



**GOOD FOR ANIMALS
GOOD FOR PEOPLE
GOOD FOR BUSINESS**

THE HUMANE TOUCH.

At the Farm Foundation Forum



Farm Animal Program Of
AMERICAN HUMANE

Protecting Children & Animals Since 1877



**Backed By
131 years of Welfare History
1877 to today**

The Humane Touch™





AMERICAN HUMANE

Protecting Children & Animals Since 1877

PROGRAMS



Animal Emergency Services

Every day, emergencies take place -- natural disasters, large-scale animal abuse cases, puppy mill seizures. When disasters strike, animals are too often left in jeopardy. Many perish. American Humane's Red Star Animal Emergency Services responds to emergencies across the country to rescue, treat and shelter animals. We also help people prepare for disasters before they strike. When the unthinkable happens, we make sure vulnerable animals will stay safe.



Farm Animals

The food you eat may be organic or from animals that were raised "cage-free." But were the animals that produced your food treated humanely? The American Humane® Certified program ensures that farm animals are given a "humane touch." American Humane works with meat, poultry, egg and dairy producers, guaranteeing customers that the products they select are from animals that were raised and treated humanely throughout their lives.



Leadership Development

Developed in collaboration with the Society of Animal Welfare Administrators, American Humane's Leadership Development Program is a series of trainings in shelter operations, management, fund-raising and other important areas. The valuable program provides shelter professionals with support, guidance and mentorship, granting them advanced credentialing to create and follow their career paths.



Getting to Zero®

An estimated 3.7 million animals have to be euthanized in America's shelters every year -- not because they are unlovable and bad, but because there simply are not enough homes for them. By sharing best practices in spaying and neutering, promoting adoptions and the human-animal bond, and partnering with other animal welfare organizations, American Humane is "Getting to Zero" and creating a world where no adoptable, treatable animal will have to be put down.



No Animals Were Harmed®

In movies, television shows and commercials, animals are featured as loveable sidekicks and key characters, enriching every plot and celebrating the human-animal bond. But who makes sure these animals are treated humanely and that their needs for food, water, safety and security are met? American Humane's Film & TV Unit has monitored the animal action on sets since 1941. From the mightiest of horses, to the smallest of rodents, American Humane makes sure "No Animals Were Harmed."



Shelter Services

Trainings, grants, job postings, networking, industry announcements -- shelters and shelter professionals get the information and support they need through American Humane's Shelter Services. From our regional trainings to our quarterly member publication, Protecting Animals, American Humane's Shelter Services connects animal welfare professionals for a better world for animals.



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Program Overview

Tim Amlaw
Director
Farm Animal Program



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Animal Welfare as it relates to Production Agriculture

What is Animal Welfare in our lives today?

American Humane Believes it is the understanding of:

People
Animals
Community

Since 1877 American Humane has been in the fore front of solutions based approaches to the welfare of Children and Animals in our communities.

Applying the disciplines of science, and using a interdisciplinary approach, we have built a bridge between the social relationship of people and animals and their communities.

Specifically in Agriculture, American Humane Certified has applied an on the ground science-based approach, working with and in communities, to effect the ongoing awareness of the role of animals in our lives; in the food we eat, the humane care they need, and the benefit they provide to our commerce.



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Animal Welfare as it relates to Production Agriculture

Today more than 68% of all consumers connect to the importance of humane care. They find it more recognizable than organic or natural in their food selections.

However the communications bridge between the communities of humane care needs improvement.

These communities; the farmer, the transporter, the processor, the distributor, the grocer, the restaurateur, and the consumer, all need to recognize the roles they play in the animal's lives and the food they provide.

By recognizing the humane care of animals in these roles we can build a future of continued best practices in the food animals we raise. No one part of this equation is immune, and the cost for care must be borne by all.



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Animal Welfare as it relates to Production Agriculture

Guarantees of good animal care must be given and verification must be provided. Full and transparent science based approaches must be applied in the living systems of the animals, and the handling of the animals during their lives, must be beyond reproach. Equally as important the food forms the animals provide must be safe and affordable for consumers.

The communities that surround animal care and food care must be prosperous and efficient, while oversight must provide continued ongoing trust communications.

American Humane and American Humane Certified provide this bridging partnership and third party oversight for all the communities. Through reasoned applied science so that the farmer and consumer can have transparency and trust in the food we produce and eat.



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American Humane Certified Program Overview

- Guidelines/Standards (*First Farm Certification Program in the US*)
- Scientific Advisory Committee (*Top Animal Scientist in each species*)
- Scientific Advisory Fellows
- Auditors (ISO trained and all Agricultural backgrounds)
- Audit Process, fully scored
- Online humane training (launching in 2009)
- True Humane Tracking / 3-tiered audit process
- Engage the Farmer, Processor, Retailer and Consumer



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Providing a Resource for

Accountability. Transparency. Reliability. Consistency.



New Management Tools
“True Humane Tracking”
www.thehumanetouch.org

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The Three Tiered Audit System

1. On-site audits [Layers.pdf](#)
2. On-line monitoring software
3. Video monitoring “24/7”
- 4.



American Humane Certified The Humane Touch.mht



Innovation:

Video “real-time” for Immediate Corrective Action



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International Layer Study

Evaluation of the Welfare, Health, and Performance status of
Laying Hens under Intensive and Extensive production systems.



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Animal Welfare as it relates to Production Agriculture

Consumer demand for humane food choices is growing

- 58% of Consumers are willing to spend 10% or more for Humanely Raised Food*

- 85% of Consumers are willing to change brands or buying habits for a good cause+

- Women Shoppers rank the Humane Label as more important than other labels, such as Organic and Natural***

- *Public Opinion Strategies- 2007 Study for AHA

- +Edelman Good Purpose Study 2007



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