



FARM PROGRAM NEWSLETTER SPRING 2025





In This Newsletter

2

New American Humane Certification Marks in Stores

4

Scientific Advisory Committee Spotlight

5

American Humane Society Survey on Consumer Choices

6

Producer Spotlight: Q&A with Robinson Farms

8

New Pullet Standards

10

Understanding the American Humane Certified™ Difference

12

Auditing Body Spotlight: Maintaining High Animal Welfare Standards with FACTA Auditors

A Message from Dr. Robin Ganzert

President and CEO,
American Humane Society



Dear Friends,

As we embrace a new chapter for American Humane Society, I am thrilled to share some exciting updates that are strengthening our commitment to animal welfare and furthering our impact on humane practices worldwide.

This year, we launched a refreshed brand identity, which includes a new logo, updated tagline — “Rescue. Care. Protect.” — and new certification marks. These changes reflect our ongoing mission to improve the lives of animals, while helping consumers recognize the value of products that meet our rigorous humane standards. Already, we are seeing these new certification marks on the products of our valued producers, and we anticipate even broader adoption as we continue to grow this important program.

At American Humane Society, we are passionate about connecting consumers with products that uphold humane values, and we’re proud to report that the demand for ethically sourced protein is on the rise. Our recent consumer survey reveals the growing preference for humane food choices, with many top grocers now offering American Humane Certified™ products.

We also spotlight dedicated producers, whose commitment to animal care and third-party verification through the American Humane Certified™ program reflects the growing market for humane proteins. Their stories are a testament to how prioritizing animal welfare and certification can help companies stand apart in a competitive market while providing consumers with confidence in the products they purchase.

Through third-party audit verification under the American Humane Certified™ program, we maintain high standards that help ensure transparency and accountability in animal care practices, which strengthens our commitment to providing consumers with a clear and trustworthy path to support humane products.

We are excited for what the future holds as we continue to lead the charge in animal welfare, and we thank you for your ongoing support. We look forward to seeing more American Humane Certified™ products on the shelves, knowing that each step we take helps create a more humane world for all animals.

Thank you for being part of this journey.

With gratitude,

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

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



New American Humane Certification Marks in Stores

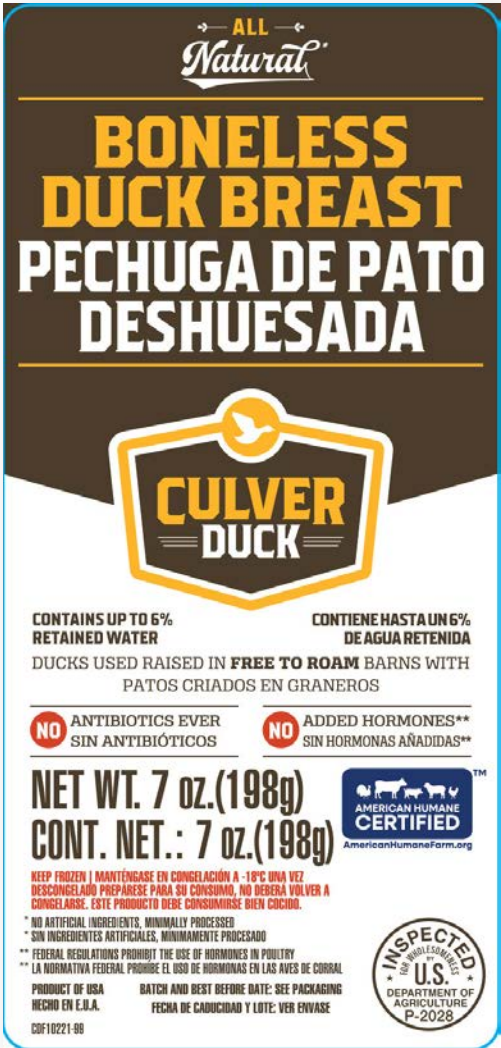
At the start of the year, American Humane Society, the United States' first national humane organization and largest certifier of animal welfare across the globe announced a significant rebrand including a refreshed logo, new certification marks, a new website and an updated tagline: "Rescue. Care. Protect."

The rebrand helped further strengthen recognition of the American Humane Certified™ brand and the connection to American Humane Society's commitment to improve the lives of animals around the globe.

We are pleased to share that some of our producers have already begun using the new certification marks on their products!

Additionally, we will soon have a series of Public Service Announcements on-air that strengthen brand recognition of American Humane Society's farm program and help showcase our certification marks that are now unified under one brand.

We look forward to continued growth of the farm program and recognition of the American Humane Certified program among consumers as the leader in humane certification.



Scientific Advisory Committee Spotlight

Q&A with Dr. Don Hoenig, VMD

Dr. Donald Hoenig is a distinguished veterinarian and member of the Farm Program Scientific Advisory Committee (SAC). With years of experience in veterinary medicine and a deep commitment to agricultural practices, Dr. Hoenig brings a wealth of knowledge that is invaluable to our Farm program.

In this conversation, we delved into various topics, including how farm standards have evolved over the years and how American Humane Society helps drive the agriculture industry to prioritize animal welfare.

You are an invaluable part of our Scientific Advisory Committee. What made you want to join the committee?

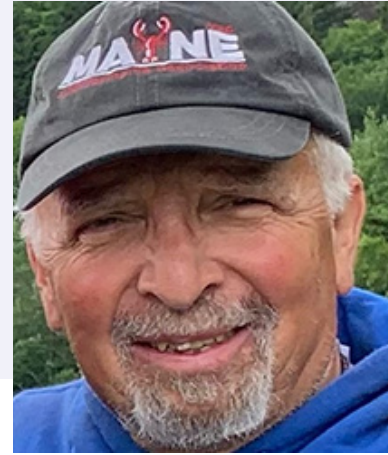
I had the opportunity to serve as American Humane Society's Senior Veterinarian Advisor for over six years and got to know all the members of the SAC in this role. Thus, I welcomed the chance to join them as a member of the SAC.

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

I'm a member of several of the species' subcommittees and relish the chance to work with and learn from the other subcommittee members who are all experts in their fields. I also think I bring some historical perspective to the group as I've been involved with American Humane Society now for over 10 years.

What are some of the most important factors surrounding whether a producer is prioritizing animal welfare?

Raising livestock and poultry for food is not just a job but a lifestyle and a constant commitment to



caring. The many farmers I've known who commit to high welfare pay attention to the small stuff that make their animals comfortable, well-nourished and enriched.

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?

Since I've been involved with American Humane Society, the standards have been updated to not only reflect new research but to move increasingly toward outcome-based metrics. This has been an extremely positive change.

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

I'm excited to see American Humane Society continue to be a positive influence, driving force, and international leader in encouraging the animal agriculture industry to prioritize animal welfare over profit and efficiency. Research can be a key in validating that treating animals well can be profitable.

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

American Humane Society's Farm Team relies on the SAC to monitor and evaluate emerging welfare research and to serve as a sounding board when revisions to the standards are considered.

American Humane Society's Survey on Consumer Choices

To better understand consumer preferences, American Humane Society created a survey, focused on humane food choices in meat, egg, and dairy products and we are excited to share the results.



72%

of respondents express concern for the welfare of animals on farms, indicating strong consumer interest in humane farming practices. This 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.



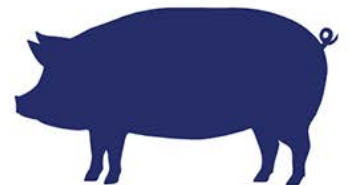
believe a "Humane Certified" label improves their perception of a product, with a notable preference for products verified by humane standards.



of respondents indicated they would pay more for humanely raised products.

"humanely raised"

term was ranked more favorable among respondents than organic, reflecting a strong emphasis for humanely raised products.



67%

of respondents said that when buying meat/eggs/dairy products at a grocery store with a humanely raised claim, it's important to see a label that shows the product is third-party certified.

We are proud that ten of North America's top 12 grocers carry food from farms certified by American Humane Society. 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.



Producer Spotlight

Q&A with Robinson Farms

Robinson Farms earned their certification for duck eggs in September 2024 and have been a welcome member of the American Humane Certified™ community. We sat down with Lane Robinson, Managing Partner, to learn more about their mission and dedication to animal welfare.

Tell us a little bit about Robinson Farms, LLC – its history and mission.

Robinson Farms began seven generations ago in 1865. We survived the Great Depression and an onslaught of various other obstacles thanks to a system of beliefs centered around the acceptance

of adaptability and innovation. We entered the duck world in 2012 when a 10-barn facility came up for sale. We went straight to becoming the largest duck egg brand in the country. We further increased our presence in the US duck market when we began to bring duck eggs out of the farmer's market and into grocery stores. In less than a decade we have gone from making deliveries in a Volkswagen to sending trucks coast-to-coast.



ROBINSON FARMS
Since 1865

Tell us why and how your company puts the humane treatment of animals at the forefront of your business?

We firmly believe that when we attach our name to a product or project that our name itself should act as a guarantee that we are continually striving to produce the best possible end-product. It is for this reason that we prioritize the welfare and humane treatment of all animals involved in our operations and require that they are treated with due respect.

Why do you value American Humane Society certification? Why did you decide it was important to work with an independent humane certification program?

Once we became familiar with American Humane Society and our shared values/beliefs, it was obvious to us that the American Humane certification would be a natural fit for our duck eggs. We value this program because it adds another layer of confidence to our customers.

How does the certification set you apart from other producers in your field?

We felt that obtaining American Humane Society's certification for our duck eggs was a necessary progression. It was also important to us that we obtain this certification for our duck eggs before any clients asked us to, further illustrating our dedication to the humane treatment of animals and our striving to produce the best duck eggs possible.

How has your company evolved to meet changing consumer tastes and an increased interest in humane certified products? How do you hope American Humane Society's certification will influence your consumer's purchasing decisions?

There is a rapidly growing demand for duck eggs, due largely to their increased presence on social media and consumers' ever-evolving tastes and preferences. Because of this, I think that, for most of our customers, our eggs are their first experience with duck eggs. Adding the American Humane Certified™ seal on our products offers our customers a level of confidence that, while this is a new product to them, they know that we set ourselves apart from other duck eggs that may be available and aim to provide them with the best experience possible.

What should consumers expect to experience from your products as a result of them being American Humane Certified?

Consumers should expect that when they see American Humane Certified™ on Robinson Farms duck eggs they will be receiving the finest duck eggs that are available in retail markets and that all ducks have been treated with respect.

American Humane Society's New Welfare Standards for Pullets

We are thrilled to announce new welfare standards for pullets—young laying hens not yet in egg production. These innovative standards are a key component of elevating our comprehensive farm animal welfare certification program, helping ensure that animals receive excellent care.

We believe that science and welfare go hand in hand when it comes to caring for farm animals. Our new guidelines are rooted in the latest scientific research and industry best practices, with input from leading experts in animal welfare, reflecting our dedication to transparency and accountability in farming.

These standards include an outcome-based feather condition scoring system, allowing us to directly assess bird well-being during audits, as well as new light level requirements, which have been shown to reduce stress and promote overall health among pullets.

Leading animal welfare experts reviewed the new Welfare Standards and Audit Tool for Pullets and provided their thoughts:

“The new American Humane Certified™ Pullet Standards are a robust addition to the American Humane Certified platform of welfare standards for poultry and livestock. In particular, the inclusion of an outcome-based metric for feather quality is a significant step toward achieving a high welfare environment for layer pullets,” said Dr. Don Hoenig, VMD, MIM Veterinary Consulting.

“The establishment of pullet standards is vital for everyone. These standards allow farmers to increase the trust between them and the consumers. The consumers can have more confidence that the eggs they purchase come from systems that prioritize ethical and responsible care,” said Dr. Darrin Karcher, Ph.D. Associate Professor and Extension Poultry Scientist with Purdue University.

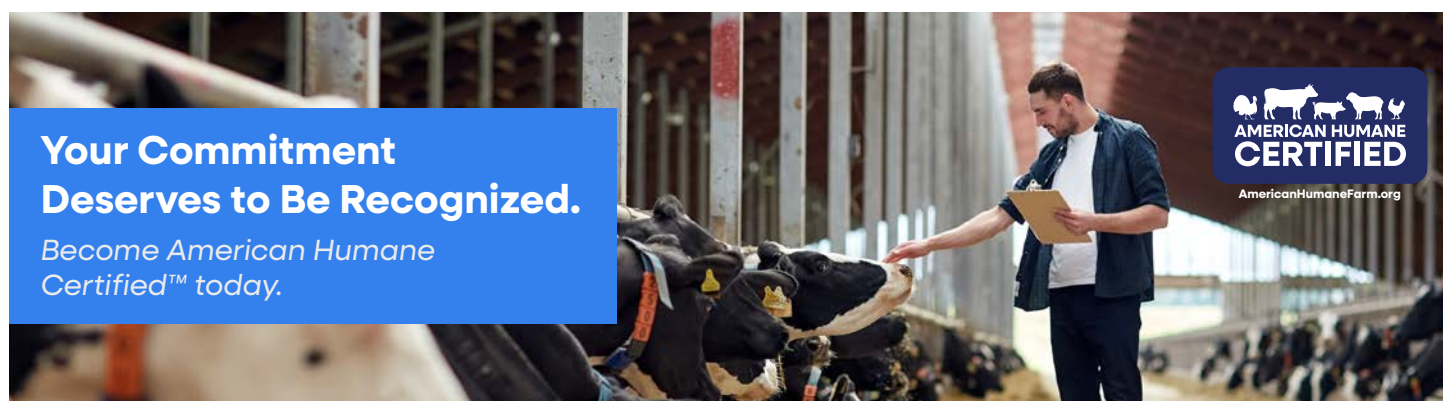




This initiative will foster trust between farmers and consumers with a certification mark that gives shoppers confidence that their eggs come from systems that prioritize ethical and responsible care.

Together, we can create a brighter future for all animals. Find our new pullet standards on our website at AmericanHumaneFarm.org.

The new standards will take effect starting January 1, 2026, and we look forward to seeing the positive impact they will have on pullets across the country.



If you believe animals deserve to be raised humanely, you're in good company.

American Humane Certified™ is the nation's first independent farm animal welfare program—grounded in science, backed by experts and designed to honor the work of producers who put welfare first.

If animal welfare is a focus - we are happy to work with producers that want to achieve animal welfare goals and aspire to our standards as well.

Interested in certification? Scan the QR code to access our New Producer Inquiry form and begin your journey toward American Humane Certified™ status. Learn more at AmericanHumaneFarm.org.

Questions? Email us at farmanimalprogram@americanhumane.org











Understanding the Differences:

American Humane Certified™ Laying Hens vs. Competitors

As consumers become more conscious of animal welfare, understanding the various certifications for poultry products is essential. For decades, American Humane Society has led the way in advancing welfare within animal agriculture, including laying hens, through rigorous scientific standards.

Working with a team of experts comprised of animal scientists, veterinarians, practitioners and ethicists, American Humane Certified™ backs its commitment to animal welfare through third-party, independent audits that evaluate the care of farm animals based on rigorous, science and evidence-based standards.



-  Nutrition formulated to support the needs of laying hens
-  Practices to improve welfare of laying hens with continued veterinary oversight
-  Focus on biosecurity and animal health
-  Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
-  Space to roam freely and nest areas that encourage nesting behavior
-  Access to well-maintained bedding made of suitable, absorbent material
-  Clean laying space with proper ventilation to create a comfortable environment
-  Lighting program designed to promote bird health

Free Range Eggs

To be considered an American Humane Certified™ Free-Range system, farms must provide at least 21.8 square feet of outdoor space per bird. Additionally, the area must include drinking water, cover to protect animals from the elements, and meet standards that encourage vegetation growth, among other requirements.

For those looking for humane options when purchasing eggs, being aware of these certifications helps promote a more ethical food system that prioritizes animal well-being alongside consumer needs.



Auditing Body Spotlight

Maintaining High Animal Welfare Standards with FACTA Auditors

American Humane Certified™ earns its strong reputation among consumers, farmers, retailers, and more by being grounded in science- and evidence-based standards that are informed by leading experts and evaluated by experienced, knowledgeable, and independent auditors.

FACTA is one of the certified auditing bodies we work with to help verify that certified producers' farm animal care and husbandry practices meet our rigorous animal welfare standards and rightfully earn the American Humane Certified™ seal. They recently shared more about the company's mission and dedicated approach to animal welfare-centered, independent auditing.

Tell us a little bit about FACTA – its history and mission.

FACTA or Farm Animal Care Training and Auditing is a third-party animal welfare auditing company. FACTA is a wholly owned subsidiary of Frost, PLLC, a 50+ year-old nationally recognized public accounting firm specializing in agriculture and food processing.

Can you share any insights on your emphasis on trained and knowledgeable auditors?

FACTA utilizes auditors with industry experience and emphasizes "Real People with Real Experience". Our auditors have worked in at least one commercial animal production field and have real industry experience. FACTA knows and values that our clients/producers are also real people, and we strive to bring our valuable experience when conducting their animal welfare audits.

Why do you value your role as an American Humane Certified™ auditing body? Why did you decide it was important to work with an independent humane certification program?

We decided to become an American Humane Certified auditing body because it directly contributes to the well-being of animals by helping to ensure facilities adhere to high humane standards. Working with American Humane Society is important because it ensures impartiality, maintains integrity and trust, and promotes transparency and accountability in animal welfare practices. This helps drive positive change and fosters better treatment of animals.

Is there anything else you would like consumers to know about your company?

FACTA offers other audits like United Egg Producers (UEP), Common Swine Industry Audits, or California Proposition 12 audits alongside American Humane Certified™ audits. Depending on the situation, these audits can be conducted with no additional cost.





Upcoming Meetings & Conferences

Meat Institute's Animal Care and Handling Conference

May 13–14 | Denver, CO

meatinstitute.swoogo.com/animalcare2025

Dairy Cattle Welfare Symposium

May 21–23 | Columbus, OH

dcwcouncil.org

World Pork Expo

June 4–5 | Des Moines, IA

worldpork.org



**Whether through a corporate or individual donation,
your generous support of American Humane Society
advances animal welfare worldwide.**

It funds research to continuously improve our understanding of each farm animal's needs. It protects wild animals at risk of becoming extinct. And it puts healing leashes into the hands of veterans suffering from post-traumatic stress.

Donate today so that we are prepared tomorrow.

