

# AMERICAN★HUMANE

*FIRST TO SERVE®*

FARM PROGRAM NEWSLETTER  
FALL 2022



## MAKING AN IMPACT: A MESSAGE FROM PRESIDENT AND CEO DR. ROBIN GANZERT

All of us like to think we can make an impact in this world.

Our hopes are heartfelt and sincere, yet most of us inwardly wonder at some time or another if we will be able to make a difference that lasts and touches more than just our own lives. We dream of leaving great accomplishments, inventions and discoveries that will change the world for the better. Yet the greatest gifts we can give are already within our reach: love, caring, kindness and compassion.

For 145 years, American Humane has been working to make the world a more humane place. Today, it's easier than ever to make an impact on the world through supporting the American Humane Certified™ program. By supporting certified foods from providers who have the humane treatment of their farm animals at their hearts, you're doing your part to make a difference.

This program is one of the key tenants in American Humane's mission to be "First To Serve." Thanks to you, in just the past year American Humane was able to:

- Help ensure nearly one billion farm animals have proper space, food, water, heat, cooling, lighting and numerous other humane protections.
- Save, shelter, feed and care for 492,153 animals lost and abandoned during the COVID-19 pandemic, the California wildfires, Hurricane Ida and the war in Ukraine.
- Protect thousands of beloved animals working in film and television productions through our historic No Animals Were Harmed® program.
- Help ensure the welfare and humane treatment of nearly 400,000 remarkable and endangered species living in the world's zoos, aquariums, and conservation centers.
- Save the lives of veterans and animals by finding dogs in need of forever homes and training them as free, life-saving service animals for retired warriors struggling to cope with Post-Traumatic Stress and Traumatic Brain Injury.

American Humane does all this while carefully stewarding the charitable dollars with which we are entrusted, which is why Charity Navigator awarded us its top "4-star" rating for the fourth time in a row – something achieved by only a handful of nonprofits.

Our farm program is critical to our mission to help ensure the humane treatment of animals across the world, and we thank our American Humane Certified farmers, ranchers and food processors that provide ethical conditions for their animals.

Together, we are cultivating a humane heartland for all.

With gratitude,



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

## PRODUCER SPOTLIGHT

American Humane regularly spotlights the good work 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 **Leidy's**, which has been providing delicious, natural pork for Americans since 1893.



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

Leidy's started out as a small family farm in 1893, providing delicious pork products to local markets. Today, nearly 130 years later, we are still providing that same great tasting pork along with unique, customized solutions for a growing and dynamic marketplace. We aspire to *put quality into everything we do*, by adhering to strict protocols and embracing continuous improvement in our now three facilities in Eastern Pennsylvania.

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

We believe that the proper care of animals throughout our supply chain is both the right thing to do and the first step in producing a quality experience for our consumers. All of our premium pork products come from animals raised on local family farms by dedicated, expert farmers who are involved in every aspect of farm management. Our farm partners share our commitment and passion for raising animals the right way, with transparency, to ensure consistency and traceability. As a result of working together to achieve the proper welfare outcomes, we are able to provide hand crafted quality and a superior eating experience.

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

We have always valued input from others on ways to continuously improve our production system. Working with an independent third party, such as American Humane and their scientific standards, definitely adds credibility to our program.

**4) Why do you value American Humane certification?**

When consumers buy product with the American Humane Certified seal, they know the animals were raised to high humane standards. They can trust that the product they are purchasing has been independently certified. We believe that the certification process signifies our efforts to be good stewards of the animals in our care and supports our desire to be a trusted supplier of quality food to our customers and consumers.

**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?**

Over the past 15+ years of our certification, our customers have only reacted positively to the American Humane Certified seal. They appreciate the fact that we, as one of the very few pork producers in the nation, have proactively taken this step to provide humanely raised and certified pork. Our certified products are a solution to retail and foodservice customers who are hearing of the growing demand for humane certified pork more and more from their own customers.

**6) How have your operations been affected by COVID-19?**

Like most businesses, we had to react to the unprecedented disruption across our supply chain as the pandemic unfolded in March of 2020. Of the utmost concern was the safety of our workforce and their families. We immediately put protocols in place to keep our work

environment safe for everyone while we worked to keep the vital food supply chain open. Workers had to social distance; we increased sanitation and PPE, daily temperature checks, etc. just to name a few. Additionally, we were concerned for the farmers and animals in their care. As the supply chain became fragile, we focused on keeping the flow of animals moving through our system. We continue to work closely with our producers, as well as our customers, to help make sure that meat continues to be available to consumers as we now start to recover from 2 challenging years of disruption.

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

Biosecurity and animal welfare go hand in hand. If you keep your farm/operation bio secure, it protects your animals. Having an effective biosecurity program will have a positive impact on the performance of hogs. In the end, keeping the animals healthy, safe and secure is good for them and good for the supply chain.

**8) Is there anything else you would like food consumers to know about you or your company?**

We strive to be a leader in the industry by offering products that set us apart from others in our industry. We are able to leverage our supply chain expertise and comprehensive processing capabilities to craft a customized program to deliver a unique and compelling story to our target audience. Our goal is to be a value-added supply chain partner to our customers and farm partners as well as the employer of choice to our employees and the communities we serve.



# WELCOMING NEW PROVIDERS

Farmers 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 science.

There is broad support for humane standards on farms and ranches. More than 90 percent of people in a representative sample surveyed by American Humane reported being “very 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 many brand-new providers over the past year. Even amid unique challenges, like the COVID-19 pandemic, 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:



Chile-based **Agrosuper’s Las Cornizas** broiler chicken farm, which became the first broiler producer in South America to earn certification from American Humane.



**Center Fresh Group**, located in Sioux Center, Iowa, is one of America’s leading shell egg and egg product producers. Founded by a group of Iowa farm families with a rich history in farming and egg production who share the same core values, Center Fresh Group’s commitment to doing the right thing in all practices has guided the management teams and dedicated employees since the first farm was built in 1978.



**DeWeerd Poultry Farm**, which started in 1974 with the construction of one of the first “high rise” barns in the area. The farm has grown over the years with the recent transition into cage free egg production. DeWeerd Poultry Farm is located in Michigan, which will require all eggs produced and sold in Michigan to come from cage free hens by January 1, 2025.



**Dutt and Wagner**, which has farms located in the beautiful mountainous region of Southwest Virginia and Western North Carolina, is the largest producer and distributor of shell eggs in Virginia and became American Humane Certified in 2022.



**Fremont Farms of Iowa, L.L.P.**, a corn and egg provider who became American Humane Certified for producing and processing cage-free eggs.



**George’s Inc.**, a fourth-generation, privately held poultry organization with more than 7,000 team members. The vertically integrated company is spread across Arkansas, Missouri, and Virginia. George’s is the seventh-largest poultry producer by head in the U.S. and produces fresh, frozen, and value-added poultry products



**Hen Haven LLC**, a cage-free laying hen farm in Iowa that became American Humane Certification this year.



**Organic West Milk**, which provides fresh, wholesome organic milk. Organic West Milk’s mission to serve 100% pasture-based dairy that is additive and antibiotic free helps them provide excellent quality standards to its consumers.



**Westfield Egg Farm**, a fourth generation, family-run, specialty egg packaging company. Founded in 1963 with a strong vision, Westfield continues to support family farms, encourage sustainability, and ensure the ethical treatment of animals. They package eggs for their own Free-Range and Pasture Raised brands as well as other brands, including private label products.



**Wenning Poultry Farms**, a first-generation farm that is owned and operated by James and Mary Wenning and their five sons in rural Fort Recovery, Ohio. They strive to produce high-quality and safe eggs while keeping hens safe and comfortable.



**Simpson’s Eggs**, which began in 1925 and has spanned three generations since its inception. This American Humane Certified producer mainlines 1.2 million or more eggs on conveyors from hen houses straight into the processing plant.



**Southeast Poultry**, a broiler chicken processing facility that received American Humane Certified status this calendar year.

Thank you to all of these amazing providers for their help in ensuring that animal welfare remains a top priority. Your tireless efforts provide us with products that we can feel good about purchasing for both ourselves and our families.



## SETTING A HUMANE TABLE

People now more than ever are conscious of not just what they eat, but where our food comes from. We don't just want delicious and nutritious food placed on our plates. We also want to support farmers and ranchers who do things the right way and who care deeply about the well-being of their animals.

This part of the food journey starts with us as consumers. When we purposefully purchase humanely raised foods when we shop, such as American Humane Certified eggs, dairy, meat and poultry, we're actively helping make the world a better place. When we do this, we know that we'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.

To honor those farmers and ranchers who do so much, and to help people across the globe set a humane table for themselves and their families, we've created a unique cookbook called *The Humane Table: Cooking with Compassion*.

This beautiful book contains mouth-watering recipes using proteins provided by American Humane Certified farmers and ranchers. The recipes are constructed around the seasons, so whether you are letting a stew simmer while cuddled up near the fire on a cold night, or grilling outdoors under cascading blue skies, you can enjoy the moment knowing you're able to set a humane table year-round. We know it would not be possible to do so without the farmers, ranchers and producers who—not only raise the food we put on our table—but who do so while maintaining the welfare of their animals.

Below is a taste of one of our delectable recipes from *The Humane Table: Cooking with Compassion*.

### Chimichurri Chicken Tenders

MAKES 4 SERVINGS, COURTESY OF SPRINGER MOUNTAIN FARMS

#### INGREDIENTS:

- ½ cup olive oil
- 2 tablespoons red wine vinegar
- ½ cup fresh parsley, finely minced
- ¼ cup fresh oregano leaves, finely minced
- 4 cloves garlic, minced
- 1 red chili, seeds removed and finely deiced
- 1 teaspoon coarsely ground sea salt
- ½ teaspoon coarsely ground pepper
- 1 pound Springer Mountain Farms Chicken Tenderloins or boneless, skinless breast or thigh strips

#### DIRECTIONS:

1. Place all ingredients except for chicken in large mixing bowl, then stir to combine. Let sit for 15 to 20 minutes or (if preparing in advance) store in an airtight container in the refrigerator for up to 2 days, and then let return to room temperature before using.
2. Season chicken with 3 to 4 tablespoons of the chimichurri sauce (and a little more salt, if desired). Let chicken marinate for at least 10 minutes or up to 24 hours in the refrigerator. (If refrigerating for an extended period of time, bring to room temperature before cooking.)
3. While the chicken is marinating, heat grill to a medium-high heat. Grill over direct heat for about 2-and-a-half minutes per side, or until internal temperature of the chicken reaches 165 degrees Fahrenheit on an instant-read thermometer. (Alternatively, cook the chicken in a skillet over medium-high heat for approximately the same amount of time.)
4. To serve, drizzle extra chimichurri sauce (not from the marinade) over the chicken, or serve in a cup on the side for dipping.
5. Enjoy!



## AMERICAN HUMANE IN ACTION

Last winter, American Humane provided viewers with a firsthand look at how we are helping sow a humane future with our first season of *American Humane In Action*. This television series, hosted by American Humane CEO and president, Dr. Robin Ganzert, shined a spotlight on the multi-faceted programs that do so much for animals all over the country today, including our distinguished farm program.

The farm episode featured Springer Mountain Farms CEO Gus Arrendale, whose work as an American Humane Certified producer spans more than two decades. Gus sat down with Dr. Ganzert to detail American Humane's science-based standards and highlight just how important the American Humane Certified label has been to Springer Mountain over the years.

Dr. Ganzert also spoke with Coleman Natural Foods CEO, Mel Coleman, who detailed why it's so important for Coleman to be American Humane Certified and told the story of why he cares so much for his animals.

This year, in honor of our mission to help set a humane table (which you read about above), American Humane In Action will again focus on the producers who not only raise the food we put on our table, but who do right by their animals in the process—helping us all choose humanely raised foods to make a better world.

This new episode, which will premier this fall, features Herbruck's Poultry Ranch, Inc., and its CEO, Greg Herbruck.

Herbruck's, a leading egg production company based in Saranac, Michigan, has embraced their mission of "respect the bird, love the egg" since 1958. Herbruck's joined the American Humane family in 2008, when they officially became American Humane Certified.

Greg Herbruck became a full-time employee of the family business in 1979, and today, he leads the company as CEO and Vice-Chairman of the Board, overseeing nine million hens and a team of 900 employees.

In this exclusive deep dive into Herbruck's, Greg speaks with Dr. Ganzert to discuss his approach to farming and how he's seen consumer perception change in recent years with the way people want to eat food that is both wholesome and humanely raised.

The episode also features a segment from celebrity chef and leader in the humane cooking movement, Chef Deborah Van Trece, along with a humane recipe cooking demonstration from American Humane CEO Dr. Ganzert herself.

Today, more than ever, people are conscious of where our food comes from. We not only want good, healthy food, but we want to support farmers and ranchers who do things right and who care deeply about the well-being of their animals.

We hope this series inspires people to join our compassion movement and help build a better future for our farm animals—and each other.



# MEET THE AMERICAN HUMANE FARM TEAM

American Humane's diverse farm program helps protect animals nationwide, and there are many heroes who make American Humane Certified the No. 1 independent certifier of animal welfare in the United States. Our farm team works tirelessly in the field to help ensure the welfare of farm animals all over the country. Let's meet the people behind the scenes who power this amazing program:

## 1) Hi there! Can you tell us a little about yourself and what you do on the farm team?

**Rich:** I was raised in a small rural community in Illinois, where I was fortunate to live on five acres at the edge of town. This allowed me and my siblings to be involved in 4-H and FFA, raise rabbits, pigs, a few chickens, some calves, and a few horses. Then along came adulthood and off to the city I went to join up with Home Depot in 1984. After a nearly 20-year career in management and human resources, I found myself in Phoenix, AZ where I have resided since 2002.

My responsibilities as a Field Operations Manager with the American Humane Farm Program include, but are not limited to, initial correspondence with producers and introducing them to the program, coordinating and scheduling physical audits, following up on any non-conformances, and issuing certifications.

**Cheyenne:** While I did not grow up on a farm, I spent most days begging my parents to take me over to the local horse farm where I took lessons and eventually worked. My favorite place to be, now as it was then, is in a barn. In college I got involved in multiple clubs associated with our campus farm to broaden my exposure to large animals. I gained experience working with poultry, dairy and beef cattle, and some swine, through classes and our Block & Bridle Club. After completing my degree in Animal Science, I got an internship with the Animal Agriculture Alliance, which then led me to American Humane.

As a Field Operations Manager at American Humane, I work with our amazing producers and processors along the East Coast and in Canada. Along with our day-to-day work, I truly enjoy and value that each day brings new opportunities to better our program.



**Rich Musselman**



**Cheyenne Eller**



**Connor Quezada**

**Connor:** I grew up in a small suburb in Southern California, about an hour northwest of Los Angeles. My passion for animals began at a young age, and I always knew I would work with them in some capacity. I wanted to spread my wings and explore a new part of the country, which led me to college at North Carolina State University in Raleigh (Go Pack!). I graduated from NC State with a bachelor's in Animal Science and a minor in Agricultural Business Management, and was fortunate and grateful to participate in various clubs, teams and associations while attending college.

After college, I packed my bags and moved to Alexandria, VA (right outside of Washington, D.C.) to begin my career with American Humane as a Field Operations Manager. I spent a wonderful six years in DC and 10 years on the East Coast, but California called me home and, as of December 2021, I now live in Sacramento with my husband, horse and two dogs.

I am grateful to work alongside Rich and Cheyenne as a Field Operations Manager and support my wonderful producers and processors throughout the Southeast and Midwest. It is the absolute highlight of my day to communicate with the farmers and ranchers I am blessed to know.



**Haley Grimes**

**Haley:** Agriculture and animals have always been a passion for me. Growing up, I spent much of my time helping out on our family farm in Pennsylvania, a National Bicentennial Farm that has been in our family for over 200 years. My family fostered my love for livestock, and I was actively involved in FFA and 4-H in school, where I showed market swine, breeding beef heifers, and market steers. I attended Texas A&M University for Animal Science and was actively involved in the Meat Science Department.

After college, I worked with Sheetz, Inc., reviewing and updating food recall and food defense programs, as well as assessing the company's HACCP program. Ultimately, I decided that I missed livestock, and moved to Country View Family Farms/Clemens Food Group to serve as their Animal Care Quality Specialist. I worked closely with company team members, producers, plant team members, livestock haulers, and industry leaders on swine animal handling, animal care, and biosecurity programs and auditing, a true passion for me.

My family made a move to Virginia, and I was fortunate to find American Humane, which allowed me the opportunity to work with multiple species of livestock and farmers, ranchers, and producers from across the nation. Outside of American Humane, my family and I are raising beef cattle in northeastern Virginia, and we are now teaching the tenth generation of family farmers.

I consider myself extremely fortunate to have the opportunity to work with companies that truly set the bar for humane care of livestock. Each one has their own story and commitment to the animals in their care. Within my work of overseeing the farm animal welfare audit and compliance programs as Director, Farm Program Operations, I truly enjoy sharing each one of these stories and working with our team to highlight their dedication.



**2) What interested you in joining American Humane and why are you so passionate about your work?**

**Rich:** I was intrigued by American Humane's mission and the different programs involved. Getting to be involved with folks in agriculture again was very appealing. There is rarely a day that goes by that I don't have an opportunity to speak with several of our producers and hear the passion they have for animals. This is always a joy and makes me very proud of what producers do to take care of animals humanely, which makes me very proud to be an associate of American Humane and to be involved in such an amazing mission.

**Cheyenne:** I have always had strong admiration for farmers that put in the work every day to make sure that their animals are well cared for. I was drawn to American Humane because it gives farmers the opportunity to show consumers that they go the extra mile. There is a huge disconnect these days between the average person and how their food is raised. Our third-party seal of approval is that extra step to showcase how much farmers care for their animals.

**Connor:** I was introduced to American Humane after my junior year of college when I was returning to southern California for the summer and looking for internships. I was brought on as an intern to work a few days a week for the

Humane Hollywood program based out of Studio City, CA. I loved and respected the impactful work of that program and its leadership in the entertainment industry around animal welfare, but when I learned of the Farm Program, I knew that's where my passion would lead me. I stayed connected to American Humane and was fortunate to be hired on as a Field Operations Manager after graduating from college to assist the needs of the rapidly growing program. I love working with the agriculture community and supporting the needs around animal care and welfare. I could not be luckier than I am to be able to work with inspiring producers and processors and a wonderful team at American Humane.

**Haley:** Agriculture has been my livelihood and the livelihood of my family for generations. It has been my main passion in life, and I enjoy every opportunity I have to share the message of agriculture with those disconnected from the farm and agriculture industry. I believe it is important to combat misinformation or lack of knowledge of agriculture practices and provide consumers with accurate and important information about how their food is produced. I was excited to find American Humane, where we have the opportunity to be a part of continuous improvement in animal welfare and care, as well as showcase the efforts of our certified farmers, ranchers, producers, and processors and their commitment to animal welfare for livestock. It's a message that the world truly needs to hear.





## OUR CERTIFIED HISTORY: ONE BILLION ANIMALS AND COUNTING



American Humane provides many services, but did you know the organization was first founded around farm animal welfare? While the American Humane Certified program officially launched in 2000, our organization has been in the business of promoting humane treatment of farm animals for more than 145 years. As the nation's first independent, third-party certification program to verify the humane treatment of farm animals, American Humane Certified has helped ensure humane protections for animals across the U.S. for more than a century.

But 2022 marks an especially significant milestone in our organization's storied history. This calendar year, American Humane will help protect more than **one billion animals** on farms and ranches across the world.

We're proud to help ensure that humanitarian efforts are met to provide care for these animals through our rigorous and specific standards, which are formulated by experts across the field. The American Humane Certified program continues to expand across the globe as both consumers and producers aim to meet the growing call for the humane treatment of farm animals.

It was a call American Humane answered in 1877, when local groups concerned for animal welfare banded together to create the national organization that we know today as American Humane. These people met over their shared concern with the way animals were transported by railway and aimed to improve their conditions. This paved the way for the "28-hour law," which required livestock being transported for longer than 28 consecutive hours to be offloaded for at least five consecutive hours to eat, drink and rest.

As the years continued, we expanded further and positively impacted animals in additional areas. Called to the battlefields of World War I to help save injured horses, American Humane created a rescue program that has been at nearly every major disaster since that day to help save animals in need. Through our Humane Hollywood program, American Humane protects animal actors on set through its acclaimed "No Animals Were Harmed" program. The organization helps veterans acquire service dogs, along with reuniting military working dogs with their former handlers, under its military program umbrella that saves countless lives on both ends of the leash. The conservation program protects animals in zoos and aquariums the world over, from South Dakota to Spain. And our new Pet Provider program focuses on assessing the condition, well-being and welfare of companion animals like small birds and mammals, ensuring that no animal is too small or scaly to protect.

What once began as an effort to improve the lives of livestock in transit has now grown into the nation's oldest and largest humane organization, helping protect animals across the globe in all aspects of our lives—from the farm to the big screen.

This is our illustrious history, and it's one we're continuing to write as we keep paving the path forward for humane treatment in farm animal welfare today.



We are honored to help America's veterans and we hope our service dog graduates bring their new handlers a lifetime of friendship and joy.

"No matter what your limitations are, no matter what your physical or mental issues may be, a service dog will be the best thing for you," recent Pups4Patriots graduate and U.S. Army veteran Charles said. "It will help break you out of that shell that you've put yourself in over time."



## PUPS4PATRIOTS



For many veterans, the return home from war can be yet another daunting battle as they nurse wounds that might not be visible on the surface. Tragically, 184 veterans a day are diagnosed with post-traumatic stress, and 20 take their own lives as a result.

American Humane aims to help these heroes through our Pups4Patriots program, which finds dogs in need of forever homes and trains them to become service dogs for veterans across the country at absolutely no cost to the veterans themselves.

"They're going to give you confidence to go out in the world, go to parks, go to restaurants. You don't have to go to the grocery store in the middle of the night," U.S. Air Force veteran and recent Pups4Patriots graduate Karen said. "There's a lot of people out, but you'll have your dog with you. You feel safe because you have a dog."

Service dogs can transform the lives of these veterans and give them a renewed sense of purpose. Research shows that specially trained service dogs can reduce stress and anxiety levels in veterans while easing reintegration into social settings and restoring confidence to those managing traumatic brain injuries or post-traumatic stress.

There are many obstacles standing in the way of veterans in need of service dogs, however, including long waiting lists and exorbitant costs, often upwards of \$30,000 per service dog.



## PLEASE CONSIDER MAKING A GIFT TO AMERICAN HUMANE

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/get-involved](https://AmericanHumane.org/get-involved), by phone at (800) 227-4645, or via mail at 1400 16th Street NW, Suite 360, Washington, D.C. 20036.

American Humane is the only national humane organization with top ratings and endorsements from the key charity watchdog groups. American Humane has earned **Charity Navigator's** highest **"Four-Star Rating"** for the fourth time in a row, has earned the **gold level seal** from **GuideStar USA**, and is one of the few charities that meet all of the **Better Business Bureau's Wise Giving Alliance's 20 Standards for Charity Accountability**.



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