

**AMERICAN★HUMANE**  
*FIRST TO SERVE®*

**FARM PROGRAM NEWSLETTER  
SUMMER 2018**





# A MESSAGE FROM DR. ROBIN GANZERT, PRESIDENT & CEO



A growing number of grocers, restaurants, and foodservice companies are proactively partnering with humane certification organizations to demonstrate their commitment to animal welfare. As you explore certification programs, I hope you will consider partnering with American Humane Certified, the nation’s oldest and largest third-party certification effort for farm animal welfare.

American Humane Certified is a program of American Humane, the country’s first national humane organization and the world’s largest certifier of animal welfare. For 141 years, American Humane has been first in promoting the welfare and safety of animals, whenever and wherever they need rescue, shelter, or protection. We are moderate, trustworthy advocates dedicated to the values of integrity and positive collaboration with our partners. As a result, American Humane has become an authoritative voice on farm animal welfare for producers across the country.

We believe in animal welfare standards and independent third-party verification based on objective evidence and credible expertise, rather than emotion. American Humane Certified upholds rigorous, science-based standards, developed by an independent scientific advisory committee of renowned leaders in the field of animal behavior, science, welfare, and ethics. These American Humane Certified standards are scalable for farms of every size and cover a diverse range of modern farming practices. To add another layer of protection, certification and compliance are verified through regular, third-party audit inspections. Consumers know products carrying the American Humane Certified seal meet the highest standards of humane care.

I hope you enjoy this installment of our American Humane Certified newsletter. Our colleagues would enjoy the opportunity to visit with you to share more about American Humane Certified and the trusted, collaborative approach to animal welfare. Should you wish to learn more, please feel free to contact me directly at RobinG@AmericanHumane.org or by phone at (202) 677-4226.

All my best,

Robin R. Ganzert, Ph.D.  
President & Chief Executive Officer  
American Humane



## A DAY IN THE LIFE OF JOHN BUCHER OF BUCHER FARMS

American Humane was founded in 1877 on the belief that ALL animals – those in our homes, those in service to our country, and those on our farms and ranches – deserve humane treatment.

In fact, we’ve been working for more than 140 years to improve the welfare of farm animals and created the country’s first, largest, and most trusted farm animal welfare program in the country – American Humane Certified™. Through this program, American Humane has had the

pleasure of working with dedicated farmers and ranchers across the country who, like American Humane, seek to improve animal welfare for their animals.

One of those farmers is John Bucher, of Bucher Farms, in Healdsburg, California. Situated in California’s picturesque Russian River Valley, Bucher Farms is part of Clover Sonoma, the first dairy producer in the United States to become American Humane Certified.

**Please tell us more about your background and how you became a dairy farmer.**

My parents, Joe and Annemarie Bucher, purchased the 360-acre farm in Healdsburg in December of 1958 and we have been here ever since. They started with 50 cows and grew the herd to 400 cows by the time I came home from U.C. Davis in 1984. Since then, I grew the herd to 700 cows and converted to organic in 2008.

**Why is animal welfare important to you?**

The welfare of the animals is part of the overall health of the animals. My dad always said, “If you take care of your animals, they will take care of you.” The overall success of our dairy business depends on our animals being well cared for and healthy, so they can continue giving high quality milk.







*Dr. Robin Ganzert and John Bucher at Bucher Farms in Healdsburg, California. Bucher Farms is part of the Clover Sonoma co-operative, the first dairy producer to become American Humane Certified.*

### **What does it mean to be a dairy farmer today?**

Dairy farming today really is about being able to adapt to new market ideas and new technologies. It is no different than running any other business in today's competitive markets.

### **You are a dairy producer who provides milk for Clover Sonoma, the first dairy producers to become American Humane Certified. Why is humane certification important to you?**

We have been working with Clover Sonoma for almost 20 years and certified with American Humane for almost as long. Now, it is almost second nature in discussing animal welfare concepts in our day to day operations. It is important to me because it is good for the animals, good for business, and good for the community we live in. People like to hear that our animals are treated well.

### **Could you please tell us more about your on-site experience with American Humane's third-party auditing process at your farm and why you believe this sets Bucher Farms' milk apart?**

Our farm is audited and inspected on a regular basis through American Humane's program. The inspections usually go very well as we have developed protocols and standards on our farm that I expect my employees to follow. We spend time during our regular safety meetings and new hire trainings making sure everyone understands proper animal handling and animal care techniques. I am very proud of the care my employees show towards my animals. It keeps the animals healthier and healthy animals mean they will be around longer to produce high quality milk for everyone to enjoy.

### **You care for over 1,000 cattle each day; how do you view your role as a steward of animal care and welfare?**

My role is to educate and teach proper animal welfare techniques to my employees and staff. It is something we are always doing and always trying to improve on.

### **Bucher Farms has now entered the winemaking world. Can you please tell us more about how you started your vineyard? How does this diversify your agricultural portfolio?**

Our farm diversified into wine grape production over 20 years ago and wine making about 7 years ago. We felt we could take a few acres of the land and add a significant return on investment by producing Russian River Pinot Noir and Chardonnay. We currently use about 20% of the grapes for our own Bucher Wines brand and sell the remaining crop to about 12 to 14 wineries in the Sonoma and Napa areas. We compost some of our cow manure along with leftover grape stems and skins and re-apply to the soils in the vineyard. This adds back micro nutrients and helps promote soil health.



# FEEDING THE NATION AND DOING IT RIGHT

## Who we are

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 program.

Today, American Humane is proud to help verify the welfare of some one billion animals every year. American Humane was founded on the principle that farm animal welfare should be grounded in scientific research and enforced through third-party verification. Our program is designed to enable farms both big and small to achieve the same standard of compassionate care that all farm animals deserve.

That's why American Humane Certified includes welfare standards for a wide range of animal species – animal species – from broilers to cows, pigs to turkeys, dairy cattle and many more – and certifies a diverse range of humane farming systems, allowing us to help protect even more animals in need.

We work closely with responsible farmers across the country who are on the frontlines of animal welfare, offering our guidance and support to help these producers implement the humane standards consumers and retailers demand, and those that farm animals deserve.

## What we do

American Humane Certified is a voluntary, third-party certification program providing independent verification that certified producers have met 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.

American Humane Certified standards are based 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 these standards to ensure that the program reflects the latest scientific knowledge and the best practices in the field. The result is a body of hundreds of evidence-based standards, which encompass everything from air quality to adequate space and light to help elevate and ensure comprehensive farm animal welfare. For added protection, compliance with American Humane Certified is verified through comprehensive third-party 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 seal of approval.

With hundreds of American Humane Certified standards for a dozen different species and housing systems, producers may not necessarily meet our requirements when they first inquire about certification. In such instances, our team works closely with the applicant to provide insights and recommendations to help farmers elevate their standards as needed to adhere to American Humane Certified standards.

The next step is a thorough on-site inspection of all aspects of an 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 before their product can bear the American Humane Certified seal of approval.

To help ensure certified producers maintain our standards, American Humane conducts regular on-site evaluations, and reserves the right to perform an unannounced audit to confirm that the operation is upholding our high standards of animal welfare and care.







# AMERICAN FARMERS: MAKING THE BEST EVEN BETTER

At the turn of the 20th century, William McKinley was the President of the United States, the Wright Brothers had not yet taken to the skies at Kitty Hawk, and the world’s population hovered around 1.6 billion. Much has changed in the last 117 years, most notably the world’s population, which has more than tripled since 1900. This swift rise in global population is expected to continue well into the 21st century and experts believe this number will climb to nine billion by 2050.

Coupled with this growth, a study from the University of Oxford predicts that global food production will need to increase between 70 percent and 100 percent by 2050. Such an expansion will certainly place a greater reliance on the animals involved in the global food system; as many of you know, these animals are not just critical to the food production system – they are the food system.

This projected need for such large additions to the global food system calls to mind a topic that has been at the core of American Humane’s mission for the last 141 years – elevating farm animal welfare.

In fact, American Humane was founded around the issue of farm animal welfare in 1877. Since that time, we have been proud to work positively and collaboratively with farmers, ranchers, animal advocates, producers and the American public through our American Humane Certified program to develop solutions to drive systemic change and help improve animal welfare across the country. As the United States’ first national farm animal welfare certification program, this certification sets common-sense, achievable welfare standards based on science that help ensure and verify good practices.

This assurance and verification is increasingly important as the public has come to demand humanely raised products. In fact, studies have shown that an increasing number of American consumers care of about not only where their food comes from, but also how it is raised. A 2018 survey from Ketchum, the global public relations firm, shows that animal welfare is in fact the number one issue Americans are interested in supporting.

A humane certification label assures these consumers that farmers and producers are raising their animals under good animal-welfare standards, covering everything from adequate space to air quality, diet, living conditions, the ability to express natural behaviors, and are based on the internationally accepted Five Freedoms. When these standards are met, consumers can feel confident that their products have been humanely raised, and that farmers are indeed doing the right thing.

American Humane Certified is about collaboration. Farmers are, have been, and will continue to be first-line stewards of animal welfare; American Humane has a long history – going back to 1877 – of working positively with farmers and ranchers to ensure best practices. Thanks to the hard work of these men and women who have dedicated themselves to animal welfare, consumers across the country will continue to find healthy, safe, and humanely raised products on their grocer’s shelves.

# WHY I SUPPORT THE AMERICAN HUMANE FARM PROGRAM

By: Dr. Yvonne Vizzier Thaxton, MS, Ph.D., Professor Emerita and Director, Center for Food Animal Well Being at University of Arkansas, American Humane Certified Scientific Advisory Committee



I started my career working with poultry while the industry was beginning its amazing growth into a vertically integrated organization. For the first 30 years of my time in the industry, I worked primarily in quality control and food safety. In that role I quickly learned that I could set standards

that were impossible to achieve with the available technology and scientific knowledge. As a result, those standards became goals for the future rather than expectations at the time.

During my time in the industry and the subsequent years in academia, I watched the use of science and technology turn most of those early goals into industry standard practices. The constant advancements in technology are allowing continued advancements in industry practice leading to improvements in the quality of life for the animals along with improvements in food safety.

One of the reasons that I agreed to work with American Humane is the commitment to setting scientifically based and achievable standards while seeking knowledge and methods to improve the standards as science and technology develops. This is a difficult task and requires continuous vigilance and evaluation. During my time as a member of the American Humane Farm Scientific Advisory Committee I have seen this practice in action. The effort to maintain its standards at a level that exceeds commonly accepted industry practice in a manner than can actually be achieved and the progression of standards based on scientific advances are why I continue to participate in American Humane’s advisory activities.

## MEET MARTY



Please join us in welcoming Marty Frankhouser to the American Humane team as the new National Director of our Farm Program! Marty has spent the past 2 ½ years as the owner of Navigator Solutions, LLC working as an independent contractor with agriculture companies, offering expertise to improve profitability, production practices and standards of animal care. Before his consulting work, Marty served in a variety of senior marketing

and sales roles with Zoetis, Boehringer Ingelheim and Merck Animal Health. Most notably, at Pfizer Animal Health (now Zoetis), Marty helped manage the Husbandry Education and Individual Pig Care™ programs, which are national on-farm programs that assist swine producers to execute animal health and welfare protocols to the highest standards. Marty has a BS degree in Agriculture Economics from Virginia Polytechnic Institute & State University.



## BROILER PRODUCER SPOTLIGHT: SPRINGER MOUNTAIN FARMS

Since the American Humane Certified™ program began in 2000, American Humane has had the pleasure of working with farmers, ranchers, and producers to elevate farm animal welfare standards for nearly four billion animals. To help consumers know which producers have committed themselves to demonstrably good animal welfare, American Humane shines a spotlight on those who put food on our tables while raising animals right.



In this edition of our Producer Spotlight, we're traveling to Baldwin, Georgia, in the foothills of the Blue Ridge Mountains to meet Springer Mountain Farms, the first major poultry producer in the country to become American Humane Certified.

**Could you please tell us more about your perspective on being a family-run business and the benefit(s) this provides you and your farmers at Springer Mountain Farms?**

The most important advantage of a family run business is focus; the ability to focus on the product and the consumer first is something a family owned business views differently. The farmers, the consumers and the people we work with everyday become the reason why we're here. The result of this focus is obvious everywhere you look. All the way to the animals, which are always treated with respect. In every case, the small details become more important to everyone.

**Why did Springer Mountain Farms make the decision to become American Humane Certified? Throughout your operation, you have demonstrated a clear commitment to animal welfare. How does this choice impact your day-to-day operations and your product?**

One of the shortfalls of organics back in the day, was no consideration for animal welfare; we thought that was wrong. We didn't know how, but we knew there had to be a better way; that's when we invited American Humane to come help us grow chickens in a way that respected their lives and help everybody involved feel good about what they do.

**Could you please tell us more about your farmers and the role they play in making Springer Mountain Farms what it is today?**

We're proud of the fact that all our farmers have been trained and certified in animal care by American Humane. You sense the results every time you visit a farm. The farmers talk differently about the animals; almost like they're part of THEIR family. All that result in healthier, happier – less stressed animal.

**Springer Mountain Farms has developed strong ties with the culinary world, particularly with chefs. Could you tell us more about why you made this decision and how it impacts your work?**

It's really difficult, especially for a smaller company, to convey what you do with consumers; our relationship with the most talented chefs helps us build credibility with consumers; instead of going at it alone, we have developed relationships with chefs, which accomplishes something for everyone involved. The chefs win, the restaurants win, Springer Mountain wins and consumers win.

**What is the Springer Mountain Difference?**

Better care means better taste! You CAN taste the difference.



## SETTING THE STANDARD

At American Humane, we believe consumers should be able to follow their food preferences and find humanely raised dairy, meat, and egg products that are both safe and affordable. However, long before any American Humane Certified goods make it into your shopping cart, we work with farmers, ranchers and producers across the country to ensure that these products are indeed humanely raised through an independent, third-party verification process centered on science-based welfare standards.

American Humane works with farms of all sizes to improve the well-being of animals in agriculture using these ethically driven, science-based standards. In fact, we have worked with the world's leading experts, scientists, and veterinarians to develop them, as we believe these standards are not only important, but imperative to the humane certification process. This is a departure from other humane groups that have a different approach to animal welfare; though these tactics have garnered exposure and increased revenue for these organizations, American Humane has a different worldview.

Rather than trying to force farmers and ranchers into adopting standards that *feel good* instead of *being good*, American Humane Certified provides a rigorous, voluntary and independent third-party animal welfare auditing alternative. The American Humane Certified program is comprised of 200 humane-treatment standards that include but aren't limited to, adequate space, air quality, lighting, proper heat and shade, food and water, as well as the ability for an animal to express its natural behaviors. Each of these standards help lead to improved conditions for the nearly one billion animals on our nation's American Humane Certified farms and ranches.

Farms' compliance with these standards is verified, not by a first- or second-party "eyeball" assessment as is the case with some certification programs, but by a stringent audit conducted by outside, independent, licensed auditors who must also adhere to auditing quality standards. By having and ensuring science-based welfare standards, we can measurably improve conditions for farm animals.

For 141 years, American Humane's efforts to help ensure the welfare of animals have been successful thanks to the scientists, veterinarians, farmers, ranchers and producers who have dedicated themselves to improving farm animal welfare. No other farm animal welfare certification program comes close in size or impact to American Humane Certified. To learn more about American Humane Certified standards, please visit [www.HumaneHeartland.org](http://www.HumaneHeartland.org).



# AN INTERVIEW WITH CHAIRMAN ROBERT LIVINGSTON

Though the halls of Congress and a farm may not seem to have much in common, since our founding in 1877, American Humane has dedicated itself to improving the lives of our nation's farm animals from the barnyard to Capitol Hill.

To amplify our voice among our nation's policymakers, American Humane has partnered with the Livingston Group (TLG) as our representatives on Capitol Hill. Led by Former Chairman of the House Appropriations Committee, the Honorable Robert Livingston, TLG is a widely respected and longstanding bipartisan presence in our nation's capital. As the Founding Partner of the TLG, we sat down with Chairman Livingston to discuss more of his work with American Humane:

### Can you tell us more about why you and The Livingston Group chose to partner with American Humane?

The Livingston Group (TLG) is a bipartisan firm comprised of professionals that have served as Members of Congress, majority and minority Congressional staff, and senior officials in the Executive Branch within the past six Administrations. I served in Congress for 22 years, most of that time in the Appropriations Committee where I worked in a bipartisan fashion. We utilize our experience, expertise and working relationships to enhance appreciation for American Humane and its programs government-wide.

We are motivated by its 'first to serve' ethic and by its dynamic and effective programs from rescue to farms to Hollywood to military to conservation. We see American Humane's commitment to ensuring the safety, welfare and well-being of animals. We also see their commitment to ensuring their continued presence in our lives through impacting public perception and policy. As a government relations firm, we knew we could help American Humane's mission by helping them successfully navigate the existing political, policy and legislative realities in Washington, DC.

### With so many groups active in the humane landscape, what do you think sets American Humane apart?

American Humane is set apart as our country's oldest national humane organization. For more than 140 years American Humane has dedicated time, talent and resources to promoting the welfare and safety of animals. It has done so with a lot of heart, but also intelligently with science-backed guidelines and policies. Experts are brought in from all disciplines to ensure that there are best-practices. Moreover, they are cost effective: 91 cents of every dollar is spent directly on programs at American Humane, far higher than other humane groups.

### Why is it important for elected and government officials to know about humane agriculture and how do you and TLG help American Humane on this front?

American Humane is a standard bearer. It created our country's first certification program to ensure the welfare of farm animals. As Congress sets policy and funds programs, it is critical that Members and staff hear from American Humane regarding its farm animal welfare guidelines and the interest it has garnered among the agricultural community.

Congress is responsive as the American Humane farm animal welfare program helps provide assurance that products have met science-based animal welfare standards and that the animals in the program are humanely raised. That's important to government oversight and to the constituents of Members.

Regular meetings on Capitol Hill with Members of Congress and congressional staff in the Leadership and in all Committees are critical to advancing our message. We have met with and continue to engage Members of the Agriculture Committee, the Agriculture Subcommittee on Appropriations, and others concerned about farming standards.

Some of these Members have joined the Humane Bond Caucus, a Member group that is concerned with animal welfare and the bond between animals and people. The Humane Bond Caucus serves as an authority in Congress on animal welfare issues, and its 50 Members serve as an important voting bloc on key issues affecting animal welfare.

### What has been the most rewarding aspect of advocating for the US's oldest national humane organization?

As a former Member of Congress from New Orleans often beset by hurricanes, I personally appreciate the work American Humane has done and continues to do in its rescue program.

As an American and a veteran, I am gratified by the strides American Humane has taken to ensure that more service dogs are in the hands of men and women with post-traumatic stress or traumatic brain injury and to ensure that military working dogs are returned to the United States to live with their former handlers.

And when it comes to the farm program, I appreciate being able speak with confidence about American Humane's science-based standards and to the incredible brands that are certified producers.



# REACHING MILLIONS, SPREADING THE WORD

Not only does American Humane work to elevate and celebrate the good work being done by America's farmers, ranchers, and producers; we also work hard to support and promote those who put food on the nation's tables and do it right. We have launched a series of national television and radio public service announcements (PSAs) encouraging the public to purchased humanely certified products.

American Humane's Farm public service announcements have generated:

30,000 BROADCASTS REACHING



500 MILLION PEOPLE

### Voiceover from American Humane's recent Farm PSA:

*There are over nine billion animals raised on farms and ranches across the country each year. For far too long, those animals were not afforded protections to ensure their humane treatment and care.*

*Luckily, times have changed and more and more farmers are raising their animals in accordance with American Humane's ethical and science-based standards. American Humane is this country's first national humane organization and is committed to working with farmers to offer ethically driven consumers humanely raised products.*

*Next time you are in the grocery store, be sure to choose products that are American Humane Certified. The purchasing decisions you make each week can positively impact the lives of billions of animals on our nation's farms and ranches.*

*Live better, live healthy, be humane. To learn more, visit [www.AmericanHumane.org](http://www.AmericanHumane.org).*





# The Humane Table

*Coming to a Bookstore Near You!*

American Humane is thrilled to announce the development of a one-of-a-kind cookbook entitled *The Humane Table*, to be published by Greenleaf Book Group in 2019.

*The Humane Table* will feature recipes that shine a bright light on the humane products that American Humane Certified producers provide consumers across the country each day. For more information about this exciting new literary project from American Humane, please contact Andrew Goff at (202) 677-4231.



## CONGRATULATIONS TO ALL OF OUR AMERICAN HUMANE CERTIFIED PRODUCERS!





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## FREE RANGE PRODUCER SPOTLIGHT: THE HAPPY EGG CO.

In this edition's Free Range Producer Spotlight, we are proud to feature The Happy Egg Co., the first, free range egg producer in the United States to become American Humane Certified™.

### **Please tell us a little more about Happy Egg.**

Part of Noble Foods, Ltd., and established originally in 1949, The Happy Egg Co. has grown into an international business and now one of the fastest-growing brands in the U.S. To the consumer, Happy Egg products include "The Free-est of the Free Range" eggs, in dozens and 18-counts, both in regular and Organic versions. Happy Egg can be found in Kroger, Safeway, Albertsons, Publix, Walmart, Sam's Club, Sprouts, King Soopers, and many more retailers. Happy Egg's U.S. hens are raised on small family farms in America's heartland in Missouri and Arkansas. You can find out more about The Happy Egg Co. at [www.happyegg.co](http://www.happyegg.co).

### **Why is animal welfare important to Happy Egg?**

It's important because raising healthy hens that lay the best of eggs has been the root and fabric of the company's values and ethos from Day One. Our Mission is simple: At Happy Egg, we love our birds, so you can feel great about loving eggs.

### **As a global company, how do you implement sound animal welfare practices across your business?**

Happy Egg follows the guiding principles of the Five Freedoms of Animal Welfare, the internationally-recognized outline of animal welfare elements humans can control. More than following them, we were one of the first free range producers and are still one of the most rigorous organizations to directly and practically address each of the Freedoms in egg-laying hens. The Freedoms form the basis of our code of practice, because they give our farmers the best chance to raise healthy, leading to productive hens who produce higher-quality eggs.

### **Happy Egg has a very loyal consumer following. With consumers' growing desire to know where their food comes from, how has Happy Egg responded?**

Happy Egg maintains an extremely active social media presence, with hundreds of thousands of followers world-wide. We constantly give updates to our consumers about the farms, our standards, and our hens. Happy Egg arms its retailers with the information they need to tell shoppers the difference between American Humane Certified Happy Egg products and the competition who carry standard free-range, cage-free, and caged/commodity eggs. An active two-way interaction with shoppers is the best way to help clarify the confusion many people have on the differences between types of hen-farming.

### **Why is American Humane certification important to Happy Egg and your consumers?**

The Happy Egg Co. was the first free range egg producer to be certified by American Humane. The Happy Egg Co. ensures our facilities and systems meet American Humane's rigorous standards for free-range hens. These standards uniquely provide each hen with access to at least 21.8 square feet of outdoor space, superior shelter environments, and nearly 200 more science and welfare-based standards. Other industry "certifications" allow "free-range" hens to have as little as two square-feet per hen, among other less-restrictive standards, to be labelled as free range! American Humane certification demonstrates that American Humane and the Happy Egg Co. share the belief that these standards do more to support hen welfare and are appropriate to claim true free-range production. That means consumers truly get the "Free-est of the Free Range." The American Humane Standards instill trust, confidence, and integrity and are a beacon for consumers, Happy Egg and our birds.



# AMERICAN HUMANE: AMERICA'S FIRST NATIONAL HUMANE ORGANIZATION

## Our History

American Humane – the country’s first national humane organization – was founded on October 9, 1877, in Cleveland, Ohio, by local humane society representatives from around the United States. In our first days as an organization, American Humane’s first goal was to address and improve the humane transport of livestock across the country. In fact, we supported the enactment of the 28-Hour Law, which was passed to help prevent the inhumane transport of animals via our nation’s railways.

More than half a century later, American Humane’s continued legislative advocacy contributed to the passage of the 1958 Humane Slaughter Act, which helped enact more humane slaughter practices across the United States. To encourage participation by companies that did not fall under the Act’s provisions, American Humane created a “seal of approval,” which was awarded annually to meat companies that voluntarily signed up for and met American Humane’s rigorous welfare standards.

At the turn of the 21st century, American Humane took this seal of approval and expanded it into what is now the largest independent farm animal welfare certification program in the world – American Humane Certified™. Now in its 18th year, this first-of-its-kind program covers more than 100 producers in three countries!



## Who We are Today

Today, American Humane continues its 141-year-old mission of ensuring the safety, welfare, and well-being of animals. Since our founding in 1877, we have been first to serve and continue our role as proud advocates of the strong bond between people and animals.

We remain first to serve, whenever and wherever animals are in need of rescue, shelter or protection. American Humane’s leadership programs certify over one billion animals every year and our lifesaving work stretches across five core programs:

- ★ **Military:** A national military affairs center dedicated to supporting our nation’s veterans, including American servicemembers and the military working dogs that serve alongside U.S. troops in combat.
- ★ **Farm:** An independent, third-party certification program to help ensure the welfare of farm animals and provide ongoing education about humane animal agriculture to consumers and farmers across the country.
- ★ **Conservation:** An independent, third-party certification program to elevate and verify the welfare of animals living in zoos and aquariums worldwide.
- ★ **Rescue:** A dedicated team of emergency first responders and volunteers 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 filmed media.

# FINANCIAL STEWARDSHIP

American Humane has a long and trusted record of using our precious resources effectively for the benefit of the most vulnerable. Our independently certified awards and recognition for our charitable stewardship include:

## American Humane a “Top-Rated Charity”

American Humane was named a “Top-Rated Charity” with an “A” rating by the American Institute of Philanthropy’s CharityWatch, joining only a select few of the more than 600 charities monitored by the service. Groups included on the Top-Rated list generally spend 75 percent or more of their budgets on programs, spend \$25 or less to raise \$100 in public support, do not hold excessive assets in reserve, and receive “open-book” status for disclosure of basic financial information and documents.

## The Better Business Bureau’s Wise Giving Alliance

American Humane is once again among the less than 1/10 of 1% of all charities that meet all of the Better Business Bureau’s Wise Giving Alliance’s 20 Standards for Charity Accountability.

## The Independent Charities of America “Seal of Excellence”

The Independent Charities Seal of Excellence is awarded to the members of Independent Charities of America and Local Independent Charities of America that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness. These standards include those required by the U.S. Government for inclusion in the Combined Federal Campaign, the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000, or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal.

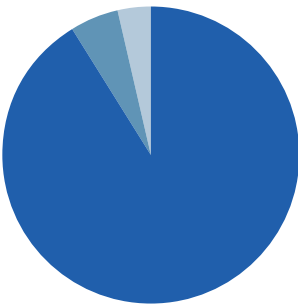
## Great Nonprofits

This charitable service, based on public reviews, also named American Humane a “Top-Rated Charity.”

## Getting the Gold from GuideStar USA!

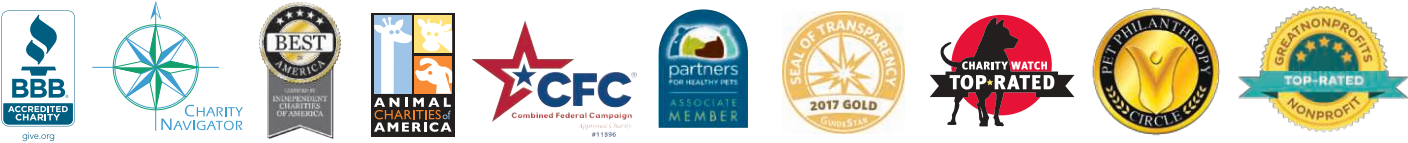
GuideStar USA, Inc., the premier source of nonprofit information, awarded American Humane the Gold Level, by demonstrating our deep commitment to nonprofit transparency and accountability.

American Humane provides outsized service to those it serves. With millions of animals helped each year, you may be sure that your donation will be well used and will have a real measurable impact.



Program services	91.2%
Fundraising	5.2%
General administration	3.6%

Audited Financials 6/30/17







## PLEASE CONSIDER MAKING A GIFT TO AMERICAN HUMANE

Please consider donating to help American Humane continue our lifesaving work for animals across the United States and around the world. Currently, our organization spends more than 91 cents out of every dollar raised directly on our programs – a cost ratio significantly higher than that 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)**, by phone at **(866) 242-1877**, or via mail at **1400 16th Street NW, Suite 360, Washington, D.C. 20036**.

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

**Gift by Will:** A bequest to American Humane is a wonderful way to leave a legacy of compassion for years to come. 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 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 American Humane's Philanthropy department at **(866) 242-1877** or via email at **[PlannedGiving@AmericanHumane.org](mailto:PlannedGiving@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 also 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 2018 up to \$100,000. There are specific requirements:

- You must be 70 ½ 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 Identification Number: **84-0432950**. For a sample letter or for additional information, please contact American Humane's Philanthropy department at **(866) 242-1877** or via email at **[PlannedGiving@AmericanHumane.org](mailto:PlannedGiving@AmericanHumane.org)**.

**AMERICAN★HUMANE**  
*FIRST TO SERVE®*

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(800) 227-4645

[www.AmericanHumane.org](http://www.AmericanHumane.org)