



**AMERICAN★HUMANE**  
*FIRST TO SERVE®*

FARM PROGRAM NEWSLETTER  
SPRING 2021



## A MESSAGE FROM DR. ROBIN GANZERT, PRESIDENT & CEO



Friends,

As the spring months unfold and the days grow longer, many families are rejoicing at warmer weather, green leaves and the possibility of new beginnings. Mass vaccinations are underway and we are finally close to closing the chapter of coronavirus and returning to normal.

Throughout the past year, America's farmers and ranchers have been essential to weathering this pandemic. Grocery store shelves have remained laden with nutritious, delicious and affordable food. Producers across the country have stepped up to the plate, modifying their protocols and policies while remaining committed to their employees and communities. American Humane has been proud to see certified producers provide support to local schools and foodbanks while adding protections for their workers and coordinating vaccine rollout.

The long days of spring and summer in 2021 will undoubtedly be filled with friends, families and neighbors gathering around dinner tables, grills and porches – celebrating the joy of newfound community.

American Humane is encouraging families to put humanely raised food front and center of their celebrations – supporting the farmers and ranchers who go above and beyond to do right by the animals in their care.

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 are not already a member of the American Humane Certified™ family, my colleagues here would enjoy the opportunity to visit with you and share more about our trusted, collaborative approach to achieving the certification that increasing numbers of consumers feel is so important to living a healthy, sustainable and humane lifestyle.

All my best,

A handwritten signature in black ink that reads "Robin R. Ganzert".

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



# CAL-MAINE FOODS: PUTTING THE BIRDS FIRST

When Fred Adams began working a cotton patch and tending for two dairy cows his father had given him, the 10-year-old boy could not have known that one day his farm would grow into the largest producer and distributor of fresh shell eggs in the United States. For more than sixty years, Cal-Maine Foods has provided affordable, nutritious and delicious eggs to families across the country. Importantly, Cal-Maine Foods has made a profound and genuine commitment to animal welfare, inviting third-party inspectors to audit their farms and processing facilities.







According to Cal-Maine Foods, their farms “strive to produce quality food choices sustainably as we continue to act as good stewards of our natural resources and provide the highest standards of care for our animals.”

In addition to internal assessments of its animal welfare practices and protocols, Cal-Maine Foods has found that bringing in outside experts improves quality assurance and welfare outcomes. The company believes that independent, third-party reviews help augment its commitment to high standards for animal welfare.

American Humane consistently finds that farmers and producers who prioritize animal welfare also excel in areas of biosecurity, sustainability and community outreach. When it comes to doing things the right way, it is all or nothing.

Cal-Maine Foods takes a holistic approach to farming – prioritizing birds’ health, colleagues’ security and well-being, consumers’ values and the land on which we all depend. As part of regular operations, the company manages more than 28,500 acres of land across the United States. Between 2016 and 2019, with boiler, furnace and heater upgrades, Cal-Maine Foods reduced its greenhouse gas emissions by 176 tons per year. During the same time period, with conscientious management of feed supply and systems, the company reduced its phosphorus gas output by half.

In tandem with its commitment to the environment, Cal Maine Foods prioritizes community health and prosperity through job creation, volunteer outreach efforts, food donation, agricultural education funding and continual investment in local communities.

As with so many farms, the prior year provided unprecedented hurdles to production. American Humane has been incredibly proud of certified producers for adeptly handling the challenges posed by the novel coronavirus and adapting their operations accordingly. Cal-Maine Foods, like all our certified producers, has continued to deliver on its commitment to animal welfare while producing healthy, nutritious food.

According to Cal-Maine Foods, biosecurity is an “essential component of animal welfare.” The company trains employees, thoroughly, in biosecurity and seeks continuous opportunities to improve safety standards.

American Humane is proud to work with Cal-Maine Foods to elevate the standards for animal welfare in egg production and encourages other farmers and producers to follow suit.

# DIVING INTO AQUACULTURE, PUSHING THE HUMANE MOVEMENT FORWARD



For billions around the world, aquaculture is a source of reliable, affordable and nutritious protein. American Humane is pleased to announce brand new standards specifically geared to the humane raising of salmon and trout.

The introduction of new standards for salmonids increases the scope of the American Humane Certified™ program and gives excellent producers an opportunity to verify their welfare claims through an independent third party. As an increasing number of consumers prioritize animal welfare in their decision making, American Humane believes these aquaculture standards will provide an invaluable rule of thumb for ethically minded families.

Like American Humane's other species-specific standards, the new guidelines for raising salmonids were drawn up with the input and guidance of a Scientific Advisory Committee comprised of experts in the field.

Aquaculture is an ever-growing component of America's food system and a huge part of the international space. American Humane's farm team is excited to work alongside producers in the space to elevate standards for fish and provide families with humane options at the grocery store.



# A NATURAL FORCE FOR GOOD IN THE SUPPLEMENT SPACE

The supplement industry is a behemoth – worth some \$36 billion in America alone. Since 2016, the industry has grown steadily at 3 percent annually. Despite the industry’s reliance on animal proteins, few companies are ensuring that they source products humanely and ethically.

Luckily, Natural Force is changing the supplement space and leading by example. Founded in 2009 by Joe Rakoski and Justin Quinn, Natural Force aims to make supplements that are free of artificial colors, flavors and other add-ins that the typical customer wouldn’t knowingly put in their body. They rejected unnecessary fillers, synthetic colors and anything artificial. Instead, they combined herbs and superfoods based on scientific research and ancient health traditions.

Both Joe and Justin used their products to supplement their diets and workout routines – and they were thrilled by the results. Since that initial inception, the Natural Force brand and production has grown, but their standards have remained constant. Every Natural Force product is made with clean, healthy ingredients, is lab tested for quality and purity and is packaged in non-toxic, eco-friendly materials.

And when animal ingredients are involved, they go out of their way to source from ethical, sustainable ingredient suppliers who share their mission of creating a healthier, happier world.

Their whey protein is entirely certified by American Humane, sourced through farms located in Northern California where heritage breed Jersey cows are afforded stringent humane standards and a dignified life. Not only do these cows have excellent diets that are scientifically tailored for their needs, but the herd can express natural behaviors essential to their wellbeing.

Natural Force decided it was important to source protein ingredients that are verified by a third party instead of relying on self-reported welfare outcomes. Already, they send all their products to third-party laboratories for quality and purity testing, the results of which are made available to customers. And by sourcing products that are certified by American Humane, they can add another layer of assurance for ethically minded customers.

American Humane applauds companies that source products from American Humane Certified™ producers for supporting humane farmers and helping elevate the standards on farms and ranches everywhere.







natural force®

PROTEIN  
20g  
PER SERVING

# Organic whey protein.

GRASS-FED WHEY.  
ORGANIC COCOA.  
A HINT OF SWEETNESS.



NET WT 15.2 OZ (430g)  
WHEY FOOD BASED DIETARY SUPPLEMENT





# TEN OF NATION'S TOP TWELVE GROCERY STORES CARRY AMERICAN HUMANE CERTIFIED™ FOOD







Two decades ago, American Humane set out to change the farm animal welfare space. While other animal welfare organizations are concerned with apportioning blame for welfare issues, American Humane was, and is, concerned with improving the lives of animals. That is why we are thrilled to announce that 10 of the nation's top 12 grocery stores now carry American Humane Certified™ products, ensuring that Americans, regardless of where they live, are empowered to make humane and ethical grocery choices.

"We applaud those companies carrying American Humane Certified™ products and offering ethically-minded consumers a meaningful choice to support humane farmers and ranchers," said American Humane president and CEO Robin R. Ganzert. "American Humane will continue working to expand the humane options available at these grocers as we encourage other retailers to follow suit and meet the growing consumer demand for humanely raised, third-party certified protein products."

The 10 largest grocery store chains in the United States offering American Humane Certified™ products are:

- Walmart U.S.
- Amazon
- The Kroger Company
- Walgreens Boots Alliance
- Costco U.S.
- Target
- Albertsons Companies
- Sam's Club
- Ahold Delhaize USA
- Publix Super Markets

The 83 percent of top grocery stores carrying American Humane Certified™ products are responding to the growing number of consumers demanding an array of humanely raised options at the grocery store. More than three in four respondents say it is important to see a third-party humane certification label on packages of chicken they purchase, according to an American Humane survey conducted last year. And more than half said they would pay more for chicken that has been certified as humane. In another survey, 65 percent of respondents reported it was important to find a similar label on pork products.

Celebrating its 20th birthday last year, the American Humane Farm Program is the country's first and largest independent, third-party farm animal welfare certification program. Producers who meet the more than 200 science and evidence-based humane standards are awarded the American Humane Certified™ seal. Certified farmers create an environment that fosters the mental and physical wellbeing of animals by providing, among other things, appropriate space, lighting, air quality, food and water to their animals.



# FRESH INTEREST IN FARM TO FORK – COVID-ERA COOKING MEANS FAMILIES FIND AN INCREASED INTEREST IN THEIR FOOD’S ORIGIN

By Mel Coleman, Jr. and Robin R. Ganzert, Ph.D.



PHOTO: COLEMAN NATURAL FOODS

Families of all backgrounds are changing the way they eat amidst stay-at-home orders and extensive work-from-home policies. A whopping 85 percent of Americans have altered the way they prepare and consume food during this pandemic, according to the International Food Information Council's 2020 Food and Health Survey.

At the beginning of this year, at-home sit-down meals happened at scarce intervals during the week. During the pandemic, however, Americans are enjoying as many as 21 meals a week at home.

As you might imagine, with all of us cooking more, our curiosity about how the food we prepare journeys from farm to fork is also increasing. Recent reports suggest roughly a quarter of Americans are noodling on food during the pandemic.



This curiosity about where food comes from is raising the bar for food producers, particularly in the animal protein industry.

More than 9 in 10 consumers are concerned about farm animal welfare, and 65 percent look for third-party humane certification labels on food packaging, according to an American Humane survey. Public support for animal welfare, food safety, sustainability, taste and nutrition are converging as part of a growing public consciousness about how what we eat gets to the dinner table.



And it all starts at the farm. American Humane operates the largest farm animal welfare certification in the country, improving the lives of some 1 billion animals every year. We are constantly hearing from our farmers that farm animal welfare is indelibly linked to quality, sustainability, taste and all the other factors that make a product more desirable. Following our 200+ science-based standards for humane animal care is not something they take lightly.

Consider Coleman Natural Foods, one of the producers who work only with American Humane Certified™ independent farms. They ensure families can be confident that their all-natural pork products come from livestock that were raised the way nature intended.

Since 1875 the family-owned business has pioneered high standards in animal care. In the early 1980s Mel Coleman, Sr., worked with the USDA to set standards behind the term “natural” as it pertains to livestock raising practices, a progressive move as the “natural” foods market was coming to the forefront of consumer interest and public conversation.

Unfortunately, since that time the term natural has been diluted to simply mean “minimally processed and no artificial ingredients” and almost any product can now be labeled natural.

That is precisely why working with an organization like American Humane, to ensure all Coleman Natural farmers meet the high standards for animal care, is essential. Third-party certification gives consumers confidence that no matter where or what kind of pork product they buy from Coleman Natural, they are getting something they can feel good about.

As consumers “click to cart” from their couches, they have more time to research brands, seals and ingredient statements. Food brands are under a microscope and those that have the audits to prove their commitment to consumers will prevail.

We are excited about the renewed interest in food’s start at the farm level and look forward to more discussion and heightened awareness of the importance of animal welfare.

As Americans across the country are homing in on their preferences for food quality and safety, it’s time for farmers to amplify and educate consumers on the food story. For protein, it all begins with humane animal care, giving consumers confidence that the meat they purchase puts the welfare of the animal first, resulting in a better quality, great-tasting product.

*Mel Coleman, Jr., is the fifth generation of the founding Coleman family and continues to work with Coleman Natural Foods to pioneer standards in animal care. Robin R. Ganzert, Ph.D., is the president and CEO of American Humane.*



# TACO BELL CONTINUES COMMITMENT TO HUMANE EGGS



American Humane applauds Taco Bell, the world's leading Mexican-inspired quick-service restaurant brand, for continuing their commitment to sourcing eggs from American Humane Certified™ farms.

Taco Bell has been on a yearslong Food For All journey, seeking to evolve their menu and fill people's lives with unexpected good. The goal is to ensure that their fans never have to choose between their cravings and responsible food choices.

Like many restaurants and retailers, Taco Bell has noticed a shift in consumer priorities and concerns. They first took notice in 2016 of strong consumer demand for certified cage-free eggs. As a result, they recentered their supply chain around those issues, identifying suppliers that can provide systemic solutions to animal welfare issues. Today, Taco Bell serves 100 percent cage-free eggs, all certified by American Humane, in restaurants across the United States and Canada.

According to Taco Bell, by working with American Humane they can "be proud" that their eggs "come from hens raised in an open environment, where they can feel comfortable and display their natural behaviors."

Like all the producers, processors and retailers that American Humane works with, Taco Bell has kept sustainability and humane practices top of mind as they have evolved their operations to accommodate new coronavirus protocols.

American Humane is honored to help restaurants like Taco Bell deliver humane meals to people across the United States and Canada. By thinking and acting on a large scale, American Humane can deliver meaningful solutions to systemic problems.





# KREIDER FARMS BECOMES FIRST AMERICAN HUMANE CERTIFIED DAIRY IN THE NORTHEAST



Kreider Farms is officially the first dairy in the Northeast to be American Humane Certified™ for the outstanding care and handling of their cows.

"We are pleased and proud to be the first dairy farm in the Northeast to achieve American Humane animal welfare certification and we hope to be the first of many more to follow," said Ron Kreider, CEO and third-generation owner of Kreider Farms.

Kreider Farms is no stranger to the American Humane Certified™ program. For the past four years, their cage free laying hen operation has also been certified by American Humane. This year, the American Humane family is celebrating the 21st year of certifying farms and ranches for humane practices.







# CELEBRATE WARM WEATHER BY GRILLING HUMANELY



With the days growing longer and the weather warming up, families everywhere are excited by the onset of cookout season. Grill covers will be removed, propane and charcoal restocked, and the quintessential American tradition of backyard barbecues will commence. During this time, it is important for families to grill humanely.

Grilling humanely means considering the standards of welfare for animals on farms and ranches. American Humane encourages shoppers everywhere to seek out products that come from humane farms that have been audited and certified for their exemplary animal welfare policies and practices.

As the share of Americans who work direct on-farm jobs dwindles, it is important for organizations like American Humane to communicate effectively with consumers about what is important about on-farm welfare. Sadly, fewer Americans are working the jobs that used to keep them in close contact with their food source, now accounting for just 1.3 percent of total U.S. employment. That's why American Humane continues to aggressively communicate to the broader public the importance of third-party, science-based welfare programs that actually improve the living conditions of farm animals.

The voice of animal welfare needs to be impartial, informed by science and independent.

Over the past two decades, American Humane has seen tremendous growth in our American Humane Certified™ program and the ensuing interest in animal welfare from ethically minded consumers. Even if individual shoppers do not know all that goes into raising animals humanely, they trust the American Humane Certified™ seal to communicate which farms and ranches are going above and beyond industry standards to do right by the animals in their care.

As our certified producers continue their excellent work providing nutritious, delicious, affordable food to families, American Humane will continue diligently communicating to home cooks the necessity to grill and set humane tables this spring and summer. To kick off grilling season, try out this recipe for Chicken Souvlaki from our friends at Springer Mountain Farms.



## CHICKEN SOUVLAKI

## FRESH CHICKEN

### INGREDIENTS

- 1lb Springer Mountain Farms Boneless Skinless Thighs or Breasts, cut into 1" cubes
- 2 garlic cloves, minced
- ½ teaspoon ground cumin
- 3 tablespoons lemon juice
- 2 teaspoons dried oregano
- 2 tablespoons Greek olive oil
- 1 teaspoon pepper
- 1½ teaspoons salt
- 4 tablespoons gluten free chicken broth (if using sauté method)
- Juice of 1 lemon
- Tzatziki sauce
- Pita bread/lettuce leaves
- Bamboo Skewers

### COOKING INSTRUCTIONS

- If grilling, soak bamboo skewers in warm water for at least 30 minutes.
- Cut the chicken thighs/breasts into 1" cubes, place in a zipper top plastic bag and set aside.
- Prepare chicken marinade in a small bowl by combining minced garlic, cumin, lemon juice, oregano, olive oil and pepper.
- Pour marinade over chicken in bag, shake to coat all chicken pieces and let marinate 30 minutes or overnight in the refrigerator.
- Add salt just before you are ready to cook.
- Place marinated chicken pieces on the bamboo skewers that have been soaking.
- Grill over medium-high heat until internal temperature of chicken is 165°F. If sautéing cook in a non-stick skillet over medium-high heat for approximately 4 to 6 minutes, add chicken broth, and continue to sauté until the chicken is fully cooked (about 4 more minutes).
- Drizzle lemon juice over cooked chicken.
- Serve with a salad or on pita bread or lettuce wraps with tzatziki sauce.





## AWARD-WINNING FILM CONTINUES TO SWEEP GLOBE

*Escape from Extinction*, American Humane's award-winning conservation documentary film, is taking the animal and film world by storm. Narrated by Academy Award winner Dame Helen Mirren, the film opened as the nation's #1 documentary in 94 theaters across the country and takes viewers on a dramatic trip around the world to explore the imminent disappearance of one million species during the "Sixth Mass Extinction" now taking place. Despite these threats, the film also shows that there is hope as animal experts, conservationists, animal scientists, veterinarians, bioethicists, and others at leading zoological organizations across the globe work to pull endangered and disappearing species back from the brink.

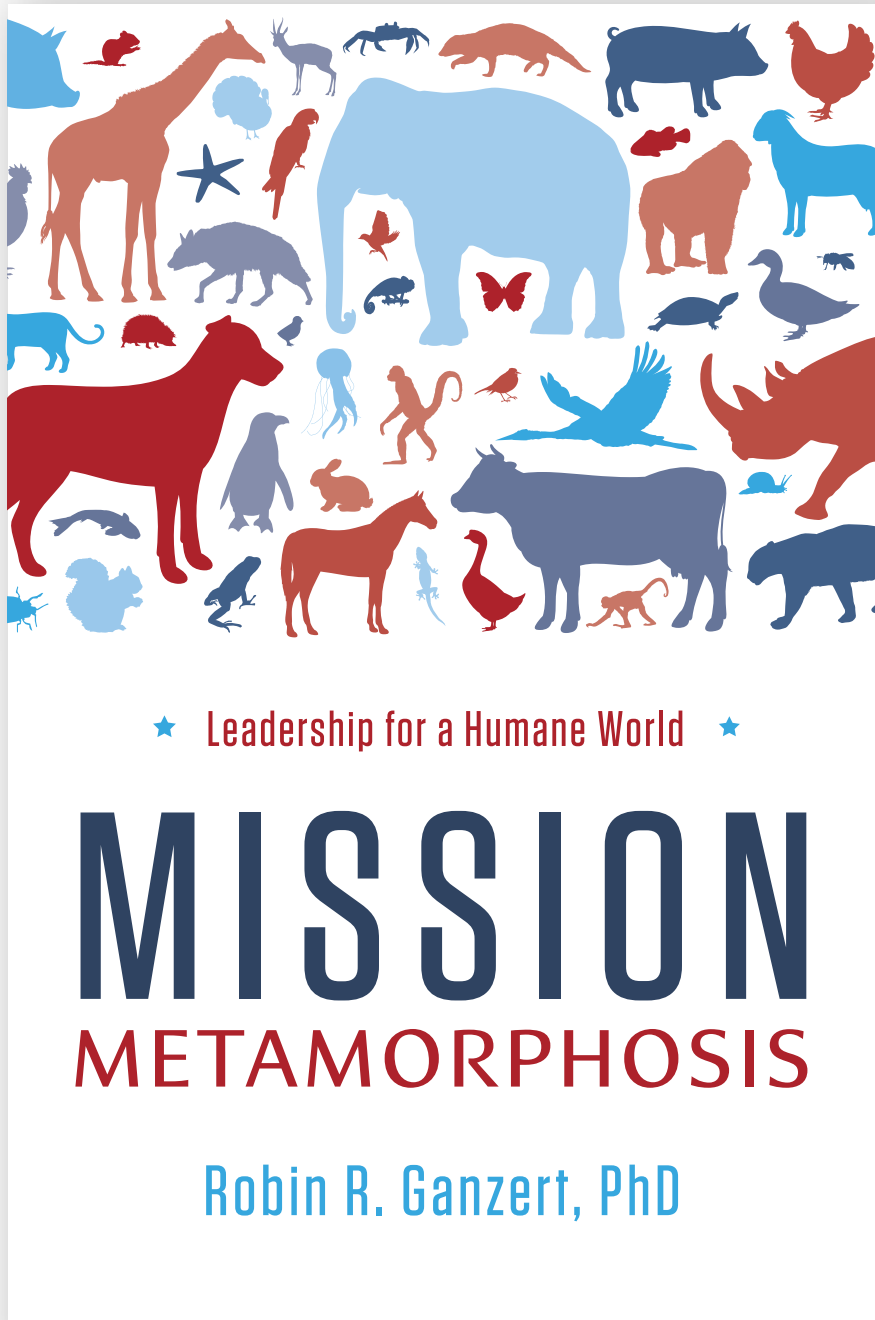
The film was named the "Best Environmental Documentary" of 2020 at LA DOC Los Angeles Documentary Film Festival and has already become a favorite at leading film festivals, receiving hundreds of requests for screenings by conservation organizations, universities and private groups. *Escape from Extinction* already has a major distributor in the United States and Australia and is in the process of nailing down deals in Germany, France and the United Kingdom.

Proceeds from the beautifully shot 90-minute documentary, which was directed by Emmy Award-winning Matt Brady of MRB Productions and features music by Grammy winner Lisa Loeb, will support American Humane, helping to further its work to protect animals around the world, including saving, sheltering, and improving the lives of some one billion animals annually.

"We are excited to share *Escape from Extinction* with audiences around the world," said American Humane President and CEO Dr. Robin Ganzert, who conceived and spearheaded the documentary and served as its executive producer. "We hope this important film will inspire people to take action to protect and preserve critical species on the brink of disappearing."

## GOT YOUR COPY?

*Mission Metamorphosis*, the inspirational guide from American Humane CEO Dr. Robin Ganzert, tells the story of how she not only helped save the world's leading animal charity but increased its reach in helping rescue, shelter, feed and protect vulnerable creatures in every area around the globe by nearly 2,000 percent! *Mission Metamorphosis* debuted as the #1 Animal Rights eBook on Amazon's bestseller list and Goodreads fans gave it an impressive four stars. The book, which is filled with poignant stories as well as sound advice for nonprofit leaders on how to achieve mission-driven success, has been included in *Texas CEO Magazine's* monthly roundup of notable books, highlighted on Just Jenny, a nationally broadcast Sirius XM radio show, and included on the 2020 Porchlight Business Book Awards longlist. Best of all, proceeds from book sales go back to American Humane to further its critical work to protect animals around the world. *Mission Metamorphosis* is published through Fast Company Press and available through Amazon, Barnes & Noble, Books-A-Million or your local bookstore. Be sure to get your copy today!







## PLEASE CONSIDER MAKING A GIFT TO AMERICAN HUMANE

Donate today to help American Humane continue our lifesaving work for animals across the United States and around the world and learn how you can leave a legacy of compassion to help ensure American Humane will always be first to serve animals in need.

To make your gift, visit us online at [www.AmericanHumane.org/get-involved](http://www.AmericanHumane.org/get-involved), by phone at (800) 227-4645, or via mail at 1400 16th Street NW, Suite 360, Washington, D.C. 20036.

American Humane has helped animals in need since 1877. More than 91 cents of every dollar spent goes directly to our programs and we are the only national humane organization with Charity Navigator's highest "4 Star Rating."

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