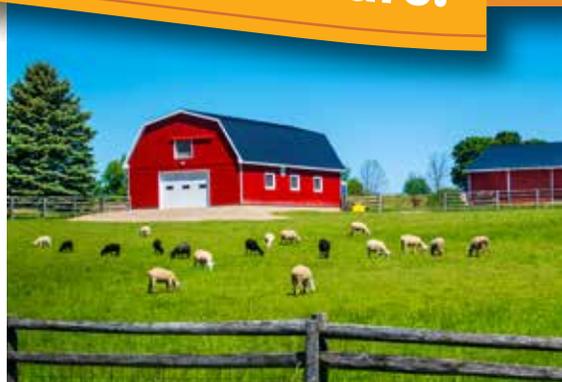




FARM PROGRAM NEWSLETTER FALL 2025



Celebrating 25 Years!





Butterball

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A Message from Dr. Robin Ganzert

President and CEO,
American Humane Society



Dear Friends,

This fall marks a historic moment for American Humane Society as we celebrate the 25th anniversary of our farm program. A quarter of a century ago, we set out on a bold mission: to help ensure that farm animals, among the most numerous and often overlooked animals, are treated with dignity and respect. Today, I am humbled to reflect on how far we've come together.

In just 25 years, our program has certified the humane treatment of billions of animals across hundreds of farms and facilities. We have collaborated with farmers, ranchers, scientists, veterinarians and ethicists to create rigorous, science-based standards that continue to evolve with the latest research and best practices. Because of this commitment, 90% of cage-free eggs in the United States today are American Humane Certified™ and millions of families can trust that their food choices support a more compassionate world.

But numbers only tell part of the story. This milestone is about people, farmers who choose to do things the right way, partners who believe in accountability and transparency, and consumers who use their purchasing power to support humane practices. Together, we are transforming the way the world thinks about food and farming, proving that compassion and good business go hand in hand.

As we look to the next 25 years, our mission has never been clearer. With your continued support, we will keep raising the bar for animal welfare, expanding our reach across the globe and striving to ensure that every meal can be a celebration of kindness.

From my heart to yours, thank you for standing with us in this vital work. Together, we are building a more humane future for all.

With gratitude,

A handwritten signature in cursive script that reads "Robin R. Ganzert".

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



25 Years of American Humane Society Transforming Farm Animal Welfare

The Farm Program’s Quarter Century of Care and Commitment

The American Humane Society Farm Program is proudly celebrating its 25th anniversary, a remarkable milestone that celebrates a quarter-century of dedication to advancing the welfare of farm animals.

In just 25 years, the farm program has certified billions of animals at thousands of facilities committed to the humane treatment of farm animals. The program raises the bar for humane treatment in agriculture with species-specific

standards that are regularly reviewed and improved to incorporate the latest science-backed research and best practices.

At American Humane Society, we believe you should be able to easily find humanely raised dairy, meat and egg products. That is exactly what our farm program has worked to accomplish over the past 25 years. A 2024 survey found that 10 of North America’s top 12 grocery retailers carried American Humane Certified™ products. Today,

approximately 90% of cage-free eggs in the United States are American Humane Certified.

Science-Backed Animal Welfare Certifications

The American Humane Certified Animal Welfare Standards are species-specific and grounded in scientific research. We currently offer a wide variety of animal welfare standards, audit tools and resources that can be used to certify and assess 10 species. These standards were created based on research and best practices with a team of renowned animal scientists, veterinarians and animal ethicists. The standards are regularly reviewed by our Scientific Advisory Committee to

help ensure they reflect new studies, technological advances and humane handling methods.

Throughout our 25 years of the farm program, we have led efforts to continuously improve farm animal welfare science, through animal welfare research and industry involvement. Our farm program was the first program to recognize three different humane housing systems for laying hens, which we continue to prioritize by supporting academic studies on free-range laying hens and nest-space. We have also hosted industry experts for roundtable discussions in Washington D.C., where we discussed ways to continue improving animal welfare on farms.

Coleman All Natural Meats



Our Animal Welfare Standards are regularly updated to align with the Five Domains of Animal Welfare, with rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade and the animals' ability to engage in natural behaviors. American Humane Certified producers are audited for their compliance to the standards. Our audit tools, full standards and supplemental templates are fully transparent and available to the public.

Growing a Global Movement for Humane Farming

Over the years, American Humane Society's farm

program has grown exponentially, starting with a tiny but mighty team 25 years ago and now standing strong with an impressive team of 9, in locations all over the country. This growth has been driven by increased program involvement, leading to a need for more field operations managers to work with our growing number of certified producers. Additionally, within the past few years, we have also expanded the team to add members specifically focused on updating our science-based animal welfare standards and spreading the word about our incredible farm program.

This growth extends to our Scientific Advisory Committee as well, a distinguished group of



Kreider Farms



Kreider Farms

individuals that has grown in size and expertise over the last quarter of a century. As we have developed additional Animal Welfare Audit Tools and Standards documents, we have added experts on those species to the committee. This committee has consistently provided guidance and review that continues to strengthen our guidelines, policies and additional resources.

People all over the world are becoming more conscious of where their food comes from, and the demand for humane farm certification has boomed globally in the last few years. In our 2024 farm survey, 72% of respondents expressed concern for the welfare of animals on farms, indicating strong

consumer interest in humane farming practices. As a part of American Humane Society's international arm, Global Humane Society, the farm program has certified facilities in Europe, South America, Central America and Canada and continues to see interest develop on a global scale.

This growth has led to the debut of the Global Humane Certified™ farm logo on international products to accompany our highly esteemed American Humane Certified farm program. In the coming years, you can look forward to seeing the Global Humane Certified Farm logo in grocery stores all over the world.



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Farm Program Timeline



Setting a Humane Table

Another inspiring aspect of the farm program is our Humane Table event, which unites farmers, advocates, decision-makers and members of the community on Capitol Hill to celebrate the farmers and ranchers that are doing things right. These events were inspired by the growing desire among consumers and lawmakers alike to support American farms, big and small, that care deeply about the well-being of their animals. These gatherings highlight the importance of humane food choices and foster greater awareness about farm animal welfare.

Complementing these events, Dr. Robin Ganzert, President and CEO of American Humane Society, compiled mouthwatering recipes featuring ingredients humanely produced by farmers, ranchers, and other organizations that are American Humane Certified™ in *The Humane Table: Cooking with Compassion*. The cookbook and these events serve as a heartfelt reminder that every meal can be an opportunity to support animal welfare and promote a more ethical food system.

2017: In response to the demand of cage-free egg commitments across the food service industry, American Humane hosted a symposium on cage-free eggs in the nation's capital.

2022: Dr. Robin Ganzert releases the Humane Table Cookbook.

2024: The farm program does an updated US survey on humane food choices in meat, egg and dairy products.

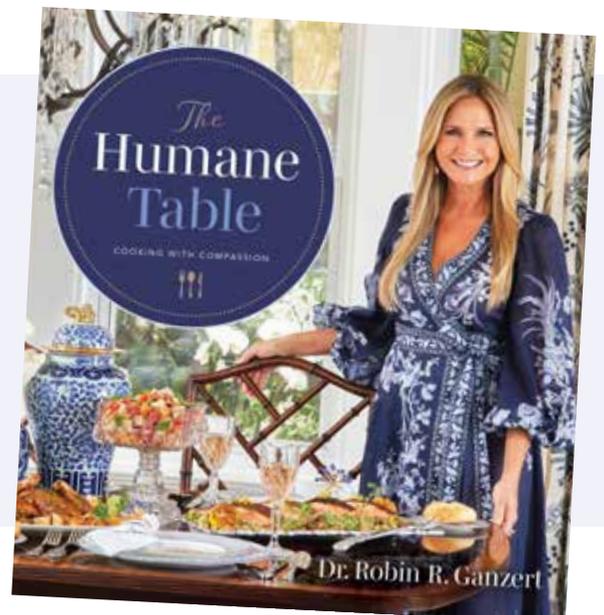
2013: American Humane quintupled the number of animals protected under the American Humane Certified program, from 200 million to almost one billion animals certified under our care.

2020: The farm program launched its first US survey, focused on humane food choices in meat, egg and dairy products.

2023: The farm program hosts Humane Table event on Capitol Hill

2025: The farm program celebrates 25-year anniversary.

As we celebrate this significant 25-year milestone, we extend our deepest gratitude to the farmers, partners, advocates and consumers who have joined us on this journey toward a more humane food system. Together, we have made tremendous strides in improving the lives of billions of farm animals, and with your continued support, we look forward to advancing these efforts even further. We invite you to join us for the next 25 years of progress in animal welfare for farm animals everywhere.



Tips for a Humane Holiday Season

Prioritizing Animal Welfare

The holiday season is a time of joy, celebration and togetherness. It's also an opportunity to extend kindness beyond our human circles and consider the well-being of animals who share our world. As families across the country begin to think about preparing their Thanksgiving and other celebratory feasts, American Humane Society, the country's first national humane organization, is calling on the American public to set a humane table for the holidays and support humane farming practices year-round.

Consider making this season more humane and toward animals by choosing American Humane Certified™ products for your table.

To highlight the American Humane Certified producers and their efforts to help America set a humane table, we created “The Humane Table: Cooking with Compassion” cookbook. Here is one of many amazing recipes that the whole family will love.





Smoked Paprika and Oregano Roast Chicken

MAKES 4 TO 6 SERVINGS

Ingredients

- 1 whole chicken (3-½ to 4 pounds)
- 4 tablespoons canola, grapeseed, or peanut oil, divided
- Juice of 2 limes (about 2 tablespoons)
- ¼ cup low-sodium soy sauce
- 2 tablespoons ground smoked paprika
- 1-½ tablespoon ground cumin
- 1 tablespoon dried oregano
- 6 garlic cloves, grated
- 1 tablespoon plus 1 teaspoon kosher salt
- 2 medium yellow onions, sliced into 1-inch rings
- 1-½ pounds assorted fingerling potatoes, halved
- 2 tablespoons fresh oregano, finely chopped

Directions

Every home chef needs a standout roast chicken recipe in their arsenal. Here we present to you a spectacular version, with its combination of lime juice, soy sauce, paprika and cumin, that is well worth the time and effort.

1. Pat chicken dry with paper towels. Remove necks and any innards from the cavities and discard. To spatchcock, use a sharp pair of poultry shears or kitchen scissors to cut along the backbone; remove bone and discard. Place chicken, breast side up, on a rack in a roasting pan and press down to flatten it completely.

2. Combine 1 tablespoon oil, lime juice, soy, paprika, cumin, oregano, garlic and 1 tablespoon salt in a bowl and mix until thoroughly combined. Rub half the mixture under the skin of chicken, making sure to get under the breasts, thighs and legs. Then rub mixture all over the skin on the outside.

3. Position a rack in the middle of the oven and preheat to 450°F. In a medium bowl, toss onions and potatoes with the remaining paste, oil and salt. Set aside while the oven preheats, at least 20 minutes. (Alternatively, cover and refrigerate for up to 24 hours before roasting; be sure to let chicken rest at room temperature for at least 20 minutes before roasting so it cooks evenly.)

4. Arrange onions and potatoes in the bottom of a roasting pan or large baking dish. Place chicken on top. Roast for 50 minutes, or until the thigh meat is no longer pink and an instant-read thermometer inserted into the thigh registers 165°F.

5. Let sit at least 10 minutes before carving. Garnish chicken with oregano and serve with onions, potatoes and a spoonful of the pan juices.



Producer Spotlight

Perdue Foods

Perdue Farms achieved their certification in April, 2025 and have been a welcome member of the American Humane Certified™ community ever since. We spoke with Rita Harkless, Director of FSQA Program Compliance – Technical Services to learn more about their mission and dedication to animal welfare.

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

We are a fourth-generation, family-owned, U.S. food and agriculture company. For more than 105 years, we have made it our mission to provide innovative food and agricultural products and services that advance the quality of life for everyone we touch – consumers, customers, farmers and our associates. Earning, and keeping, their trust in the safety and quality of our products is paramount.

We believe in responsible food and agriculture, environmental stewardship and helping our neighbors. These values have shaped our legacy of quality, innovation and service.

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

Perdue is committed to leading the way in animal care practices in our industry because it is the right thing to do. We have developed robust internal audit programs that help ensure all the birds in our care are humanely raised and we continue to challenge ourselves to improve these processes.

For nearly ten years, we've taken our action a step further by hosting an annual Animal Care Summit – 2025 will mark a decade of this event. We invite



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

This certification is one of many reasons our animal care practices are leading the way in our industry. Certifications like this one are crucial to maintaining trust and transparency – as they show our processes are backed by third-party reviews.

How has your company evolved to meet changing consumer tastes and an increase interest in humane certified products?

One of our proudest and most defining attributes is that Perdue remains a fourth-generation, family-owned company, at a scale few can match. What makes us truly unique, however, is how we've evolved. From new products to new leadership, these recent years reflect our commitment to driving growth and innovation while staying true to our family-driven culture, with multiple Perdue family members still actively involved in driving the business.

We operate differently and deliberately. Our 100% North America-based supply chain is a rare advantage in our category. Every step, from farm to processing, happens right here at home. Our chickens are raised by local and regional family farmers, our feed and food products are processed in company-owned facilities and our vertically integrated model gives us full control over quality, safety and sustainability.

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

Animal care is not just a buzz phrase for Perdue – it's part of a deeply-rooted set of values we've held since the company first started in 1920. Our team of associates involved in the animal welfare space are incredibly passionate about what they do, and it shows. This certification is a reflection of the hard work, diligence and accountability behind our practices.

in a diverse group of stakeholders, including some of our toughest critics, to have transparent, in-depth conversations that help move animal care standards forward. After our 2024 summit, we successfully petitioned the USDA Food Safety and Inspection Service (FSIS) to update its "pasture-raised" labeling guidelines.

Why do you value American Humane certification?

While we have diligently developed our own internal audit programs, we recognize customers and consumers value third-party, independent processes when they are deciding which companies they trust.

American Humane Society's certification program, which rigorously measures entities against science-based standards of care, closely aligns with Perdue's existing practices and principles.

Updated Swine Audit Tool and Standards

Frequently Asked Questions

What are the biggest differences in the updated tool?

- Additional scientific reasoning and references are included
- Key Welfare Indicators (KWIs) have been defined and identified to measure continuous improvement
- The scoring scale was revised to put more emphasis on animal/outcome and environmental-based measures
- Additional Pass/Fail items were added that address proper euthanasia methods, assessing waste disposal areas and evaluating transport trailers

- Matching standard operating procedures (SOPs) and/or records were expanded in farm and transport sections to match on-site evaluations
- Updated introduction written by the Scientific Advisory Committee (SAC)
- Auditor observations of animals and the environment were expanded throughout farm and transport sections of the audit

How has the scoring scale changed?

The point system was adjusted to put more emphasis on animal/outcome and environmental-based measures, as outlined in the below figure.



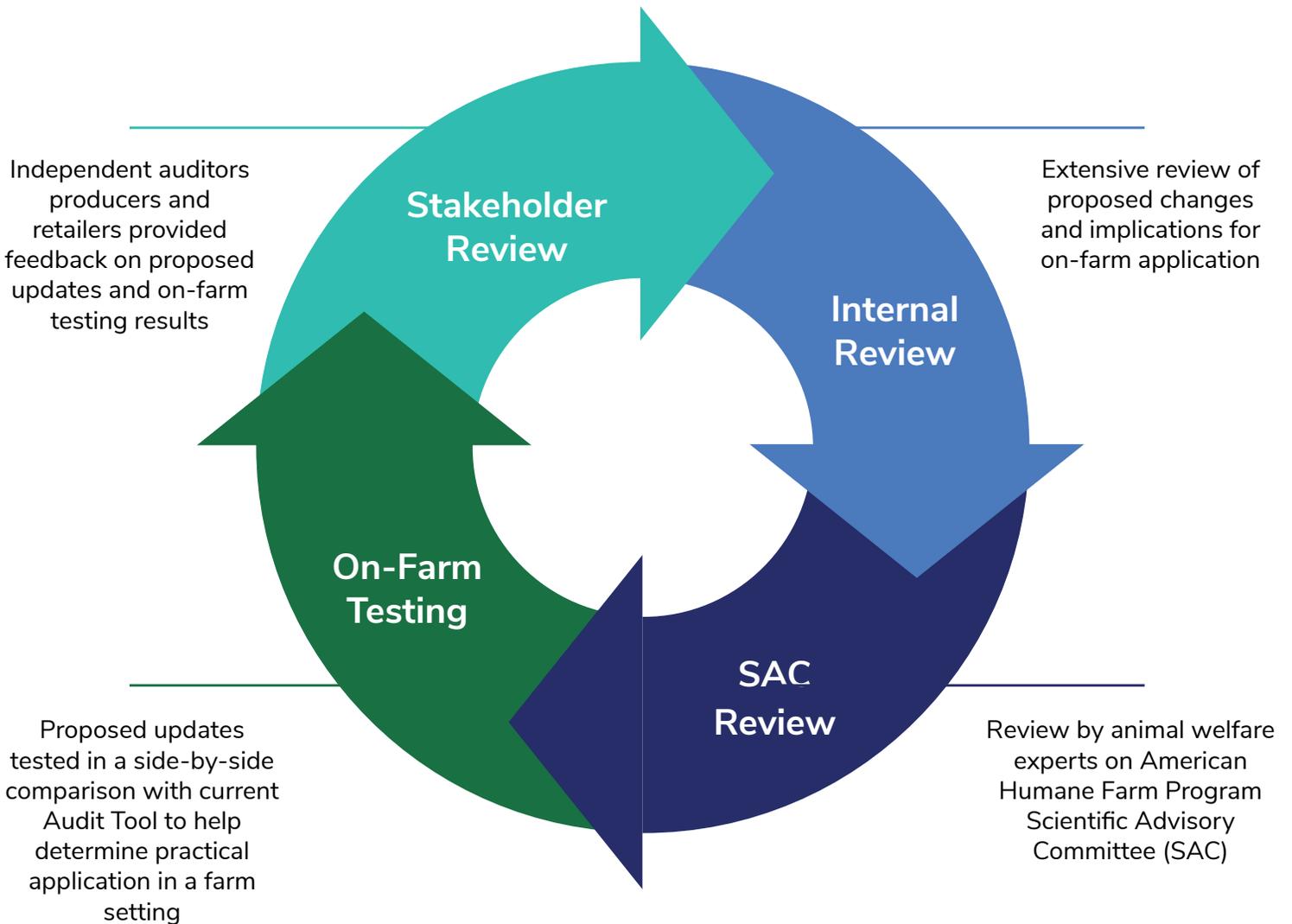
Point Comparison for Current and Updated Tools



What was the revision process?

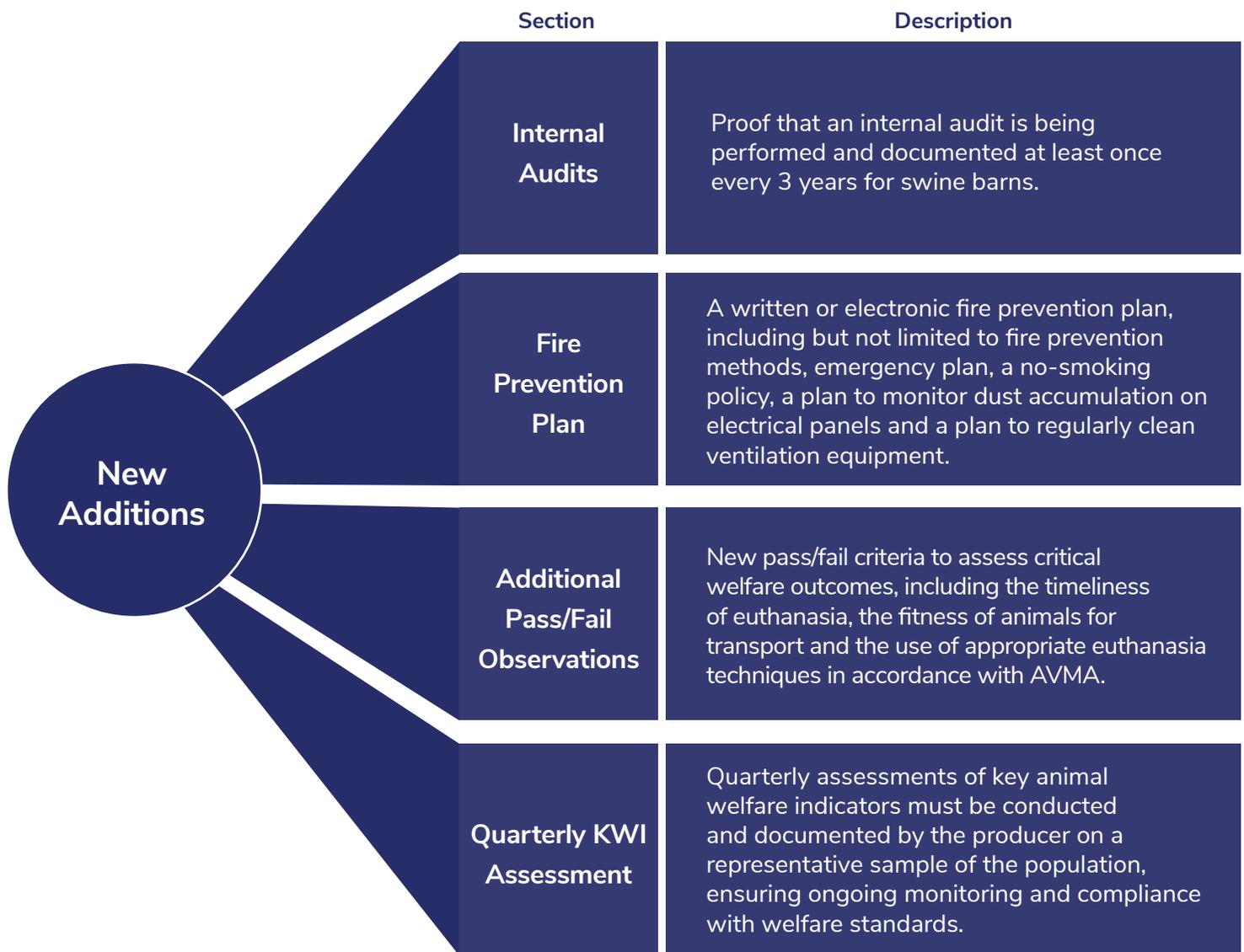
The proposed documents went through extensive internal review before being sent to the Scientific Advisory Committee (SAC) Swine Subcommittee, producers, retailers and auditors for feedback. The updated tool was tested on-site in a side-by-side comparison with the current audit tool. After review and testing on-site, feedback from producers,

retailers and auditors was collected and thoroughly discussed during group calls and virtual meetings. After the initial round of feedback, additional revision rounds were performed internally and each stakeholder had additional chances to review and comment on the proposed updates.



Which points have significantly changed?

Topic	Summary of Change	Science Behind It
<p>Evaluation of Pigs</p> 	<p>Auditors must evaluate a representative sample of the swine population to assess key animal-based welfare indicators. These include, but are not limited to, body condition score, presence of shoulder lesions, animal distribution within pens and additional observable measures that reflect overall health, comfort and behavioral expression.</p>	<p>To more effectively measure pig welfare, evaluations include a range of indicators (behavioral and physiological indicators), at both the individual and pen level, assessed using a statistically sound sampling method.</p>
<p>Mortality Records</p> 	<p>Monthly review and reporting of mortality records of each production sector to ensure compliance with established tolerance thresholds.</p>	<p>Routine monitoring of mortality rates provides a critical indicator of overall animal health, management effectiveness and environmental conditions. Regular analysis enables early detection of trends or deviations that may signal underlying welfare or biosecurity concerns.</p>
<p>Enrichment</p> 	<p>At least one type of environmental enrichment (nutritional, occupational, physical, sensory and/or social) must be distributed and provided in sufficient quantity to allow pigs to use freely.</p>	<p>Scientific literature supports the idea that environmental enrichment can be beneficial to animal welfare. There is a solid foundation of scientific research that can be applied for producers to tailor effective enrichment for their pigs in their facilities.</p>
<p>Evaluation of Handling</p> 	<p>Auditors must evaluate handling and loading procedures to ensure compliance with animal welfare standards, including observation and documentation of slip and fall rates, as well as the appropriate and limited use of electric prods.</p>	<p>Observing animal handling and loading procedures provides critical insight into the animals' welfare during high-stress events, where improper techniques can lead to injury, distress or compromised meat quality. Measuring outcomes such as slips, falls and electric prod use offers objective indicators of handling effectiveness and facility design.</p>



How will auditors be trained?

American Humane Certified Auditing Bodies will be required to complete a virtual or in-person training on these new standards and the Audit Tool. We will also be presenting the updates at annual auditor training sessions for each certified auditing body that is contracted with American Humane Society and audits pigs.

When does it take effect and is there a phase-in period?

The new Standards and Audit Tool will take effect and be utilized by American Humane Society independent auditors starting October 1, 2025. There is a phase-in period for some of the additions, which are clearly defined within the updated Standards and Audit Tool documents and must be implemented by October 1, 2026.

AHC Spotlight

Summer Intern

Isabella von Seggern

This summer, the American Humane Society's Science and Standards Department welcomed its first summer intern, Isabella von Seggern, who worked with the American Humane Certified™ Farm Program. Isabella is pursuing a Master of Science in Animal Science at Purdue University's Fraley Lab, where her research focuses on poultry neuroscience with chickens and ducks. She is also a member of Purdue's Graduate Animal Welfare Judging Team, which placed fourth at the AVMA Animal Welfare Judging Competition. Isabella earned her B.S. in Animal Science from Iowa State University, graduating Summa Cum Laude and gained research experience in both the ISU Poultry Physiology Lab and the ISU Veterinary Diagnostic Lab.

During her internship, Isabella played a key role in the review, editing and updating of American Humane Certified™ Animal Welfare Standards and Audit Tools for Ducks and Hatcheries. She also completed PAACO Poultry Welfare Training and collaborated with AHS to design and implement a research trial investigating behavioral sampling methods for duck animal-based welfare outcomes. Isabella provided some of her own feedback about what she gained from her AHC internship:

What projects did you work on during the internship?

For my internship, I updated the Duck Welfare Tool and Hatchery Tool to align with the latest scientific standards. I also worked with Culver Duck on a study to determine the best way to audit a flock.

What did you enjoy about your internship with American Humane Society?

My favorite part of my internship was being able



to speak with the heads of the various departments within the company and seeing just how expansive American Humane Society is. They have people on movie sets, farms and zoos. Anywhere there might be animals, American Humane Society likely plays a role. I also really enjoyed working with Culver Duck as a representative of American Humane Society. I got to work with both companies and learn more about the duck industry hands-on.

How will you use this experience towards your future goals?

I will use my experiences from my internship with American Humane Society to make me a better representative of poultry welfare. I plan to become a poultry veterinarian or researcher and having a thorough understanding of the different poultry species and their welfare needs at different ages is sure to make me better at both. Health and nutrition are obviously very important to an animal but this internship has further shown me the importance of looking at other key welfare indicators to ensure the animals are truly doing well.



Upcoming Meetings & Conference Attendance

International Production & Processing Expo

January 27–29 | Atlanta, GA

ippexpo.org/exhibit

National Grocers Association Show

February 1–3 | Las Vegas, NV

thengashow.com

Annual Meat Conference

March 2–4 | Oxon Hill, MD

meatconference.com

Seafood Expo North America

March 15–17 | Boston, MA

seafoodexpo.com/north-america





**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.

