



AMERICA'S BEST KEPT SECRET

FROM HOLLYWOOD TO LIVESTOCK FARMING
150 Years of Experience in Animal Welfare

02.09.2025 / MATE - GÖDÖLLŐ – DR. KASHYAP CHOKSI

American Humane Society & Global Humane Society

- Since 1877, American Humane Society has been a leader in animal welfare.
- Our standards are scalable and include modern humane practices - this allows us to elevate animal welfare across industries and impact the most animals.
- Our organization, **unlike any other**, extends past a single sector - impacting animal welfare across species and the globe.

Our Annual Impact



Helped ensure better lives for nearly
1 BILLION
FARM ANIMALS
through our **American Humane**
Certified™ Farm Program.

Saved, sheltered and fed more than
200,000
ANIMALS
with our **American Humane Rescue**
Team.

Protected nearly
100,000
animal actors through our
No Animals Were Harmed®
Program.

Verified the well-being of
315,000
remarkable animals through our
American Humane
Certified™ Conservation Program.

Trained and provided
SERVICE DOGS
- free of charge -
for military veterans suffering from
Post-Traumatic Stress.

Reunited
RETIRING MILITARY
WORKING DOGS
with their former handlers.

American Humane Society & Global Humane Society Programs



Cause/Mission



Certification





Credible, Trusted and Tested



Our Farm Program

- Founded on farm animal welfare with continued dedication to farm animal welfare to this day
- First third-party audit and certification program in the United States to encourage and support the humane treatment of animals used for food
- We convey the commitment of farmers toward excellent animal welfare and toward exceeding industry standards with independent third-party verification



Our Farm Program



- We rely on science and evidence to develop and revise our standards
- Based on standards of humane care developed and reviewed regularly by a committee of world leading veterinarians, animal scientists, practitioners, and ethicists
- Scientific Advisory Committee frequently reviews the animal welfare standards to help assure they reflect current research, scientific knowledge and best practices





Global Humane Certified™ & American Humane Certified™ Farm Animals Program

Kelsey Bruno-Bayliff, Ph.D., PAS
Director of Science and Standards



descript

Our Standards & Audit Tools



- We are also in the process of launching standards for aquaculture

Broiler Chickens
Turkeys
Cage Free Hens
Free Range Hens
Pasture Raised Hens

Swine
Dairy Cattle
Dairy Goats
Dairy Sheep
Beef Cattle
Ducks (Meat & Egg Layers)
Bison

Hatchery, Transportation, & Processing Audits
Traceability Audit

Our Scientific Advisory Committee

Raymond Anthony, PhD

Professor, University of Alaska Anchorage

Jason K. Apple, PhD, MS

Professor, Texas A&M University-Kingsville

Greg Archer, PhD

Associate Professor and Extension Specialist,
Texas A&M University

Richard Blatchford, PhD, MS

Assistant Extension Specialist, University of
California, Davis

Candace Croney, PhD, MS

Associate Professor, Purdue University

Terry Engle, PhD, MS

Professor, Colorado State University

Temple Grandin, PhD, MS

Professor, Colorado State University

Jesse Grimes, PhD, MS

Professor, North Carolina State University

Donald E. Hoenig, VMD

MIM Consulting, Belfast, Maine

Darrin Karcher, PhD, MS

Extension Specialist, Purdue University

Lester Khoo, VMD, PhD

Professor, Mississippi State University

Janice Kritchevsky, VMD, MS

Professor, Purdue University

Guy H. Loneragan, BVSc, MS, PhD

Professor, Texas Tech University

Maja Makagon, PhD

Associate Professor, University of California, Davis

Carissa Odland, DVM, MS

Manager of Sustainability, Wholstone Farms

Thomas D. Parsons, VMD, PhD, ACAW

Professor, University of Pennsylvania

James Reynolds, DVM, MPVM

Professor, Western University, California

Stephen Reichley, DVM, PhD, CertAqV

Assistant Clinical Professor, Mississippi State College
of Veterinary Medicine

Stephen A. Smith, DVM, PhD, MS

Professor, Virginia-Maryland College of Veterinary
Medicine

Paul Thompson, PhD, MA

Professor, Michigan State University

Cassandra B. Tucker, PhD

Professor, University of California, Davis

Kurt Vogel, PhD, MS

Assistant Professor, University of Wisconsin, River
Falls

Shawna Weimer, PhD

Assistant Professor, University of Arkansas

Ann C. Wilkinson, DVM, MBA

Dairy One Health and Welfare, Christchurch, New
Zealand

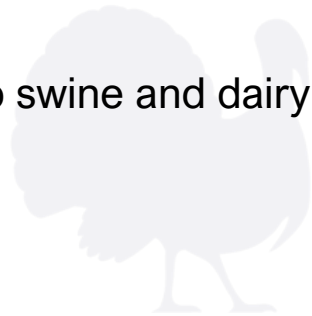
Global Humane Society Industry Involvement & Animal Welfare Support

- Verification and validation of animal welfare through independent, third-party certification of livestock production systems through American Humane Certified™ & Global Humane Certified™
- Assist with development and improvement of corporate animal welfare goals and pledges
- Support of farm animal welfare research
- Consultation and support for animal welfare initiatives and goals



Global Humane Society Standards & Research

- Working on updates across all species standards
 - Includes new and emerging science and technology
 - Tested out on farm for feedback on implementation and impact on animal welfare
- Recent updates to broiler chicken and pullet standards
- Upcoming updates to swine and dairy cattle standards



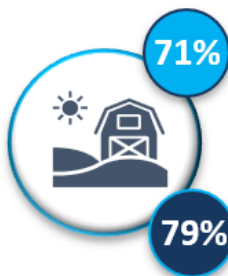
We are connected and stay involved with industry efforts for animal welfare and sustainability



The above logos are the registered trademarks of the organizations listed.

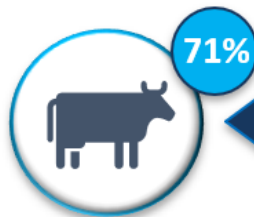
Consumer Preference for Humanely Raised Products

Of 1,004 surveyed US consumers purchasing eggs and dairy



Are concerned about the welfare
of animals on farms today
(Total Audience)

Are concerned about the welfare
of animals on farms today
(Just Gen Z and Millennials)



Think it's important to see a label that
shows the product is third-party
verified when buying products with a
humanely raised claim

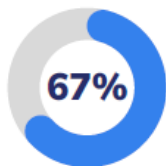
Consumer demand for animal
welfare has shifted from
interest to expectation



Consumer Preference for Humanely Raised Products



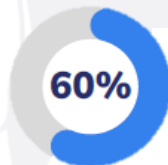
Roughly 3 in 4 respondents (72%) are concerned about the welfare of animals on farms.



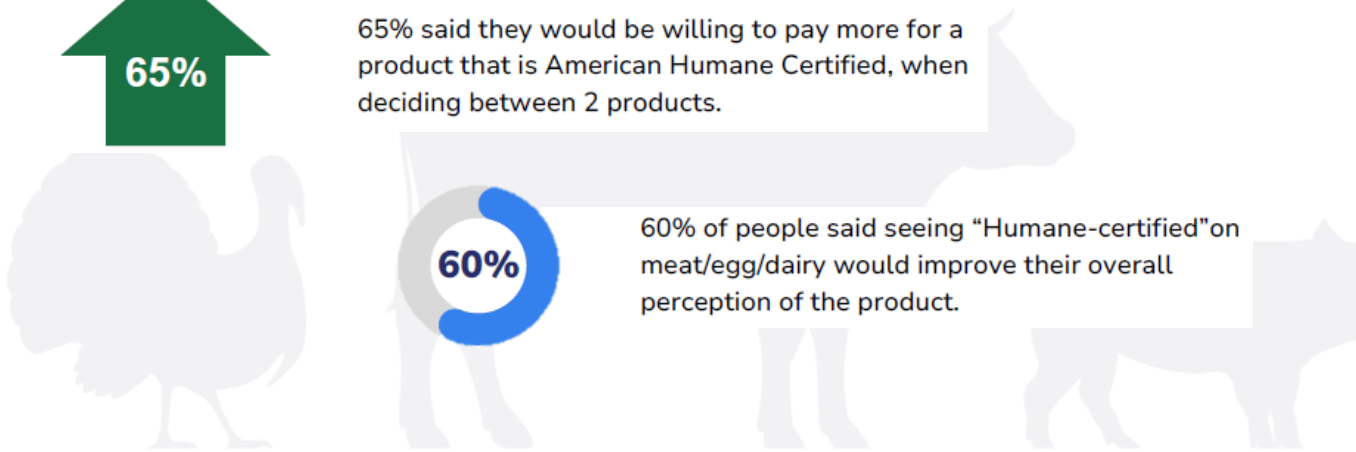
When purchasing food, I choose foods that are humanely-produced.



65% said they would be willing to pay more for a product that is American Humane Certified, when deciding between 2 products.



60% of people said seeing "Humane-certified" on meat/egg/dairy would improve their overall perception of the product.



American Humane Certified™ at Retail Level



Walgreens
Boots
Alliance



Ten of North America's top 12 grocery retailers now offer American Humane Certified™ products just two decades after the program was founded.



Farm Program Outreach Materials - General



SINCE 1877
AMERICAN*HUMANE
FIRST TO SERVE™

As the nation's oldest and largest certifier of animal welfare, we now certify over 1 BILLION ANIMALS under the American Humane Certified™ program.

Our American Humane Certified™ website highlights certified companies, our certification program, and our dedication to animal welfare across the globe.

American Humane Certified™ science and evidence-based Standards and Audit Tools are species specific and are frequently reviewed.

Our American Humane In Action series highlights the importance of being certified through American Humane.

HumaneHeartland.org

The image features a background of a farm with silos and a red barn under a blue sky. At the bottom, there are white silhouettes of various farm animals including a pig, a cow, a goat, and a chicken.

HOW TO BECOME AMERICAN HUMANE CERTIFIED™

STEP 1 Interested companies, farmers, and food processors meet with the American Humane farm team to discuss the requirements of the American Humane Certified™ standards and how they fit with their operations.

STEP 2 All American Humane Certified™ facilities are required to meet rigorous, science based standards. During the audit process, American Humane's third party auditors review the operation's paperwork, records, and on-farm items relating to animal welfare.

STEP 3 American Humane Certified™ facilities are subject to yearly inspections and reviews of processes and procedures.

Want to learn more?
Contact us:
HumaneHeartland.org

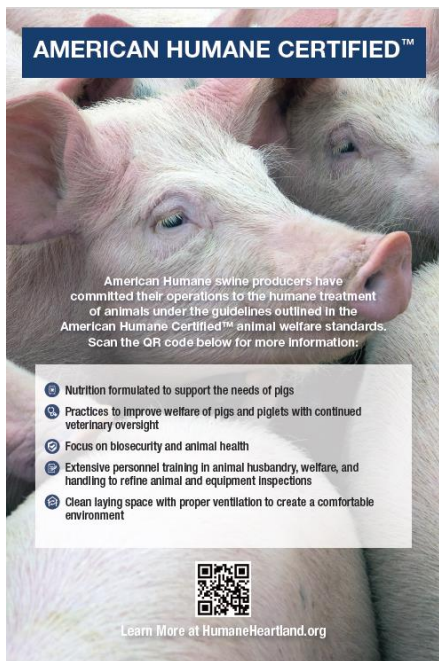


AMERICAN*HUMANE
FIRST TO SERVE™

The image features silhouettes of a sheep, a pig, a cow, and a chicken. Below them are three circular icons: 'Social Media' with a QR code, 'Website' with a QR code, and 'American Humane In Action' with a QR code. The American Humane Certified logo is in the top right corner.

The American Humane Farm Program started with a simple premise that the humane treatment of farm animals should be grounded in solid scientific research, proven best practices, and third-party auditing verification. Through our work with farmers, food companies, veterinarians, and academics, American Humane has been a leader in farm animal welfare and providing consumers with humane food choices across the globe.

Farm Program Outreach Materials - Species Specific



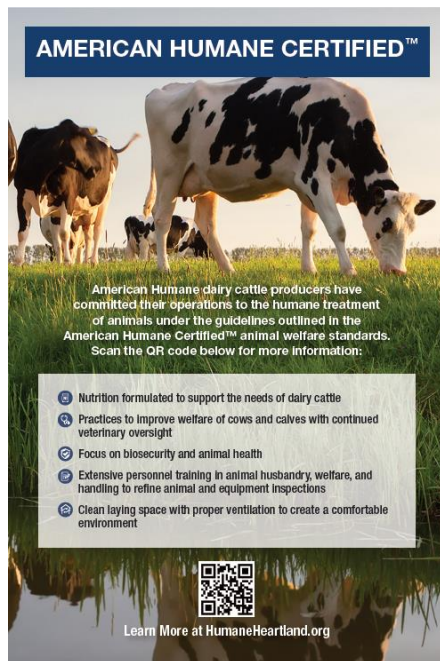
AMERICAN HUMANE CERTIFIED™

American Humane swine producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of pigs
- 2 Practices to improve welfare of pigs and piglets with continued veterinary oversight
- 3 Focus on biosecurity and animal health
- 4 Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
- 5 Clean laying space with proper ventilation to create a comfortable environment



Learn More at HumaneHeartland.org



AMERICAN HUMANE CERTIFIED™

American Humane dairy cattle producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of dairy cattle
- 2 Practices to improve welfare of cows and calves with continued veterinary oversight
- 3 Focus on biosecurity and animal health
- 4 Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
- 5 Clean laying space with proper ventilation to create a comfortable environment



Learn More at HumaneHeartland.org



AMERICAN HUMANE CERTIFIED™

American Humane broiler chicken producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of chickens
- 2 Access to well-maintained bedding made of suitable, absorbent material
- 3 Practices to improve welfare of chickens with continued veterinary oversight
- 4 Focus on biosecurity and animal health
- 5 Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
- 6 Lighting program designed to promote bird health
- 7 Clean laying space with proper ventilation to create a comfortable environment



Learn More at HumaneHeartland.org



AMERICAN HUMANE CERTIFIED™

American Humane laying hen producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

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



Learn More at HumaneHeartland.org

Farm Program Outreach Materials - Species Specific



AMERICAN HUMANE CERTIFIED™

American Humane duck producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of ducks
- 2 Practices to improve welfare of chickens with continued veterinary oversight
- 3 Focus on biosecurity and animal health
- 4 Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
- 5 Access to water to freely preen
- 6 Access to well-maintained bedding made of suitable, absorbent material
- 7 Clean laying space with proper ventilation to create a comfortable environment
- 8 Lighting program designed to promote bird health



Learn More at HumaneHeartland.org



AMERICAN HUMANE CERTIFIED™

American Humane turkey producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of turkeys
- 2 Access to well-maintained bedding made of suitable, absorbent material
- 3 Practices to improve welfare of laying hens with continued veterinary oversight
- 4 Focus on biosecurity and animal health
- 5 Extensive personnel training in animal husbandry, welfare, and handling to refine animal and equipment inspections
- 6 Lighting program designed to promote bird health
- 7 Clean laying space with proper ventilation to create a comfortable environment



Learn More at HumaneHeartland.org



AMERICAN HUMANE CERTIFIED

American Humane beef cattle producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of beef cattle
- 2 Practices to improve welfare of cattle with continued veterinary oversight
- 3 Focus on biosecurity and animal health
- 4 Extensive personnel training in animal husbandry, welfare and handling to refine animal and equipment inspections
- 5 Direct animal observations that provide clear insights into cow welfare



Learn More at AmericanHumaneFarm.org



AMERICAN HUMANE CERTIFIED

American Humane bison producers have committed their operations to the humane treatment of animals under the guidelines outlined in the American Humane Certified™ animal welfare standards. Scan the QR code below for more information:

- 1 Nutrition formulated to support the needs of bison
- 2 Practices to improve welfare of bison with continued veterinary oversight
- 3 Focus on biosecurity and animal health
- 4 Extensive personnel training in animal husbandry, welfare and handling to refine animal and equipment inspections
- 5 Direct animal observations that provide clear insights into bison welfare



Learn More at AmericanHumaneFarm.org

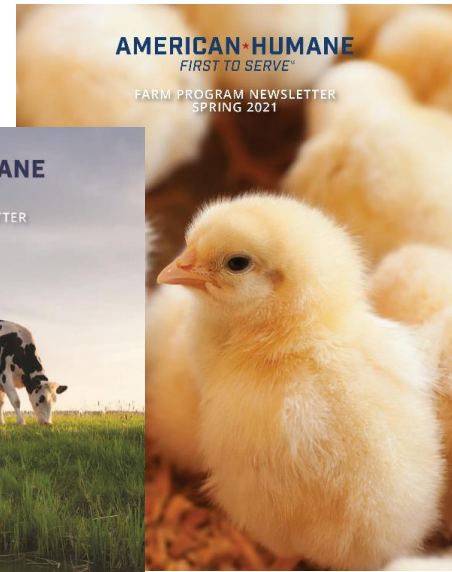
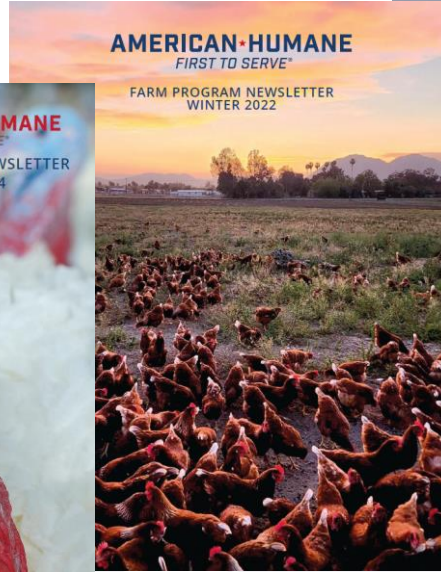
American Humane in Action Series



Robin's Nest Podcast



Farm Program Newsletters



Newsletters available at
<https://www.americanhumane.org/education/publications-archive/>

Thank You!





**GLOBAL HUMANE
CERTIFIED
FARM ANIMALS**



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FARM ANIMALS**

**GlobalHumane.org
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