



AMERICAN★HUMANE

FIRST TO SERVE®

FARM PROGRAM NEWSLETTER
SPRING 2020

A MESSAGE FROM DR. ROBIN GANZERT, PRESIDENT & CEO



Friends,

American Humane Certified™ is celebrating a special anniversary – 20 years of certifying and shining a spotlight on excellent producers across the country. Twenty years ago, we set out to raise the standard for farm animal welfare in America. Now we improve the lives of some 1 billion animals every year.

American Humane is the largest certifier of animal welfare in the world. Our programs stretch across the globe, from our iconic No Animals Were Harmed® film and television certification program to our century-old rescue team, which deploys to natural disasters and cases of animal cruelty. We certify outstanding zoos and aquariums doing essential conservation and education work. In the military space, we work alongside our nation's troops, training service dogs for veterans with PTSD and TBI and bringing home retired military working dogs.

All of our programs are rooted in a science and evidence-based understanding of animal welfare. We don't just do what sounds good, we do what is good. The standards for all of our certification programs are developed by independent scientific advisory committees, comprised of renowned scientists and leaders in their respective fields.

American Humane Certified™ assures consumers that products carrying our label meet the highest standards of animal welfare, verified by regular, third-party audit inspections.

I hope you enjoy reading our farm newsletter. If you are interested in becoming American Humane Certified™, my colleagues would enjoy the opportunity to visit with you and discuss our program. I am also always available to talk to you directly at RobinG@AmericanHumane.org.

All my best,

Robin R. Ganzert, Ph.D.
President & Chief Executive Officer
American Humane

CELEBRATING AMERICA'S FARMING FAMILIES

Nearly half of consumers rarely or never think about where their food comes from, according to a survey from Michigan State University. That's a shame – the disconnect between America's dining room tables and our farms and ranches leads to misinformation and misunderstandings.

If you are reading this newsletter, chances are you have a pretty good idea of how food is grown, raised and transported to your table. But most Americans have little more than a passing understanding of America's farms and ranches. After all, direct on-farm jobs account for just 1.3 percent of total U.S. employment.

That has led to a real disconnect, a chasm separating producers and the people who buy their products. More than half of consumers think that most farms are run by corporations. But they are woefully mistaken – 98 percent of America's 2 million farms are family operations. And every farm, big and small, is capable of producing excellent animal welfare outcomes with the right commitment and partners.



At American Humane, we work alongside our nation's producers to help ensure and verify exemplary animal welfare practices. We see the hard work, care and energy that farmers and ranchers put into growing and raising quality food that is abundant, affordable and humanely raised. That's why we want to recognize and celebrate the farmers we work with – folks who put food on the nation's tables and do it right.

Folks like the Roth family, who raise hogs for Coleman Natural Foods, an American Humane Certified™ producer, on their 3,000-acre farm. The Roth family operation raises about 6,000 pigs a year.

The Roth family is committed to continual improvement. With two generations working on the farm, there is a wide array of expertise and experience from which to draw. For example, when Amanda Roth studied animal science while at college, she gained valuable intern experience at another farrow- to-finish hog operation. She was able to draw on that learning experience to understand and appreciate the ways the Roth family farm was going above and beyond industry standards

According to Amanda, farming must be “ever-changing.” At the center of that process is exemplary animal welfare. She says that farmers must always “remember the animal – the animal is the most important thing.”

Farmers like the Roth family, who demonstrate a commitment to the excellent care and treatment of the animals on their farms and ranches, deserve to be celebrated. The Roth family has innovated in several production areas, including running a 100 percent crate-free operation in both gestation and farrowing stages, feeding their pigs an all-vegetarian diet with no animal by-products. They never use growth hormones and only use antibiotics to treat sick animals, which are then sold to commodity markets.

The farrowing pens used by the Roths have significantly more room for the animals than traditional farrowing stalls. Their farrowing pens are 9 feet by 6 feet, giving the animal inside 54 square feet of room – more than 50 percent more room than in farrowing stalls.

According to Ron Roth, using these pens is important because it allows the sows to exercise and be more comfortable. Ron sums up his animal-centric farming philosophy quite nicely: “Keeping the pigs comfortable... allowing sunshine and exercise and happiness... is a big part of economic success, as well as just doing the right thing.”

American Humane loves farmers like the Roth family, and the companies they work with like Coleman Natural Foods, because they’re interested in science and evidence-based practices that benefit the animals.



AMERICAN HUMANE CERTIFIED™ TURKEYS PARDONED AT WHITE HOUSE

On November 26, the President pardoned two American Humane Certified™ turkeys at the White House. The team at American Humane celebrated this historic first, as did Butterball, the certified producer who raised the turkeys.

“Through our farm program, we improve the welfare and well-being of some one billion animals on America’s farms and ranches,” said Dr. Robin Ganzert, American Humane president and CEO. “We are thrilled to work with Butterball to raise the standard of welfare for turkeys.”

This Thanksgiving, roughly one-third of all turkeys on dining room tables came from Butterball and carried the American Humane Certified™ seal.

The turkeys, named Bread and Butter, were raised by Wellie Jackson, a contract farmer for Butterball based in Clinton, North Carolina. They departed for Washington, D.C. on Sunday, November 24 after a Friday send-off with all the trappings of political grandeur – red, white and blue bunting, speeches from distinguished guests and photographers eager to snap pictures of the birds of the moment.

At the send-off, American Humane Senior Field Operations Manager Connor Reynolds spoke alongside North Carolina’s Commissioner of Agriculture Steve Troxler, Butterball President and CEO Jay Jandrain, Chairman of the National Turkey Federation Kerry Doughty, Vice President of Legislative Affairs for the National Turkey Federation Leslee Oden and the farmer of the hour, Wellie Jackson.

The presidential pardon has been a part of American life for more than 140 years, just like American Humane. In 1863, President Lincoln granted clemency to a turkey. And in 1947 President Truman became the first president to receive a turkey from the Poultry and Egg National Board and the National Turkey Federation. It became an annual event in 1989 when George H.W. Bush formally pardoned a turkey to “live out his days on a children’s farm not far from here.”

Today, the turkeys are enjoying restful retirements at Gobblers Rest on Virginia Tech’s campus in Blacksburg, Virginia.

Bread and Butter enjoying their stay at the historic Willard Hotel in D.C. before their pardoning.



ROBUST CONSUMER SUPPORT FOR FARM ANIMAL WELFARE

American Humane recently conducted two surveys gauging consumer preferences for humanely raised proteins. We know raising animals humanely is the right thing to do, but we wanted to check the pulse of the public to get a sense of what they believe.

We are happy to report there is robust consumer support for buying humanely raised chicken and pork. More than three in four consumers believe that when buying chicken at a grocery store it is important to see a third-party certifying the animal was humanely raised. On the pork side, 65 percent of consumers believe it’s important to find a similar label.

Several key demographics are highly supportive of producers who do right by the animals in their care. Three in four millennials look for humanely raised pork, and more than 80 percent of female consumers seek out humanely raised chicken.

What’s more, most people are willing to put money behind their beliefs. More than half of respondents in both surveys indicated that they were willing to pay more for chicken and pork products that were certified as humane.

This commitment to farm animal welfare supports other trends we are seeing in the space. A recently released survey found nearly 60 percent of U.S. consumers are more concerned about farm animal welfare than they were a few years ago. Now, more than ever, the best farmers and ranchers need to assure consumers the animals they’re raising are being treated and handled well.

At American Humane, we believe in science and evidence. That’s why the farmers we certify meet guidelines developed in collaboration with an independent scientific advisory committee comprised of leading experts in the fields of agriculture, species-specific animal behavior and ethics.

Doing right by the animals on farms and ranches isn’t just the right thing to do, it’s supported by the public.



Ron Kreider in new processing facility.

A WALK AROUND KREIDER FARMS

American Humane Certified™ is the largest certifier of cage-free eggs in the United States. Our farm team works with excellent egg farmers across the country, and we always love the opportunity to see their commitment to animal welfare in action. When Kreider Farms invited us to visit their operation in Lancaster, PA, late last year, it was an opportunity we couldn't pass up.

We stopped by their new processing facility and spoke with Ron Kreider, president and CEO.

Ron's grandfather first bought a farm in Lancaster in 1934. Nearly nine decades later, Ron is the third-generation owner of a farm that raises more than just a few cows and chickens. At the heart of their success is a commitment to excellence.

"Quality and animal welfare are part of who we are," said Ron. "We eat, sleep and breathe animal welfare, sustainability and taking care of our land. That's why we're happy to be American Humane Certified™."

"Consumers today are looking for food that is local, that is sustainably raised by people who care about the animals. At Kreider Farms, that's what we're all about – we bleed authenticity. We offer farm tours so people can come see it for themselves."

As we toured the farm, everyone at Kreider Farms demonstrated the effort they put behind transparency. Conveying transparency and authenticity to consumers is part of why they became American Humane Certified™, according to Vice President of Operations Tom Beachler.

"People visit the farm – we are open to tours. We want people to come in and learn what takes place on farms today," said Tom.

According to Tom, who has been with Kreider Farms for 40 years, they were initially attracted to American Humane because they wanted to work with an organization that matched their own integrity. The evidence and science-based approach that American Humane takes to animal welfare convinced Kreider Farms.



Ron Kreider's weekly walkthrough of the processing facility



Kreider Farms in Lancaster, PA.



Tom Beachler sits down for a chat with American Humane.

For Tom, it's all about instilling a passion for excellence at every level of operations. "Without great animal welfare, you won't have productive animals. We have much more caring, attentive employees if they know and understand animal welfare and food safety. We provide nutritious, safe, affordable food for a lot of people and it's a responsibility we take very seriously."

When American Humane spoke with the Kreider Farms team members who spend every day with hens, we saw a passion for animal welfare that matches our own. Egg Production Manager Victor Rico told us he is constantly monitoring the birds.

"Every time I walk inside the houses, I am looking for their normal behavior," said Victor. "Are they running away or coming towards me? Do they look active? Are they eating and drinking? I like to walk the houses, pick up eggs, look at the hens, gauge the temperature and observe how it is in the back and front. That keeps me on my toes - making sure everything is well."

"The most important thing is to make sure that we give the birds what they need, allow them to exhibit normal behaviors and give them the lives they deserve."

Any day that the American Humane team can visit a farm and see our science-based standards in action is a good one. At Kreider Farms their commitment to animal welfare is readily apparent to any visitor.





FIGHTING ANIMAL CRUELTY ACROSS THE NATION

American Humane improves the lives of animals through a variety of program areas. A recent legislative victory highlights our ongoing efforts.

In November, President Trump signed the Preventing Animal Cruelty and Torture Act, a bipartisan piece of legislation that makes several of the worst animal abuses federal crimes. It also increased both funding and the ability to pursue culprits across state lines.

American Humane worked to garner support for this bill on both sides of the aisle. It passed unanimously in the House in October 2019 and in the Senate in November 2019. In a time of increasingly partisan polarization, it's welcome to see unity around animal welfare.

American Humane's COO Jack Hubbard attended the signing of the bill in the Oval Office. American Humane will continue to work with politicians across the political spectrum to protect animals.

AMERICAN HUMANE CERTIFIED™ ON CAPITOL HILL



Last November, American Humane took Capitol Hill by storm at a congressional briefing on “The Humane Table.” Hosted by the Congressional Humane Bond Caucus, which American Humane helped form, the briefing informed policymakers on advances in humane agriculture. American Humane leveraged the national platform to encourage people to set a humane table at Thanksgiving and celebrate the country’s farmers and ranchers.

“More and more people are concerned about how their food is raised and want to make choices that are in line with their values,” said Dr. Robin Ganzert, American Humane president and CEO. “This Thanksgiving, 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.”

Four certified producers presented at the briefing: Butterball, Coleman Natural, Pilgrim’s and Culver Duck Farms, Inc. Bringing different perspectives into the room – on turkeys, pigs, chickens and ducks – allowed policymakers to appreciate the breadth of the humane movement.

“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. “By strengthening the humane bond between us, the well-being of people, animals and the world can be significantly improved.”

“This Thanksgiving, 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,” said Congressman Gus Bilirakis (R-FL), co-founder of the Congressional Humane Bond Caucus.

American Humane is happy that Americans are increasingly aware of where their food originates. Since 1877, American Humane has been involved in the farm space, and raising the standard of care for animals on farms and ranches across the country. Through the American Humane Certified™ program we shine a spotlight on excellent producers, communicating to consumers that their animal welfare practices have been audited and verified by an independent third party.

“It’s important to think critically about the food that we cook for ourselves, our families and our friends. That means considering the standards of welfare for farm animals,” said Dr. Ganzert. “The voice of animal welfare needs to be objective, informed by science and independent.”

Thanks to help from our certified producers, The Humane Table Briefing was a tremendous success.



From left to right: Culver Duck Farms, Inc. Director of Live Operations Drew Frey, VP of Premium Meat Co. Coleman Natural Foods Mel Coleman, Pilgrim’s Sustainability Director Jessica Langley, Butterball SVP for Animal Well-Being Dr. Alice Johnson and American Humane COO Jack Hubbard

CONGRATULATIONS, RUMIANO!

Last year, Rumiano Cheese celebrated a century of production. In 1919, brothers Richard, Fred and John Rumiano bought a 200-acre dairy farm in Willows, CA and the rest is, as they say, history.

Rumiano is a producer that American Humane loves to work with – their commitment to excellent product, production and animal welfare are a model for the dairy industry.

The last century of Rumiano cheese includes several highlights. Buzz Aldrin and Neil Armstrong chowed down on Rumiano cheese omelets after walking on the moon. U.S. Army rations during WWII included cans of Rumiano cheese. For more than a decade, they have worked with American Humane to elevate the welfare standards for dairy cows.

The company is planning to continue producing an excellent, affordable and humanely raised product. According to Joe Baird, president and owner, the company believes “in healthy ecosystems that support and improve the health and welfare of animals, plants and people. The humane treatment and crucial role of animals in a regenerative farming system is a top priority for Rumiano. We are committed to building healthy soil, and we will continue to invest in our rural communities and the family farms that enable Rumiano to create consciously produced foods. When the animals, plants and the land are treated with love and respect, the result is delicious, nutrient-dense food.”

Rumiano, allow American Humane to congratulate you on a fantastic century. We look forward to the next 100 years!





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 puts more than 91 cents out of every dollar spent directly into 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 gift. 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.

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