FACT’s Fund-a-Farmer Project
Humane Farming Webinar Series

“UNDERSTANDING FARM ANIMAL WELFARE CERTIFICATIONS”

FEBRUARY 2, 2017
**Introductions**

Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

FACT’s **Fund-a-Farmer Project** awards grants and facilitates peer-to-peer farmer education to increase the number of animals that are raised humanely in this country.
Farm Animal Welfare Certification

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The ASPCA

- The American Society for the Prevention of Cruelty to Animals (ASPCA)
- Based out of New York, New York
- Founded in 1866
- The ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States
CAFS

- Vermont Law School’s Center for Agriculture and Food Systems (CAFS)
- Based out of South Royalton, Vermont
- Founded in 2012
- CAFS has a dual mission: to train the next generation of food and agriculture advocates and entrepreneurs, and to create innovative legal tools supporting the new food movement
Farm Animal Welfare Certification

1. Overview of the Guide
2. Why Animal Welfare Approved, Certified Humane and Global Animal Partnership?
3. The Business Benefit of Certification
4. The Certification Process
5. Funding Opportunities
6. Question and Answer
Overview

- Business Benefit
- Comparison Charts
- In-Depth Sections
- Farmer Case Studies
- Available Funding Sources
- Labeling Requirements

This guide covers three animal welfare certification programs:

- Animal Welfare Approved (AWA), a program of A Greener World (AGW)
- Certified Humane® (CH), a program of Humane Farm Animal Care (HFAC)
- Global Animal Partnership (GAP)

First, this guide provides a “Quick Compare” chart highlighting key characteristics and distinctions between these three programs. Following this programmatic overview chart are multiple “Standards Comparisons” charts focusing on particular welfare standard distinctions between the three certifications. These charts are organized by species, including beef cattle, broiler chickens, dairy cattle, laying hens, pigs and turkeys. After these comparative overviews, “In Depth” sections for each certification program describe:

- Program history
- Standards
- Certification & audit processes
- Labeling rules
- Marketing support
- Costs

Additionally, this guide provides case studies illustrating farmers’ experiences with program participation, examples of different sources of funding for transitioning farms and an overview of federal product labeling requirements.
Why AWA, CH and GAP?

Why Animal Welfare Approved, Certified Humane® and Global Animal Partnership?

**Transparency.** Standards and certification processes are publicly available and clear.

**Rigor.** Animal welfare standards are meaningfully better than conventional, with enriched, cage-free environments as a baseline.* According to each program, 100% of the standards are required to pass an audit, systems are in place to address non-compliance and standards are routinely reviewed to reflect best practices.

**Independent audits.** Generally, require regular, on-site audits to confirm compliance with certification standards.

**National presence.** Each program certifies farm and ranch businesses nationally. The standards are applicable to all climates in the United States (not regional), marketed and recognized across the country.
The Business Benefit

- Consumer Demand
- Corporate Commitments
- Media Focus
- Market Access
- Value-Added Product

67% of consumers state they would purchase welfare-certified products even if it means a modest rise in price. (2016 Lake Research Partners Survey)

Farmers report receiving double-digit premiums for welfare-certified products.

84% of consumers view “better living conditions for farm animals” as “very important” or “important.” (2015 Consumer Reports Survey)

74% of consumers say they are paying more attention than they were five years ago to labels reflecting how animals are raised. (2016 Lake Research Partners Survey)
The Certification Process

1. Do Your Homework
2. Apply
3. Audit
4. Certify
5. Maintain
1. Do Your Homework

- Look into the different certification options to see which program would be the best fit for your farm
  - What species are covered?
  - How much does it cost?
  - What do the welfare standards require?
  - What records do I need?
2. Apply

- Once you’re confident that your farm meets the standards of your chosen certification program, it’s time to apply!
  - Applications accepted online or via mail
  - Depending on the program, may involve an application fee
  - All information from the application is confidential
3. Audit

- After the certification program receives your application, the next step will be to schedule an audit.
- The cost of the audit varies depending on the program.
- Generally, involves an in-person visit to the farm to inspect procedures, facilities, animals and records.
- Depending on the certification program, an audit of your slaughterhouse may be required as well.

Audit Part 1: On-farm Activity

- **Discussion.** The auditor will meet with farm managers and employees to discuss their roles and responsibilities as well as their knowledge of key AWA requirements.
- **Observation of Procedures, Facilities, Animals.** The audit will observe the farm facilities and practices involved in housing the farm animals (if applicable) and the storage of feed and medicines. The auditor may also arrange to inspect storage and in-store handling of products. The auditor will also observe the animals, their physical condition and all of the practices involved in raising them. The auditor will carry out some welfare outcome measurements – e.g. body condition score, lameness, dirtiness, as part of the audit. The auditor may also arrange to inspect transport of livestock.
- **Review of Records.** The auditor reviews records related to the source of all meat and livestock products, the management of the farm business and other relevant AWA standards (see record requirements above under “AWA Standards”).
- **Exit Interview.** At the end of the audit, the auditor will meet with you to summarize his or her findings and provide you with an overview of the observed nonconformances, if any. During this meeting, you have the opportunity to provide corrections, clarifications and additional information.
- **Overall Length.** The length of the audit varies depending on the size and complexity of the operation. According to AWA, most audits take half a day to one day. Farmers are required to be present and available for the duration of the audit.
4. Certify

• If you successfully pass your audit, complying with 100% of the certification’s requirements, you are officially certified!

• Follow the appropriate steps to use the certification label and submit FSIS Form 7234-1 for approval from the USDA
5. Maintain

- Stay on top of record-keeping requirements
- Report any substantive changes in your farm/farming practices
- Comply with annual audit requirements
- Take advantage of marketing support and technical assistance offered by your certification program

AWA MARKETING SUPPORT

AWA provides free marketing support to certified AWA farmers. According to AWA, its Marketing, Public Relations and Outreach teams have the capacity to assist you by:

Marketing Your Products
- Writing and distributing press releases about your farm
- Featuring news about your farm on AWA's website, blog, print newsletter and press releases
- Listing your farm and retailers offering your products on AWA's online searchable database

Facilitating Networking and Events
- Helping you develop relationships with retailers, restaurants and farmers markets
- Hosting events to promote your products
- Attending conferences or workshops with you to help improve your and the program's visibility

Providing Marketing Materials
- Providing you a kit of promotional materials, including brochures, signs, pens, magnets, note pads and sticky notes
- Providing you free signage (both metal gate signs and farmers market banners)

Offering Marketing Advice
- Advising you regarding online marketing, social media (AWA Guide to Using Social Media) and more traditional forms of marketing
- Assisting you with label design and USDA-FSIS approval, including:
  - Meat Labeling 101 Guide
  - Label Gallery of Current AWA Products
  - AWA Egg Carton Order Form
- Advising you on using photos for marketing purposes (Taking Pictures of Your Farm)

For more on AWA marketing support, visit the AWA Marketing Support Webpage.
Funding Opportunities

• Downstream Subsidies
• Non-Profit Organizations
• Federal Programs
• State Programs

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<th>GRANT PROGRAM &amp; ORGANIZATION SPONSOR</th>
<th>GRANT CAP</th>
<th>DESCRIPTION</th>
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<tr>
<td>Fund-a-Farmer Project&lt;br&gt;Food Animal Concerns Trust</td>
<td>$2,500</td>
<td>For livestock and poultry farmers making on-farm changes to improve farm animal welfare, including transitioning to pasture-based systems; enriching the conditions in which farm animals are raised; and improving the marketing of humane products.</td>
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<td>Good Husbandry Grants&lt;br&gt;Animal Welfare Approved</td>
<td>$5,000</td>
<td>For farms that are currently Animal Welfare Approved, have completed an application to join the program, or slaughterhouses that are working with AWA farms or have consented to be reviewed by AWA to improve farm animal welfare.</td>
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<td>Agriculture Reinvestment Fund&lt;br&gt;Rural Advancement Foundation International</td>
<td>$8,000-$10,000</td>
<td>For innovative and entrepreneurial farmers and collaborative food and farm businesses located in North Carolina to develop new sources of agricultural income to enhance their sustainability and financial viability.</td>
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<td>The Frontera Farmer Foundation&lt;br&gt;Frontera</td>
<td>$12,000</td>
<td>For capital development by small, sustainable Midwestern farms serving the Chicago area. Past grants have supported farm efforts to improve animal welfare.</td>
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Thank you!

Please type your questions!

Don’t forget you can download the guide at aspca.org/farmcertification