

## American Humane Certified™ NEWSLETTER

Dear friend,

If you are like most Americans, you care about the welfare and treatment of animals on farms and ranches across the country. In an American Humane survey of consumers nationwide, a staggering 95 percent of respondents said they were “very concerned” about the welfare of animals in U.S. agriculture.

At American Humane, the country’s first national humane organization and the world’s largest certifier of animal welfare, we share the same concerns and values. In fact, the protection of farm animal welfare was enshrined as one of our founding principles. American Humane was established in 1877 with a mission to ensure the humane treatment of animals living on farms and ranches across the country. We continue to honor this legacy today with our American Humane Certified farm program, the nation’s first and farthest-reaching third-party certification effort for farm animal welfare.

American Humane Certified is among the latest in a long list of “firsts” for us here at American Humane. For more than 100 years, American Humane has been first in promoting the welfare and safety of animals, and strengthening the bond between animals and people. And we remain more committed than ever to the pioneering values at the heart and soul of our identity: For 140 years, American Humane has strived to be the first to serve, whenever and wherever animals are in need of rescue, shelter, protection, or security.

Take, for example, American Humane Rescue, a lifesaving program which—like American Humane Certified—was created as a groundbreaking “first” in the humane movement. Our rescue program was born in the battle-worn European trenches of World War I, where, at the

request of then-U.S. Secretary of War Newton D. Baker, American Humane Rescue’s first responders deployed to provide emergency relief services to the tens of thousands of war horses wounded—and, far too often, tragically killed—on the frontlines of combat. In his letter, Secretary Baker implored American Humane “to undertake the work of doing for Army animals in World War I what the American Red Cross is doing for soldiers.” American Humane was the first to answer this call—and the countless others to follow—on behalf of our nation’s animals, whether creating American Humane Certified, the country’s first farm animal welfare certification effort, or launching the world’s first independent, third-party certification program singularly dedicated to the welfare of animals living under humane care in zoos and aquariums.

Today, I’m excited to unveil yet another “first” for American Humane: This will be American Humane’s first newsletter—of many more to come—centered specifically on our American Humane Certified program and the issues impacting farm animals across the country and around the world. The following pages will introduce you to the American Humane Certified program and share some of our latest victories in the space to show you how far we’ve come thanks to the generous support of compassionate farmers and friends like you. Along the way, you’ll learn a little more about American Humane’s storied history as the country’s first national humane organization through a series of snapshots of our latest lifesaving work, which continues to take us wherever there are innocent animals, whenever they’re in need.

Sincerely,





# American Humane: First to Serve

## Who We Are

AMERICAN HUMANE, the country's oldest national humane organization, headquartered in Washington, is committed to ensuring the safety, welfare, and well-being of animals. For 140 years, American Humane has been first in promoting the welfare and safety of animals and strengthening the bond between animals and people. We are first to serve, whenever and wherever animals are in need of rescue, shelter, or protection.

American Humane's leadership programs serve over one billion animals every year. Our lifesaving work includes five core programs:

**Military:** A national military affairs center dedicated to supporting our veterans, including both American service members and the military working dogs working alongside U.S. troops in combat.

**Agriculture:** A third-party certification program to protect the welfare of farm and ranch animals, and provide ongoing education on humane animal agriculture to consumers and farmers alike.

**Conservation:** An independent, third-party certification program to elevate and verify the welfare of animals living in zoos and aquariums worldwide.

**Rescue:** An emergency first-response team to rescue animals in times of crisis, including natural disasters and large-scale cruelty cases.

**Humane Hollywood:** Our iconic "No Animals Were Harmed" certification program to protect animal actors in television and film production.



## Where We Come From

We are proud of our long, storied history, which includes a rich tradition of protecting farm animal welfare. American Humane, the country's first national humane organization, turned 140 years old in 2017. In honor of this special milestone, here's a look at some of our favorite moments and successes over the years on behalf of innocent animals in need.

**1877:** Representatives from humane organizations across the country come together to found American Humane, the first national humane organization in United States. American Humane is created to promote the humane treatment of animals, with a particular emphasis on farm animal welfare. Ensuring the humane transport of livestock on trains becomes American Humane's first goal.

**1886:** American Humane calls for federal legislation banning excessive cattle branding.

**1887:** American Humane addresses the inhumane overcrowding of poultry cages.

**1916:** Responding to an urgent request from the U.S. Secretary of War, American Humane sends emergency medical supplies, ambulances, and volunteer veterinarians to the frontlines of World War I, where our first responders care for an average of 68,000 wounded horses each month.

**1945:** American Humane launches a new program to provide healing therapy dogs to recovering veterans wounded in World War II.

**1969:** American Humane championed the passage of the Endangered Species Conservation Act to protect animals in danger of worldwide extinction.

**1972:** American Humane issued its first No Animals Were Harmed end credit to the movie The Doberman Gang.

**1975:** American Humane partnered with the National Livestock Dealers Association and the American Trucking Association in a collaboration aimed at making the transportation of livestock in trucks more humane.



**1995:** American Humane was the only humane group to serve on the federal advisory board tasked with developing the "Guide for the Care and Use of Agricultural Animals in Research and Teaching," which outlines federal guidelines and best practices for the humane treatment of farm animals under human care in various settings.

**2000:** American Humane launched the American Humane Certified program, the country's first third-party welfare certification effort for farm animals.

**2001:** In the wake of the 9/11 terrorist attacks on the World Trade Center, American Humane delivered emergency supplies and equipment to New York City and helped care for the 300 search-and-rescue dogs searching for survivors in the rubble.

**2011:** American Humane created the annual Hero Dog Awards campaign to honor ordinary dogs across the country doing extraordinary things to help their communities.

**2013:** American Humane quintupled the number of animals protected under the American Humane Certified program, from 200 million to almost one billion animals certified under our care.

**2016:** American Humane launched the American Humane Conservation program to certify the humane treatment of animals living in zoos and aquariums around the world.

**2017:** In response to the explosion of cage-free egg commitments across the foodservice industry, American Humane hosted a symposium on cage-free eggs in the nation's capital.





# American Humane Certified

## What We Believe

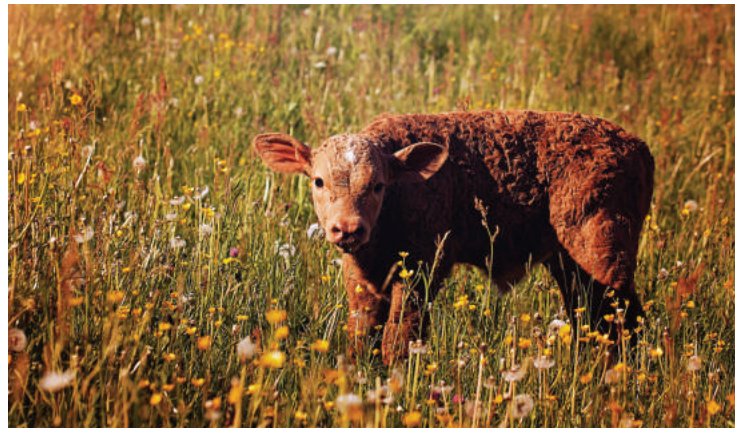
AT AMERICAN HUMANE, we believe every farm animal deserves to be raised and handled with compassion and respect. We also believe families should be able to find humanely raised dairy, meat, and egg products that are both safe and affordable. That's why we created American Humane Certified, the nation's first farm animal welfare certification. Today, American Humane is proud to help verify the welfare of some one billion animals every year.

American Humane Certified is founded on the principle that farm animal welfare should be grounded in scientific research and proven best practices, enforced through third-party verification. Our program is designed to ensure farms both big and small can achieve the same standard of compassionate care that all farm animals deserve.

That's why our program includes welfare standards for a wide range of animal species—from chickens to cows, turkeys, ducks, and even bison—and certifies a diverse range of humane farming systems, allowing us to help protect even more animals in need. We work closely with the responsible farmers across the country who are on the frontlines of animal welfare, offering our guidance and experienced support to help enlightened producers continue to implement the humane standards consumers and retailers demand, and farm animals deserve.

## What We Do

American Humane Certified is a voluntary, third-party certification program providing independent verification that certified producers meet our evidence-based standards of humane animal care. The program upholds rigorous, science-based guidelines developed in collaboration with the best and brightest minds in the fields of animal welfare, ethics, and everything in between. Our American Humane Certified standards are centered on the internationally accepted Five Freedoms of animal welfare, a guiding set of basic conditions that must be met for the physical and mental welfare of an animal, including: Freedom from hunger and



thirst; Freedom from discomfort; Freedom from pain, injury, and disease; Freedom to express normal and natural behavior (that is, allowing laying hens, for example, to nest and roost); and Freedom from fear and distress.

American Humane's independent scientific advisory committee of world-renowned experts—including veterinarians, scientists, researchers, animal behaviorists, ethicists, and more—help develop and constantly update these standards, ensuring the American Humane Certified program always reflects the latest scientific knowledge and the best practices in the field. The result is a body of hundreds of evidence-based standards—encompassing everything from air quality to adequate space and light—to

provide comprehensive farm animal welfare. For added protection, compliance with American Humane Certified is verified through comprehensive third-part auditing.

Here's how it works: When an interested producer applies to be reviewed for certification under American Humane Certified, they'll be connected to a member of our American Humane farm team who will guide them through the process from start to finish. In these early conversations, American Humane assesses the applicant's existing practices and welfare standards to identify any gaps between their operation and the rigorous parameters of the American Humane Certified label.

With hundreds of American Humane Certified standards for a dozen different species and housing systems, producers often don't meet all of our requirements when they first inquire about certification. In such instances, our expert team works closely with the applicant to provide insights and recommendations to help farmers elevate their standards as needed to adhere to the extensive American Humane Certified standards. Then, the next step is a thorough on-site inspection of the entire operation. A team of independent third party auditors—professionally trained, experienced experts in their respective fields—conducts an exhaustive review of the farm to assess its compliance with American Humane Certified standards. These auditors inspect everything from environmental conditions—temperature, lighting, air quality, ventilation, and more—to the behaviors and social interactions of the farm animals. Producers must pass this rigorous, multi-step auditing process to earn the right to bear the American Humane Certified seal. To ensure certified producers maintain our standards, American Humane conducts regular on-site evaluations, and reserves the right to perform an unannounced audit in order to confirm that the operation is upholding our high standards of animal welfare and care.

# Meet Our Leaders

## Improving the Lives of Animals with Help of a New Friend

AMERICAN HUMANE IS THRILLED to announce the appointment of Dr. Janet Helms as the new national director of our American Humane Certified program dedicated to farm animal welfare. Dr. Helms is a passionate animal lover who has dedicated her entire professional career to the protection of animals. Prior to her new role in our American Humane family, Dr. Helms served in various veterinary roles improving herd care and management on dairy farms both big and small. Dr. Helms earned an undergraduate degree in Animal Science from Cornell University and her Doctor of Veterinary Medicine from the University of Minnesota's College of Veterinary Medicine. Read on to learn more why, in her own words, Dr. Helms' decided to leave daily life on the farm behind and journey across the country to lead the American Humane Certified program from our Washington headquarters.

*I've spent my professional career working to improve the lives of farm animals: beef cattle, dairy cattle, goats, sheep, and hogs were all under my watchful eye as I provided technical expertise for Zoetis, the world's largest animal health company, as well as my own large animal practice. Many of my days were spent mucking around farms across the country, and I own more pairs of manure-stained coveralls than I care to admit. In short, you could say I'm passionate about the agriculture industry and the collective issues that we face.*

*Throughout my time in agriculture and food production, I've noticed a change in consumer behavior: in particular, a growing demand for humanely raised products. Today's consumers are more concerned about farm animal welfare than ever before—in a recent American Humane survey of 5,900 Americans, 94 percent claimed to be “very concerned” about the issue, in fact—a number up from 89 percent the prior year.*

*Small and large farms, and anything in between, are responding to the public's growing concern by adopting higher standards of animal welfare. With less than two percent of the country's population exposed to the agriculture industry growing up,*



*however, there is still too-wide of a margin allowing confusion and distrust to grow between producer and consumer.*

*While some producers have chosen to introspectively analyze their humane practices, self-reporting their welfare achievements is fundamentally biased and offers less than enough validity for the ever-inquisitive consumer. Third-party validation by a trusted organization with verifiable and impartial science-based standards can do much more to earn the confidence that a producer is meeting the*

*high levels of humane animal care rightly demanded by the modern public. American Humane is an early adopter of this viewpoint and continues to be a leader in the field.*

*Before I was appointed as national director of the farm program at American Humane, my life's work was based in veterinary science, so it should come as no surprise that I gravitate toward science-based standards, like these. Not only do the American Humane Certified standards—and the program—provide consumers with a peek behind farmer's barn doors, but they also are simply what is best for the animals.*

*After all, the program's standards were built upon the Five Freedoms of Animal Welfare: Freedom from hunger and thirst; Freedom from discomfort; Freedom from pain, injury, and disease; Freedom to express normal and natural behavior; and Freedom from fear and distress. While the average consumer may not necessarily be familiar with these Freedoms, the public's growing concern with animal welfare seems to support them—and I know their purchasing power is certain to follow. With the industry on the cusp of seemingly inevitable change, it's now more important than ever to shine a positive light on the industry's best players, which legitimate certification programs like American Humane Certified seek to do.*

*I'm grateful that my new position here at American Humane gives me the opportunity to do exactly that: Our certification program shines a positive light on the ethics-driven producers who are doing things right. American Humane Certified recognizes and applauds the very best, compassionate producers, while at the same time urging—and guiding—those with less-stringent protocols to improve their animal welfare standards. I couldn't be prouder to do this important work to support the humane, responsible farmers I so admire, while at the same time pursuing my passions and protecting the farm animals I love.*



# Be Kind to Farm Animals

## Pledging to Buy American Humane Certified

FOR MORE THAN A CENTURY, millions of Americans have come together during the first full week of May to show their compassion and build a more humane world for animals during American Humane's "Be Kind to Animals Week," one of the oldest special weeklong observances in U.S. history. American Humane first established "Be Kind to Animals Week" in 1915 with the launch of national poster contest for children, who created and distributed artwork with messages encouraging their communities to treat animals with empathy and respect. The commemorative week has since taught generations of Americans the enduring value of caring for our animal friends as the longest-running, most-successful humane education campaign in national history.

Over the years, "Be Kind to Animals Week" has earned the support of everyone from U.S. President Warren G. Harding, who gave the week an official proclamation in 1922, to darling Shirley Temple, great American cowboy John Wayne, comedy legend Carol Burnett, television icon Betty White, and cinema idol Clint Eastwood. First Lady Eleanor Roosevelt also advocated for "Be Kind to Animals Week" from the White House, as did U.S. President Bill Clinton, who marked the occasion during his first year in office, declaring: "We celebrate this week in order to remember the many ways that animals help us."

But there's still more to be done. That's why, to celebrate "Be Kind to Animals Week," American Humane offers a series of engaging educational resources—

including lesson plans and activities ranging from preschool-level all the way to fifth grade—to help school teachers, parents, and mentors teach children the value of kindness to animals.

During this special weeklong event, American Humane also challenges people of every age to take our annual Kindness Pledge, vowing to show their compassion for animals—including those raised on farms and ranches—all year long. To commemorate the 2017 "Be Kind to Animals Week," American Humane's annual Kindness Pledge asked animal lovers to take four simple daily steps to build a better world for animals. The first pledge? Promising to buy only humanely raised American Humane Certified products. Here's our Kindness Pledge challenge asking everyone to support farm animal welfare:

*"I believe in kindness and compassion for all animals, and that all animals are entitled to humane treatment. I will be kind to animals all year round by buying **humanely raised products**. I will seek out eggs, meat, and dairy products that are **humanely raised**, such as **American Humane Certified™** products, helping to ensure the welfare of 10 billion farm animals."*

Together, through humane education and compassion, we can build a kinder world for animals on farms, ranches, and beyond. To learn more about American Humane's Be Kind to Animals Week and take our Kindness Pledge, please visit [www.kindness100.org](http://www.kindness100.org).

# Scientist Spotlight

## A Feather in Our Cap: Meet Joy Mench



AMERICAN HUMANE RELIES on a scientific advisory committee of world-leading veterinarians, animal scientists, and ethicists to help guide the American Humane Certified program and our rigorous, evidence-based welfare standards. Meet Joy Mench, PhD, a member of this distinguished group and part of our American Humane Certified family of passionate animal advocates and experts.

## Learning Compassion on the Farm

CELEBRATED AMERICAN ACTOR Bruce Boxleitner—who starred in the Emmy-Award winning 1980s television series, *Scarecrow and Mrs. King*, and played the title role in both the original sci-fi cult classic TRON (1982) as well as the film's modern-day sequel (2010)—was named chair of American Humane's "Be Kind to Animals Week" in 1985. At the time, Boxleitner, who grew up on an Illinois dairy farm, was living on a ranch north of Hollywood with his family and their beloved horses. "Living a rancher's life teaches [my son] responsibility towards all living creatures," he said.

Joy is a professor emeritus in the Department of Animal Science at the University of California, Davis, where she also served as director of the school's Center for Animal Welfare until her retirement in 2016. In her more than 30 years of service as a teacher and researcher, Joy lent her expertise to the agriculture and foodservice industries, while also helping inspire and educate students, colleagues, and the public about animal behavior and ethics. She has served on numerous farm and animal welfare committees and boards, including the animal welfare advisory committees of Maple Leaf Farms, the United Egg Producers, McDonald's, Safeway, the Food Marketing Institute, and the National Council of Chain Restaurants.

American Humane Certified was honored to welcome Joy onto our scientific advisory committee in 2010, where she continues to offer invaluable insights and expertise, and plays a particularly influential role in shaping our rigorous standards for the welfare of chickens and egg-laying hens. Joy is a notable poultry behaviorist and the very deserving recipient of prestigious academic and industry awards, including the highly competitive Poultry Science Association Poultry Welfare Research Award, which honors top leaders in the field. She brings an infectious spirit, warm smile, and decades of specialized professional experience and research to our certification program, ensuring American Humane Certified is always on the frontlines of the humane movement, representing the very best in cutting-edge farm animal welfare.

American Humane would like to extend our deepest thanks to Joy for her inspiring commitment to animals, and everything she has done and continues to do to protect them. Her ongoing service and support as a member of our scientific advisory committee is something all of us at American Humane are so proud to crow about!

# Animal Welfare, Sunny-Side Up

## Egging on Kinder Eggs and Happier Hens

ONE OF THE MOST RADICAL transformations in American food production is currently underway in the egg industry, where cage-free eggs are ruling the roost after the recent explosion in popularity. In recent years, a wave of companies have committed to converting entirely to cage-free eggs. This includes about 100 grocery chains, 60 restaurant chains, and dozens of other major food businesses that have pledged to switch to cage-free eggs in the next decade, according to the U.S. Department of Agriculture, collectively representing an estimated 70 percent of the U.S. egg demand. For comparison, cage-free eggs currently account for about only 10 percent of all eggs sold.

The sweeping shift towards cage-free eggs is an encouraging sign of changing market values and the ever-rising tide of mainstream support for humanely raised food. However, it also raises important questions and challenges for consumers, retailers, and American egg farmers. As the country enters this new era of cage-free eggs, American Humane is educating consumers and egg producers alike about the humane choices available, while also continuing our efforts to encourage and help provide humanely raised eggs and other food products that are both safe and affordable to Americans.

### Which came first, the chicken or the cage-free egg?

The rate of cage-free egg production continues to soar as more and more egg producers and foodservice companies start the process of converting to completely cage-free systems. However, going completely cage-free is easier said than done, especially for American egg farmers caring for large flocks of hens—the businesses distributing egg products that feed millions of families



each and every day. All of this is done with the safety and security of the food supply in mind, and the health and welfare of the hens. And both on the farm and in the food production chain, switching to cage-free eggs demands a lot more planning, money, and logistical engineering than consumers might expect. As they navigate the cage-free movement, complicated questions about everything from housing to hen health and egg prices are leaving farmers and retailers feeling scrambled. What is the accepted definition and standard for cage-free eggs? How and when should interested farmers transition to cage-free production? And what are the best practices in animal welfare when they do?

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# Egging on Kinder Eggs and Happier Hens

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American Humane stepped up to spearhead a collaborative new effort to help crack these cage-free challenges, calling upon our experience and expertise as the nation’s largest certifier of cage-free eggs, with about 90 percent of cage-free eggs in the U.S. sold under our American Humane Certified seal of approval. To kick off this egg-citing initiative, American Humane hosted a symposium on cage-free eggs at our headquarters in Washington, D.C. Dozens of representatives from restaurants, food companies, the farming community, and more flocked to the nation’s capital to discuss and develop strategies to build a bright and humane future for cage-free egg production. The symposium marked only the first of many important steps in our campaign to advance the cage-free movement and improve the lives of egg-laying hens and millions of other farm animals across the country. American Humane is proud to continue our legacy of thought leadership and innovation in agriculture with this new campaign to support and shape the future of humane cage-free egg production. With positive, productive collaboration, humane egg production and other responsible, compassionate farming practices will keep soaring to new heights.

## Don’t forget the other good eggs

At American Humane, we believe people should be able to find humanely raised dairy, meat, and egg products that are both safe and affordable. While this does, of course, include American Humane Certified cage-free eggs, conscientious consumers should know that there are other humane choices for eggs, too. For example, American Humane also certifies pasture and free-range housing options, which give hens the freedom to roam outdoors during the day in safe and stimulating natural environments.

American Humane Certified standards for these housing systems include rigorous measures to protect hen health and welfare. Farmers must, for instance, ensure their flocks have plenty of access to shade to stay cool and comfortable, and take diligent precautions to protect vulnerable hens from pests and other wild predators. They must also provide covered areas where the flock can take shelter in bad weather and at night, when most hens, due to their natural instincts, prefer to settle down indoors where they feel most secure and comfortable.

American Humane also certifies what farmers call the “enriched colony housing system,” a humane alternative for reasonably priced eggs in which small flocks of birds move about freely with space to roam, peck, and scratch. American Humane Certified standards require farmers raising hens in this type of housing to provide stimulating environments with chicken-specific enrichments that allow and encourage the flock to engage in natural behaviors, such as elevated perches where hens can roost with their flock mates and nesting boxes where the birds can feel comfortable and secure while satisfying their natural nesting instincts—things that let hens be hens to keep them happy and healthy.

As the volume of cage-free egg production continues to soar and our national conversation about humane farming practices continues, American Humane is urging compassionate shoppers to remember that cage-free isn’t the only option serving animal welfare, sunny-side up. When you see the American Humane Certified label on eggs—whether cage-free, enriched colony housing, free-range or pasture—you can be assured that that they’ve come from a humane farm that meets our high standard of transparent, objective animal welfare.

# Supporting Our Troops

## Harnessing the Healing Power of the Human-Animal Bond

FOR SOME OF OUR HEROIC military service members, the return home from war is only the beginning of another daunting battle. Every year, thousands of American veterans are diagnosed with combat-related Post-Traumatic Stress, resulting in a devastating number of deaths. Harnessing the healing powers of the human-animal bond, specially trained service dogs can offer life-changing—and often lifesaving—support to these courageous wounded warriors. American Humane has supported the U.S. military for over a century. Today, we continue to honor this long legacy through our commitment to putting healing leashes in the hands of every veteran in need.

## From Shelter to Service

American Humane recently launched a new Shelter to Service program, which rescues homeless pets from animal shelters across the country and trains them to become lifesaving service dogs for American veterans. American Humane provides these service dogs—typically costing as much as \$30,000 each to train—to veterans in need, at no personal cost to the recipient. In July, American Humane was honored to celebrate the first-ever class of U.S. military veterans and service dogs to graduate from our Shelter to Service program, saving lives on both ends of the leash. Let’s meet these inspiring pairs of American military heroes and their new service dogs.



John and Oliver

John was living in the Shanksville, Pennsylvania area when Flight 93 crashed there during the terror attacks on September 11. One of the first responders to the crash site, John enlisted in the Marines and deployed to Iraq, where he survived 21 IED explosions and fought in Operation Phantom Fury, considered the fiercest fight U.S. troops have faced since the Vietnam War. American Humane paired John with Oliver, a one-year-old male mixed breed who was surrendered by his owner to a shelter in Colorado. “I have friends who have benefited from a service dog, so I’m hopeful that Oliver will help me cope and adjust as well,” said John. “My dog will give me some company, instead of sitting in my house alone.”



Cassandra and Louie

Cassandra is a retired Army specialist who served with U.S. troops overseas in Kuwait during the Gulf War’s Operation Desert Shield. Louie is a one-and-a-half-year-old mixed breed with beautiful tiger striping. Animal control picked up Louie as a stray in Oklahoma and placed him in a local animal shelter. “When I think of receiving my service dog, the first thing that comes to mind is freedom,” said Cassandra. “Just that one word.”



Chris and Lex

Chris is an Army veteran who was part of the U.S. invasion of Iraq from the very beginning in 2003. He proudly calls military service “the family business.” American Humane paired him with Lex, a one-and-a-half-year-old male Labradoodle who was selected from an animal shelter located within a correctional institute in Louisiana where he was initially trained and socialized by inmates. “Getting my service dog has been a life changer,” said Chris. “My dog gives me something positive to focus on.”



# Washington Update

## Supporting Humane Leadership in the Nation's Capital

LOUD MOOS, OINKS, SQUAWKS AND QUACKS are filling the Halls of Congress as America's farm animals descend upon the nation's capital to advise lawmakers and encourage them to build a more humane world for their herds, flocks, and broods. Okay, well, maybe not really the animals themselves. American Humane has long been a voice for animals on Capitol Hill—and lately, our voice has grown even louder than ever before.

American Humane is proud to speak up for animals as their advocate in the national dialogue surrounding animal-related policies and laws—important conversations in which voiceless, vulnerable animals often need us the most. That's why American Humane recently brought on a new government affairs firm, The Livingston Group, to expand our role as an advocate for animals in Washington. The Livingston Group, recognized as one of the most respected bipartisan government relations firms in the nation's capital, is representing American Humane on Capitol Hill, where we're advocating for animal welfare and educating lawmakers about opportunities to protect and improve the lives of animals under human care, including the hundreds of millions of farm animals involved in U.S. food production. With help from The Livingston Group, American Humane has continued to aggressively expand the Congressional Caucus for the Humane Bond, a bipartisan caucus devoted to promoting American Humane's rigorous, science-based approach to animal welfare and humane agriculture on Capitol Hill. The Caucus for the Humane Bond has grown to now include 44 members of U.S. Congress, six of whom currently sit on the House Committee on Agriculture, where they play influential roles in shaping federal food and farming policies.



# On the Farm

## Talking Turkey: Animal Welfare Soaring at Butterball

AMERICAN HUMANE IS PROUD to certify leading foodservice brands across the country, using our trusted American Humane Certified seal of approval to shine a spotlight on the enlightened producers committed to the values of animal welfare and transparency. Let's take a closer look at the faces and farms behind one of these compassionate producers: Butterball, LLC, a household brand synonymous with all things turkey, headquartered in the charming community of Garner, North Carolina.

### Meet Butterball

**A Humane Foodservice Leader:** Butterball is the largest producer of turkey products in the country, producing more than one billion pounds of American Humane Certified turkey each year. For more than 60 years, Butterball has been a leader and innovator in the turkey industry, with the company's high-quality, humanely raised products today distributed throughout the U.S. and in more than 45 countries around the world.

**Bringing People Together:** Whether the centerpiece of a holiday celebration or the lunchmeat in the sandwich you make lovingly for your kids each day, turkey has a way of bringing people together. So it's only fitting that facilitating these special experiences and bonds is part of the mission at Butterball, which strives to "provide great-tasting foods that inspire joyful experiences." Perhaps nowhere is the authenticity of these values and the company's emphasis on relationships more evident than in Butterball's network of family-owned farms—the place where it all begins. The Butterball turkeys living on these farms are humanely raised by hardworking families who care for their animals every day, rain or shine, according to our science-based American Humane Certified standards.



**Protecting Animals and Making History Together:** American Humane and Butterball teamed up more than five years ago to accomplish an important milestone in the growth of the American Humane Certified program. Butterball committed to meeting some 200 evidence-based standards to become American Humane Certified, with the ambitious goal of eventually having all Butterball products carry our respected seal of approval. After a comprehensive, two-year audit of the company's system-wide operations, Butterball achieved certification under American Humane Certified, becoming the very first turkey producer to do so.

We're pleased to report Butterball has since maintained this prestigious distinction, continuing to uphold American Humane Certified standards, with compliance verified through regular third-party audits and on-site inspections.

**To Buy Humane, Choose Butterball:** Compassionate consumers can feel confident in knowing all Butterball products are American Humane Certified—with no shortage of humanely raised options to choose from! Butterball's offerings span a wide range of products, all starting with one thing: Delicious, high-quality American Humane Certified turkey that feeds your family, as well as your heart. Butterball selections include everything from whole turkeys and deli meat to turkey meatballs, sausage, bacon, burgers, and more. For products promising to taste good and feel good, too, look for Butterball and other products bearing our American Humane Certified seal.



# Humane Leadership Around the World

## Dare to Dairy, the Humane Way

“AMERICA” IS IN OUR NAME, but our mission at American Humane as the first to serve animals, whenever and wherever they are in need, is one that calls us to every corner of the world to be a voice for the vulnerable. American Humane was proud to share our compassionate, evidence-based approach to farm animal welfare to an international audience of agricultural leaders at the 2016 World Dairy Summit in the Netherlands, hosted by the Netherlands National Committee of the International Dairy Federation, which represents the global dairy sector and advocates for high-quality food production guided by rigorous scientific expertise.

The theme of the 2016 Summit was “Dare to Dairy,” a message encouraging the global dairy sector to engage in a productive dialogue to find innovative solutions to the evolving challenges of modern dairy farming. Dr. Robin Ganzert, president and CEO of American Humane, delivered a keynote address at the Summit before an international audience of over 1,000 dairy leaders from all over the world. Her remarks, entitled, “Are Cows Treated Well Enough?” encouraged dairy producers everywhere to raise their animals under independently verified, scientifically based welfare standards. For a taste of how American Humane and the Dutch do dairy, throw on a pair of Holland’s famous wooden clogs and check out this excerpt from Dr. Ganzert’s keynote address in the Netherlands.



*“For 140 years, American Humane, the first national humane organization in the United States, has worked closely with farmers, ranchers, and animal welfare advocates to develop and implement more humane standards in food production. Research shows consumers overwhelmingly support these efforts: More than nine in ten respondents (95 percent) in our latest Humane Heartland Farm Animal Survey said they were “very concerned” about farm animal welfare. Over three-quarters (76 percent) of survey participants were also very willing to pay more for humanely raised eggs, meat and dairy products. And in ranking of the importance of food labels, “humanely raised” scored highest. Interestingly, however, more than half of respondents (55 percent) reported that products branded humanely raised were either not available (36 percent) or too expensive (19 percent).”*

*The challenge is now figuring out how stakeholders can satisfy this growing demand for humane food products in an affordable, efficient, and defensible way. That’s why American Humane established our American Humane Certified program, the first-ever U.S. farm animal welfare certification effort, which now covers more than one billion animals.*

*Science-based policy is at the center of the American Humane Certified program, which enforces commonsense and attainable, albeit rigorous, welfare standards to ensure and verify humane practices.*

*Unlike other welfare accreditation efforts, which tend to cover few animals and a limited number of farm practices, American Humane Certified verifies a spectrum of humane choices. This comprehensive approach ensures that humane food production is more affordable for producers and consumers alike, while also maximizing the number of protected, certified farm animals.*

*Our emphasis on evidence-based measures—verified through independent, third-party auditing—also provides additional assurance to increasingly skeptical consumers. A 2015 Gallup poll found that only 9 percent of Americans trust corporations a “great deal,” while a mere 12 percent trust Big Business “quite a lot.” Millennials in particular have a high distrust of institutions from Wall Street to the media to the government, according to Harvard’s Institute of Politics.*

*Third-party certification is the best way for dairy companies to earn and maintain that trust. According to a 2011 survey from the Food and Drug Administration and other government agencies, consumers have a “high positive attitude” toward certified food products. The national survey also found that a majority of Americans believe they are safer than their non-certified counterparts.*

*As the industry continues to embrace humane food production moving forward, positive collaboration and third-party welfare certification will ensure that the enlightened stakeholders who “Dare to Dairy” in a humane way will be recognized and rewarded for their ethics-driven commitment.”*

# Honoring Top Dogs

## Holy Cow! That’s One Heroic Hound



THE AMERICAN HUMANE HERO DOG AWARDS is our annual campaign to search out and recognize ordinary dogs who do extraordinary things for their communities, from the top dogs working alongside the country’s military service members, law enforcement officers, and firefighters to keep us all safe, to the service and therapy dogs who offer comfort and healing to people in need. Each fall, American Humane flies the four-legged finalists in eight different categories to Hollywood with their human counterparts for a star-studded, heartwarming awards gala, sponsored by the Lois Pope LIFE Foundation and broadcast as two-hour, better-grab-the-tissues television special on the Hallmark Channel.

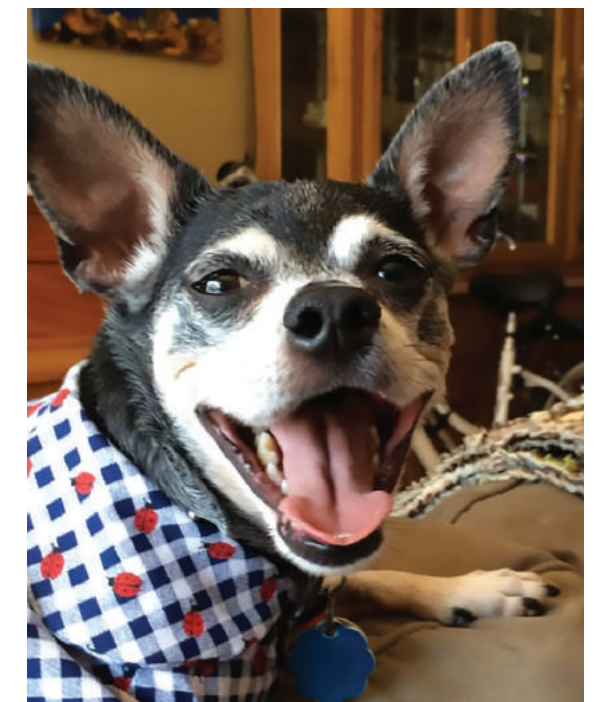
The 2016 American Humane Hero Dog Awards was made possible thanks to the generous support of Clover Stornetta (now Clover Sonoma) Farms, the official Moo-tastic sponsor of the “Guide and Hearing Dog” category. Clover Sonoma’s very own bovine mascot, Clo, was even spotted strutting down the red carpet—and milking it for the cameras—at the Hero Dog Awards gala in Hollywood.

Third-generation family owned and operated Clover Sonoma, based in California’s beautiful Sonoma County, was the first dairy operation in the U.S. to earn our

American Humane Certified seal of approval. As the Moo-tastic sponsor of the 2016 American Humane Hero Dog Awards, Clover Sonoma helped American Humane introduce the nation to Hook, a special pooch with a moo-ving story who was named the four-legged finalist in the “Guide and Hearing Dog” field. The sweet Chihuahua and Jack Russell terrier mix is an inspiring reminder that sometimes, the best—and bravest—things come in the smallest packages.

Hook is a faithful assistance dog who always keeps his hearing-impaired handler safe. One day, when the pair was crossing a busy intersection in Sacramento, California, during rush hour, Hook courageously pushed his handler out of the way of an oncoming train, which she says missed her by mere inches. “He’s my best friend,” she said, describing Hook. “He saved my life.” As a Hero Dog Awards finalist, Hook and his human companion won a \$2,500 donation to Guide Dog Foundation for the Blind, their charity partner of choice.

A big thank you to our Moo-tastic sponsor, Clover Sonoma, for honoring and supporting the animals in our lives—from the cows raised with compassion on Clover’s American Humane Certified™ dairies in the hills of Sonoma County, to Hook and his fellow Hero Dogs in Sacramento and beyond!





# Rescue Tails

## First to Serve Animals in Crisis

AMERICAN HUMANE STRIVES to always be the first to serve when catastrophes strike, endangering vulnerable animals in need of emergency rescue, shelter, and care. From natural disasters to animal cruelty investigations, American Humane is on the frontlines protecting animals in times of crisis. This work often takes us to farms and ranches across the country, whether we're helping communities prepare or respond to large-scale disasters, or helping local law enforcement respond to large-scale cases of farm animal abuse.

### Rescuing the Animal Victims of Disasters

American Humane's rescue units are stationed across the country to ensure a swift response whenever and wherever animals are in crisis. Our first responders travel the nation with a fleet of specially equipped rescue vehicles—including American Humane's flagship 82-foot "Rescue Rig"—which are all fully outfitted with lifesaving emergency supplies for every condition. Our Rescue Rig is even furnished with a mobile operating theater and state-of-the-art command center enabling vital communication and coordination during major disasters.

Using these rescue vehicles as operating bases, American Humane deploys to the sites of severe floods, earthquakes, and hurricanes, among other natural disasters, where our first responders work tirelessly on the ground to locate, shelter, and provide veterinary care to vulnerable animals in need.

### Building Safer Communities for Farm Animals

Local animal shelters and law enforcement agencies regularly request support from American Humane in responding to natural disasters and large-scale animal cruelty investigations. American Humane also helps communities plan for these crises through training courses and other educational resources offered on animal-related disaster preparedness and emergency response. While first responders are often adept at caring for pets, far fewer have the experience and knowledge necessary to handle large animals, like the horses and livestock living on farms across the country that also need help in times of crisis. That's why American Humane Rescue regularly provides animal rescue courses to first-response groups across the country that specifically include training on large-animal behaviors and handling. These vital training efforts help ensure American farmers and the animals living under their care have access to the emergency services and lifesaving support they need when disasters strike.



## Rescue Spotlight

### Saving the Animal Victims of the Louisiana Flood

In August 2016, as the record flood waters rose in Louisiana, our rescue team rushed to the heart of the devastation to help the animal victims of the catastrophe, now considered the worst natural disaster to strike the United States since "Superstorm Sandy" in 2012.

American Humane Rescue deployed a team of trained first responders and two of our 50-foot emergency vehicles to hard-hit Livingston Parish, where the floods destroyed three in every four homes. Our emergency first responders worked tirelessly to provide emergency veterinary care and attention; distribute food, medicine and supplies; and manage the day-to-day operations at local shelters, where American Humane Rescue housed hundreds of animals in need. The animals under our care during the Louisiana rescue mission included beloved dogs and cats separated from their owners, as well as a few animal friends rescued from local farms and ranches. Our first responders, for example, resourcefully crafted a makeshift coop to house several chickens in need of emergency shelter. American Humane Rescue even took an enormous hog, affectionately dubbed Sam, who quickly charmed our team and eagerly turned what was previously an outdoor dog kennel into his own muddy, personal pigsty.

# Honors and Awards

AMERICAN HUMANE IS HONORED to receive worldwide recognition for our lifesaving mission and leadership. Check out some of the most recent distinctions and selective awards bestowed upon American Humane for our commitment to fiscal responsibility, innovation, and integrity.

### Executive Leadership

Dr. Robin Ganzert, president and CEO of American Humane, is recognized as one of the nation's top nonprofit executives, bringing more than two decades of visionary leadership in global philanthropy and fiscal responsibility to the helm of our organization. Dr. Ganzert was recently elected to the Forbes Nonprofit Council for Chief Executive Officers, named the Rare Life Leadership Award winner for her work in the humane movement, and honored with the Brava Award for top female CEOs in the nation's capital, among many other distinctions recognizing her extraordinary contributions to the field.

### Creative Innovation

In September 2016, American Humane unveiled the results of a comprehensive rebranding effort. Updating our historic brand started with changing the name of our organization from American Humane Association to **American Humane**. We also revealed a fresh new look that included a redesigned website, a new logo, and a new slogan: **First to Serve**.

American Humane is pleased to share that our ambitious rebranding initiative earned a **2017 Mercury Award**, an international competition honoring outstanding achievement in professional communications. Award recipients were selected by a panel of some of the world's best public relations specialists.

### Nonprofit Efficiency, Transparency, and Accountability

American Humane is committed to maximizing the impact of each generous donation as the most effective humane group in the country. At American Humane, **86 cents of every dollar raised goes directly into programs**, a cost ratio far higher than any other national humane group. That's one of the many reasons why an ever-growing list of respected charity evaluators consistently recognize American Humane as one of the country's leading nonprofit organizations. Our prestigious awards include:

**GuideStar's USA "Gold" rating**, recognizing charities that demonstrate a deep commitment to nonprofit transparency and accountability.

**CharityWatch's "Top-Rated Charity"** with an **"A" rating**, awarded to only 600 nonprofits nationwide.

Membership in the **Better Business Bureau's Wise Giving Alliance**, offered exclusively to nonprofit organizations that meet all 20 of its rigorous charity accountability standards.

**The Independent Charities of America's "Seal of Excellence,"** awarded to fewer than five percent of more than one million charities in the nation.

The **"Top-Rated Charity"** seal of approval from leading charity evaluator **GreatNonprofits**.

Named **"Outstanding Animal Welfare Organization of the Year"** by the esteemed Pet Philanthropy Circle.





# Help American Humane Continue to be First to Serve Animals in Need

PLEASE CONSIDER DONATING whatever you can to help American Humane continue our lifesaving work as the first to serve animals, whenever and wherever they are in need of rescue, shelter, or protection. Our organization currently spends **86 cents out of every dollar raised directly on programs**, a cost ratio significantly higher than those of other national humane groups.

To make your gift to animals today, please give online at [www.americanhumane.org/support](http://www.americanhumane.org/support), via phone at (866) 242-1877, or by mail at 1400 16th St. NW, Suite 360, Washington, D.C. 20036.

Please also consider making a **gift by will** or **gift from your IRA** to American Humane.

**Gift by Will:** A bequest to American Humane is a wonderful way to leave your legacy and perpetuate your support. Through a bequest, you may leave a specific dollar amount, or may reserve all or a certain percentage of your estate after provisions for family members and other beneficiaries have been made. You may stipulate whether the bequest is for general support or for a specific purpose. A bequest can also be made in honor or memory of another individual or a pet. Bequests qualify for unlimited charitable deduction, which reduces one's estate taxes and preserves more of the donor's assets for family, and other intended beneficiaries.

In addition to cash and securities, bequests to American Humane may include personal property or real estate. All outright bequests to American Humane are exempt from federal estate taxes. There is no limitation on the size of the gift. To learn more, please contact Chelsea Hall at (866) 242-1877 or [chelseah@americanhumane.org](mailto:chelseah@americanhumane.org).

**Gift From Your IRA:** When you make a contribution to American Humane directly from your IRA, you make a statement about your love for animals while making a tax-efficient gift. As you may know, the IRA Rollover Law has been permanently extended. This means you can make a distribution to American Humane from your retirement account without paying income taxes on the contribution. The gift from your IRA will count as a required distribution for 2016 up to \$100,000. There are specific requirements:

- You must be at least 70½ years old
- You must decline goods or services
- Your rollover may not exceed \$100,000

To make a gift, please send a letter to your IRA administrator requesting a direct charitable distribution to American Humane in the amount you wish to donate. The letter should include American Humane's Tax ID number: 84-0432950. For a sample letter or further assistance, please contact Chelsea Hall at (866) 242-1877 or [chelseah@americanhumane.org](mailto:chelseah@americanhumane.org).

