

AMERICAN★HUMANE
FIRST TO SERVE®

AMERICAN HUMANE FARM SURVEY 2024



American Humane, the first national humane organization, was founded in 1877 with a commitment to the welfare of farm animals.

As the First to Serve® in this field, the American Humane Farm Animal Program has set a high standard for humane treatment on farms and ranches across the country.

A recent analysis showed that 10 of North America's top 12 grocers now carry food from farms certified by American Humane. This widespread presence signals the growing demand from ethically minded consumers for humane protein options, highlighting the importance of building trust and value within the supply chain.



Robin Ganzert, Ph.D.
President & CEO

American families have always had a range of choices when it comes to food, but as values-driven consumers increasingly seek transparency and humane practices, farm animal welfare has become an important issue in food production. For many households, animal protein remains central to the diet, and Americans are making intentional choices about the food they buy.

To better understand these consumer preferences, American Humane recently launched its latest survey, focused on humane food choices in meat, egg, and dairy products. This survey, conducted with a nationally representative sample of 1,003 U.S. adults aged 18 and over, revealed that:

- **72% of respondents express concern** for the welfare of animals on farms, indicating strong consumer interest in humane farming practices.
- **60% believe a "Humane Certified" label** improves their perception of a product.
- The **"humanely raised" term was ranked higher** in importance over "organic".
- **Over half of respondents (58%) indicated they would pay more** for humanely raised products, and this willingness increased when presented with a humanely raised claim.

By supporting our mission to improve farm animal welfare, certified producers, processors, retailers, restaurants, and food service providers are elevating the American Humane Certified™ seal's reputation, helping consumers to source ethically and humanely raised food year-round.

Thank you for joining American Humane in this vital cause, and as we celebrate the Humane Table this Thanksgiving season, we look forward to a future where all animals—whether in homes, in service, or on farms—are treated with respect throughout their lives.

A handwritten signature in blue ink that reads "Robin A. Ganzert". The signature is fluid and cursive.

President and CEO
American Humane Association
November 19, 2024



Broadening the Perspective: Insights from the Meat Institute and Ketchum

While this survey offers key insights into consumer interest in humane certified food, broader industry trends provide additional context. Recent studies by the Meat Institute and Ketchum highlight the practical and generational factors influencing today's food choices, aligning with this survey's findings. These broader trends are referenced throughout this report.

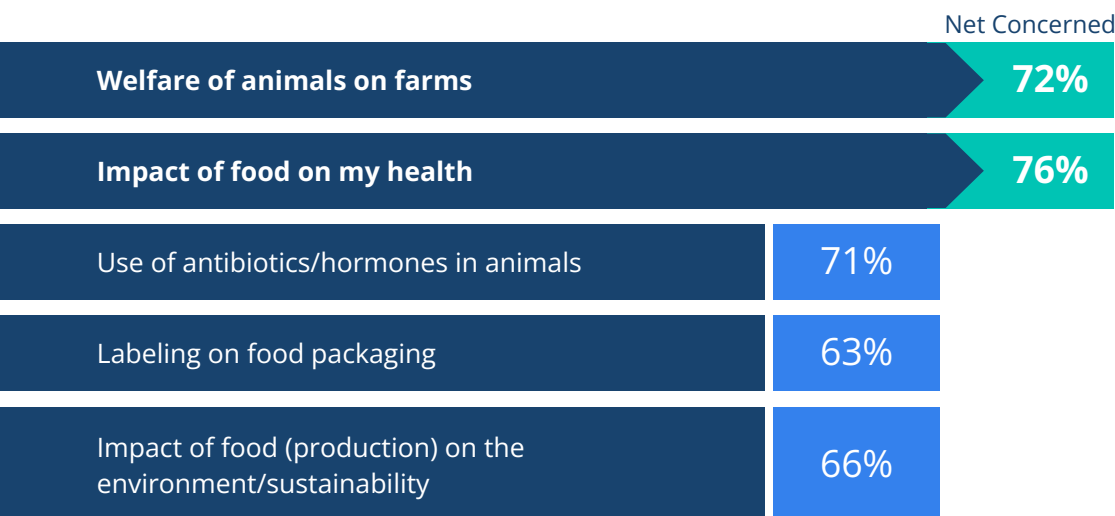
The Meat Institute's *19th Annual Power of Meat Report* (Meat Institute and FMI, 2024) explores the consistent demand for meat and the economic considerations influencing purchases, while *Ketchum's Gen Z Food Research* (Ketchum, 2023) reveals unique pressures and evolving preferences among younger consumers.

Together, these perspectives deepen our understanding of how consumers balance ethical values with affordability, convenience, and modern food habits.

Survey Results

These American Humane Farm Survey 2024 results are based on information gathered from October 18–October 24, 2024.

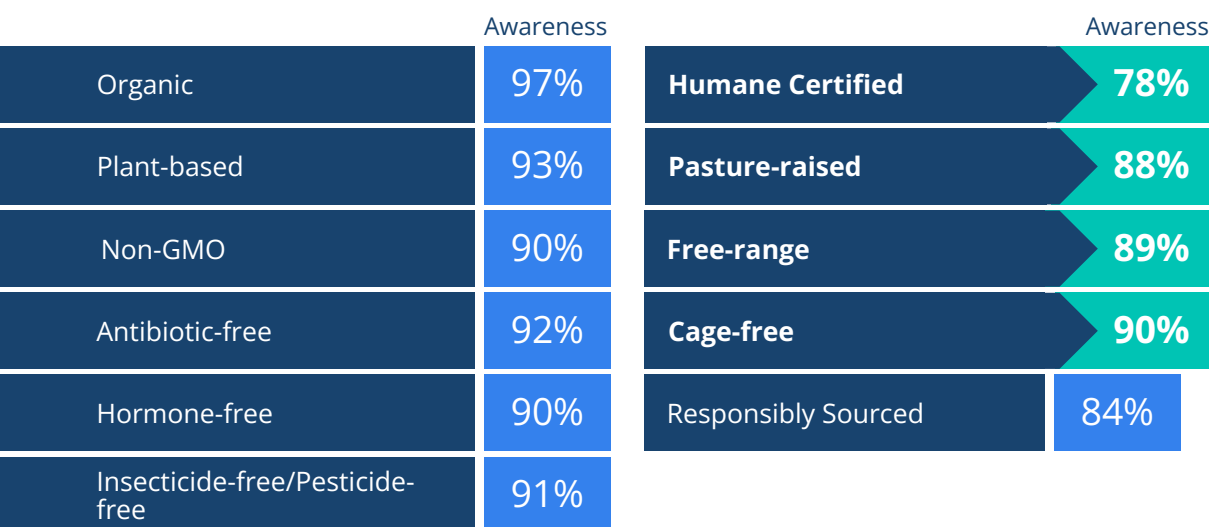
1. How concerned are you about the following today?



SUMMARY

Consumers' concern about the welfare of animals on farms (72%) is nearly as high as their concern for the impact of food on their personal health (76%). This suggests that consumers place significant value on both animal welfare and their own health when considering food choices.

2. Please select how familiar you are with the following terms.



SUMMARY

Awareness of animal welfare related terms is high with over three quarters of respondents being aware of animal welfare related terms, from Humane Certified to Cage-free.

3. How do you feel about the following terms?

	Net Positive		Net Positive
Organic	62%	Humane Certified	61%
Plant-based	46%	Humanely Raised	66%
Welfare-certified	50%	Pasture-raised	67%
Non-GMO	61%	Cage-free	67%
Responsibly Sourced	62%	Free-range	68%
Antibiotic-free	69%	Insecticide/Pesticide-free	73%
Hormone-free	68%		

SUMMARY

61% of consumers have a positive perception of the term “Humane Certified,” and “Humanely Raised” is preferred over “Organic,” reflecting a strong emphasis on animal welfare. Additionally, high positive perceptions of terms like “Cage-free,” “Free-range,” and “Pasture-raised” indicate widespread consumer support for humane practices.



4. To what extent do you agree or disagree with the following statements?

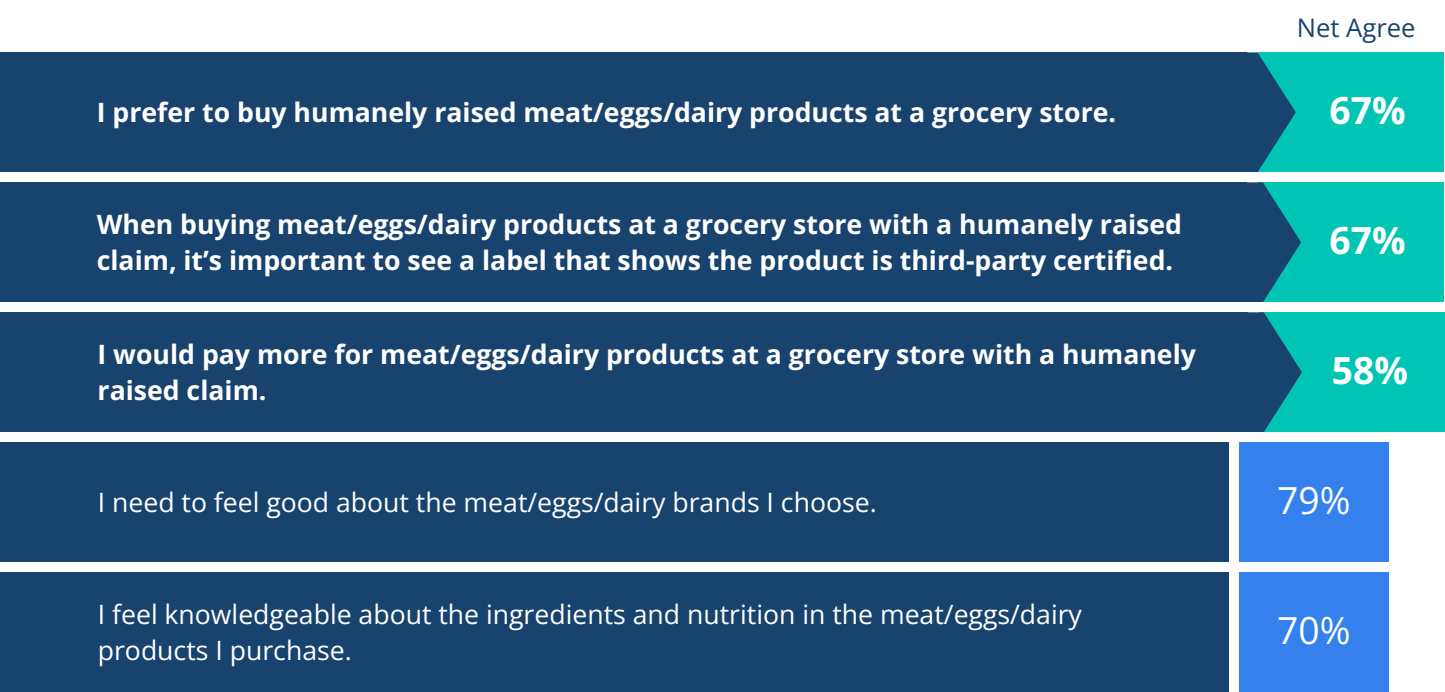
	Net Agree
When purchasing food, I choose foods that are good for me/my family.	87%
When purchasing or consuming food, I strongly consider how it impacts my health.	77%
I prefer to purchase foods produced with sustainability in mind.	70%
When purchasing food, I choose foods that are humanely produced.	67%
I frequently seek out information about nutrition and ingredients in the foods I purchase.	67%
I often read articles online about food, read food-related publications or watch food-related shows.	58%
I frequently seek out information about how food is grown and produced.	51%

SUMMARY

67% of respondents choose foods that are humanely produced, demonstrating strong support for animal welfare in food choices.



5. To what extent do you agree or disagree with the following statements about meat/egg/dairy products?



SUMMARY

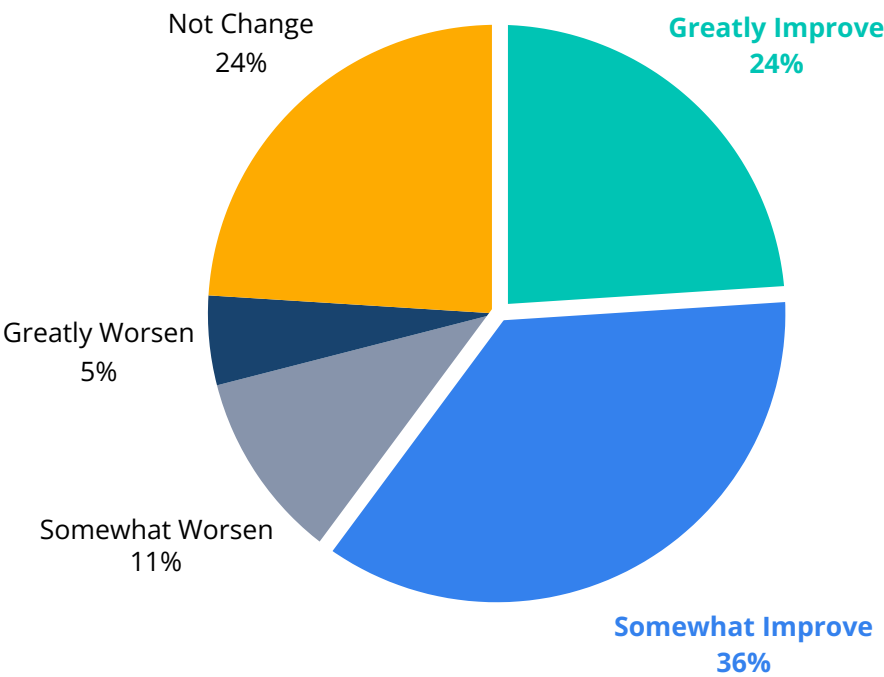
Ethical considerations are significant, with 67% preferring humanely raised products and an equal 67% emphasizing the importance of third-party certification. Additionally, 58% are willing to pay more for products labeled as humanely raised, highlighting the value placed on verified humane practices.

Ketchum Gen Z Insight

63% of Gen Z feels pressured to reflect their values through food choices, with a majority saying sustainability and animal welfare are essential factors when deciding what to buy.

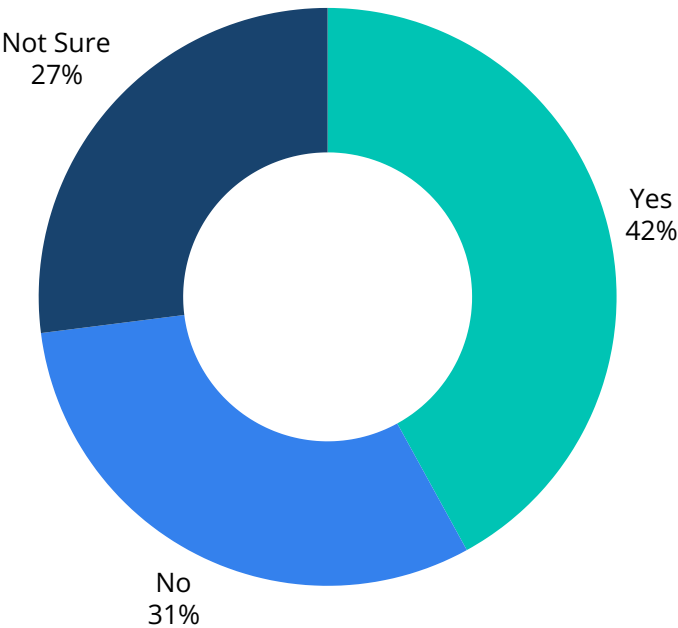
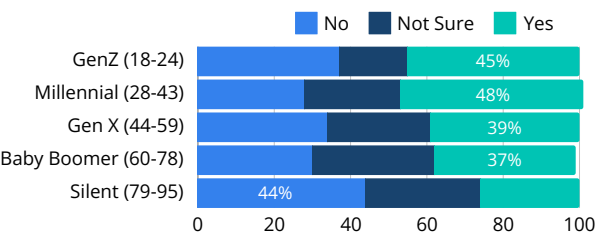


6. If you saw a meat/egg/dairy product is “Humane Certified”, how would that impact your overall perception of the product?



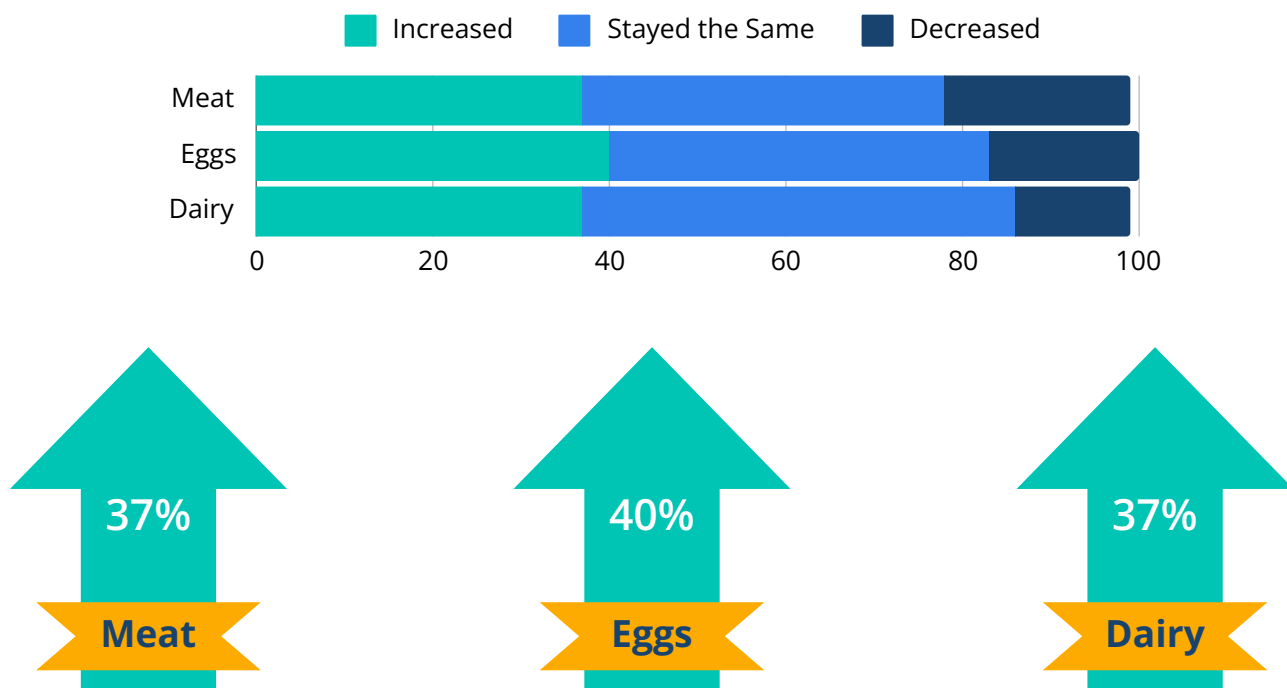
SUMMARY
60% of respondents say a "Humane Certified" label improves their product perception, with a notable preference for products verified by humane standards.

7. If you were deciding between two packages of meat/eggs/dairy products and one product was American Humane Certified and the other was not, would you be willing to pay more for the product that is American Humane Certified?



SUMMARY
Most generations would pay more for American Humane Certified humane products, with Gen Z and Millennials most willing, highlighting stronger ethical spending among younger consumers.

8. In the past 12 months, how has the amount you purchased of each of these items changed?

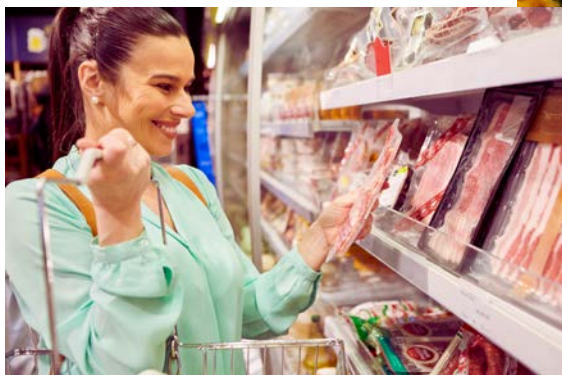


SUMMARY

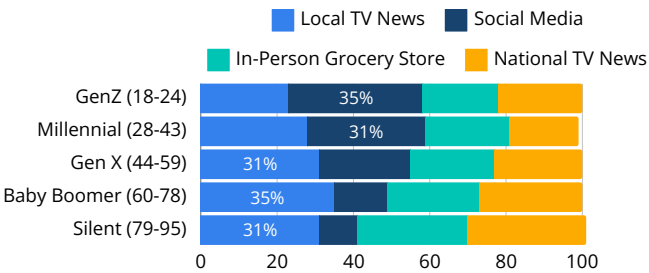
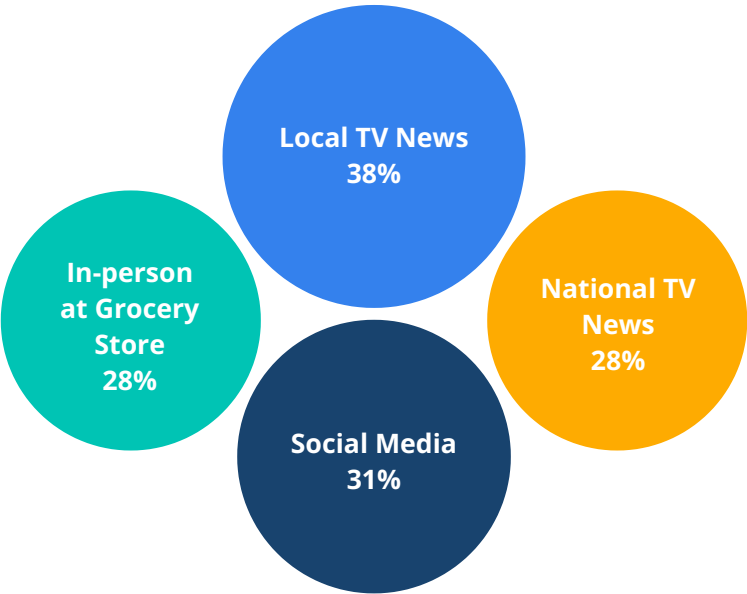
Consumers continue to increase their protein consumption, with 41% reporting stable meat purchasing, and many having increased their intake of meat, eggs, and dairy over the past year. This trend indicates a growing demand for protein sources, even amid financial pressures.

Power of Meat Insight

Despite economic pressures, **80% of Americans identify as meat-eaters**, and **98% of households buy meat regularly**, reflecting the consistency in demand.



9. How would you prefer to learn about the treatment/welfare of animals in the meat, egg, and dairy products you purchase? *Select top 3.*



SUMMARY

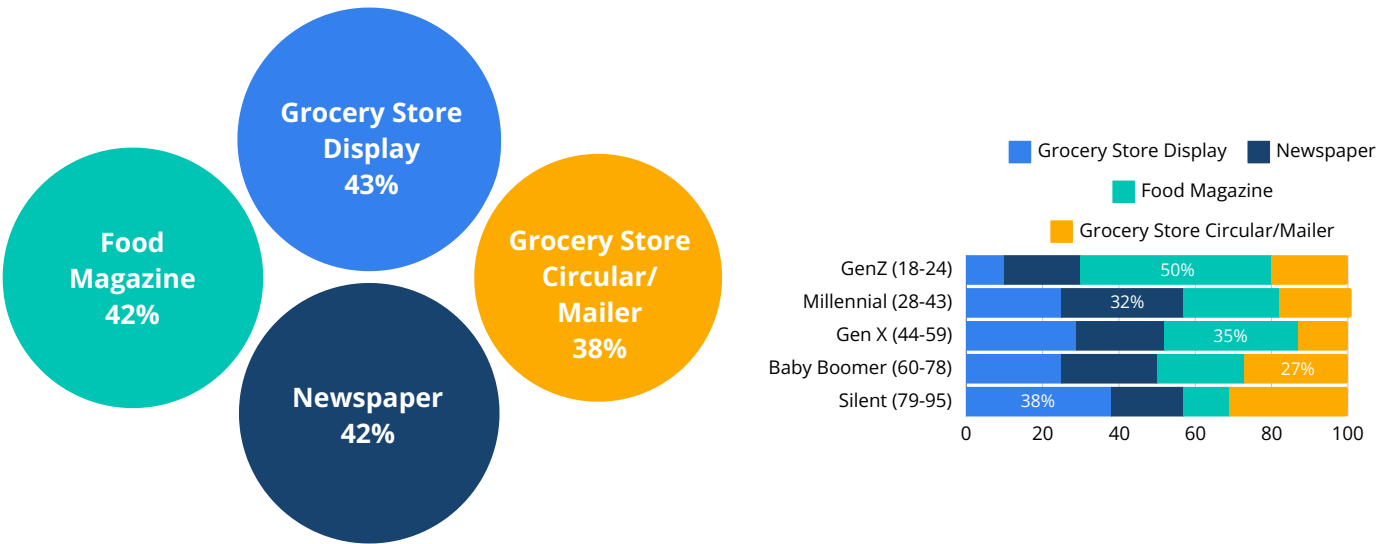
Social media is a clear preference for education on animal welfare for younger generations like Gen Z and Millennials, while the older generations prefer traditional news outlets. In-person grocery stores stand out as a consistent source for learning about animal welfare across all generations.

Ketchum Gen Z Insight

Social media plays a unique role for Gen Z, not only as a source of inspiration but also as a **space where they feel a responsibility to make value-aligned food choices.**



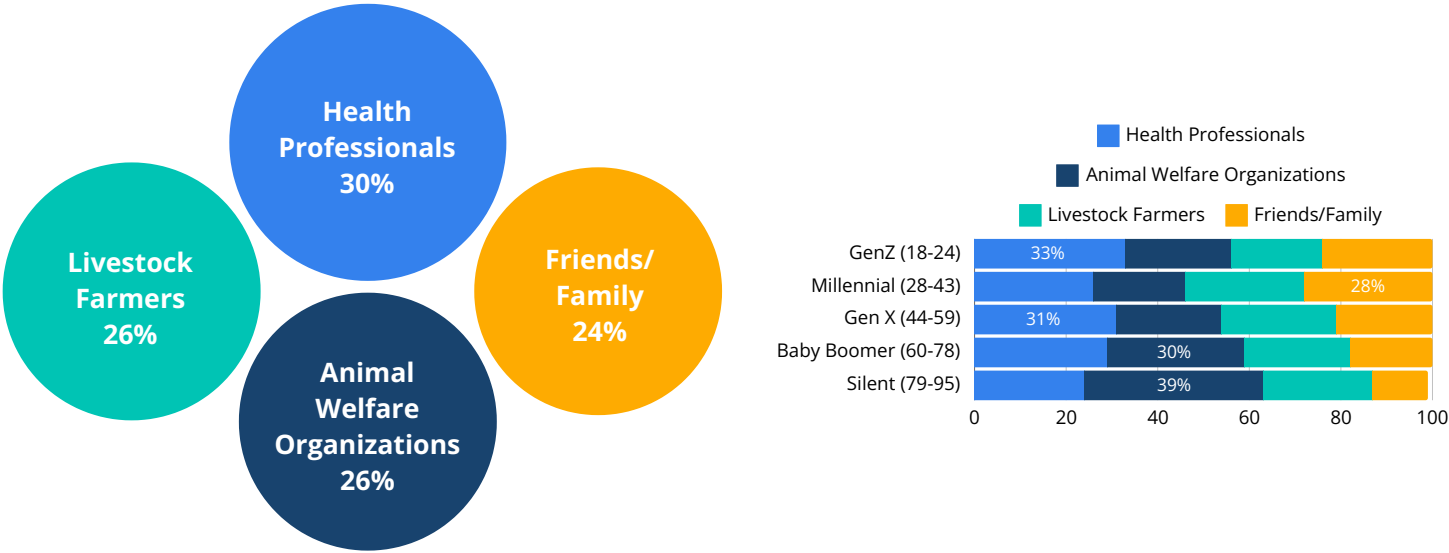
10. Which print sources would you use most for news and general information around the treatment/welfare of animals in the meat, egg, and dairy products you purchase?



SUMMARY

Respondents identified grocery case/shelf displays as their primary print source for news and information on animal welfare. Grocery store circulars and mailings were also highly preferred, highlighting the significant role grocery stores play in providing information on humane food products.

11. Who would you trust or find credible to share news and general information around the treatment/welfare of animals in the meat, egg, and dairy products you purchase?



SUMMARY

Health professionals, animal welfare organizations, and livestock farmers are among the most trusted sources of information on animal welfare. The trust consumers place in health professionals and animal welfare organizations reinforces the significant value they place on both animal welfare and personal health when making food choices. This trust highlights the importance of expert validation in helping consumers make informed decisions about their food.

Conclusion

This survey highlights a shift towards **ethical** and **transparent food practices**, with **American Humane certification** aligning closely with consumer values. While **affordability**, **quality**, and **nutrition** remain top shopping priorities, there is strong interest in **humane treatment** and **credible certification**, particularly among younger consumers who strive to balance their values with cost.

The interest in the humane treatment of farm animals, along with a willingness to seek out and pay more for products that are third-party verified as humane certified, underscores a growing trend toward ethical purchasing.

These findings affirm **American Humane's role as a trusted leader**, offering rigorous and transparent standards that resonate in today's ethically focused market.



Survey Demographics

Gender

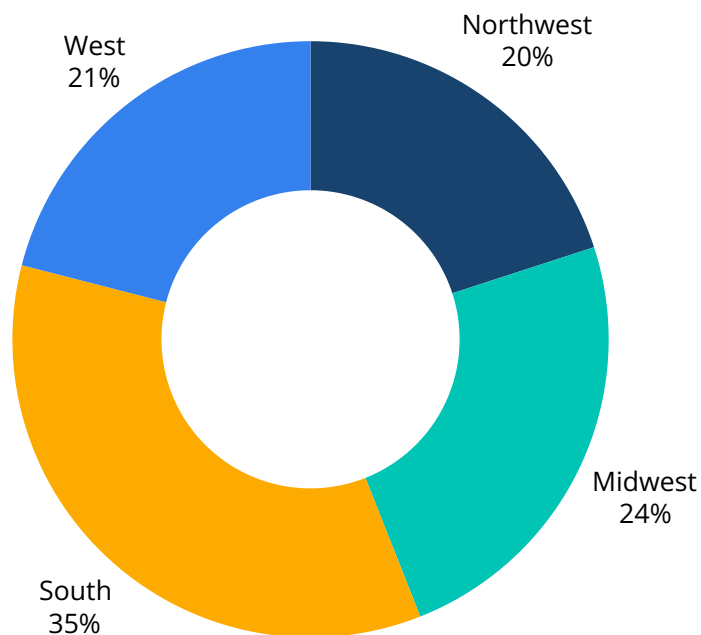


48%
Male

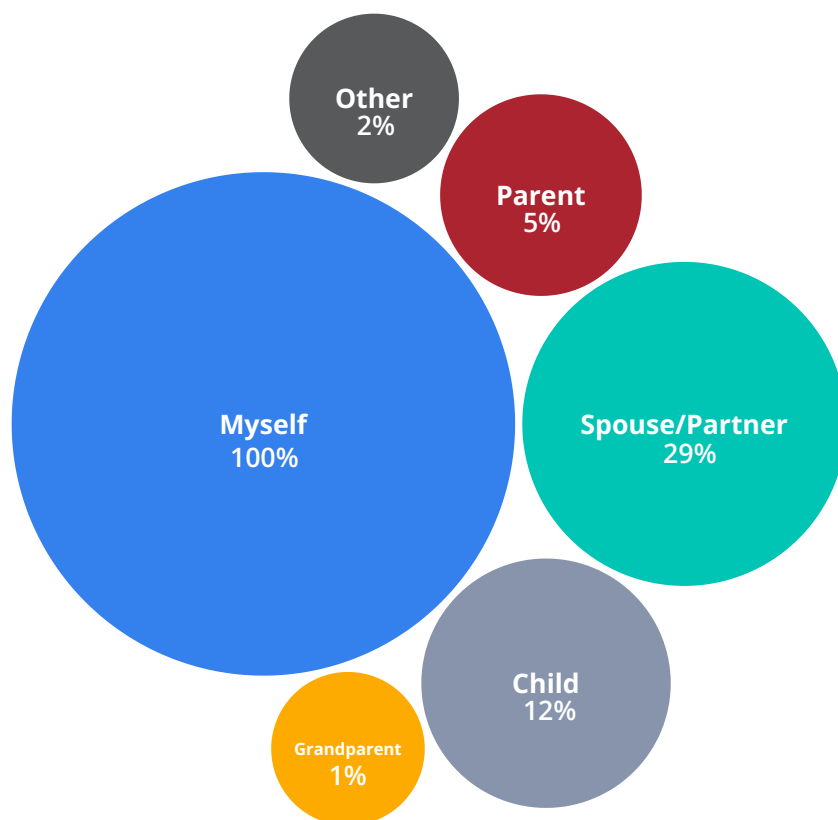


52%
Female

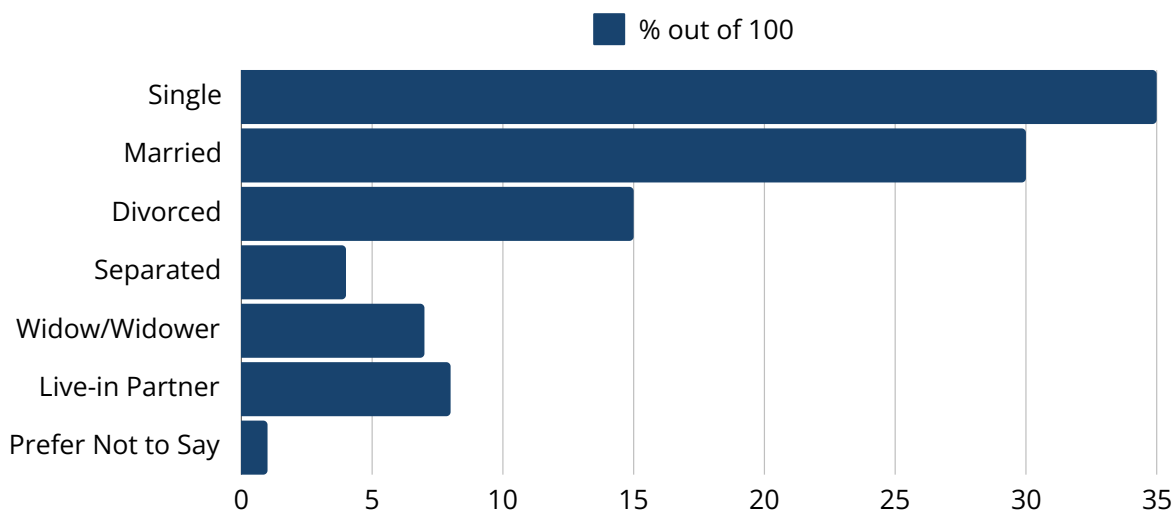
Region



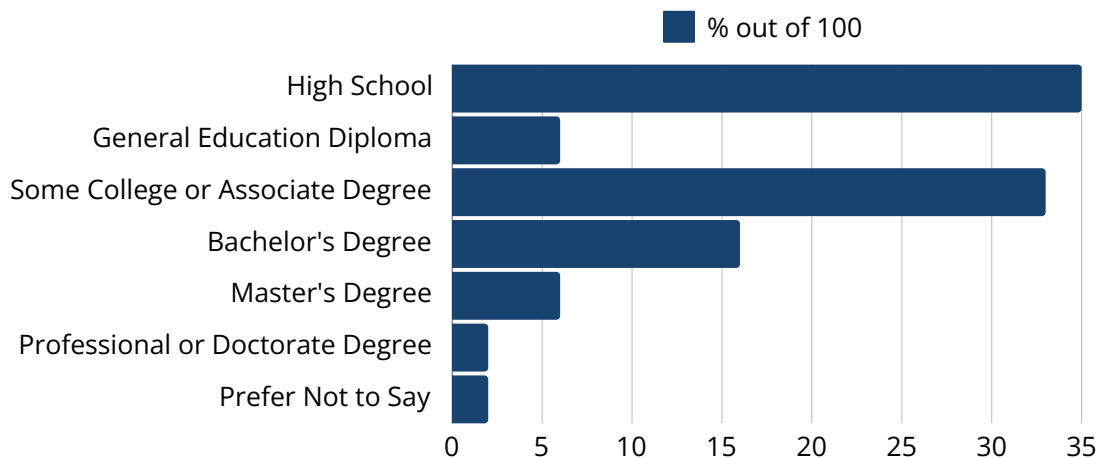
People in Your Household Who are Involved in Decisions Around Grocery Purchases



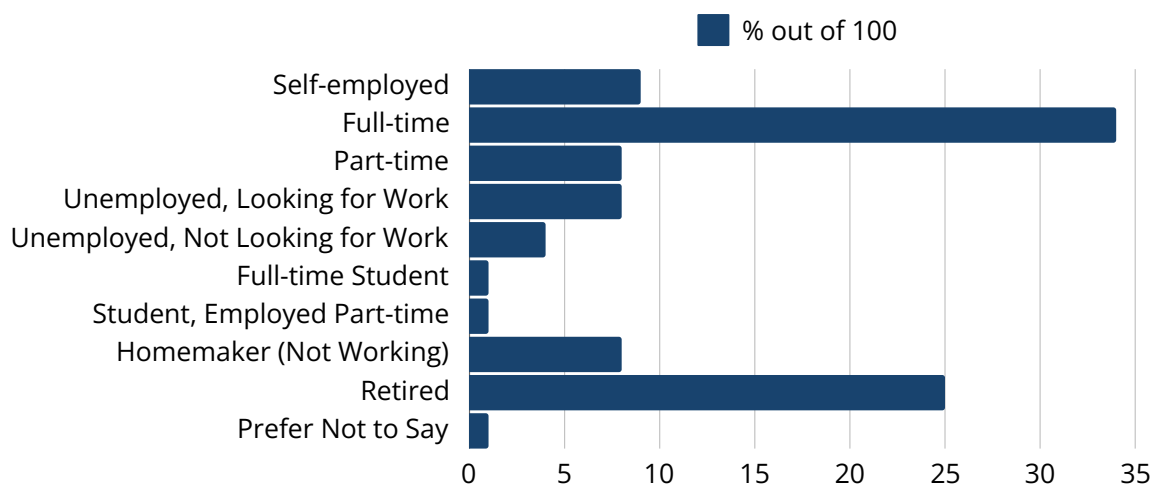
Marital Status



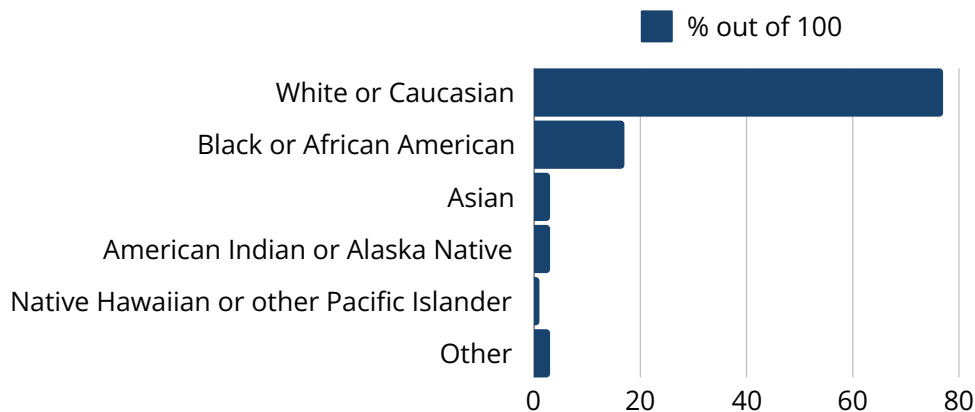
Last Year of Completed School



Current Employment Status



Ethnicity



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