San Diego Good Food Purchasing Program: Animal Welfare
John Millspaugh  john@farmforward.com

SD GFPP: Animal Welfare Standards

Farm Forward is a national nonprofit comprised of strategists, campaigners, and thought leaders working to change the way our world eats and farms.

Consumer Trends
Demand for higher welfare is growing

95% believe that farmed animals should be well cared for.

89% think food companies requiring good treatment of farmed animals are doing the right thing.

Source

Consumer Preferences for Farm Animal Welfare: Results of a Nationwide Telephone Survey

Jayson L. Lusk
E. Bailey Norwood
Robert J. Doughty
Department of Agricultural Economics
Oklahoma State University
Consumer Trends
Demand for high welfare is growing

81% say that chickens should be treated humanely.

78% think that raising chickens humanely leads to safer products.

76% say that they wish there were more humanely raised products available near them.

Source: Edge Research - Humane Treatment of Chickens Raised for Food, 2014
Our analysis...shows a consistent positive association between meat consumption and obesity measures among U.S. adults.

A pro-vegetarian diet that emphasizes a higher proportion of plant-based foods compared to animal-based foods may help lower the risks of dying from heart disease and stroke by up to 20 percent.

The future of health care will involve an evolution toward a paradigm where the prevention and treatment of disease is centered, not on a pill or surgical procedure, but on another serving of fruits and vegetables.

When it comes to American health the research shows one thing very clearly: We all need to eat more plants and less meat.
The livestock sector is

- the largest contributor to global water pollution
- a leading driver of global deforestation
- linked to one third of global biodiversity loss

**LESS MEAT:**

"Make unprocessed or minimally processed foods and beverages, mainly of plant origin, the foundation of all offerings."

"Prioritize plant-based foods, including protein and dairy alternatives."

**Do you know how much WATER it takes to CREATE the food you eat?**

- Burger bun top = 11 Gallons
- Lettuce = 1.5 Gallons
- Tomato slice = 3 Gallons
- Cheese slice = 26 Gallons
- Meat patty = 616 Gallons (!)
- Burger bun bottom = 11 Gallons

Answer: It takes 698.5 GALLONS of WATER to make a single Cheeseburger!
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<thead>
<tr>
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<th>Replace animal products with plant-based proteins</th>
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<tbody>
<tr>
<td>YEAR 1</td>
<td></td>
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<tr>
<td>BASELINE</td>
<td>15% of volume</td>
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<tr>
<td>TARGET</td>
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“Better?”

“A Better Valley® Free Range Chicken

“A Better?”
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“Better?”

Roaster
Without Neck & Giblets
ENHANCED WITH UP TO 17% OF A SEASONED SOLUTION™

All Vegetarian Diet
No Animal By-Products
Raised Cage Free

No Hormones or Steroids Added™

Better Meat: Buy Certified!

BETTER MEAT: “Prioritize organic and sustainable products”
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ANIMAL WELFARE

<table>
<thead>
<tr>
<th>DAIRY</th>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
<th>LEVEL 3</th>
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<tr>
<td></td>
<td>Certified Humane, or</td>
<td>PDO 100% Grassfed</td>
<td>Animal Welfare Approved</td>
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<tr>
<td></td>
<td>USDA Organic**</td>
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| EGGS**                 | Certified Humane, or                        | American Humane Grassfed, or                 | Animal Welfare Approved, or                  |
|                        | USDA Organic**                             | Certified Humane, or                        | Certified Humane, or                         |
|                        |                                              | PDO 100% Grassfed, or                       | USDA Organic**                               |
|                        |                                              |                                              |                                              |

| POULTRY                | Certified Humane, or                        | Certified Humane, free range**              | Animal Welfare Approved, or                  |
|                        | USDA Organic**                             | EPA-Humane Free Range, or                   | USDA Organic**                               |
|                        |                                              |                                              |                                              |

| BEEF                   | Approved American Grassfed, or             | PDO 100% Grassfed, or                       | Animal Welfare Approved, or                  |
|                        | USDA Organic**                             |                                              | Certified Humane, or                         |
|                        |                                              |                                              | USDA Organic**                               |

Replace animal products with plant-based proteins

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<th>YEAR 1 BASELINE TARGET</th>
<th>15% of volume</th>
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<td>YEAR 5 BASELINE TARGET</td>
<td>25% of volume</td>
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GFPP on the ground: Oakland, California

Shifts in Animal Products Purchased by Oakland Unified School District

GFPP on the ground: Oakland, California

Saved 42 million gallons of water
14% reduction in the carbon footprint of its entire food purchases
Cost savings

63 Olympic sized swimming pool
15,000 trees planted
87 solar systems installed on the school district rooftops

Savings

$42,000
Thank you!

John Millspaugh
john@farmforward.com