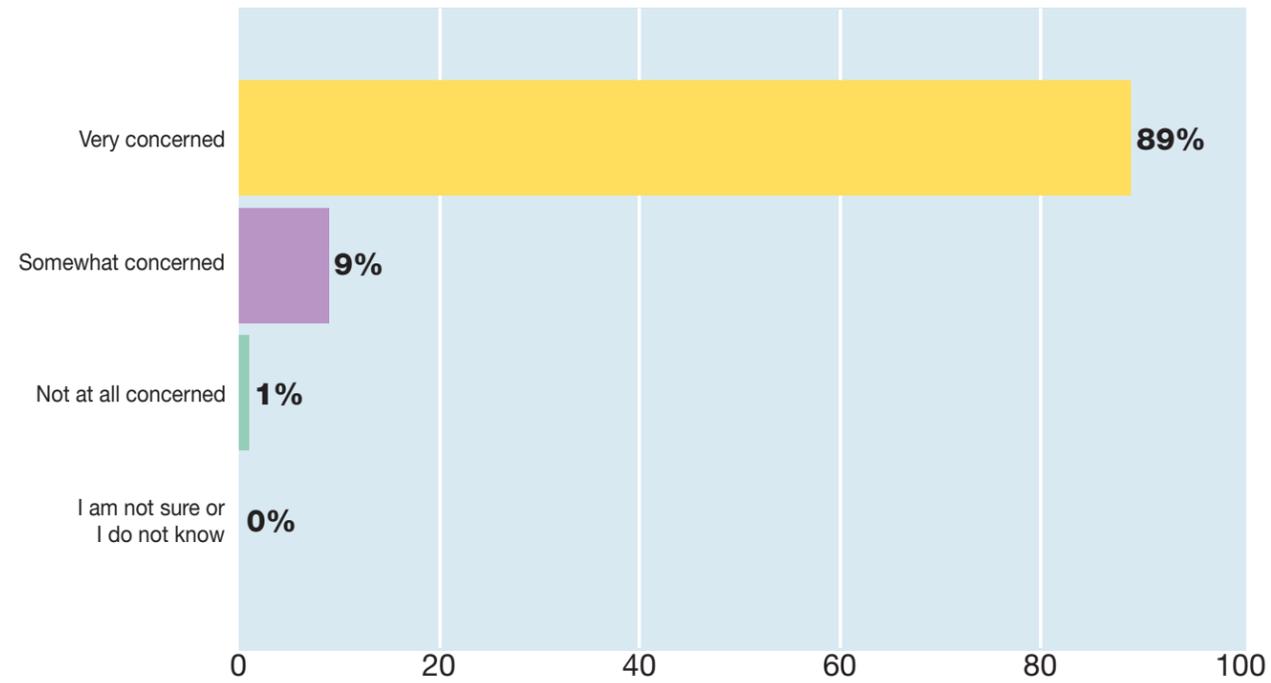


How interested are you in supporting the humane treatment of farm animals?

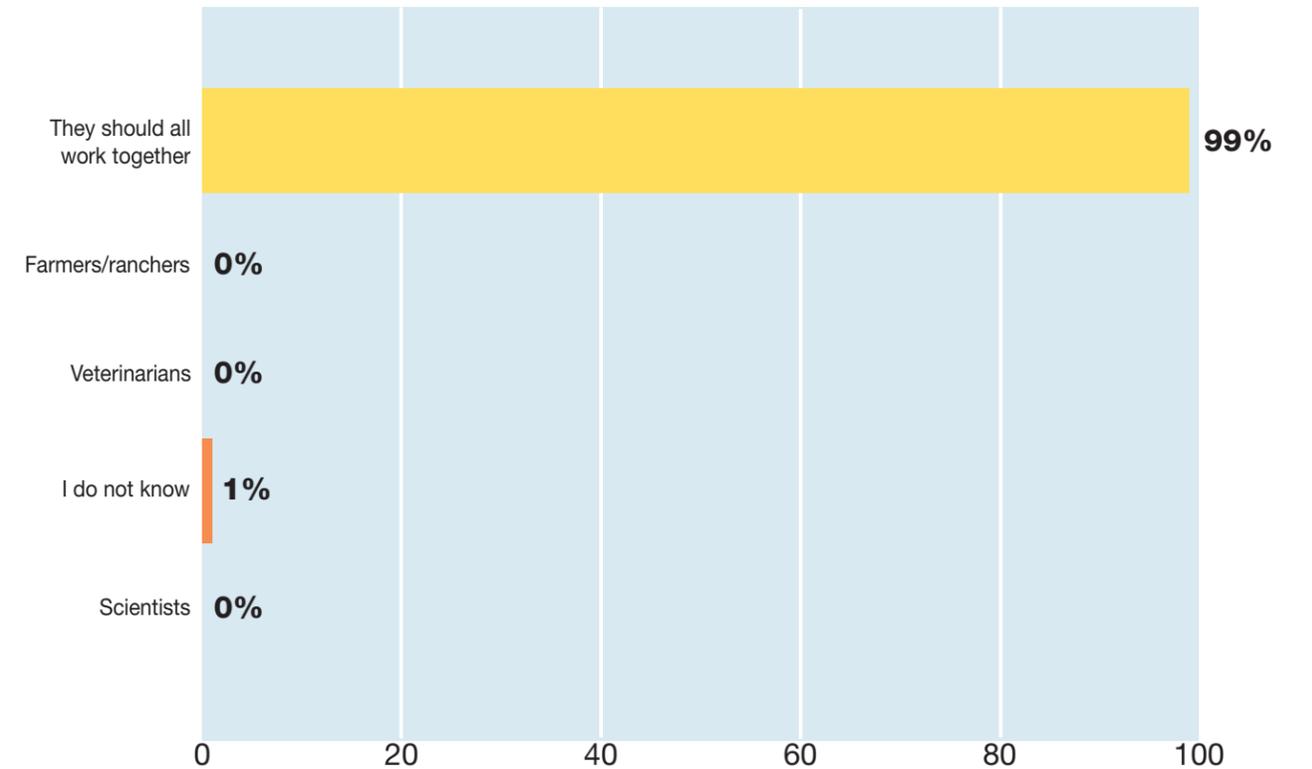


Questions

At present, how concerned are you about farm animal welfare in the United States?

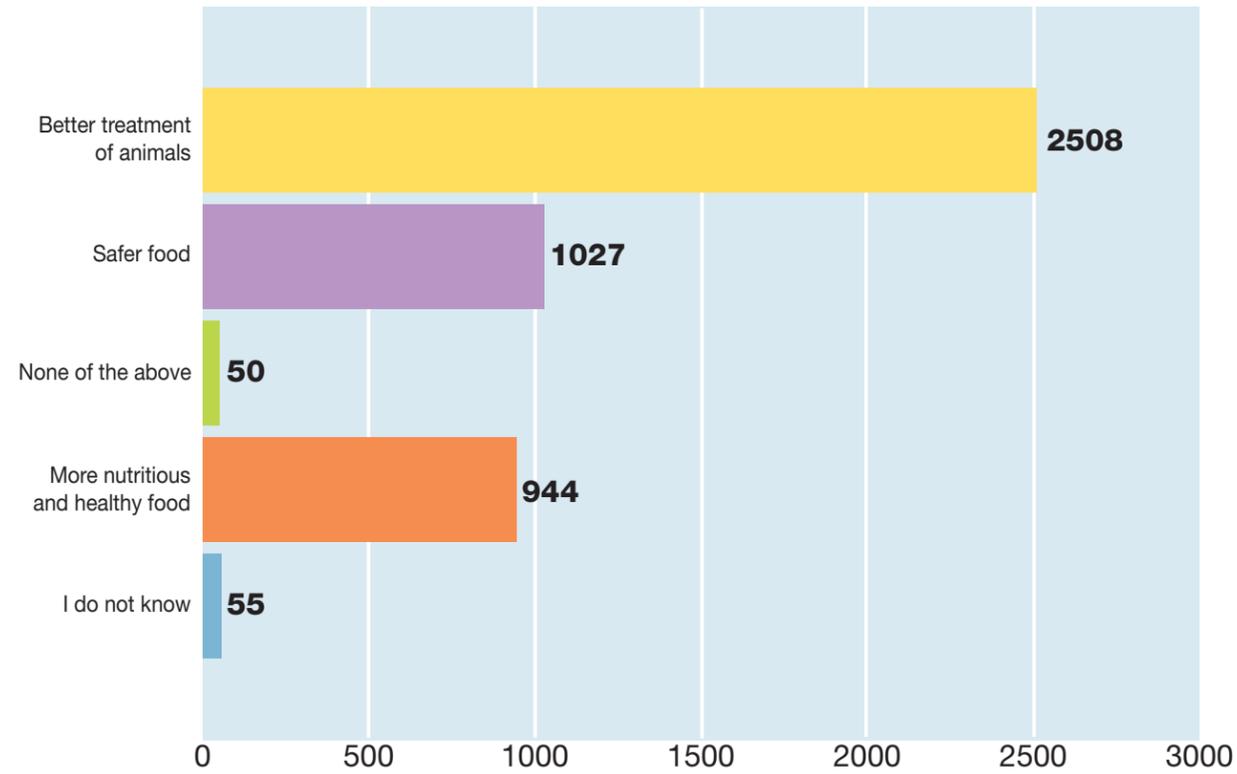


Who should define what a humane life means for all farm animals, as well as guide the way standards are set on farms today?

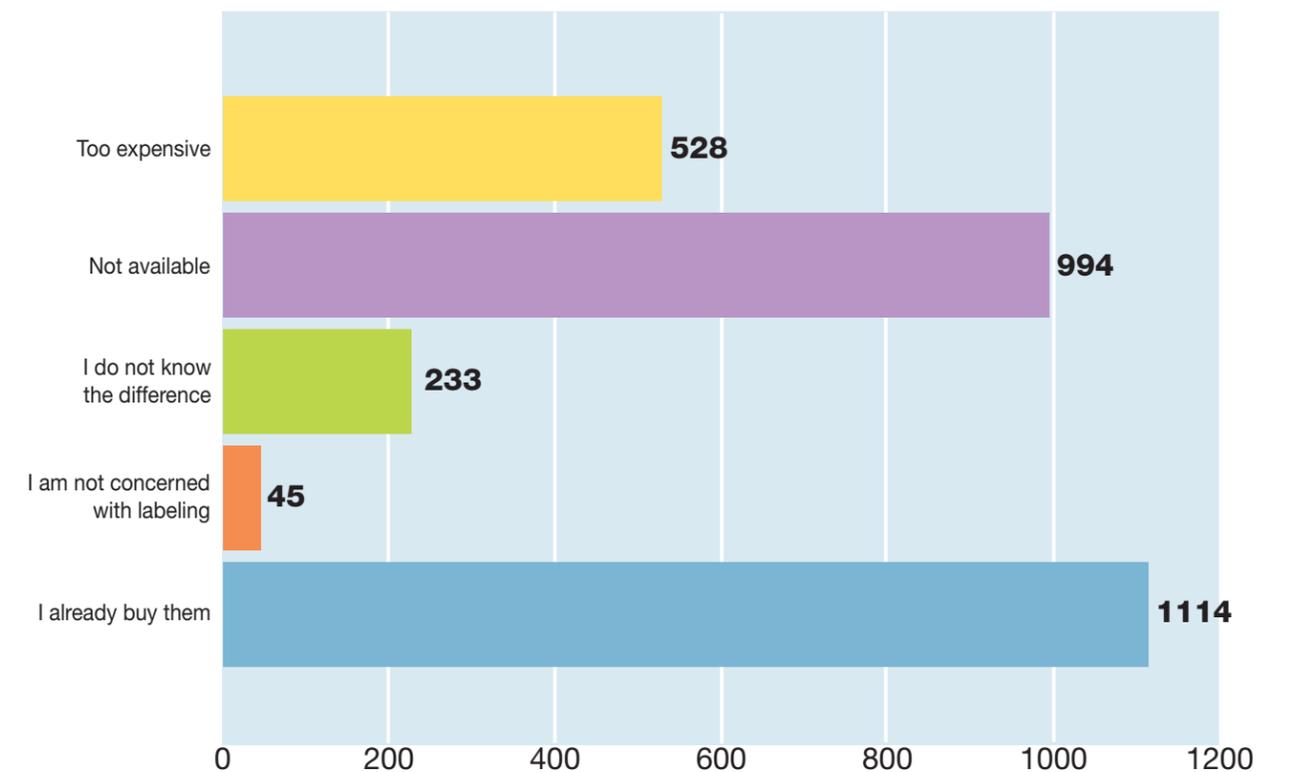


Questions

What does a humanely raised certified label signify to you when seen on meat, dairy and egg products? (Check all that apply)



What is the biggest factor keeping you from buying humanely raised products? (Check all that apply)



Sample of Survey Participant Comments

The issue is far reaching and directly affects our very health as a nation.

I would like to thank the American Humane Association for their help and care that they do for the well being of farms and their animals and our food products. It is important that we all work together to have farm animals be in a healthy and happy environment.

If we do not take care of this planet and everything on it, then we will not meet our moral obligations to the generations that follow. We must do the right thing all the time and every day.

Educating the public is essential to furthering awareness of, support of, and demand for, improved conditions for farm animals. Consistent and required definitions for labeling is a big part of that education.

Farmers and ranchers working with their veterinarians should decide which animal husbandry practices are best suited for the operation. Organic farming cannot sustain the growing world population. Organic or natural labeling of products is mainly a marketing effort driven by economics and is designed to establish a position in the minds of consumers. The message that organic is more sustainable and has a lower carbon footprint than conventional agricultural practices is dishonest and unethical.

I just think all Americans should know about the treatment of farm animals. I also think farms should be inspected on a regular basis. There should be stricter regulations all around.

Humane treatment (and slaughter) of farm animals is extremely important for the well-being of the animals and of the humans who consume and/or work with them.

They should make humanely raised products more affordable to regular consumers. Most people don't want to spend more than they already do for food, other than the elite portion of the population.

Not only is our duty to treat animals humanely just as a matter of being a better human being, but humanely raised and humanely killed animals are healthier to consume. The impact on the environment is also a great benefit.

As much as I hate to say this, money is a factor in what I buy for animal products. I buy local eggs which are organic but all other meats I buy cheaply from the supermarkets. I believe all products consumed by humans should be good for them and that pricing should not play a role in what we eat. The poorer you are the fewer choices you have for buying healthy food and supporting humane treatment of the animal products you consume. That is a sad factor.

As the grandson of a dairy and poultry farmer I want animals to be treated properly, humanely. While they are not pets, they still deserve to be treated well.

Humane treatment of farm animals seems to be a huge subject. I think people sometimes see their treatment as poor due to living conditions even at the best farms. The public needs to understand they are farm animals. Proper shelter, food, water and land should be determined and followed! It is not your pet and won't be tucked in with a blanket at night. They are being raised so we can eat. This does not mean they should go hungry, thirsty or be piled up on top of each other in filth. If you look at the different levels of "free range" birds what some pay for as "free range" is a joke. Those birds would be healthier in cages!

America has a legacy of indifference to the suffering of both humans and animals. It is confirmed in the news almost every day. We need to rally concerned Americans to carry the fight to make America into a truly kind and humane nation.

All animals should be treated humanely and in a clean and healthy environment, even if it costs a little extra.

Here where I live in the foothills of the Sierra Nevada, known as CA's "Gold Country," I try to buy milk & dairy products from Clover Dairy, an American Humane Certified Dairy, here in CA. Our turkey products come from Diestel's, a local turkey ranch where the turkeys are raised cage free, and locally raised beef, if possible. I also try to eat a number of vegetarian type meals to reduce the amount of meat and fish I am consuming.

Labels should be a must, large and clear. Humane treatment and respect should be a given...mandatory.

I would much prefer to know that meat on my plate have had a nice life before they ended up there. I would pay a bit more to know that that animals I use for food, meat/eggs/milk, are being treated well.

I've tried to be vegetarian, but it didn't work for me.

I am a farmer/rancher and also an animal welfare activist. I fully support the mission and work of the American Humane Association.

Farm animals are just as important as our "pets" and they deserve the best and most humane treatment. Personally, I am a vegetarian, but if people choose to eat meat, which I wish they wouldn't I would at least like to know for sure that the animal had a good life until the end. Thank you for all you do.

I believe farm animals deserve compassionate treatment through out their lives. Anything less is wrong I think. A lot of people are thinking about this issue. I hope real improvements are coming for farm critters.

I think that raising the animal is important but it's also important to kill the animal humanely. I signed numerous petitions years ago to stun the animals prior to killing and now we've reverted back to slitting their throats in at some slaughter houses because of the halal tradition. I think that's a travesty.

There should be no discussion. All farm animals should be treated humanely and there shouldn't be an increase in the price of food. It should be included in the cost of doing business.

I do think the federal government should stay out of the process until guidelines are established by unbiased experts.

Definitely think humane farming is very important. I wish it was the norm rather than the exception. That way, humanely raised food would be more affordable to everyone!

Humanely raised is just part of the equation. Humanely transported & humanely slaughtered are of equal importance and merit our attention and action.

All animals raised on farms should be raised humanely, so there should be no cost differential between humane certified products and all animal products.

I think it's important that people who actually have first-hand knowledge of proper animal husbandry be considered the "experts" in evaluating humane treatment...not those who have no hands-on experience or background and only want to push their own vegan/anti-meat philosophy and belief systems on to the rest of the country.

We need to get the information out and consistently out until people demand the humane treatment of all animals.

Humane treatment and ethical farming practices is better for all concerned.

I feel all animals should be treated humanely. The integrity and character of people is displayed by the way they treat animals.

I am a daughter of a rancher. I believe that humanely treated animals will produce a better product.

Paying more up front for humanely raised meats and animals products is healthier for the consumer (if the compassion element is not part of someone's compass). It may seem to be too expensive but eating healthful foods prevents many healthcare related costs later in life. It is actually very economical if it is perceived this way.

I think the issue goes beyond just decent treatment for farm animals and it has many implications for public health and safer food sources for the public. Food poisoning and epidemics are a regular problem in the food chain and better more humane treatment of farm animals can help in that regard.



www.humaneheartland.org

A program of

American Humane Association™

The nation's voice for the protection of children & animals™