

Dear Store Manager,

My name is [INSERT NAME] and I am a loyal customer of [RETAIL STORE]. I am writing to encourage you to consider adding products from farms and ranches certified by American Humane to your shelves.

I am part of a growing movement of shoppers who prioritize animal welfare in our decision making. There are many attributes on labels, including organic, GMO-free, all natural, and others. While each may appeal to a different subset of people, I want to know that eggs, dairy, and meat products come from farms that treat their animals right.

After researching the American Humane Certified™ program, I am confident that their independent audits help animals on farms and ranches. Founded in 1877, they are the first national humane organization in the United States and their standards are based on real science. Some of the biggest names in the space, such as Dr. Temple Grandin, helped define their standards.

I am already a fan of [STORE] and would be thrilled to know that you are carrying American Humane Certified™ meat, dairy and eggs. You can learn more about the program at www.humaneheartland.org.

Sincerely,

[CUSTOMER]