

2014 Humane Heartland™ Farm Animal Welfare Survey







American Humane Association, the first national humane organization and founded in 1877 on farm animal welfare, recognizes that families have choices in what they wish to eat, but we believe that all animals – *those in our homes, those serving in our nation's military, those raised on our farms and ranches* – deserve to be humanely treated.

Farm animal welfare is a growing issue of importance in this country as values-driven consumers seek to better understand the role of animals in food production. Americans have always celebrated choice on a host of decisions, including what is served at family dinner tables. And for many families, animal protein remains a staple in their diets.

American Humane Association recently launched its second national survey to determine where consumers landed on the issue of humanely raised products. With more than 5,900 survey participants, the results showed continued concern about farm animal welfare, as well as ongoing consumer support for humanely raised labels. The results included that:

- 94.9% stated they were very concerned about farm animal welfare, versus 89% in the 2013 study.
- 75.7% stated that they were very willing to pay more for humanely raised meat, dairy and eggs. The 2013 study indicated that 74% were very willing to pay more for humanely raised products.
- The “humanely raised” label was ranked as the highest in importance over “antibiotic free,” “organic,” and “natural” for the second year in a row.

Our American Humane Certified™ farm animal welfare program, the nation's first, largest and fastest-growing independent third-party audit program dedicated to the humane treatment of farm animals, reached a milestone with **one billion animals** audited under the science-based certification standards in 2013. Major strides have been made in a few short years to ensure the health and welfare of farm animals, as this now represents 10 percent of animals raised on American farms and ranches.

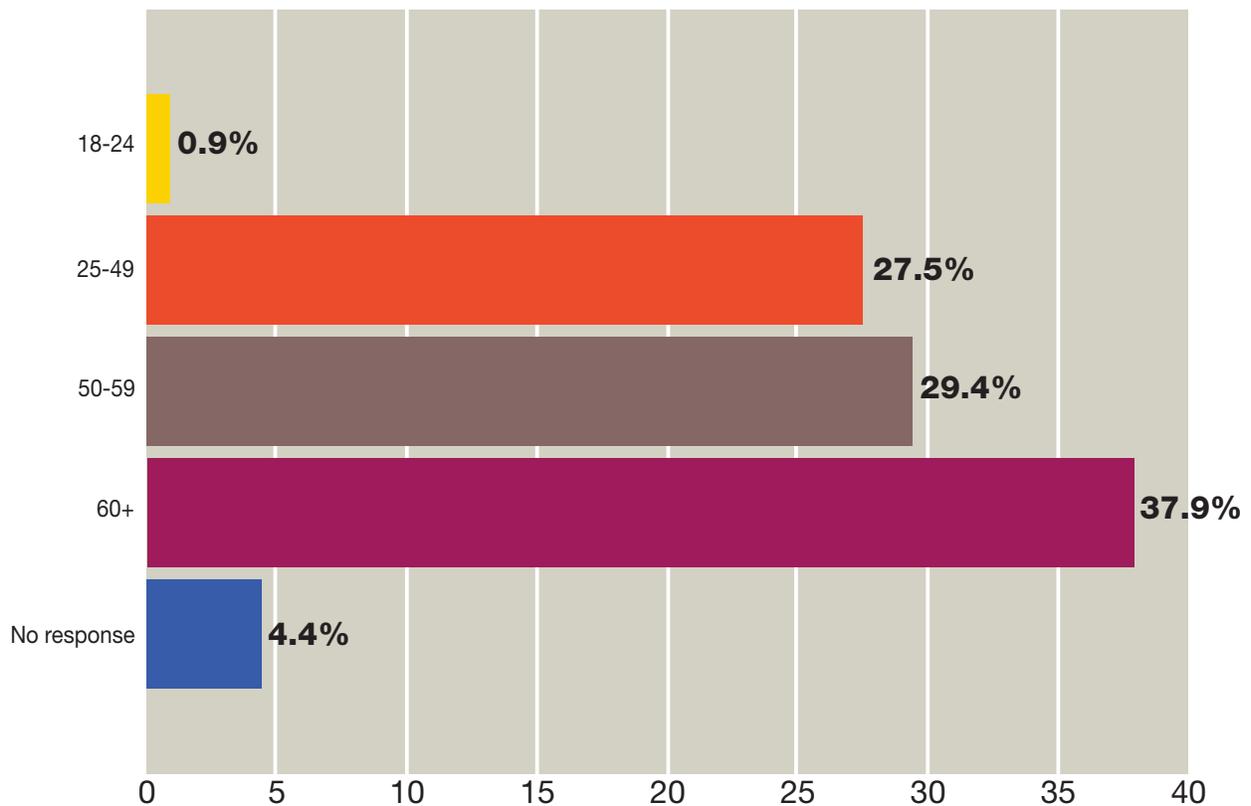
Join American Humane Association as we celebrate the *Humane Table* this Thanksgiving season.

Robin R. Ganzert, Ph.D.
President and CEO
American Humane Association
November 13, 2014

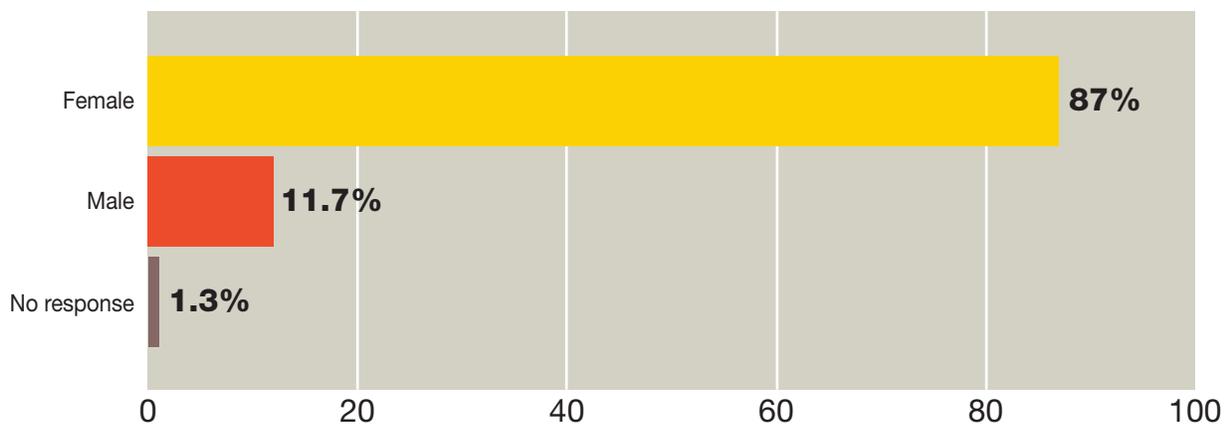
The Humane Heartland™ Farm Animal Survey results are based on information gathered from 5,978 participants over a month-long period in the fall of 2014.

Survey Demographics

Age of Respondents

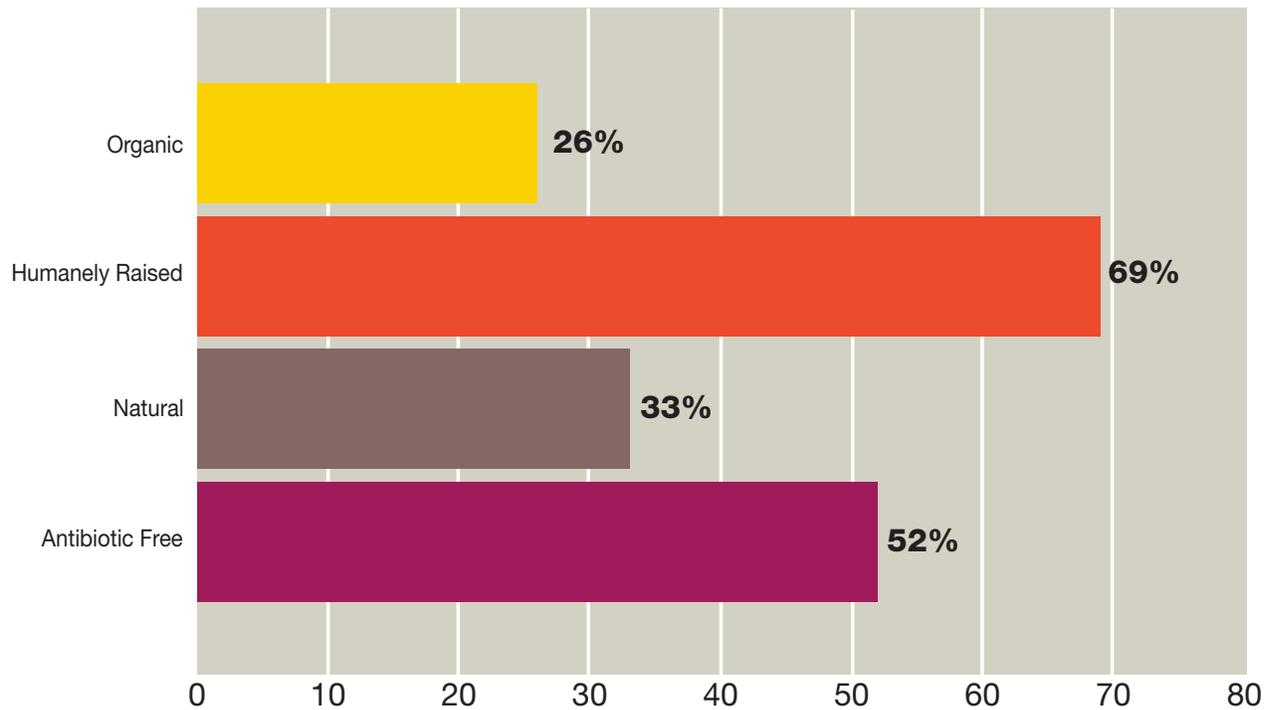


Gender



Survey Results

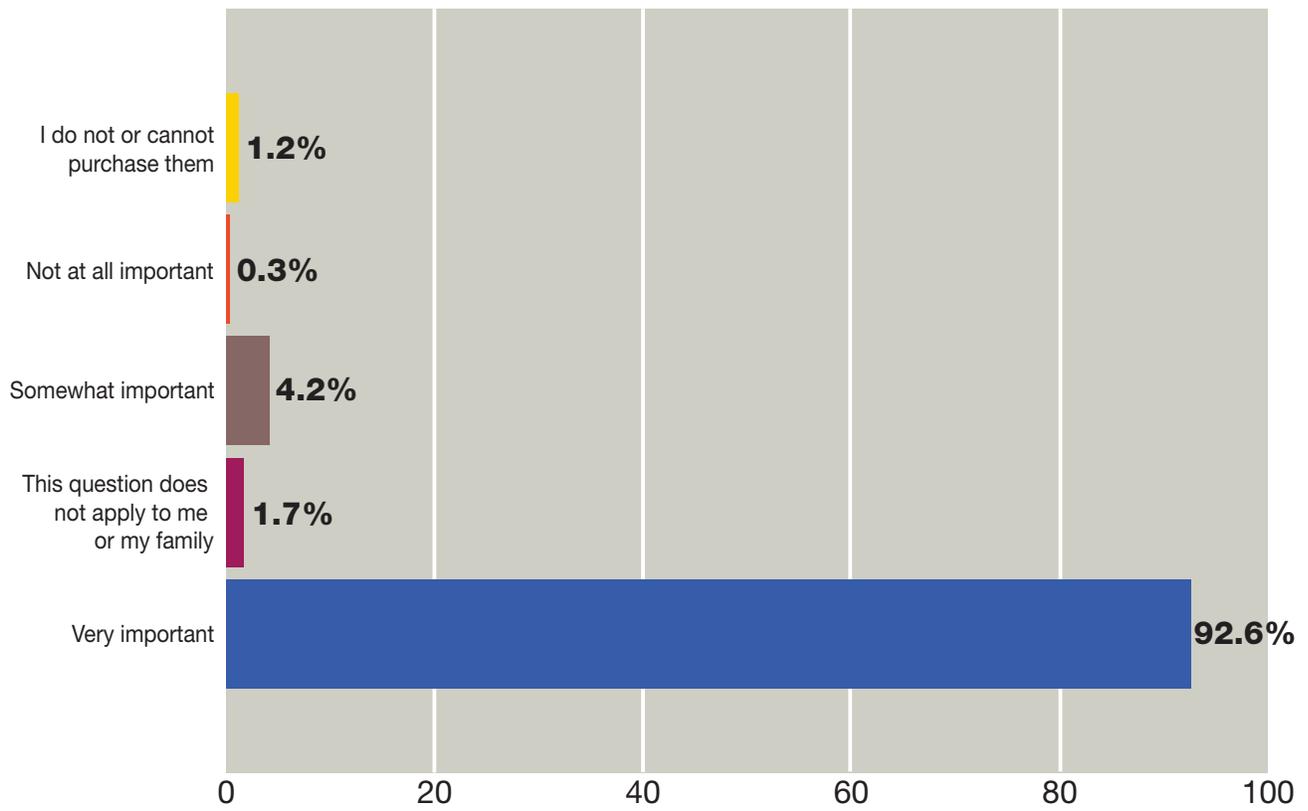
Please rank in order of importance each of the following labels:
Rating Scale: 0 = Not at all important, 100 = Absolute necessity



“I see farm animal welfare as the number one animal welfare issue in the U.S.”

– Survey Participant

How important is it to buy humanely raised products?



“The humane treatment of farm animals is extremely important and needs to be a top concern in this country. Not just because ethically it is the right thing to do, but it is also better for the health of this nation.”
– Survey Participant

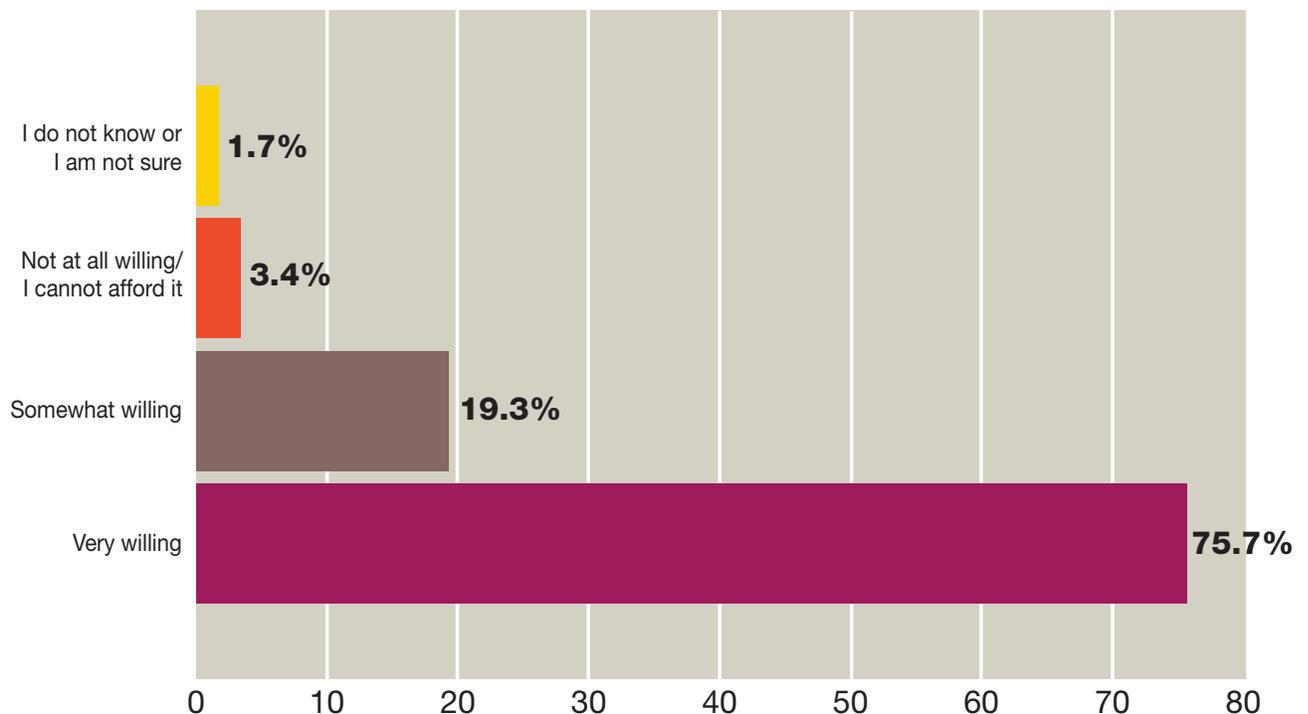


“While I am willing to pay more for these products, I realize that most people are not. We need to both educate and try to lower the cost of humanely produced food and other products.”

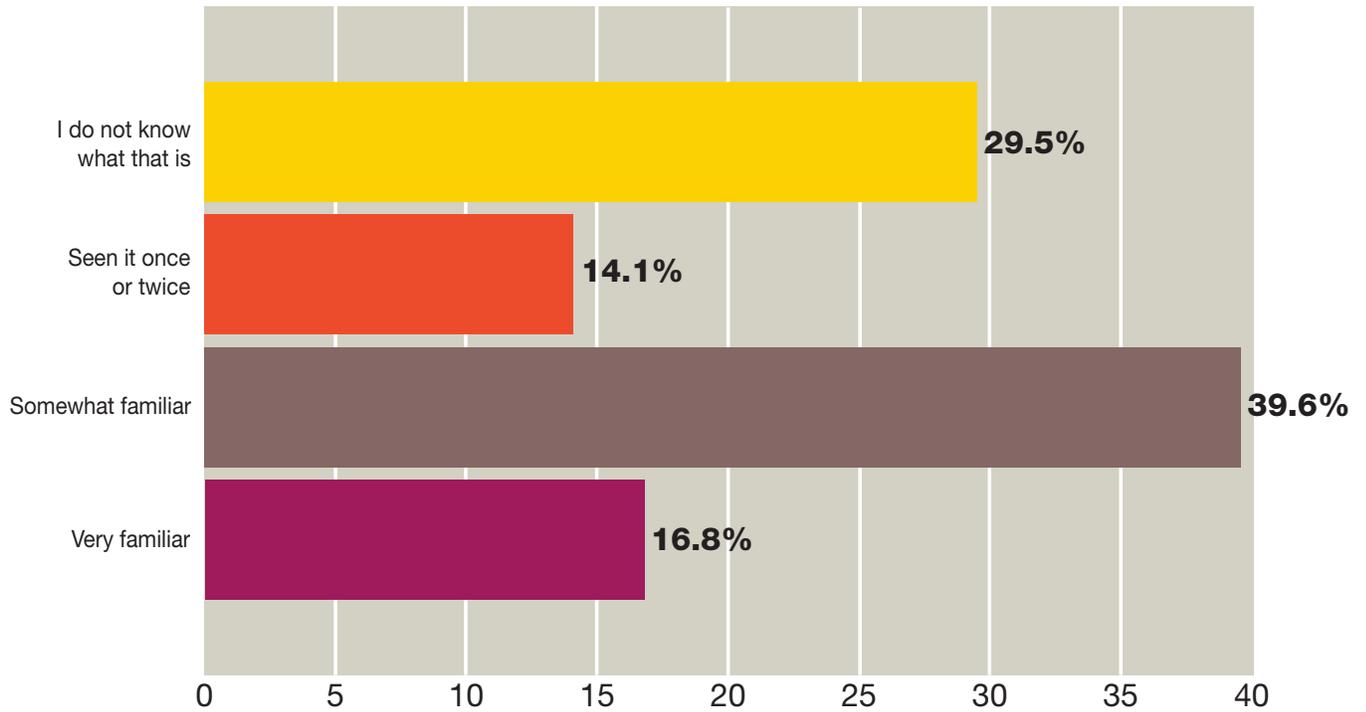
– Survey Participant



As a consumer, are you willing to pay more for humanely raised products?



How familiar are you with the American Humane Certified™ label?

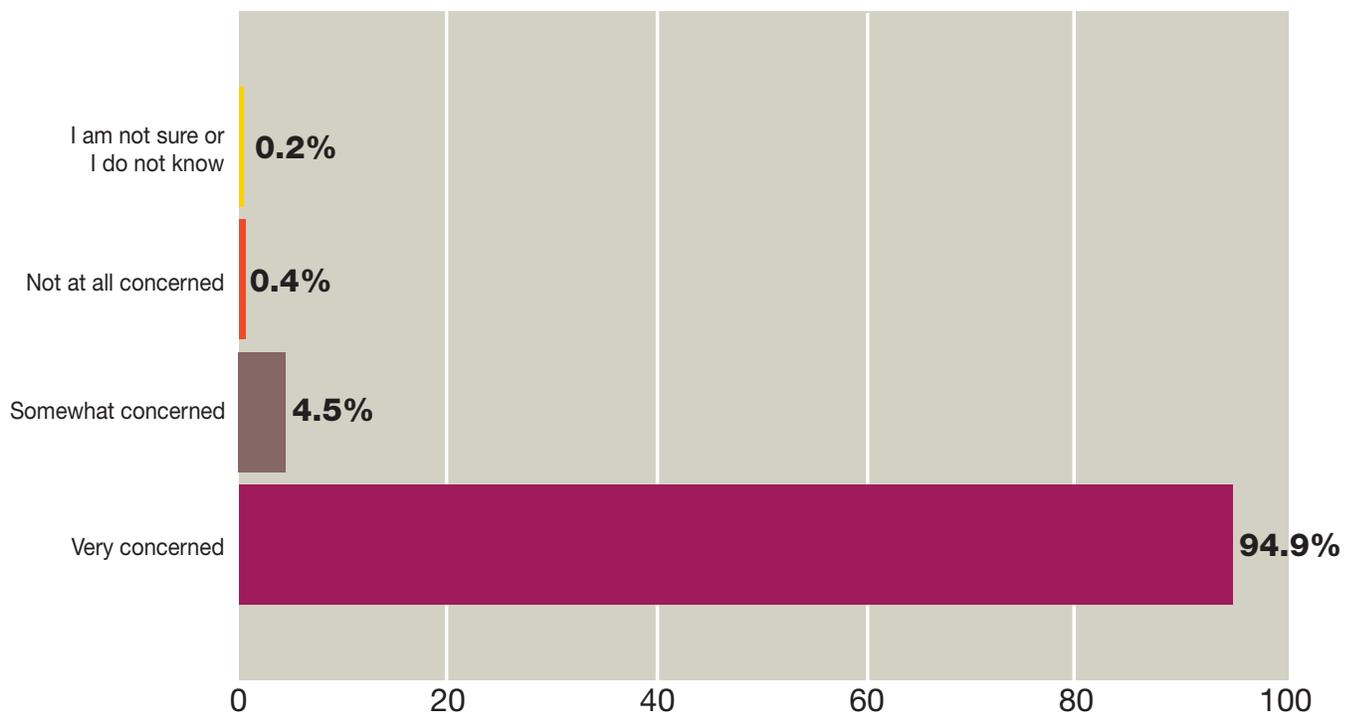




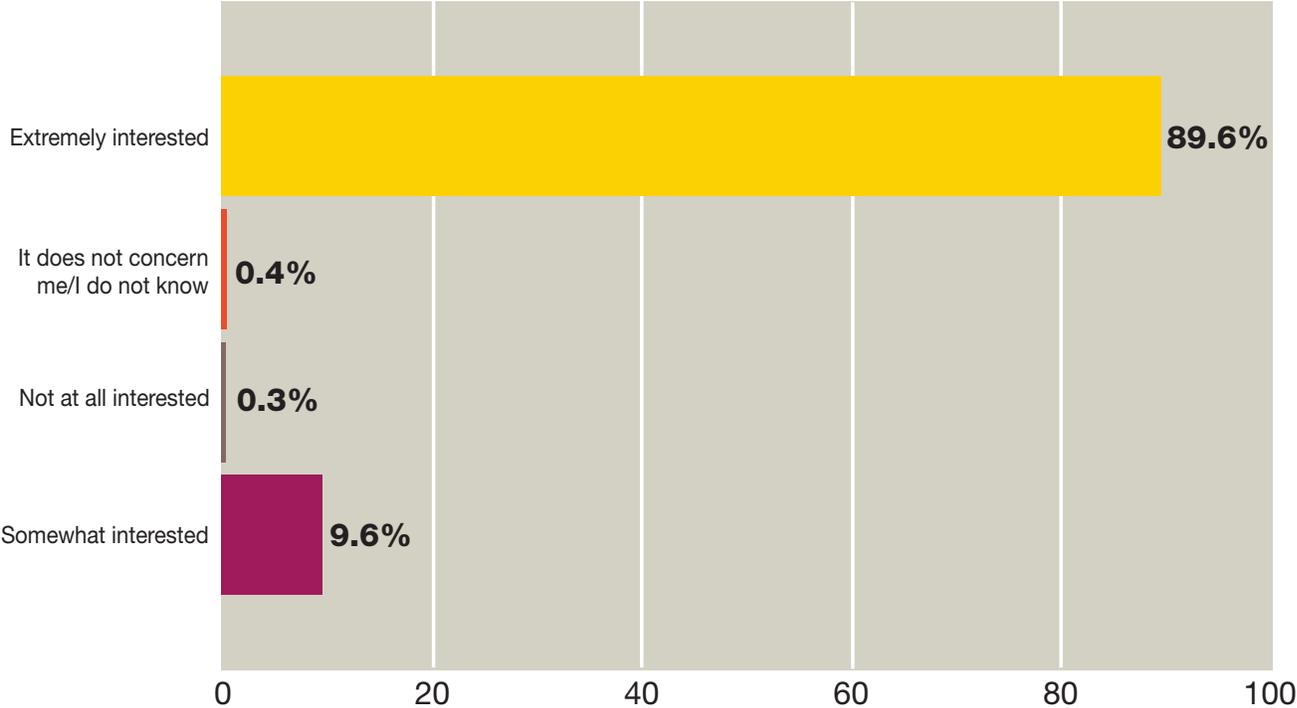
“Humane treatment of animals who help sustain us as food not only helps the animals, but helps us as a society be better stewards and consumers.”

– Survey Participant

How concerned are you about farm animal welfare?



How interested are you in supporting the humane treatment of farm animals?



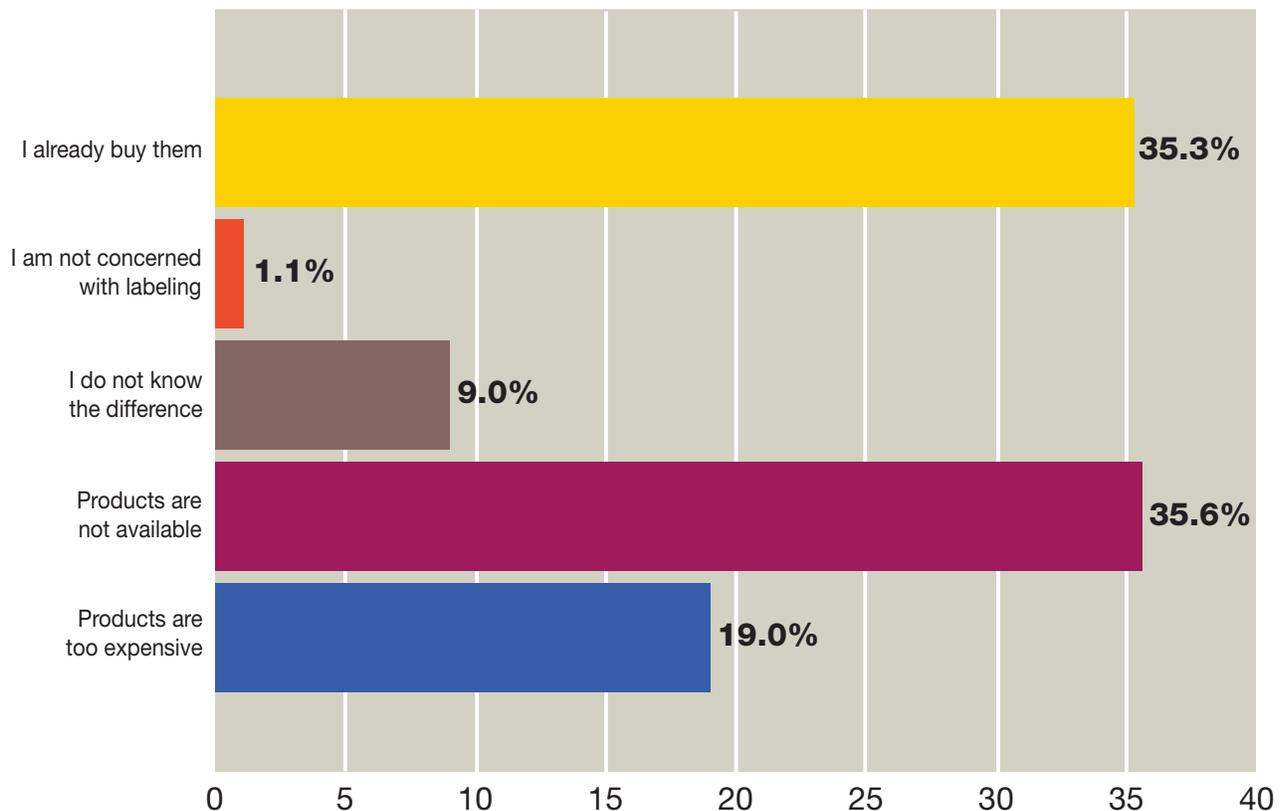
“Humanely raised animals mean healthier animals and ultimately healthier people.”
– Survey Participant



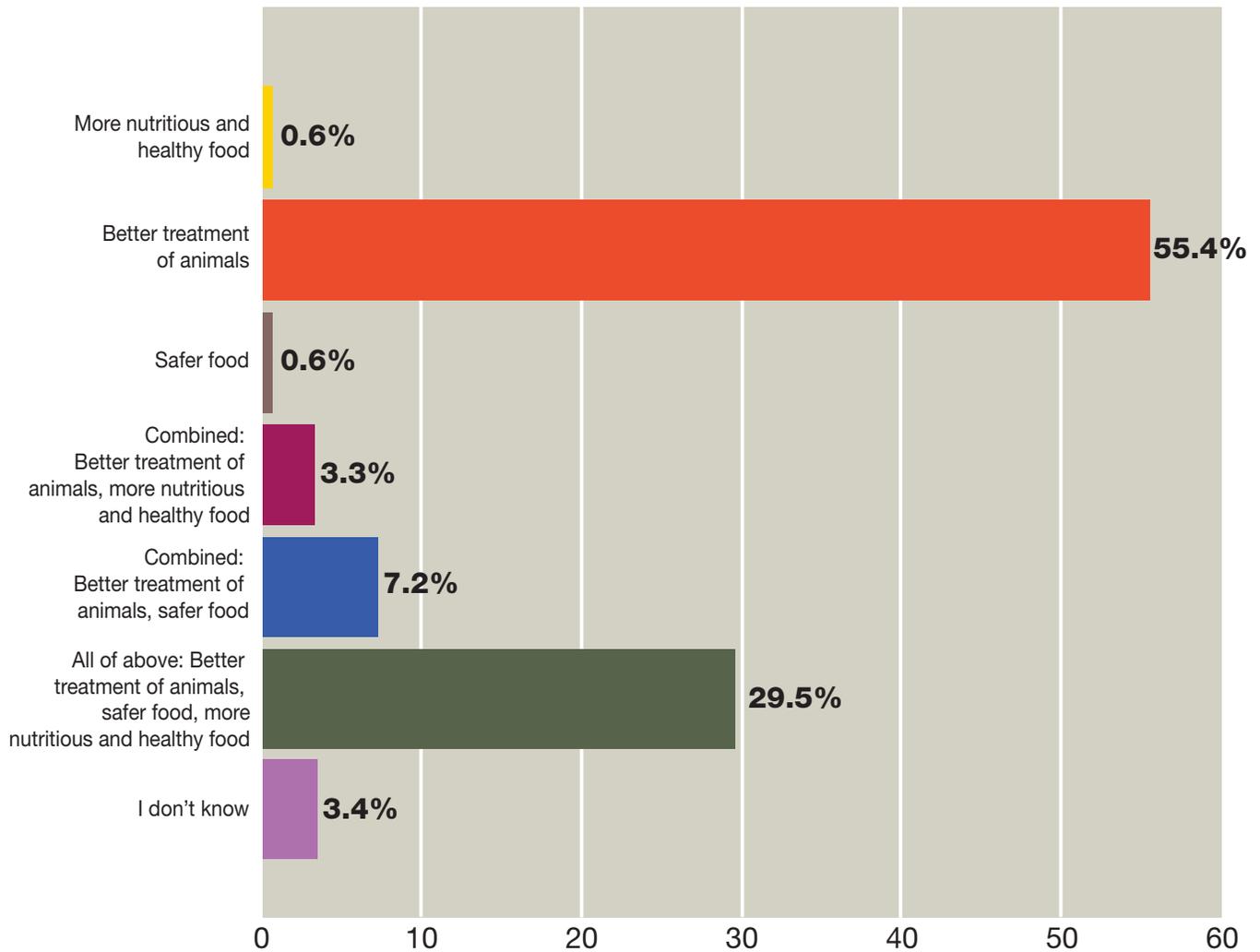
“I have and do purchase products when I see a ‘humane’ label. I do pay slightly more for those products, but am willing to do so. I am not a vegetarian, but actively seek out meat, eggs, and dairy products that are humanely processed. We may eat them and their products, but we have no right to abuse them in the process.”

– Survey Participant

What is the biggest factor keeping you from buying humanely raised products?



What does a “humanely raised” label mean to you? *(Check all that apply)*



“Those who do this work and who champion farm animal welfare, labeling and food quality must develop stronger and more widely-disseminated programs for raising consumer awareness of these issues.”

– Survey Participant

Survey Comments

Comments from the survey participants addressed multiple themes, such as:

- All animals deserve a humane life.
- Humanely raised products should be affordable.
- Humanely raised products should be more available in grocery stores.
- There is confusion on the meaning of labels, from natural to organic to humane.

Specific comments from participants included the following:

“All animals should be humanely treated.”

“I hope in the future that mandatory cameras are installed in all facilities to monitor abuse of animals and safety of food overall.”

“I do not believe it is realistic to expect everyone to become a vegan. At least let people know how horribly farm animals are treated, and maybe one day it will be the norm to buy humanely raised meat and eggs, not the exception.”

“It is imperative that farm animals are treated humanely. Not only is it the right thing to do for the animals. But it is also the right thing to do for the human population as well.”

“I would definitely purchase food such as eggs or milk if they were labeled as humanely raised or not treated with hormones. I will not purchase items that I've heard or read come from companies where the animals are not treated humanely.”

“I feel that all life is precious. Why should we have to pay more for humanely raised food? It should be law that all farms should be humane. Abuse is abuse, human or animal.”

“Please make the above-mentioned labeling more known - this is the first I hear of it!”

“I think some of the labeling is confusing and misleading.”

“Farm animals may be raised for human consumption – however, they should be able to live out their lives free of pain and abuse. Even farm animals deserve dignity and kindness.”

“I believe ALL animals should be treated humanely, and that includes those being raised for consumption. They should be raised and treated in a humane way and when it comes time to end their lives, killed in a humane way. No other treatment is acceptable.”

“The quality of animal welfare also is directly linked to the quality of the meat.”

"I want natural, healthy, and humanely raised food. I think the price is WAY too high at the current time, and I really don't understand why."

"We desperately need to eat and appreciate humanely raised animals!"

"My grandparents raised chickens, pig, cows, horses, and goats. I was around all types of farm animals for my younger years and enjoyed that experience. My grandfather was always taking care of his animals and I learned from him to treat animals with respect and dignity."

"I would be very interested in standardized labeling. Terms such as 'natural,' for instance, can be taken to mean many different things and so I often ignore them on packaging. I'd like to be able to trust in accurate labeling with clear, standard meanings."

"Just because an animal is used for food does not mean it should not be treated with respect, kindness and humanely put down. As a society we need to be better than that, respect will equal safety for all."

"Please continue to help animal improve welfare. It is extremely important, and I purposefully look for food labels that indicate improved treatment of animals on products that I purchase."

"Food safety and food insecurity are major concerns. Food safety is a national security threat to our nation. The more we import foods from other countries, the more of a threat there is to our nation."

"I try to be a vegan, but sometimes slip and eat a pizza or nachos. I think humane treatment of farm animals is of the utmost importance."

"Farmers raising livestock are concerned about the health and welfare of the animals that they own. Healthy animal affect their bottom line economically."

"There must be an understanding of the difference between animal welfare and animal rights!"

"Making it easy for everyone to be well-informed on choices is important. However, my concern is for those who may already be well-informed, but are financially challenged to make choices with their purchases."

"I already buy American Humane Certified eggs and they aren't much more expensive than most eggs. There are other high end brands that are more expensive and aren't certified. When I can find meat with the certification on sale, I buy it. But it isn't usually available."

"I don't see enough food labeled humanely raised in my super market. It's hard to find."

"We've come a long way in animal welfare over the years but we need to get rid of workers who have no empathy for the animals in their care."

"I grew up in an age where all farm animals were treated with kindness, love, and respect. We talked to the cows as we milked them and to the chickens as we gathered eggs."

“All the farm animals deserve to be treated like the living, breathing, feeling creatures they are. They need to be respected!”

“Meat from humanely treated animals shouldn’t be more expensive. It should be the norm.”

“As a grain farmer with friends as livestock producers, I know they worry about how their animals are treated and they treat them with care. Because they do not want animals to suffer a disease, they vaccinate with antibiotics, as humans do with their own children. Yet a vaccine is a mark against them in the Animal Welfare industry. It’s always assumed that if an animal is raised organically, then it is treated better, which is not logical.”

“All animals deserve to be treated humanely and with respect, from their food to their health and care. They should have a clean and healthy environment.”

“I buy humanely raised products when I can but in my area there aren’t a lot of choices. I’d like to see many more humanely raised products.”

“Animals should be treated very humanely regardless of what people are buying or not buying. Animals are living, breathing, caring creatures and we need to enforce stricter laws to make sure they are treated kindly and humanely.”

“I don’t understand why it would be more expensive or costly to raise animals humanely or to have more naturally produced food.”

“I am vegan, but for those who are not, it is extremely important to buy only free range, hormone free, humanely treated farm animal products!”

“Paying more is totally okay, but it is not always affordable for us.”

“More affordable would give more people the choice for them and the animals.”

“Compassion can go a long way.”





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