

ANIMAL WELFARE APPROVED

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ALFRED STATE SUPPLY CHAIN SUMMIT MAKES STRIDES TOWARD THE FUTURE

Animal Welfare Approved and Alfred State College co-hosted a summit titled "Reaching the New York City Market" on April 23 in Alfred, New York. A variety of speakers with a broad range of expertise shared their insights into creating a sustainable and efficient food supply chain from Western New York State farms to retailers and restaurants in New York City.

Greg Bowman of the Rodale Institute introduced the day, speaking about the need for systems that support farmers and the land so that large cities can have healthy, sustainable food supplies. The summit opened with a panel that addressed the demand from chefs, retailers and other food purveyors for food sourced from New York State farms. The panelists delved into the obstacles they encounter trying to purchase the products they need, and what



Nicholas D'Agostino III, David Schuttenberg and Bill Telepan discuss demand for sustainable food in New York City.

Jason Gilmer/Alfred State College

elements they felt were necessary to enhance a future supply chain.

The New York City panel featured Manhattan chefs Bill Telepan of Telepan restaurant and David Schuttenberg of Cabrito restaurant. Retailers and distributors were represented by Nicholas D'Agostino III of D'Agostino Supermarkets, and Jeremy Hirsch and Patrick Martins of Heritage Foods USA. Tom Massara of Auxiliary Campus Enterprises and

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Services represented the viewpoint of institutional buyers. Bob Lewis of the New York State Department of Agriculture and Markets moderated.

Farmers and other producers presented the supply side of the issue, detailing the difficulty of accessing the New York City market in a way that is both efficient and profitable. Charles Deichmann of Willow Creek Farm, Charles Emerson of Emerson's Maple Farm, Mary-Howell Martens of Lake View Organic Farm, and Ivan Davis of Grizzly's Custom Cutting talked about the challenges local producers face and the attributes that a successful supply chain would need in order to be effective for farmers. Martha Goodsell of Fallow Hollow Deer Farm moderated the discussion.

Bringing the issues of purchasers and producers together was the focus of the day's third panel. Moderated by Miguel I. Gómez, an assistant professor in the Department of Applied Economics and



Pictured from left to right: Alfred State College Provost Ron Rosati; New York Agriculture Commissioner Patrick Hooker; President of the Animal Welfare Institute Cathy Liss; National Program Director, CSREES/USDA, J.H. Bahn; Alfred State College President John Anderson; and Animal Welfare Approved Program Director Andrew Gunther.

Jason Gilmer/Alfred State College

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DEAR FRIENDS,

In the public relations and marketing graduate classes I teach at George Mason University, I cover everything from press relations to brochure creation, internet marketing to direct marketing, and all topics in between—from the good old press release sent by snail mail to the online viral marketing world of Twitter, Facebook and MySpace. For my students, these are the tools by which they will earn a living, but at the core of what I teach them are some basics every farmer should know.

Branding and creating brand value for your farm business is simple. It represents the sum total of everything you do. Not just a logo, not just a slogan, not just a product, but everything you do, as well as when, how and why you do it.



Beth Hauptle talks with Dr. John Boyd, Jr., President of the National Black Farmers Association.

Customers experience your brand at various “brand touchpoints,” and these are key to fostering a positive brand experience. A few examples include how you answer your phone, how quickly you return messages, how neat and tidy your facilities are, and the attractiveness and quality of the label you use on your products. Most of these apply whether you are direct marketing or conducting business-to-business operations.

Having a unique and effective brand manifests itself in various ways. Think about how you want people to remember or talk about you. You want your customers communicating positive brand values, such as your responsiveness, fairness and the quality of your products. It is a useful exercise to write down the values your family and employees embrace and agree together that these are the brand values you wish to communicate to those you do business with.

As an organization—from auditors to outreach staff—we work hard to create brand value for the Animal Welfare Approved label. The more successfully we

work together in this endeavor, the more successful you will be in marketing your products. You know that more than just wanting a product, conscientious consumers desire the entirety of what Animal Welfare Approved means to them: sustainable, high-welfare, pasture- or range-raised, safe, healthy, family farmed, traceable, rural or local.

Recognized, well-branded products almost always command higher prices. When you have two similar products side by side, and one of them has no branding, consumers often select the more expensive one because of its excellence or the reputation of the brand holder.

Brand is what makes your business and farm stand out among the clutter. It’s what makes people choose TideT over CheerT, CrestT over ColgateT, Animal Welfare Approved over Naturally Raised. It’s the familiarity, trust, connection, habit and relationship that consumers have with you and your product.

I am honored to have the opportunity to work together with our Animal Welfare Approved farmers to strengthen and grow the recognition and value of our shared brand, “the one independent label that means healthy, safe, environmentally responsible, family farmed, and humanely raised.”

Beth Hauptle
Director of Marketing and Public Relations
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North Carolina Natural Hog Growers Association Makes Animal Welfare Approved a Membership Requirement

One of the common challenges niche farmers face in retail marketing is being able to supply consistent products in a significant quantity. Group or cooperative marketing can be a good solution to this challenge. There are many different strategies for cooperative marketing, but essentially it means that growers pool production to meet a larger retail demand than would otherwise be possible individually. The benefits are twofold—for the retailer, it means dealing with a single group instead of numerous individuals. For the farmers, it means access to a consistent market that they might not be able to supply alone.

This strategy has been especially effective in the case of the North Carolina Natural Hog Growers Association (NCNHGA), a group of pasture hog farmers who banded together to pool resources and build markets for their high-quality pork products. Currently made up of 25 hog farmers, the group decided to make being Animal Welfare Approved a centerpiece of its production practices.

“The Animal Welfare Approved label tells our retailers and customers that our hogs are raised outdoors on pasture, with high welfare standards,” said the group’s president, Jeremiah Jones of Beulaville, N.C., who also sells his pork under his private label, GrassRoots Pork Company. “We find that people want to know how we manage our animals.”

NCNHGA members are proud of their farms and their product. The members run the gamut from North Carolina farmer Albert Jones, who grew up on his family’s farm and has been raising pigs the traditional way since boyhood, to Mike Jones, who worked in large hog confinement operations, left farming and has now returned to raise pigs outdoors.

Pork from the marketing cooperative can be found throughout the state at select North Carolina Whole Foods Markets, Lockwood Folly Marketplace in Supply, and Weaver Street Market in Carrboro and Chapel Hill. Find more locations on the Animal Welfare Approved searchable database at www.AnimalWelfareApproved.org.



Jeremiah and Jessica Jones of GrassRoots Pork Company. Jeremiah is the President of the North Carolina Natural Hog Growers Association.

Courtesy of Jessica Jones

ANIMAL WELFARE APPROVED ANNOUNCES 2009 GOOD HUSBANDRY GRANTS

Animal Welfare Approved is pleased to offer Good Husbandry grants for 2009. Once again, we will be funding projects that improve farm animal welfare. The 2009 grant program focuses on maximizing welfare at slaughter and improving genetics and outdoor access. Projects that fall outside these areas but increase animal welfare are also eligible. Examples of projects that were funded in 2008 include: a high-welfare mobile processing unit for poultry, mobile housing for sows farrowing on pasture, and renovations in a sorting/loading facility to reduce animal stress. Detailed guidelines and a grant application are available on our website or by calling (202) 546-5292. The deadline is October 1, 2009. To stay abreast of any grant-related information, please sign up for our e-mail list at www.AnimalWelfareApproved.org.

MANAGEMENT TO AVOID TAIL DOCKING SHEEP

By Anna Bassett

DETERMINING IF A PROCEDURE IS NECESSARY

Animal Welfare Approved standards prohibit procedures such as tail docking piglets or debeaking chickens, since it is clear that the problems these practices are meant to prevent can be avoided by modifying the system to fit the animal, rather than forcing the animal to fit the system.

There are other procedures, such as castration or disbudding of calves, which are permitted—provided they are carried out in a particular way—because there could be a risk to animal or human health and welfare if

these procedures are not done. Depending upon who you talk to, tail docking sheep can fall into either of these categories. There are farmers who find tail docking unnecessary, and others who have experienced severe problems if sheep have not been docked.

WHY TAIL DOCK LAMBS?

Aside from tail docking that may be done for show sheep, the main reason for tail docking is usually to prevent fly strike or myiasis. Fly strike occurs when blow flies lay eggs in damp wool, usually that which is soiled with urine or dung. The eggs hatch into larvae that then burrow into the flesh of the lamb. If undetected or untreated, the lamb can develop bacterial infections that could lead to septicaemia, toxemia, and in severe cases, death.

Tail docking lambs is thought to minimize fly strike, because removal of the lower part of the tail takes away the area most likely to be contaminated with urine and dung, and therefore is most attractive to blow flies.

SO WHAT'S THE DOWNSIDE OF TAIL DOCKING?

While tail docking is performed to try to avoid welfare problems from fly strike, the act of tail docking is in and of itself a welfare issue. Tail docking is carried out by using rubber rings, emasculators or, in some instances, a scalpel. In the last 10 years, research

has clearly demonstrated that however tail docking is performed, no matter the age, it causes significant pain and distress to lambs.

SO WHAT CAN BE DONE TO AVOID FLY STRIKE WITHOUT TAIL DOCKING LAMBS?

Some farmers feel that the pain of tail docking has to be better than the potential pain and suffering from fly strike. However, there are many management techniques that can help to minimize fly strike, while allowing lambs to keep their tails. One example is to research your breed or type of sheep; hair sheep, for instance, are much less susceptible to fly strike.

Management techniques for wool sheep include dagging or clipping around the breeches and tail to remove any soiled wool, leaving shorter wool that is less likely to build up dung and urine.

MINIMIZE SOILING

Anything that reduces dung soiling will mean that flies will be less attracted. Attention to nutrition can help here. If lambs are on rich spring pastures with no additional dry forage, such as hay, to slow the grass digestion through the rumen, their dung will be very loose or liquid and far more likely to stick to the wool. Infection with internal parasites is another condition that promotes loose or liquid dung, so keep on top of pasture management and worming regimes.



Moving sheep to more exposed pastures during times of high risk can reduce fly strike.

Craig Rogers/Border Springs Farm

THE ENVIRONMENT

Flies prefer a warm, moist and sheltered environment, so moving sheep to more exposed pastures at times of high risk of fly strike can help. Another method of reducing the fly population is to use lure traps. These contain a pheromone that attracts flies and can be hung on fence posts around the pasture. However, these work best in smaller pastures, rather than extensive range situations, where sheep may be a long way from the fence and the lure.

INSECTICIDES

Pour-on or spray-on insecticide treatments can be of great benefit in reducing fly strike. Animal Welfare Approved standards do not allow the use of organophosphates, but there are a number of synthetic pyrethroid products that can be used. Note that some of these only work as preventatives, while others both prevent and cure, so look closely at the labels. Also pay attention to how long the product lasts—most farmers will need to reapply the spray at least once during fly season.

GOOD FARM MANAGEMENT

Other health problems that you might not think relate to fly strike can indeed have an effect. Sheep with foot rot, wounds or cuts—particularly those that become infected—also attract flies. Make sure any problems like this are treated promptly. Good hygiene around the farm will also help. Dead animals, dung piles and rotting vegetation all provide alternative places for flies to breed, so avoid having them on your farm.

SUMMARY

Fly strike is definitely something to guard your sheep against, but using the management tools above should minimize the risk and prevent you from having to tail dock your lambs.

Anna Bassett is the senior technical advisor and program auditor to the Animal Welfare Approved program. Anna has a background in high-welfare livestock management and consultancy.

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Management at Cornell University, the panelists were Tom Sleight of the New York Farm Viability Institute, Steven Holzbour of the Center for Agriculture Development and Entrepreneurship, and Tom Tolputt, who heads a group of farmers in the U.K., supplying beef, lamb and pork to the London market. Using input from the two previous panels and extensive policy knowledge, the group began envisioning a cohesive system in which farmers and purchasers would work together to maximize opportunity for both sides.

Summit attendees also heard from other agricultural experts, including Patricia Whisnant of the American Grassfed Association, Judith LaBelle of Glynwood, Extension Executive Director Don Tobias of Cornell University's Cooperative Extension in New York City/New York MarketMaker, and Program Manager Mike Faupel of the University of Arkansas Sustainability Center, which will be undertaking a similar endeavor this summer. Dr. J.H. Bahn, National Program Leader of USDA CSREES, joined the moderators to sum up the day.

"The energy throughout the day was incredible," said Animal Welfare Approved Program Director Andrew Gunther. "The group laid the groundwork for a workable supply chain, and the building process has begun." Footage of the summit and a final report will be available online at www.AnimalWelfareApproved.org.



Emily Lancaster/Captain John S. Pope Farm

Feeding dry forage can help minimize soiling.

'TIS THE SEASON: SELLING AT FARMERS' MARKETS 101

We know farmers' market season is in high gear, so we decided to ask the experts how to make the most of it. Here's what they told us:

From Michael Hurwitz, director of Greenmarket, the nonprofit program of the Council on the Environment of New York City (CENYC), which organizes and manages 47 farmers' markets throughout New York City:

PROMOTE. Label everything with your farm name and logo. Signage needs to communicate who you are and what you're selling, including signage explaining why local is better than industrial agriculture.

BE THERE. You, a family member, or someone directly involved in

production needs to be at the stand at all times. Customers want to meet the folks growing their food, ask them about growing practices, even how to prepare it. If selling in a community where the predominant language is not English, have someone with you who can speak in the commonly used language, or at least have signage. Relationships and trust are crucial components at market.

KEEP CHANGING. Maintain your mission while adapting to the market. Gauge what the community wants, including neighborhood residents, restaurants, even after-school programs.

PRESENTATION. Your farm stand should mirror your personality; some farmers have neatly organized stands and others are more rough-and-tumble. Know what the customer-base is going to support and take it from there. Sample your items; cook if you can. Nothing is more powerful than taste and smell, particularly in comparison to the store-bought alternatives.

ENGAGE THE CUSTOMERS. Even annoying ones and folks just walking by. It's amazing what a simple "good morning" can do to a person. Even if



Cane Creek Farm sells its pasture raised pork at farmers' markets in North Carolina.

Emily Lancaster

only one person stops, you've made a connection with someone who will either become a shopper, tell others about you and how good your food is, and/or promote the market in general. It also creates the type of environment that farmers' markets should be about: building community.

STAY OFF THE CELL PHONE AND NEVER SIT. People will walk right by you.

Lastly, in today's world, people have few options to connect with others and to experience real, tangible things. I cannot emphasize enough that creating a sense of community is the key to a successful market. The more people can experience the market, the more they will support it, from volunteering to buying.

From Sarah Blacklin, manager of the Carrboro Farmers' Market in North Carolina:

USE YOUR SENSES: TASTE, SMELL, SIGHT AND SOUND. Since [meat and dairy] are inside of a cooler, the key is to find a creative way to market it. Use signs and pictures. Get a skillet—start cooking, serve samples. Display visual images of the cuts you offer. Give out recipes with specific cuts that your customers might not be familiar with.

BE ON TIME. This adds professionalism to your business and to the market as a whole. If you come in late, you are losing your morning sales. You also lose that first impression—early customers want to see nice, full displays and are expecting to get first pick.

CLEAR COMMUNICATION AND SIGNAGE. Have your prices readily visible—people need to be able to walk by and immediately see what you are selling and how much you are charging. If you have a crowd, and someone doesn't want to stand around waiting to find out how much

your sausage is, you may have just lost a customer. Even a sign that just says, "Ask Me," is better than nothing.

EDUCATE. That's what makes lifelong customers, because a) it helps them understand why the price point varies; b) it helps them appreciate their climate and the local economy; and c) it makes them feel like what they're buying is special, which makes them feel special.

If you want to spice up your display, Animal Welfare Approved offers multiple marketing aids free of charge. Using the farmers' market signs, brochures and, of course, the Animal Welfare Approved labels are great ways to market your farm and your products. These signs and promotional materials explain to new and returning customers what sets your products apart from the rest.

Farmers in the program are encouraged to request Animal Welfare Approved signs, banners, brochures and labels, by contacting Julie Munk by e-mail at Julie@AnimalWelfareApproved.org, or by phone at 202-546-5292.

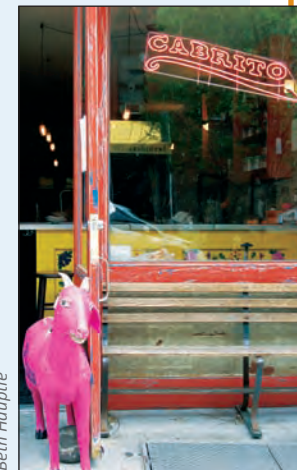
RESOURCES FOR FARMERS' MARKETING

- *The New Farmer's Market*, by Corum, Rosenzweig and Gibson, © 2001
- *Farmers' Markets Today Journal*: www.farmersmarketstoday.com
- *Growing for Market*, a monthly journal published by Lynn Byczynski of Wild Onion Farm
- The Farmers' Market Coalition: www.farmersmarketcoalition.org
- The ATTRA publication, "Farmers' Markets": http://attra.ncat.org/new_pubs/attra-pub/farmmrkt.html?id=NorthCarolina
- Agricultural Marketing Service Farmers Market database: <http://apps.ams.usda.gov/FarmersMarkets/>

NEWS IN BRIEF

- Animal Welfare Approved has received approval from the Canadian government to certify farms in Canada.

- On April 29, Animal Welfare Approved, in partnership with Greenmarket, sponsored a farmer luncheon at Cabrito restaurant in New York City. In attendance



Beth Hauptle

- were livestock farmers from the New York Tri-state region, nonprofit organizations, marketers and distributors. It was a great meeting of the minds for people who are interested in promoting high animal welfare and sustainable farming.

- Animal Welfare Approved is now certifying bison. The standards are online and we welcomed our first bison ranch, Shape Ranch in San Antonio, Texas, this April.

- Hut's Hamburgers in Austin, Texas is now offering Animal Welfare Approved longhorn from Bandera Grassland Ranch and bison burgers from Thunder Heart (Shape Ranch).



Eggs from Contrarian Farm carry the Animal Welfare Approved label. Look for a new Animal Welfare Approved egg carton design soon.

Emily Lancaster

WILLIAMSBURG PACKING COMPANY

When Sep Harvin's grandfather started in the slaughterhouse and meat packing business in the 1930s, most people in rural South Carolina had a couple of hogs and a cow at home, and neighbors made up the bulk of a plant's business. Today, according to Sep, who, along with his brother Scott, owns the Williamsburg Packing Company, small processors need to be more agile and creative to keep their businesses profitable.

"The days of the rural slaughter plant are gone," he says. "People just aren't raising livestock at home like they used to."

But the Harvins have identified another market that is turning out to be the modern day kin of the neighbor down the road. "We decided to focus on offering services to the natural, pasture-based and organic producers," Sep says. "It's a customer base that wants a smaller facility and that shares our values of treating animals with respect."

Sep and Scott are the third generation to run Harvin's Choice Meats, located in Sumter, S.C.; they bought Williamsburg Packing Company in 1990. The Harvins became aware of the Animal Welfare Approved program when some of their customers asked if they would agree to have Animal Welfare Approved inspect the plant.

"We said sure," Sep recalls. "Our plant manager, Rocky Cart, runs a tight ship, and we've been making upgrades over the years, and this was



Sep Harvin

a good opportunity for us to have an expert come in and take a look at our operation. We want to do the right thing and we're concerned about the welfare of the animals."

The Harvins didn't find the inspection process to be daunting or nerve-racking. "Naturally, when someone comes to see what you're up to, you worry about how you'll be perceived," says Sep. "But the Animal Welfare Approved inspectors come from farming backgrounds and are up on the latest science concerning animal handling and slaughter. We didn't feel they were here for any other reason than to make sure our methods met the Animal Welfare Approved standards. Plus, it's completely confidential, and we knew that Animal Welfare Approved takes that very seriously. The inspection process is free, so we didn't have to worry about that either."

Sep's advice for farmers is to get to know their processor: "We really consider ourselves partners with the farmers for both of our benefit and profit. We encourage our farmers to be here through slaughter and cutting and welcome their input. We also help them with the label claims and approval. We'll submit labels and help with corroboration. At Harvin's Choice Meats, we'll make small orders of specialty products. We'll do everything but come to your house and cook it, and that's probably because no one has asked us yet."

A decade ago, Sep thought sustainable agriculture was a fad, but now he says, "It's here to stay. More and more small producers are making a living or supplementing their income with it. Localized food is the future, and for us it means we can continue to run a family operation. For consumers it means fresher and higher quality meat."

CAPTAIN JOHN S. POPE FAMILY FARM: FARMING FOR THE GENERATIONS

In an era when farmland is disappearing at an alarming rate—North Carolina actually leads the nation in its loss—Bob and Tommy Pope have figured out a way to hang on to theirs. The two cousins have crafted a successful blend of pastured sheep production, direct marketing and agri-tourism to make their family farm not only survive, but turn a profit. It is this resourceful marketing that has allowed Captain John S. Pope Farm to remain in the family continuously since 1852, offering an agricultural future for succeeding generations.

Bob and Tommy raise sheep for meat, maintaining a 100 percent grassfed program without added hormones or antibiotics, herbicides or pesticides.



Emily Lancaster

Captain John S. Pope Farm has been in the Pope family since 1852. Cousins Bob (l) and Tommy (r) Pope are following in the family farming tradition.

Environmental consciousness is an integral aspect of the Popes' farm plan, as well: Ponds and wetlands are fenced out to protect soil and water quality, and the need for commercial fertilizer is reduced by combining grasses with nitrogen-producing legumes. Their flock is guarded from predators by llamas and Akbash-Marrema dogs.

When they initially chose a breed of sheep, they decided to raise Dorpers, a South African meat and hair sheep breed, and Dorper crosses (their lambs are actually a hybrid of four different hair sheep breeds). The Popes have been continuously improving their stock to select for easy lambing, good health and excellent flavor. Due to the sheep's non-seasonal breeding habits, they are able to produce mild flavored, tender and tasty meat throughout the year.

Grassfed lamb is a niche market, but by no means a small one. There is a concrete, expanding demand for the lean, nutritious meat, with its higher levels of Omega-3 fatty acids, CLA and Beta-carotene. Bob is quick to share the health benefits of grassfed lamb and has a loyal customer base that can attest to its culinary superiority. Bob's main challenge is raising enough sheep to meet the growing demand.

"We sell every lamb we breed. We just can't raise them fast enough," he says. Bob and Tommy's lamb is so popular it must be preordered to guarantee availability.

Customer relationships are obviously very important to Captain John S. Pope Farm, and each year, Bob and Tommy open their doors as part of the Piedmont Farm Tour, so visitors can see exactly how their lambs are raised.

"It is very big for us," says Bob. "There are hundreds of visitors each day of



Emily Lancaster

During the annual Piedmont Farm Tour, the public can visit Captain John S. Pope Farm and see how the sheep and lambs are raised.

the tour. We have lamb dogs and lamb burgers all day, and a 'Dinner in the Big House' on Saturday night." This is an annual event where the Popes partner with a local chef to highlight their meat, along with fine wine and other local gourmet fare.

Being Animal Welfare Approved and having an open relationship with the public give customers confidence in the farm and its production practices. The Popes' understanding and cultivation of their role in local, sustainable meat production is a large part of what will make this farm viable for generations to come.

L'Etoile

Madison, Wisconsin

Chef Tory Miller and his sister Traci, co-proprietors of L'Etoile in Madison, Wis., are passionate about food, especially food that comes from local Wisconsin farmers. Tory, Traci and their staff regularly visit the farms that supply L'Etoile, following the food from the farm to the plates they serve in the restaurant and strengthening their connection to the people and the land. Tory says his seasonal menus are "inspired by the artisans and small sustainable farms of the Midwest, and are rendered with a French technique." L'Etoile proudly serves pork and beef from Animal Welfare Approved Willow Creek Farm and Cates Family Farm. Recently, Tory agreed to speak with Animal Welfare Approved about L'Etoile and his commitment to sustainable agriculture and humane animal husbandry.

Tell us about your restaurant. Our restaurant is powered by the local farms of our area. We get



The L'Etoile market wagon, which Tory takes to farmers' markets and brings back full of local food.

literally almost everything from our farmers—meats, cheese and dairy products, freshwater fish, vegetables, fruit, nuts, honey and more! I also go to market before I make my menus—if I see an ingredient at the market, then I put it on the menu, not the other way around.

What questions do you ask when buying meat, dairy and eggs for your restaurant?

Where are you located? What were the animals fed? Were any antibiotics involved? Is the dairy pasteurized? Are you organic? Can my staff and I come to your farm for a visit? Are your animals free-range? Are your animals really spending time on grass?

Do you think animal welfare affects taste?

I do, in the sense that when an animal lives on pasture and not in confinement, they get to pick what they want to eat, and they only eat what their body needs. Animals in this situation are under less stress, and are therefore less likely to get sick, which really changes the texture of the meat.

Why do you feel it's important for people to know where their food comes from and how it was raised?

Respect. Respect for the animals and the fact that they give everything, literally, to be on your plate. Respect for the farmers and the hard work that they put in, in order to produce a healthy, well-raised animal.

Have any of your customers expressed interest in knowing



Liliane Calfee-Miller

how animals from farms supplying the restaurant were raised?

Yes, absolutely. We frequently have guests ask us, "Is this beef grassfed?" or "Is this fish caught sustainably?" We love those questions, and we hope that more and more people are asking them everywhere!

Name something on a farm that impressed you recently.

I am always impressed by the lifestyle the farmers have. It is not fancy, but they all live very well, eat very well, and enjoy life. I love to go to Willow Creek, Tony and Sue Renger's farm, and see the pigs out in their field—the Rengers' are happy, the pigs are happy, and it is a great relationship to see.

As a restaurant, you have to watch costs. Since products sourced from high-welfare farms can be more expensive, how do you manage?

Education is the key. Educating our staff, especially our servers, on a very high level allows them to understand the ingredients and explain why they are sold at a premium.

WELCOME NEW FARMS

The Animal Welfare Approved program is happy to announce that the following farms have been accepted into the program:

OCTOBER

D & A Williams Farm, Autryville, NC, pigs
Grimm Acres, Albion, IL, laying hens
Miss Effie's Country Flowers and Garden Stuff, Donahue, IA, laying hens

NOVEMBER

The Chicken Ladee at Owl's Nest, Pittsboro, NC, laying hens
Foxhollow Farm, Elkhart, IA, laying hens
Clover Creek Farm, Jonesborough, TN, sheep, laying hens
East Fork Farm, Marshall, NC, sheep
Morning Star Farm, Gate City, VA, sheep
Cris-Co Farms, Gray, TN, sheep
Water Cress Farm, Limestone, TN, sheep, laying hens
Tony L. Slaughter Farms, Kingsport, TN, sheep
Contrarian Farm, Pittsboro, NC, laying hens
Wells Family Farms, King City, MO, cattle
Hillhouse Farm, Pulaski, TN, sheep, laying hens

DECEMBER

Alder Brook Pig Farm, Athens, ME, pigs
Green Dirt Farm, Weston, MO, sheep, dairy sheep
Meadowbrook Farm, China, ME, cattle
OKKY Ridge Farm, Jonesborough, TN, sheep
Cedar Meadow Farm, Ledyard, CT, pigs, laying hens
CBLM Farms, Corning, NY, cattle
Fredheim Farm, Scandia, KS, pigs
Nobarn Farm, Hubbardsville, NY, laying hens, goats
White Clover Farm, Argyle, NY, cattle
Finger Lakes Dexter Creamery, King Ferry, NY, dairy cattle

JANUARY

Price Family Farm, Troy, MO, cattle
B & K Farms, Moundridge, KS, cattle
Canterbury Farm, Wellsville, MO, cattle
Meadowlark Farm, Nampa, ID, sheep
Purple Rain Vineyard, Brush Prairie, WA, laying hens

FEBRUARY

Nitschke Natural Beef, Jefferson County, OK, cattle
Lazy S Farm, Glasco, KS, pigs, cattle
Sunshine Harvest Farm, Webster, MN, cattle, sheep, laying hens
Black Canyon British Whites, Caldwell, ID, cattle

MARCH

North Valley Farms Chevre, Inc., Cottontown, CA, dairy goats
Mize Farm, Bunker Hill, IL, cattle
Dew Dance Farm, Sanford, NC, sheep, laying hens
Haines Farms, Richmond, MO, laying hens
Trollinger Farms, Hillsborough, NC, cattle stock
Live Oak Farms, LLC, Woodruff, SC, sheep
Captain John S. Pope Farm, Cedar Grove, NC, sheep
David L. Whitman Farm, Kenansville, NC, pigs
Pedrozo Dairy and Cheese, Orland, CA, dairy cattle
Bandera Grassland, Hondo, TX, cattle
Schenker Family Farms, McCune, KS, cattle
Triple T Cattle Company, McCune, KS, cattle
Toluma Farms, Petaluma, CA, dairy goats
Parker Farms, Four Oaks, NC, pigs
Elysian Fields Farm, Cedar Grove, NC, pigs

APRIL

Wade Cole Farm, Four Oaks, NC, pigs
Chaffin Family Orchards, Oroville, CA, cattle, sheep, goats, laying hens
Bob N Trout Farm, Holly, MI, dairy goats
Whiskey Lane Farms, Flemington, NJ, laying hens
BMR Acres, Canastota, NY, laying hens
Bear Meadows Farm, Boalsburg, PA, dairy cattle
Midsummer Farm, Warwick, NY, laying hens
Alma de Luna Dairy, Sebastopol, CA, dairy goats
Pearsal Farm, Kenansville, NC, pigs
JJR Family Farm, Tebbetts, MO, cattle, pigs, laying hens
Shape Ranch, San Antonio, TX, bison
Shudde Ranch, Sabinal, TX, cattle
McCollum-Lemke Ranches, LP, Mason, TX, cattle
J1 Ranch, Athens, TX, cattle
Holy Cow Beef, Graham, TX, cattle
Dixon Ranch, Decatur, TX, cattle
F Bar Springs Ranch LP, Wichita Falls, TX, cattle
Adams Blackland Prairie, Ladonia, TX, cattle
R. Turner Farms, Albertson, NC, pigs
Border Springs Farm, Patrick Springs, VA, sheep, turkeys
MJ Ranch, Lawrence, KS, cattle



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ANIMAL WELFARE APPROVED

You are invited to join us!

Animal Welfare Approved audits and certifies family farms. Our farmers raise their animals with the highest animal welfare standards, outdoors on pasture or range. Look for this label on eggs, dairy and meat products.

- We are the only program that requires animals to be raised on pasture or range.
- We enhance your product and are the label of choice for conscientious consumers.
- Our label is USDA approved.
- We provide verification that you treat your animals with respect and compassion.
- Our program is the only animal welfare certification program that's both free and exclusively for family farms.



Emily Lancaster

**IT'S EASY TO APPLY AND
FREE TO PARTICIPATE!**

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