

AMERICAN★HUMANE

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FARM PROGRAM NEWSLETTER
WINTER 2022



SETTING A HUMANE TABLE THIS HOLIDAY SEASON

It's the time of year that compels us to revel in the giving spirit throughout all aspects of our lives—a spirit that animates our winter season and reconnects families and friends from across the country. It's a season of bright lights, carefully selected gifts for loved ones, and sharing meals with family and friends. The holidays are centered around the table, with celebrations like Christmas, Hanukkah, and Kwanzaa all revolving around enjoying food with those who give our life meaning. And today, more than ever, we are conscious of where the food we eat during these happy times comes from. We not only want good, healthy, food for the holidays – we want to support farmers and ranchers who do things right and who care deeply about the well-being of their animals.



This desire for humanely raised products isn't just anecdotal, either. A recent American Humane survey found that an eye-opening 67 percent of people polled said they are concerned about the welfare of animals on farms today. In fact, 70 percent of those surveyed said they are likely to choose an American Humane Certified product over one that is not.

Fortunately, an increasing number of farmers, ranchers and food producers are improving and verifying the welfare of animals in their care by becoming American Humane Certified. By seeking out proteins in your grocery store that are American Humane Certified, you can rest assured that you're supporting humane and ethical farming practices that help ensure adequate space, good food, clean air and water, and humane treatment for animals living on farms and ranches.

These producers are helping us all set a humane table this holiday season, and it's their hard work that allows people

to make a humane choice when they're filling up their plates with incredible holiday treats. Producers like Coleman Natural Foods, whose delicious applewood smoked uncured ham makes a delectable holiday centerpiece for any event, gives us an opportunity to make mindful decisions as we celebrate this holiday season. Coleman is the largest pork producer to be American Humane Certified and is a fifth-generation family farm dating back to the late 1800s. Their commitment to putting animal welfare at the forefront of their mission allows for people to provide humanely raised proteins for their holiday feasts and every day dining.

Turkey is also an iconic and beloved holiday dish that has been synonymous with the holiday season from the very beginning. Thankfully, Butterball provides turkeys that are American Humane Certified, which pairs nicely with the feasts we enjoy this time of year.

To highlight these American Humane Certified producers' efforts, and help others set a humane table, American Humane launched a new cookbook: *The Humane Table: Cooking with Compassion*, to showcase mouth-watering recipes featuring ingredients that are ethically and humanely produced by farmers, ranchers, and other organizations that boast the American Humane Certified seal. Proceeds

from book sales will go straight back to American Humane to help further the critical work of helping animals around the world, including improving the lives of more than one billion animals each year. Butterball puts a fun twist on the iconic turkey dinner in this cookbook, giving it an herb and citrus infusion that will add a unique flair to your holiday party.

This cookbook is a great way to help us set a humane table, not just during the holidays, but all year long. Compassion and love are the ingredients for *The Humane Table*—a table where American Humane's shared values of treating animals with respect and dignity are truly celebrated. This cookbook is for both home chefs and readers who hold these same principles.





Jayme MacLellan



Brittany MacLellan

HUMANE GAINS BUILDS ON ETHICAL SPORTS NUTRITION

Humane Gains is a family-owned sports nutrition company based in rural Nova Scotia, Canada, whose mission is to help people reach their health and fitness goals with ethically sourced sports nutrition supplements. Growing up, Jayme and Brittany MacLellan, the two founding sisters, shared their home and their hearts with many animals who needed help. As an avid gym-goer now vowing to know more about where her own food came from, Jayme went on a mission to find a certified, humanely sourced whey protein powder to help fuel her gym gains in 2019. Disappointed with a nearly empty search, it became her next mission to fill the marketplace gap with a 100 percent ethically sourced sports nutrition product line. Realizing the benefits to consumers, the humane-certified farmers, the environment and the animals, Brittany quickly jumped on board to help steer the ship, and Humane Gains was born.

From the Founders:

As business owners and consumers ourselves, having reputable, third-party certification (like American Humane Certification) on a product is of utmost importance to us. We feel third-party certifiers are able to assess and audit the level and quality of animal care that farms and producers provide to their animals without any temptation for bias that may favor business outcomes. Furthermore, this assessment is made against a worthy set of animal welfare standards that are transparent and available to the public. We feel this leads to the best assurance that consumers are receiving a higher quality food product as a result of the standards that are met.

We are still in the production phase, but we anticipate launching our first product, organic whey protein powder, early in 2023. All animal derived ingredients will be 100 percent third-party humane certified. We are excited to share that we have recently earned our American Humane Certification for our whey protein powder and will proudly display this certification on our product as our promise to our customers and to the animals we support. Working with our amazing, certified supplier as well as American Humane has been such an incredible experience; the staff at both parties share our deep desire to support and improve animal welfare in our world and it has been a true honor to walk beside them on this journey.

Humane Gains is excited to support animal welfare charities and rescues by donating a portion of each sale to animal welfare/rescue organizations.

If you would like to join us on our journey, be notified when we launch our products and follow our donation stories (or just pop by to say hello!), visit our website at www.humanegains.com and join our mailing list.

*Sincerely and warmly,
Jayme and Brittany*





PRODUCER SPOTLIGHT: RUMIANO CHEESE COMPANY

American Humane regularly spotlights the amazing efforts of our American Humane Certified producers and their enlightened commitment to the welfare of animals in agriculture. In this newsletter, we're highlighting American Humane Certified producer Rumiano Cheese Company, which has been providing delicious cheese products for Americans since 1919—making it the oldest family-owned cheesemaker in California.

The Rumiano family emigrated to the U.S. from Italy at the turn of the 20th century, starting their family business by beginning a dairy operation in the Golden State to serve San Francisco and its surrounding area. But the Rumiano family weren't content with maintaining a regional business, and their opening years of consistent experimentation and a production boon during World War II saw local demand blossom into eight cheese factories across the West Coast. The Rumiano family went from patriotically providing cheese to servicemembers on the frontlines of the war to expanding its business to meet the growing demand of cheese lovers across the country.

Now, as a third- and fourth-generation family-run business, Rumiano Cheese Company provides fresh, organic cheese, butter, whey protein concentrate, and dried edible lactose in products found in all 50 states. The company celebrated its 100-year anniversary in 2019 and remains at the forefront of innovation in the dairy industry, including becoming 100 percent

organic in May 2022 and investing in state-of-the-art factory equipment to separate out by products such as organic whey protein concentrate and organic lactose to make powder for products that use Rumiano for health benefits.

What sets Rumiano Cheese Company apart lies in its commitment to innovation and its passionate dedication to providing its product to many people without losing the familial atmosphere fostered within its company. Rumiano also cares deeply about its animals, acquiring its milk from grass-fed cows that maintain its American Humane Certified status as a producer that truly has the best for its animals in mind. Rumiano Cheese Company history paints a picture of a company that has helped provide Americans the best-possible dairy products they can find because this isn't just a job for the family—it's a lifestyle. To learn more about Rumiano's innovative products and practices, visit their website at www.RumianoCheese.com.

Let's take a closer look at Rumiano Cheese Company and why its cheese-making efforts have become so renowned throughout its illustrious history.



■ **Rumiano Cheese Company has been a family-owned business since 1919. Can you give us an overview of your company's rich history and its commitment to animal welfare?**

In 1919 three young men, John, Fred and Richard Rumiano, left San Francisco in search of the "Promised Land." They were familiar with dairying and were determined to find a suitable tract of land and engage in producing milk and butterfat. In the country around Willows, they found a ranch with which just suited them, so they procured the money and got to work planting alfalfa. Next was to purchase the dairy herd. They were familiar with milk cows and within a short period they had purchased 120 head, and began milking to produce milk, cheese and butter to be sold in their local store. The superiority of their product soon attracted many customers. So great was the demand that they had to enlarge their plant to keep up with orders. By 1934

they were the largest cheese manufacturer in California with their products available and sold throughout the country, with their name only appearing on a small percentage. More land was added to the farm for growing feed and the Rumiano Brothers were able to increase their herd to include Guernsey and Holstein milk cows. They also raised 3,000 hogs per year, feeding them the whey from cheese production. Currently, the manufacturing facility is in Crescent City and the cut and wrap distribution facility is in Willows, California.

■ **Why is animal welfare, and specifically maintaining an American Humane Certified seal, so important to Rumiano Cheese Company?**

The American Humane Certified seal is a validation to the consumer that the cows supplying Rumiano Cheese Company with organic milk are treated with care and respect.

■ **Why did you decide it was paramount to work with an independent third party to report animal welfare outcomes as opposed to self-reporting?**

In 2007, we met with our producer partners and decided to pursue the American Humane Certified designation for our organic dairy suppliers. Having an independent, third-party audit the dairies proves that the farmers are doing what they are saying and are raising their animals in a humane manner.

■ **How does the American Humane Certified seal set you apart from other companies?**

Rumiano Cheese Company was the first cheese company to receive the American Humane Certified designation. Our producer partners have been audited now for 15 years, so that has set us apart. The unique geographical location of our dairies promotes the overall humane lifestyle of being a cow on pasture and living a long and healthy life.

■ **Rumiano provides a plethora of products, including the basis for organic whey protein for American Humane Certified producers like Humane Gains and Natural Force. How has your company evolved to meet changing consumer tastes and an increased interest in humane certified dairy products like whey protein? Do you foresee this interest expanding in the future?**

In 2011, we began making Organic Whey Protein Concentrate 80 percent using only our fresh organic whey from cheese production. This fresh organic sweet whey is very clean in flavor and texture, which makes an incredible tasting organic protein powder. We actually achieved a World Championship Cheese Competition second place medal with a score of 99.40 in 2020! Yes, in 2015 Rumiano Cheese Company completed



building its Lactose drying facility, which uses the byproduct of the whey protein stream to produce Organic Dried Edible Lactose to be used in nutrition applications. This process also utilizes Reverse Osmosis to remove water, which is filtered, treated with Ultraviolet light, and later reused in our cleaning process, recovering 87 percent of our daily water usage.

■ **Your company has committed to the admirable goal of becoming carbon neutral by 2030. How does this focus on the planet coincide with animal welfare on your farms?**

Our dairies are in the northernmost coastal part of California and are quite small with an average of 300 cows per dairy, in comparison to the large factory style dairies with as many as 10,000 cows, which rarely go outside. Our cows have year-round access to pasture averaging an acre per cow, and our environment has large Redwood trees which capture the carbon. According to research at Humboldt University and the University of Washington, Redwood forests store 2,600 tons of carbon per hectare, their bark alone containing more carbon than any other neighboring species. Trees are a large part of the carbon sequestering; we happen to have the largest trees in our backyard along with clean air and water.

CLUCKING ABOUT CHINO VALLEY RANCHERS

American Humane Certified is proud to certify 90 percent of all cage-free eggs in the U.S. today. One of the producers who have been at the forefront of the cage-free egg movement is Chino Valley Ranchers, a family farm that has been cage free since well before the current wave of approval in animal welfare on farms and ranches.

The Nichols family has been in the business of cage-free production for more than 40 years. With two farms—one where the chickens are raised, and the other where mature hens can comfortably lay their eggs—Chino Valley Ranchers maintains consistent systems at both locations so that their birds have a sense of familiarity and comfort for their entire lives. The Nichols family made Chino Valley Ranchers one of the first American Humane Certified facilities in the entire country. Because of this unceasing desire to provide the best possible lives for their birds, Chino Valley remains an important producer in the cage-free egg business and provides the highest quality of care for their birds. The American Humane Certified producer offers a full line of cage-free, non-GMO and organic eggs.

Their commitment makes Chino Valley Ranchers a California Certified Organic Farmer, along with their American Humane Certified label. They aren't just collecting titles to showcase on their website or within the company's walls, either. The Nichols family is simply dedicated to the welfare of their animals because they love them and want what is best for them in the end.

Chino Valley has a simple mission: to “treat all hens with kindness and respect.” By providing a low-stress environment that emphasizes animal welfare, the birds are both happier and healthier. Along with being an impeccable egg provider, Chino Valley Ranchers also knows how to hit the right notes to get people talking ... or singing. The farm recently revealed an “eggcellent” song by country music star Nate Kenyon which really brings home the point of their desire to be the best they can be to their birds. Use the adjacent QR code to check out the catchy tune, and know that these cage-free eggs come from hens who are protected by American Humane and Chino Valley Ranchers' dedication to humane animal treatment.



HERBRUCK'S BLUE SPRINGS EGG FARM OPENS IN PENNSYLVANIA



With the matriarch of the family watching proudly amid a host of other family and friends, Herbruck's officially cut the ribbon on Blue Springs Egg Farm in Mercersburg, Pennsylvania, this August. The in-line complex, which sits on 335 acres, includes eight poultry barns and an egg processing building, along with a fertilizer processing facility that highlights the high-tech nature of this new egg producing plant.

"How did we pick Mercersburg? A lot of it was, yes, the mechanics of the site, but really it was the community at the heart of that," said Herbruck's CEO Greg Herbruck. "It's an agricultural community that is embracing and understanding us and works with us."

As one of the largest egg producers in the country, Herbruck's has been family-run for more than four generations. Representatives of each of those generations were on hand to witness the opening of this newest facility, which emphasizes technological advancement in its production to provide American Humane Certified products to its many customers.

Herbruck's motto is simple but poignant: "Respect the bird, love the egg." But this isn't just a catchy saying good for marketing materials. The family truly abides by this core tenant of its mission by focusing on creating a positive environment for both their birds and employees. This focus leads to Herbruck's utilizing new and innovative technologies in their houses, equipment, and environments.

In addition, Herbruck's has taken an innovative approach to its newest egg farm that leaves nothing to waste—literally. Along with the hen barns and egg processing facility, Blue Springs includes an area that processes hen litter into organic fertilizer. This not only utilizes the complex's hen waste in an innovative and sustainable way, but also provides local farmers with a nutrient-rich, organic fertilizer product that meets their needs and is made right in Pennsylvania.

"We've incorporated a lot of our best ideas (into Blue Springs Egg Farm)," Herbruck said at the grand opening ceremony. "One of the unique things we do is how we deal with the animal waste. It's one of our best success stories, which is an important part about being a good neighbor ... We take a nuisance and a waste and create a product and a product line in our company. It's important with how we approach being a good neighbor."

The wide-ranging complex continues Herbruck's mission to expand on animal welfare with enhanced technology. It will also create an estimated 200 jobs within a technologically advanced complex that was built to last through the decades.

State and local officials mingled with local farmers and members of the community at the opening ceremony, where Herbruck's family members visited with those in attendance and helped give tours throughout the facility.

"As a fourth-generation family business, we integrated our core values into every aspect of Blue Springs," Herbruck said. "This facility incorporates leading sustainability practices and uses the most innovative technology in the poultry industry."





Scientific Advisory Committee SPOTLIGHT

The American Humane Farm Program is based on standards of humane care developed by world leading veterinarians, animal scientists, practitioners, and ethicists. These internationally renowned scientists make up American Humane’s Scientific Advisory Committee and help to ensure that our animal welfare standards are science-based, species-specific and align with best practices. This 24-member group personifies the heart of the Farm Program’s mission to help ensure the humane treatment of more than one billion farm animals across the country. American Humane regularly relies on this distinguished committee to both provide guidance and review farm procedures, guidelines, and ethics so that our organization can always be at the forefront of the humane movement on farms and ranches.

One of the scientists who drives our Farm Program’s objectives is Darrin Karcher, MS, PhD, an Associate Professor Extension Specialist, Poultry, at Purdue University. On top of serving American Humane in his role on the Scientific Advisory Committee, Dr. Karcher organizes educational programs for 4-H and FFA members, backyard and small flock producers, and the Indiana poultry industries. His research is targeted toward the layer industry, with a special focus on management practices, skeletal issues, and nutrition.

Let’s take a closer look at Dr. Karcher and his role with American Humane to meet the person behind the science.

MEET DR. DARRIN KARCHER

1) You are an invaluable part of our Scientific Advisory Committee. What made you want to join the committee and why did American Humane’s Farm Program pique your interest?

The first time I was introduced to American Humane’s Farm Program was around 2011, when I was approached by Dr. Don Hoenig about some research my lab was doing in the area of extensive housing systems for laying hens and implications on skeletal health. Dr. Hoenig asked some questions over the phone and looked me up at the Poultry Science Association meetings several months later after I had presented the data. I became familiar with American Humane and what the organization was striving to do within the Farm Program. Over the next several years, I interacted with Dr. Hoenig on several different occasions and out of the blue was asked if I would consider having my name submitted for



consideration to join the committee. At that point, I was honored to be considered and wanting to join a group that could help provide guidance and objectivity to help improve animal welfare.

2) Can you give us an overview of your responsibilities as a member of the Scientific Advisory Committee?

The responsibilities may vary from time to time, but in general I provide feedback, suggestions or perspective on the welfare standards. While my area is poultry, I participate in discussions with all SAC members and learn as much as possible from other animal species and other SAC members. Part of being a member means you do your best to stay on top of the research literature, dig into the literature when needed, and use personal experiences to ground comments and suggestions when having discussions. It also requires the ability to say “I don’t know”, as some things are still unknown, but I try to offer suggestions on how we might be able to get some information that could provide useful guidance.

3) Your focus is on poultry. What are some of the most important factors surrounding whether a poultry producer is prioritizing animal welfare?

Very rarely have I ever met a poultry producer who doesn’t care about and prioritize animal welfare. With that being said, there is always room for improvement. Some of the most important factors would revolve around access to food, water, daily care, and health. The producers that are focused on the birds are the ones that look at this list and chuckle; they are doing so much more to prioritize the birds’ welfare. They are in tune with those birds, they can be around the flock, and they just know something isn’t right. I struggle to put that into words, but there is a “feeling” that one can have when you are really aware of your birds, their environment and striving to do what is best for them. If that “feeling” is off, something is amiss.

4) Can you discuss some of the research that you are working on currently, and the important role it plays to inform best animal welfare science and practices?

One of the fun things I get to do is bring together diverse individuals to create teams that can push the envelope on how we do things. My perspective is that what we do today is OK but will not be anything close to how we might do things 15 or 20 years from now. There is a grant called “Agent Based Modeling to Improve Cage-Free Housing Systems: What does the hen see?” that was recently funded from the USDA NIFA program. The idea: can we design a cage-free laying hen housing system based on what the laying hens perceive, not on what we think? And with so many potential ways to do it, can we develop a way to model this approach? There is no way I could have ever thought of doing this myself, but at times, you meet the right people and pieces just fall together. I am also doing some work with NutraMaize, who is developing an orange corn for poultry consumption that has the potential to positively impact bird welfare through improved nutrition. These are just a few examples.

5) How have you seen farm standards change and evolve since you’ve been on the Scientific Advisory Committee as a result of emerging research and in-field data?

The farm standards do not change all the time, but there have been changes within the poultry standards since I have been on the committee. As new research becomes available, we will revisit areas or work with members who are willing to help collect in-field data to allow us to reconsider a standard. We have worked a lot with the duck standards over the past several years because there wasn’t a lot of research in the area on duck welfare. However, the willingness of companies to help collect and share data with the SAC has allowed us to make revised suggestions and consider other alternatives understanding the welfare implications.



6) What are you most excited about researching in the future as it relates to animal welfare?

I really want to help provide the tools to create and design new housing systems for poultry species. The continued emphasis on animal welfare will help to make that a reality as new technologies and new inquisitive minds enter the research arena. I am not a trained animal welfarist or animal behaviorist, but following what is happening in their research fields across all animal species. I find continued confidence we will only continue to develop tools that can help move animal welfare in a positive direction.

7) Why is the Scientific Advisory Committee so integral to helping ensure the humane treatment of farm animals on American Humane Certified farms and ranches?

The SAC is only one piece to what makes the program a success. The ability of the SAC to evaluate data that may come from the research or come from a certified farm or ranch allows an unbiased assessment of what is going to be best for the farm animals. At times, the SAC can become bogged down with the science and miss the implications or the strain it might impart on the American Humane Certified farms and ranches. However, that tunnel vision can provide the direction the program needs to go to ensure the humane treatment of animals while allowing the AH program to determine the time frame it takes to get us there.



WELCOMING NEW PROVIDERS

Interested in becoming American Humane Certified invite third-party auditors to inspect their farms and operations, auditing them against more than 200 evidence-based standards developed in collaboration with a robust Scientific Advisory Committee. American Humane regularly reviews and updates its species-specific standards with the Scientific Advisory Committee to help ensure our standards align with the most up-to-date and evidence-based science.

There is broad support for humane standards on farms and ranches. American Humane found that 67 percent of respondents in a recent survey reported being concerned about farm animal welfare. Farmers and retailers have heeded the call. According to an American Humane analysis, 10 of the nation's top 12 grocery stores now carry products that are American Humane Certified.

We've also certified brand-new providers over the past year. These farmers, ranchers, and producers pursued American Humane certification and helped ensure that animal welfare remained at the forefront of their operations.

New American Humane Certified providers include:

Shepherd's Way, located in central New York. The farm consists of both dairy goats and dairy sheep that supply fresh milk to Old Chatham Shepherding Creamery. Both entities are family owned and operated. The sheep and goat cheese and yogurt products are recognized nationally. Shepherd's Way says, "We are proud that Shepherd's Way is American Humane Certified along with the traceability of the milk and the products."



Humane Gains, a family-owned sports nutrition company based in rural Nova Scotia, Canada, whose mission is to help people reach their health and fitness goals with ethically sourced sports nutrition supplements.





Donate today to help American Humane continue our lifesaving work for animals across the United States and around the world and learn how you can leave a legacy of compassion to help ensure American Humane will always be first to serve animals in need.

To make your gift, visit us online at AmericanHumane.org/Donate, by phone at (800) 227-4645, or via mail at 1400 16th Street NW, Suite 360, Washington, D.C. 20036.



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