

AMERICAN★HUMANE

FIRST TO SERVE®

FARM PROGRAM NEWSLETTER
FALL 2020



A MESSAGE FROM DR. ROBIN GANZERT, PRESIDENT & CEO



Friends,

This year, as you know, we are celebrating 20 years of American Humane Certified™. At the turn of the century, we decided to begin working to independently verify the outstanding welfare practices of farms and ranches. A decade ago, I joined American Humane, and I couldn't be more proud of the consistent growth and excellent work that everyone involved has put in to improving the lives of farm animals.

No one expected 2020 to take the turns it has but, as in all things, our nation's farmers have tackled the challenges head on. As the nation, and the world, adapts to the new normal, grocery store shelves are still laden with affordable, safe and delicious food.

American Humane has been involved in the agricultural space since our founding in 1877, 144 years ago, and we are looking forward to another 144 years of elevating the standards for animals on farms.

If you are a farmer who is part of our program, thank you, from the bottom of my heart, for continuing to do right by the animals in your care. Thank you for your commitment to excellence in these trying times. Thank you for going above and beyond and for encouraging others to do the same.

Looking forward, we are excited to continue working alongside scientists, animal experts and farmers to raise the standards of farm animal welfare for another 20 years.

If you are a farmer who already does amazing work with animals and are interested in communicating that to your customers, reach out. Our farm team is available to answer any and all questions that you have.

All my best,

Robin R. Ganzert, Ph.D.
President and CEO

HUMANE AGRICULTURE IN THE TIME OF CORONAVIRUS

The response to the novel coronavirus has included numerous heroes – from healthcare workers to first responders, and everyone in between. Often overlooked in the media's narrative, however, has been America's farmers and ranchers, who have tackled the added difficulties of coronavirus head on.

Through the American Humane Certified™ program, we have witnessed firsthand the undying commitment to safety that our nation's farmers and ranchers exhibit. It has been amazing to watch producers turn on a dime to ramp up biosecurity protocols and ensure safety for their workers, animals and consumers.

According to Kreher Family Farms, an American Humane Certified™ producer, no aspect of their farm's practices was off the table for review. While revamping their operations, they embraced changes both minor and significant to ensure a COVID-safe environment.

Schipper Eggs, another American Humane Certified™ farm, reported increasing their biosecurity protocols, going beyond CDC recommendations to ensure regular sanitization of shared common areas, sanitization at every entrance and doorway, baseline testing of each employee and numerous other measures.

At American Humane, we aren't surprised by our producers going above and beyond – they have already been meeting excellent animal welfare standards, which is why we're proud to have them show the American Humane Certified™ logo on their products. As we look towards the future, and a world beyond the novel coronavirus, we know our producers will continue to demonstrate not only a commitment to excellent welfare, but a commitment to meeting new obstacles with eagerness and determination.



AN INTERVIEW WITH KREHER FAMILY FARMS



Through the American Humane Certified™ farm program, our organization has the opportunity to interact with, and learn from, farmers and ranchers of all backgrounds. When we had the chance this fall to virtually interview Brian Kreher, a 4th generation family farmer at Kreher Farms who manages Egg Farm Operations & Compliance, we jumped at the chance. The interview has been edited for conciseness.

1) Tell us a little bit about your company, your history, and your commitment to animal welfare?

Our farm was started back in 1924 on 18 acres in what was then a rural area outside of Buffalo, NY. The farm was a traditional small farm for the time, consisting of a few cows, pigs and fifty-four chickens. About a decade into that farm, Great Grandpa Henry Kreher became more interested in chickens than the other livestock and began breeding a “Kreher” pure line strain of hen.

Over time, the market shifted away from pure line strains, and our farm shifted to pullet growing. This was in the early 1950s and the second generation, two brothers, joined the family farm, taking residence on an additional farm purchased in the rural town of Clarence. The farm continued to grow, and in the 1960s shifted the focus from pullet growing to commercial egg production.

From the new Clarence site, the farm grew to where it is today. In the 1970s-80s, the third generation joined the family farm and helped it continue to grow. The 1990s saw the farm get into manure composting and fertilizer production, as well as marketing Eggland’s Best eggs.

Throughout the 2000s, the fourth generation has been coming back to the family farm. In 2009, we started Kreher’s Sunrise Farm, LLC, our organic egg farm. Our family is proud of the growth of our organic farm over the last eleven years.

Permeating this ninety-six-year history is a strong commitment to animal welfare. Kurt Kreher, my father, was one of the earliest members of the United Egg Producers Animal Welfare Committee, two and a half decades before Kreher’s Sunrise Farm existed. Taking care of the animals we raise is quite simply “doing the right thing” and that has been part of our family’s shared values, passed on through the generations, and also consistently communicated to and instilled in our employees.



2) How do you feel about the animals in your care and why do you believe animal welfare is important?

My family has had the legacy passed on through the generations of being good stewards, both to the land on which we raise crops on and of the animals that we raise. Aside from being the right thing to do, a focus on animal welfare is key to raising healthy hens. We get feedback, on a daily basis, from the hens we raise on how they are feeling via the data we collect. Unfortunately, hens cannot tell us in words how they are feeling, but we can get a pretty good idea via the noises and behavior in the barns, feed and water consumption and production data.

The wonderful thing about farming is the positive feedback loop that occurs when you have a healthy, well-cared-for flock. Healthy, low stress birds lay more eggs. Everyone on our Poultry Care team knows the signs to look for and is always looking for ways to improve the welfare of our hens.

3) Some companies are self-reporting welfare outcomes. Why did you decide it was important to work with an independent third party?

The value of third-party certification is the trust our direct customers and the end consumer has in the third party's rigor in developing standards and holding their partners accountable to those standards.

American Humane has a long history of promoting animal welfare across all species, and this history and trust built within that legacy has value to us, our customers and consumers. Not only does this certification have value to our current customers, but new customers trust American Humane in a way self-reporting our welfare standards to them would not be able to achieve.

4) Why do you value American Humane certification?

The values passed on through the legacy of our multi-generational family farm fit well with the animal welfare values permeating the now over a century long history of American Humane.

My family sincerely appreciates the partnership we've developed with American Humane. The very nature of agriculture of all types means curve balls will be thrown at times. It is comforting to know that we have in American Humane a partner that will help guide us through these challenges as partners.

5) How have your customers responded to your earning the American Humane Certified™ seal and how does it set you apart from other producers in your field?

Kreher's Sunrise Farm, LLC has had the American Humane certification from the

very beginning. Knowing the history and trusting the rigor behind the guidelines, we felt that it was crucial for us in communicating the care that goes into every egg.

6) What is the relationship, in your opinion, between biosecurity and animal welfare?

Biosecurity is a very important aspect of animal welfare. The main goal of biosecurity is keeping your flock as healthy as possible by keeping foreign diseases off your farm or mitigating the potential spread of disease amongst flocks. This directly impacts the welfare of our hens.

Our Poultry Care team is trained extensively on the "why" of both biosecurity and animal welfare, which helps everyone have it top of mind on a daily basis.



GIVE THANKS AND SET A HUMANE TABLE

This year Thanksgiving will undoubtedly feel a bit different as families across the country find themselves celebrating under unprecedented circumstances. Roughly eight in 10 hosts are planning on only cooking for their immediate families or households, according to a recently conducted survey.¹

Despite the challenges associated with celebrating safely, Thanksgiving will continue to remind us of what we are all thankful for – our friends, our family, our lives and our freedoms. At Thanksgiving, we also have the opportunity to show our thanks to animals and farmers by setting a humane table. Farmers and ranchers who go above and beyond industry standards to do right by the animals in their care deserve our thanks and our respect.

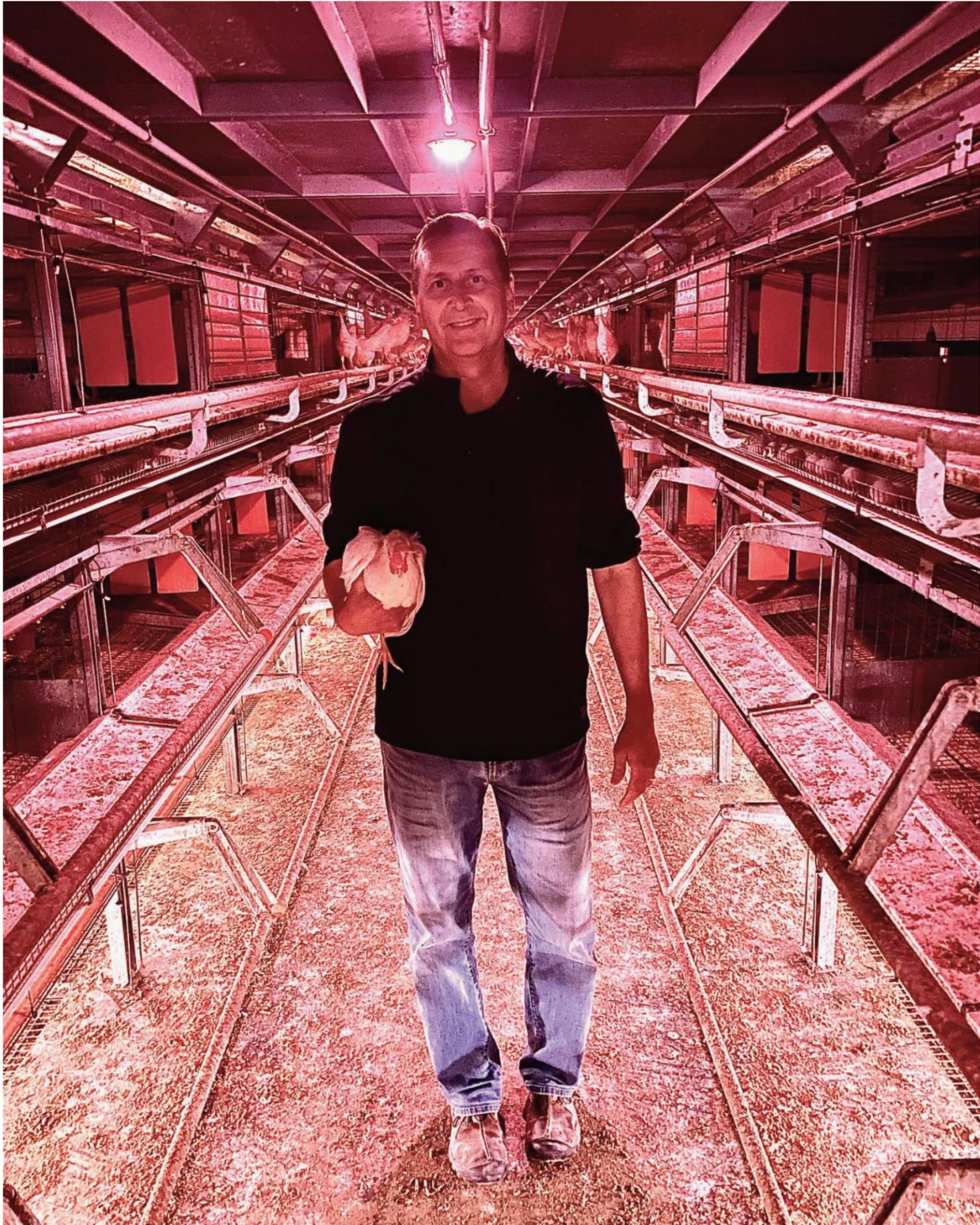
As the American Humane Certified™ program has expanded over the past two decades, we have seen tremendous growth, both as farmers and ranchers have joined the program and as public support for humanely raised proteins has risen. More than 90 percent of Americans consider the consumption of humanely raised products to be “very important,” according to an American Humane survey.

To meet that demand, more and more farmers and ranchers are elevating their animal welfare standards to conform with, and even surpass, consumers’ ethical values. New producers are regularly being audited against our 200 science-based standards before they can proudly display the American Humane Certified™ insignia on their packaging.

When shopping for Thanksgiving, look for the words American Humane Certified™ on grocery store shelves. It’s easy to find, as last year one in three turkeys on Thanksgiving tables came from Butterball, an American Humane Certified™ producer. By supporting humane farmers and ranchers, you can help elevate farm animal welfare with your purchasing power and give thanks to those who are doing it the right way.



¹ <https://www.klaviyo.com/blog/consumer-survey-thanksgiving-plans>



INSIDE THE ROOST WITH SCHIPPER EGGS

If you ever find yourself sightseeing the Great Lakes, chances are you've gone to the Holland Harbor Lighthouse, locally known as Big Red. The iconic landmark marks the boundary between Lake Michigan with Lake Macatawa.

Not far from there, you'll find Schipper Eggs LLC, a third-generation family farm located in Holland, Michigan. Founded in 1916, the Schipper family has been committed to the wellbeing of their birds for more than a hundred years. As an organization with a century-long history, American Humane appreciates institutions that have been committed to doing good for the long haul.

According to Schipper Eggs, working with American Humane helps to "hold us accountable and provides our customers with transparency. It also allows us to showcase our commitment to a high degree of excellence." The third-party certification offered by American Humane provides verifiable assurance to Schipper's customers that they are doing right by the hens in their care.

In an interview with American Humane, Schipper Eggs let us know that the certification program, "continues to elevate our level of animal care by providing ahead of the curve standards that insist on proper care for our hens. We appreciate forward thinking and innovation as these things remain testaments to how we operate."

We've seen Schipper Eggs step up to the plate in a major way, both for their hens and their consumers, in the wake of the novel coronavirus. We're happy to work with farmers like Schipper to elevate welfare standards for animals everywhere.



CLOVER SONOMA CELEBRATES TWENTY YEARS OF CERTIFICATION

Twenty years ago, American Humane embarked on a new journey – certifying farms and ranches for excellent animal welfare. Over the past two decades, we have witnessed tremendous programmatic growth as farmers have sought to elevate their standards and operations to better the lives of the animals in their care. Today, the American Humane Certified™ program improves the lives of some one billion animals annually.

We are incredibly proud of the work we do to help farm animals, but it is the outstanding farmers and the work they do every day to improve the lives of the animals in their care, of who we are most proud. Our certified producers go above and beyond industry standards to do what's right by the animals. For the past twenty years, Clover Sonoma, a dairy farm based in Petaluma, California, has been with American Humane every step of the way.

Clover Sonoma is no stranger to excellent animal welfare. As a third-generation family-owned dairy farm, their commitment to the animals in their care runs deep. American Humane values commitments from excellent farmers like Clover Sonoma because they push the industry, as a whole, forward.



5 FREEDOMS OF ANIMAL WELFARE

1 FREEDOM FROM HUNGER & THIRST

2 FREEDOM FROM DISCOMFORT

3 FREEDOM FROM PAIN, INJURY OR DISEASE

4 FREEDOM FROM FEAR & DISTRESS

5 FREEDOM TO EXPRESS NORMAL BEHAVIOR

WHERE'S THE LOVE?
SO FAR THERE ARE ONLY A FEW AMERICAN HUMANE CERTIFIED MILK BRANDS IN THE WHOLE COUNTRY! THE FIRST, BEING CLOVER SONOMA, IN CALIFORNIA.

DID YOU KNOW?
ORGANIC DOES NOT GUARANTEE THE WELLBEING OF ANIMALS.

CERTIFIED ORGANIC
HUMANELY RAISED

CLOVER SONOMA
Since 1976

American Humane CERTIFIED
Celebrating 20 YEARS

JOIN THE MOOOVEMENT

Drink #OnlyHumane

COLEMAN PUPS4PATRIOTS GRADS



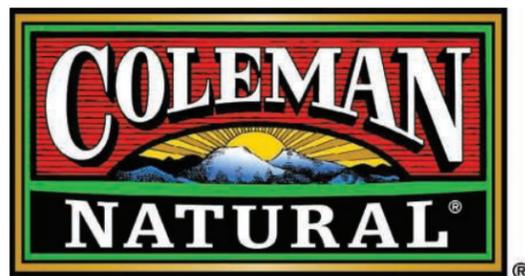
Every year on November 11, the nation observes Veterans Day, a national holiday honoring the men and women who bravely served our country in the Armed Forces. The day gives us each an opportunity to reflect and be thankful for those who risked their lives in defense of America and the freedoms we enjoy.

American Humane's mission and purposes stretches far beyond our farm program. For more than a century, our team has supported the U.S. military, veterans and military animals. Our military history traces its roots to World War I, when the U.S. Secretary of War requested our animal first responders deploy to war-ravaged Europe and care for wounded horses. At the height of the action, our responders cared for 68,000 wounded horses each month. Today, more than 100 years later, we carry on that rich tradition of working alongside the military with an emphasis on animals.

Our Pups4Patriots™ program, which trains lifesaving service dogs for veterans diagnosed with post-traumatic stress or traumatic brain injury, is just one of our military initiatives. Up to one in five veterans of Iraq or Afghanistan are diagnosed with PTS, according to the Department of Veterans Affairs. Sadly, these invisible wounds of war can contribute to veteran suicide.

Many wait lists for service dogs are prohibitively long and properly training a dog can cost up to \$30,000. That's why American Humane provides these lifesaving animals free of charge to veterans in need. It is through the generosity of sponsors like Coleman Natural Foods, an American Humane Certified™ producer, that we can provide these lifesaving dogs to veterans in need.

In the past year, Coleman Natural Foods was proud to celebrate the graduation of six new pairs of veterans and dogs in Oklahoma. Already, the dogs have made a huge impact, including helping their new owners cope with the realities of the novel coronavirus.



Here's what Charlie, a veteran who Coleman Natural Foods' donation helped, said:

"Duke has helped me cope with this pandemic by being by my side. He feels when my stress starts getting high and pays "extra" attention to me, checking on me. I've noticed my temperament has become shorter with others and Duke has had to work extra hard. Thankfully, this program gave us the knowledge and skills how to navigate triggers and live more productively in such trying times."

Thanks to generous donations like those from Coleman Natural Foods, we can continue training service dogs for veterans and changing lives on both ends of the leash.





AMERICAN HUMANE'S NEW DEAL FOR ANIMALS AND PEOPLE

The novel coronavirus has radically altered the world as we knew it and Americans' way of life has been forever changed. As we mourn the deaths of more than 200,000 Americans, American Humane is reminding policymakers, politicians and world leaders that this disease did not spring forth ex nihilo – it originated as the result of a broken social contract between people and animals.

Inherent in that contract is the notion that we will treat animals with the dignity that they are due. In wet markets, like the one in Wuhan, China where the novel coronavirus likely originated, animals suffer shocking abuse and cruelty. Recognizing that animal welfare is inextricably tied to human health, national security and the economy, American Humane introduced our *New Deal for Animals, People and the World We Share: A 10-Point Plan to Build a More Humane and Ethical World*. Our recently released white paper provides an analysis of the following 10 points:

1. **End the World's Wet Markets**
2. **End the Global Cat and Dog Meat Trade**
3. **Immediately Stop Unnecessary Taxpayer-Funded Testing on Animals**
4. **Ensure Independent, Humane Inspections of Farms Worldwide and Related Biosecurity Measures for Animal Agriculture**
5. **Ensure Independent Humane Oversight of Animals in All Forms of Entertainment**
6. **Ensure Independent Humane Inspections of Zoos and Aquariums Worldwide**
7. **End the Highly Lucrative, Organized Poaching and "Bush Meat" Trade That Is Decimating Wild Species and Spreading Devastating Diseases**
8. **Enforce Ethical Standards for Global Animal Tourism**
9. **Enforce Safety Standards for Animals in All Forms of Transportation**
10. **Expand the Use of Service and Therapy Dogs**





The bond between animals and humans is intrinsic to our very nature and indeed this symbiotic relationship provides an uplifting, sustaining, and often healing power that, for many, is incomparable. The human-animal bond must be treated with respect and the attention to detail which it is due. To learn more about the New Deal and our efforts to build a more humane world, visit www.AmericanHumane.org/NewDeal.



BEHIND THE LABEL

Modern food packaging is busy, packed to the brim with seals, nutrition facts, labels and more. Through all that noise it can be hard to parse the marketing from the information.

This fall, American Humane got together with Springer Mountain Farms, the first broiler producer to become certified, and put our heads together to find a way to better communicate with consumers all that goes into the American Humane Certified™ label that they see on grocery store shelves. Beyond the Label, a podcast produced through the Heritage Radio Network, was the product of this discussion.

Through six episodes, food journalist Lisa Held spoke with personnel from American Humane's farm program, representatives from Springer Mountain Farms and even Dr. Joy Mench, a renowned animal welfare expert and scientist who serves on our Scientific Advisory Committee. Our own Dr. Robin Ganzert helped cohost several episodes and discussed not just the history of farm animal welfare, but what we can expect in the future.

We have been so excited by the response to this podcast – we have heard from consumers who love American Humane Certified™ that this show has given them a deeper understanding of how our farm standards are formed and the reality of on-farm audits. It's important to American Humane to not only improve the living conditions of farm animals, but to communicate with ethically-minded consumers the importance of third-party certification and what that certification means.

To listen, all six episodes are available on Apple Podcasts, Spotify, Stitcher or wherever you stream your podcasts.



MISSION METAMORPHOSIS AVAILABLE NOW

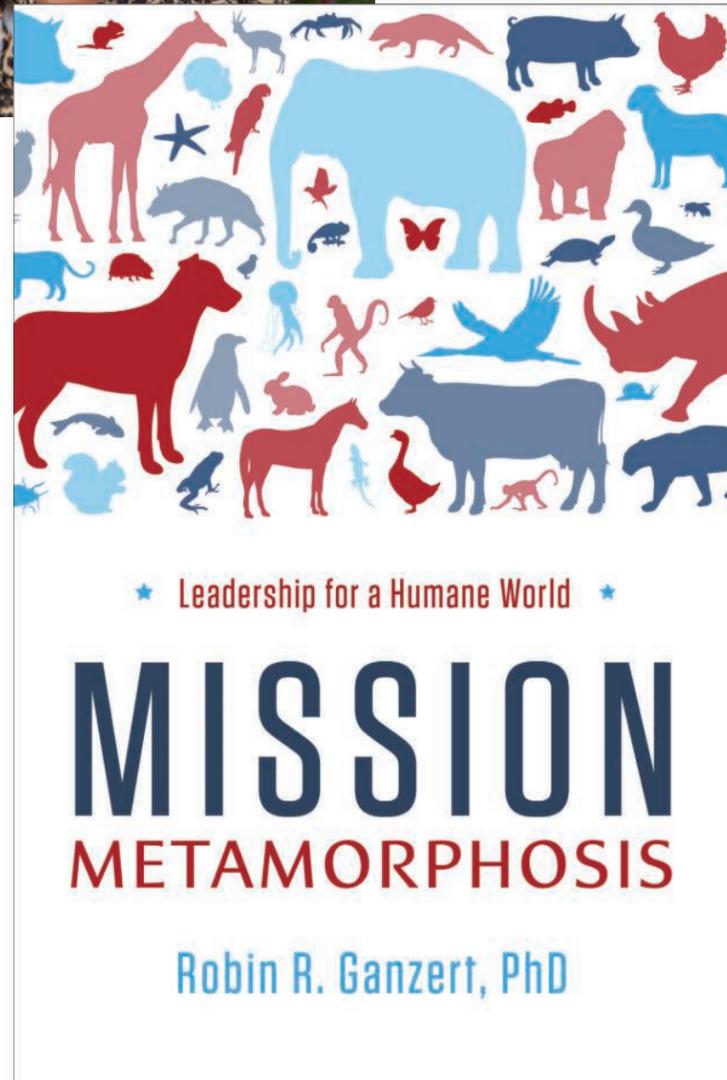
The new book from Dr. Robin Ganzert, American Humane's president and CEO, is now available at bookstores everywhere. *Mission Metamorphosis* is the inspiring story of rebirth and renewal at American Humane, which faced significant headwinds in the wake of the Great Recession.

Mission Metamorphosis serves as both a 10-year retrospective of Dr. Ganzert's time at American Humane and a how-to guide for business leaders interested in achieving programmatic success. When Dr. Ganzert assumed her current role, despite more than a century of good works, the rescuers at American Humane were in need of a rescue.

By focusing on the mission – saving animals whenever and wherever they are in need – and allowing everything to flow from that goal, American Humane plotted a course for another century of lifechanging work.

When Dr. Ganzert began drafting the book, no one realized how timely it would be. As hundreds of millions are grappling with the political and economic ramifications of the novel coronavirus, both non-profit organizations and for-profit companies are struggling to prepare for an uncertain future. The lessons contained in *Mission Metamorphosis* provide an inspirational roadmap.

Proceeds from book sales will go back to American Humane, helping to further its critical work to protect animals around the world, including saving, sheltering, and improving the lives of some one billion animals each year. *Mission Metamorphosis* is published through Fast Company Press and available now through Amazon, Barnes & Noble, Books-A-Million or your local bookstore.

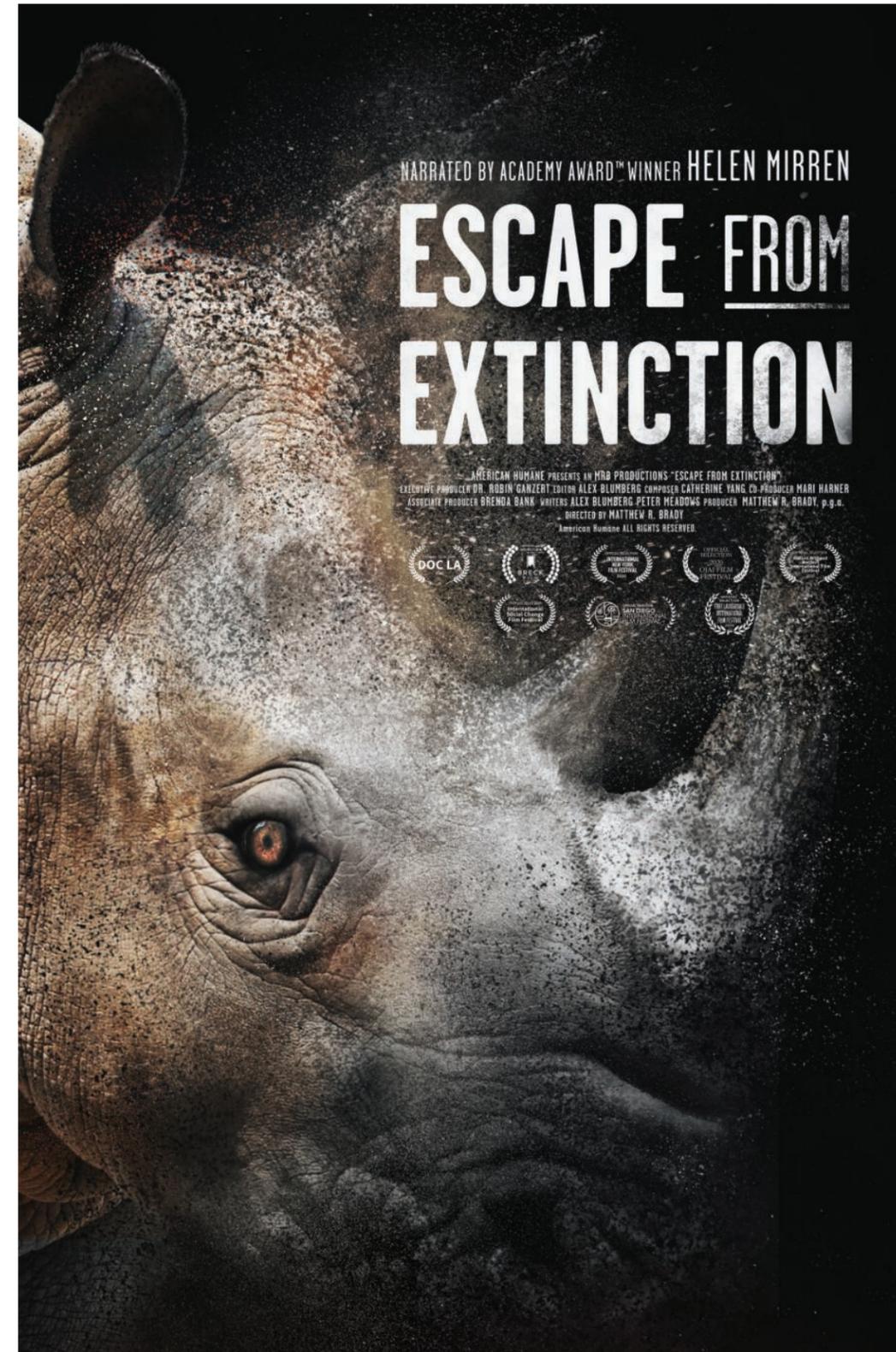


GROUNDBREAKING DOCUMENTARY SCREENING NOW

The dodo. Steller's sea cow. The great auk. The broad-faced potoroo, the Falkland Islands wolf and the laughing owl. These are just a few of the incredible species that no longer exist. Since the year 1500, more than 680 species have gone extinct and today, according to the United Nations, one million plant and animal species are at risk of disappearing.

The very web of life on Earth is being threatened in what scientists are calling a 'Sixth Mass Extinction' – an ongoing extinction crisis largely caused by the exploitation of the planet by people. We created the problem, and now we must be the solution.

Leading American Humane Certified™ and accredited zoos and aquariums are undertaking critical efforts to preserve these remarkable and endangered species on the verge of disappearing forever. Our upcoming first feature documentary, "Escape From Extinction," examines the role zoological facilities play in saving animals, and explains how you too can be part of the solution. The film, narrated by world renowned actress Dame Helen Mirren, opened in theaters across the country on October 16. Check your local listing to see if it is playing near you.





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 puts more than 91 cents out of every dollar spent directly into 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, 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.

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.

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