

ANIMAL WELFARE APPROVED

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PIONEER FARM: A NEW PARTNERSHIP FOR A HIGH-WELFARE MODEL FARM

The Animal Welfare Institute (AWI) is pleased to announce a partnership with Alfred State College (ASC) in Alfred, N.Y., to establish Pioneer Farm, a model farm to be operated by the college in accordance with AWI's Animal Welfare Approved program standards. It will focus on teaching grazing systems and animal husbandry practices that enhance land use and animal well-being.

ASC is the first institute of higher learning to partner with the Animal Welfare Approved program, and offers unique opportunities as an educational institution. The following principles guide the vision of the farm: the humane treatment of animals from

to the health of rural communities; and the sustainability of independent, high-welfare family farms.

"Because soaring grain, fuel and land prices are prompting livestock producers toward managed grazing systems, this is an opportune time for us to join forces with the Animal Welfare Approved program to model and teach modern grazing systems," said Matthew Harbur, Ph.D., assistant professor and director of the Agriculture and Horticulture Department of the ASC Center for Organic and Sustainable Agriculture.

"We are pleased to partner with Alfred State College to create a model farm where we can support the next

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AWI partnered with ASC in an altogether different matter this fall. In September, volunteers from ASC assisted the Finger Lakes Humane Society in rescuing 82 horses from a stable in Troupsburg, N.Y. The animal cruelty investigator from the Society for the Prevention of Cruelty to Animals described this equine seizure as the largest in the history of the organization. Eight of the rescued horses continue to receive foster care in the farm's facilities. AWI provided support for the rescue and ongoing care of the horses.

Pioneer Farm will include 40 cleared acres of pasture, hay and small grain fields for animal husbandry; 50 acres of woodlot; animal housing; pasture fencing, watering and feeding systems; equipment for cleaning barns, producing crops and other farm operations; and classroom space. In addition to providing a grant to support Pioneer Farm operations, AWI will provide funding for a minimum of eight annual scholarships for college students who demonstrate interest in high-welfare husbandry and grazing systems. ✨

A special thanks to Bill Henning for bringing Animal Welfare Approved and ASC together.



Courtesy of Alfred State College

Pioneer Farm in Alfred, N.Y., exemplifies Animal Welfare Approved standards through an AWI partnership with Alfred State College.

birth through slaughter; the creation of a more satisfactory environment for the farmer and a more valuable product for the consumer; the development of practices that improve animal well-being, which are also likely to improve environmental stewardship and increase overall farm profitability; the development of a viable model of small-scale farming, which is essential

generation of high-welfare farmers," said Cathy Liss, AWI president. "We are also looking forward to having the ability to work with Alfred State for continuing education programs and training of our auditors and field staff. This is a fantastic opportunity for the college, the Animal Welfare Approved program, the students, farm animals and family farmers."

DEAR FRIENDS,

This has been a busy and productive quarter for us. I am pleased to welcome the new farmers who have joined the program in the past few months. We are proud to have you bearing the seal as you exemplify the best in high-welfare family farming. We hope that this program will be an asset to your farm, your business and of course, the animals you raise.

We have had some good moments and sad times over the past few months. We were all shocked by the death of our colleague, Brian Anselmo, an auditor for our program and business partner of Frank Reese from Good Shepherd Turkey Ranch. All who knew Brian were touched by his spirit, energy, kindness and sense of humor. We will not only miss him

professionally, but as a friend and inspiration to us all.

In this issue, you will read about our recent trip to Slow Food Nation, meet two of our new grass-fed beef farmers and learn about farm health planning. You will also read about a top San Francisco restaurant, Woodward's Garden, which served us a delicious "Slow Dinner."

Most of you have at least one foot in the retail world, whether in a farmer's market, wholesaling or direct-from-the-farm. As opposed to the doom-and-gloom scenarios forecasted by economists, I see a different perspective with respect to agriculture. Farming is a retail segment like no other, because people will always need food. Regardless

of which toys and cars a family can fit into its budget, food will come first. And healthy food from trusted farms is a priority. I invite you to take advantage of our marketing resources and the various programs we offer. Our goal is to make high-welfare farming successful, profitable and sustainable. We are eager and available to work with you on labeling, animal health plans, farm planning and marketing.

Enjoy this issue and please contact us with any questions, suggestions or ideas. We're here to help.

Andrew Gunther
Program Director

P.S. Don't forget to sign up for our e-newsletter at www.AnimalWelfareApproved.org.

BRIAN ANSELMO

1980-2008



Emily Lancaster

Brian on Cane Creek Farm in Snow Camp, N.C.

We are deeply saddened at the death of our dear friend and colleague, Brian Mitchell Anselmo. Brian passed away unexpectedly on September 2 at 28 years of age. His *joie de vivre* and sense of humor were a breath of fresh air to those of us fortunate enough to know him, and he will be sorely missed.

Brian brought enthusiasm to his work as an auditor-advisor in AWI's Animal Welfare Approved program. A compassionate and dedicated young man, he was eager to help animals and the family farmers who raise them. Brian was zealous in his joint missions of conserving rare breeds and improving the lives of farm animals. He pursued these tirelessly in his day-to-day husbandry of standard bred chickens, turkeys, ducks and geese pastured on the Kansas farm of his close friend, mentor and business partner, Frank Reese.

Brian leaves behind his father and mother, Jerry and Mary Ellen Anselmo; sisters, Lori Anselmo and Julie Sano, brother-in-law Richard Sano; nephews Massimo and Luca Sano; business partner and friend, Frank Reese; and his two dogs, Carmella and Izzie.

Brian's funeral took place at St. Thomas More Catholic Church in Kansas City. There were more than a thousand people in attendance, with many standing outside the door who could not be seated.

We grieve the loss of a special, promising colleague who was already such an exemplary model for other farmers. Brian's important work will continue to impact the welfare of animals and the farms and communities that they inhabit, and his life will continue to inspire us. Donations in his memory can be sent to the nonprofit Standard Bred Poultry Institute at:

Standard Bred Poultry Institute
730 Smoky Valley Road
Lindsborg, Kansas 67456

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FARM HEALTH PLANS: A PRACTICAL GUIDE

WHAT IS A HEALTH PLAN?

In all well-managed livestock systems, the prevention rather than the cure of pest and disease problems alongside high levels of management and husbandry should be of key importance. One way of ensuring better preventative measures is to develop a health plan—a written strategy for the management of your livestock.

The plan should:

- Identify all significant livestock pest and disease problems you might face
- Outline how you intend to prevent their occurrence
- Outline what treatments will be used should they occur
- Identify how you intend to improve overall herd or flock health and reduce reliance on veterinary treatments

If you have a good relationship with your vet, you may want to get his or her advice to develop the plan.

WHY HAVE HEALTH PLANS?

General information is available on particular diseases or parasites, but it is important to assess how this could

affect your particular farm. Is there anything about your local climate or environment that might affect animal health?

From a welfare standpoint, you need to maintain your animals, not just so they survive, but so they thrive—sometimes known as the concept of positive health. This is not just the absence of disease, but a state where the animal's immune system can easily overcome disease challenges.

WHAT SHOULD I INCLUDE IN MY HEALTH PLAN?

As a rough guideline, the farm health plan should aim to:

- Identify all persistent mineral deficiencies, disease and parasite problems known to occur on the farm
- Identify husbandry that will be needed in order to remedy problems, such as the adoption of a clean grazing system, appropriate stocking level, and improved hygiene practices and housing ventilation
- Identify all potential treatments
- Identify different management practices for all ages of stock, including the feeding regime,

housing details, medication procedures, grazing policy and the management practices that will develop immunity (e.g. selection for breeding, choice of pasture for young stock, etc.)

- Identify recordkeeping procedures and systems

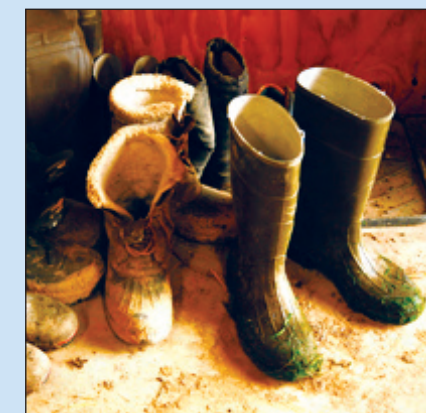
OK, GIVE ME SOME EXAMPLES

Parasite Management

Parasite management is a good example of how a health plan can help your farm. You can look at best practice management and adapt this to your own farm situation. With cattle and sheep, you can look at how you currently manage your grazing land and make notes on what you want to do. Can you rotate your livestock with other species or cropping? A mixture of species helps control worms, because each species removes and reduces the parasites of the other.

Think about the best use for land that hasn't had a particular species on it for a year, or has been totally removed from the grazing system for some time due to cropping.

(continued on pg. 10)



Photos by Laurie Smith

WHITE OAK PASTURES



Courtesy White Oak Pastures
Will Harris's Animal Welfare Approved farm, White Oak Pastures, is the largest Certified Organic farm in Georgia.

Will Harris of White Oak Pastures raises Animal Welfare Approved grass-fed beef in Bluffton, Ga. His family has raised cattle for the last five generations, and Harris is proud to run the family business in much the same way his great-grandfather did, using new and old methods side-by-side.

In Harris's father's time and in the beginning of his own watch, there was a period where the family focused on raising calves for the conventional market. Today, the growing awareness of the health and food safety benefits of grass-fed beef has made this return to traditional farming practices possible.

"We've come about as full-circle as you can get," says Harris. The family's farm is now the largest Certified Organic farm in the state, and recently won Grand Prize in the Flavor of Georgia contest. White Oak Pastures sells through Publix grocery stores, Whole Foods Market and other retail outlets, as well as directly to customers.

"What I appreciate about Animal Welfare Approved certification is that it is truly for family farms," says Harris. "When I received the seal, I did not have to change my production

practices. We farm this way because it is our culture, and it is the right thing to do."

Harris says he chose Animal Welfare Approved because he raises too many cattle to market directly and must go through distributors. "Some consumers will be concerned enough to come visit the farm, but others

don't have the time," Harris explains, "so it's important to us to have this label to show them what we do."

But one of the hot-button issues in sustainable food production remains affordability. How can the average person afford healthy food from high-welfare farms? "Food produced artisanally will never be as cheap as industrial food, which is produced through a least-cost production manner," says Harris. "But as more people eat artisanally produced food, economies of scale will help the price come down."

Harris is particularly fond of George Washington Carver, who once said, "In nature there is no waste." White Oak Pastures makes use of what others would call "waste," through an anaerobic/aerobic digester to compost the offal from his on-farm USDA processing plant. The compost produced by the digester is applied to the pastures as fertilizer.

"We used to look to science," Harris says of his overall approach to farming, "but now we look to nature."

To take a virtual tour of the farm, visit www.WhiteOakPastures.com. ☀

STUART FAMILY FARM

The Stuart Family Farm, which dates back to 1926, became the first Animal Welfare Approved farm in Connecticut. The entire Stuart family—Bill, Deb, and their two sons, Will and Christian—are currently raising 150 Angus and Hereford crossbred beef cattle, which are 100 percent grass-fed. The Stuarts distribute their beef to several venues, including their store located right on the farm and local Connecticut restaurants like the Boxcar Cantina in Greenwich and The Elms in Ritchfield. Their beef is even available at the New Milford Hospital, making it the first hospital in the country to serve Animal Welfare Approved products.

Bill Stuart said his family decided to join the program because they wanted to let consumers know that they have true respect for the animals they raise. "It's great to have the farm certified and to have Animal Welfare Approved tell the story about how the animals that are on approved farms are treated," he says. "Our core beliefs and Animal Welfare Approved's core beliefs are one and the same."

The seal is an assurance to consumers that the Stuart Family's cattle have been treated according to the highest welfare standards. Their cattle have been given continuous outdoor access and comfortable shelter so they may express their natural behavior. The Stuarts encourage consumers to visit their 500-acre farm for hay ride tours.

While the Stuarts have only been using the Animal Welfare Approved label for a short while, they are already seeing

the benefits of the program. Bill Stuart says that customers are very impressed by the farm's participation in the program, and that customers feel good buying products from an Animal Welfare Approved farm because it reflects well upon them too.

For more information about the Stuart Family farm, visit www.StuartFamilyFarm.com. ☀



Courtesy Stuart Family Farm
Bill and Deb Stuart with sons Will and Christian on their Connecticut farm—the first in the state to be Animal Welfare Approved.

WHY GO GRASS-FED?

Excerpted from *The Sustainable Table's* website.

Personal health is one reason to go grass-fed. Grass-fed meat is low in both overall fat and artery-clogging saturated fat, and it provides a considerably higher amount of healthy Omega-3 fats than corn-fed meat. The meat from grain-fed feedlot animals typically contains only 15 to 50 percent of the Omega-3's of grass-fed livestock. And even though grain-fed cows develop highly marbled flesh that most consumers are accustomed to, this is unhealthy saturated fat that can't be trimmed off.



And there's more. Meat from pastured cattle has up to four times the amount of vitamin E than meat from feedlots, and is much higher in Conjugated Linoleic Acid (CLA), a nutrient associated with lowering cancer risk.

Another reason to prefer a pastured, grass-fed cow is that it's had a

dramatically better life than its feedlot cousin. Grass-fed animals remain on pasture from birth to market, roaming around in fresh air and sunshine. Grain-fed cows, on the other hand, are raised on pasture only for the first months of their lives. The vast majority of them are then transported to distant feedlots where they are raised in confinement.

The diet of grass-fed cows is what it was always meant to be: fresh pasture, hay, or grass silage. Cows are ruminants. They are endowed with the uncanny ability to convert grass into food that they can digest. (This is done by virtue of a *rumen*, a 45-gallon "fermentation tank" in which resident bacteria convert cellulose into protein and fats.) In feedlots, cows are switched to a diet based on grains—at times with a dash of poultry litter and a sprinkle of restaurant waste, as we've learned from the news of the first U.S. case of mad cow. To speed their growth and reduce the health problems that come from being fed this unnatural diet and from their stressful living, these animals are treated with hormones, feed additives, and daily doses of antibiotics.



Courtesy Stuart Family Farm
Going grass-fed not only means happier, healthier lives for these Angus and Hereford crossbred cows, but far more nutrients in the beef they produce compared to their grain-fed counterparts.

Compare this with the happy life of pastured animals, who don't partake in the daily stress of modern life. They don't need drugs and antibiotics to keep healthy, and their growth is determined by genetics, not by genetically modified, growth-promoting hormones.

To read the complete article and get some great tips on cooking grass-fed beef, visit: <http://sustainabletable.com/features/articles/grassfedbeef/>. For more information about grass-fed meat, dairy and eggs, check out www.EatWild.com. ☀

WOODWARD'S GARDEN

Margie Conrad and Dana Tommasino were fresh out of cooking school in 1992 when, "on a lark," they decided to transform a local diner into Woodward's Gardens, one of San Francisco's most beloved places to eat. "Our restaurant is located at the site of the original Woodward's Gardens Amusement Park, one of San Francisco's first amusement parks, open from 1866 to 1891. We love

that our restaurant is connected to such a sweet part of this city's past. Our cooking is also from a time past, when food was necessarily of the season and made thoughtfully," they comment on the restaurant's website, www.woodwardsgarden.com. Fifteen years later, their restaurant plays a crucial role in the movement to provide local, sustainable, high-welfare and delicious food to San Francisco. Margie took a few moments to share her views.

Do you think animal welfare affects the taste in your dishes?

Yes, there's no doubt in my mind. It's like with the dishes we create: If something is produced with love and pride, it's going to be better.

Have any of your customers expressed interest in animal welfare or asked about the sources of the food?

Absolutely, our customers are becoming very sophisticated, and they come to expect that the food we serve them has come from animals that were treated well. The most sophisticated

restaurants are based on these criteria. The Bay Area is very special in this respect.

Do you think chefs and restaurateurs are as confused by food labels as most other consumers?

Yeah, I feel like we try to keep up, but there's always new stuff out on the market. What is 'organic?' What is 'natural?' A lot of consumers are confused by that. Animal Welfare Approved is a great thing. Consumers really have to learn about your label.

So you think Animal Welfare Approved will make it really clear to people about which products they should purchase?

Yes, exactly.

Do you think we can make farm-to-table, high-welfare food available to all consumers?

That's the big question of our day. I don't know if I'm qualified to answer that. That's the big issue facing consumers and food producers. Everyone wants it, but it falls on the contingent of how badly they want it. I would hope that it would continue to evolve. ☀



Photos by Emily Lancaster

Bottom left: Animal Welfare Approved was the beneficiary of a Slow Dinner prepared by Dana Tommasino and Margie Conrad during Slow Food Nation 2008 in San Francisco, Calif.; **Bottom right:** During the Slow Dinner, Woodward's Garden served an appetizer made from La Quercia Coppa Americana.

ANIMAL WELFARE APPROVED AT SLOW FOOD NATION 2008

Animal Welfare Approved was proud to be a sponsor of Slow Food Nation, an event held in San Francisco, Calif., over Labor Day weekend. Slow Food Nation is a subsidiary of the nonprofit organization Slow Food USA, which seeks to reconnect Americans with their food and inspire a transformation in food policy, production practices and market forces. The event consisted of workshops, tasting pavilions, a farmers' market and fundraising dinners—all designed to inspire people to think about the source of their food.

As an event sponsor, Animal Welfare Approved was actively involved. Three staff members spoke at a Soap Box presentation in the event's victory garden. Program Director Andrew Gunther talked about misleading food labels and the importance of independent,

third-party certification. Sarah Willis shared her experiences growing up on a farm in Iowa, while Emily Lancaster showed the audience that consumer perception of life on the average farm is far different from reality.

Animal Welfare Approved also participated in Changemaker's Day, a day of critical thinking and discussion about a wide range of food issues. Gunther contributed to a panel about the grass-fed production model, while Brian Anselmo took part in a

workshop about saving rare breeds of poultry.

Throughout the weekend, staff members engaged consumers at the farmers' market about the benefits of Animal Welfare Approved products, while distributing close to 1,000 tote bags bearing the logo. The weekend was capped off with a fundraising dinner at Woodward's Garden restaurant. Owners Margie Conrad and Dana Tommasino prepared and served a delicious dinner to those attending. ☀



Beth Hauptle



Beth Hauptle



Beth Hauptle



Courtesy of Roots of Change

Top left: Emily Lancaster demonstrates the size of a battery cage for chickens in a Slow Food Nation Soap Box presentation; **Top right:** Animal Welfare Approved staff with author Michael Pollan; **Bottom left:** Andrew Gunther takes questions from the crowd at this year's Slow Food Nation; **Bottom right:** The Food Declaration for Healthy Food and Agriculture is read at San Francisco City Hall.

DECLARATION FOR HEALTHY FOOD AND AGRICULTURE

"We, the undersigned, believe that a healthy food system is necessary to meet the urgent challenges of our time. Behind us stands a half-century of industrial food production, underwritten by cheap fossil fuels, abundant land and water resources, and a drive to maximize the global harvest of cheap calories. Ahead

lie rising energy and food costs, a changing climate, declining water supplies, a growing population, and the paradox of widespread hunger and obesity."

So begins the Declaration for Healthy Food and Agriculture, a project initiated by the nonprofit Roots of Change. Consisting of twelve guiding principles that define a "healthy food and agricultural policy," this document was developed by a national team of noted thinkers, producers and activists.

The initial signing event took place during Slow Food Nation in San Francisco, Calif. The actual document is being sent across the nation for other Slow Food convivia and non-governmental organizations to host signing events of their own. By the spring of 2009, Roots of Change, Slow Food USA and allied organizations plan to hold a final signing event in Washington, D.C. At this event, the

petition will be presented to Congress with a call for a new food and farm policy to meet the realities of the 21st century. Here are some highlights of the petition, explaining what a "healthy food and agricultural policy" would do:

- Prevent the exploitation of farmers, workers and natural resources; the domination of genomes and markets; and the cruel treatment of animals by any nation, corporation or individual
- Protect the finite resources of productive soils, fresh water and biological diversity
- Enforce transparency so that citizens know how their food is produced, where it comes from and what it contains

This document will be traveling the country gathering signatures, so keep an eye out for it. You can also endorse it online at www.FoodDeclaration.org. ✨



Courtesy of Fooddeclaration.org

ANIMAL WELFARE APPROVED IN THE NEWS

- *Plenty Magazine* covers the Animal Welfare Approved program
- *Voices News* features Stuart Family Farm in Bridgewater, Conn.
- The *New York Times* covers egg labeling, highlighting Animal Welfare Approved: "For eggs from chickens that live in the sort of utopia conveyed by the images on most egg cartons, look for 'Animal Welfare Approved'... a new label by the Animal Welfare Institute that is given only to independent family farmers"
- The *New York Times* blog by Tara Parker-Pope, which followed the aforementioned article, exclaimed, "So, what's the term to look for if you want eggs from a happy, free-living bird? Look for 'Animal Welfare Approved'"
- Martha Stewart's *Body + Soul* magazine covers the Animal Welfare Approved program
- *Salisbury Post* covers the Wild Turkey Farm, run by the Menius family in North Carolina
- Jude Becker is featured on "Oprah" as an example of high-welfare pig farming
- More than 150 press outlets, including the *Washington Business Journal*, *Sustainable Food News*, Reuters and the Foundation

Center, release news of the Good Husbandry Grant program, offering \$10,000 grants to family farmers to improve animal welfare

- The World Society for the Protection of Animals publishes a report on food labels and recognizes Animal Welfare Approved as the "most stringent" of all animal welfare labels
- *Sustainable Food News* carries a story on new Animal Welfare Approved farms
- *Natural Food Network* magazine features the Animal Welfare Approved program in its November issue

A HUMANE THANKSGIVING CORNUCOPIA

The Animal Welfare Approved program is sponsoring a Thanksgiving meal at the Food Bank for New York City's Community Kitchen on Wednesday, November 26, for an estimated 700 New Yorkers. The meal will feature Animal Welfare Approved heritage breed turkeys raised on Good Shepherd Turkey Ranch and distributed by Heritage Foods USA, plus fresh vegetables from Greenmarket farmers.

The kitchen will open at 6:00 a.m. to allow the birds to be slow-roasted and the vegetables to be prepared, while a film crew tapes the preparation. Nate Gross, head chef for the Food Bank, will be leading the kitchen as chefs prepare dishes to demonstrate that it is possible to cook a fantastic meal on a budget using high-quality meat from humanely raised animals.

Though heritage turkeys were once critically endangered, preeminent poultry expert Frank Reese developed his Heritage Turkey Project in 2002 to continue the lines, raising his turkeys under the Animal Welfare Approved program's high-welfare standards. Good Shepherd turkeys live on pastures where they forage, graze and fly—behaviors that conventionally raised birds are not able to do. Reese regularly rotates the pasture to ensure that the birds graze on only healthy soils and vegetation.

And all that work pays off: Good Shepherd's turkeys have consistently been voted the best tasting birds on the market by chefs and food critics alike. The *New York Times'* 2006 blind tasting confirmed that the white and dark meat "delivered the essence of old-fashioned turkeyness. The white



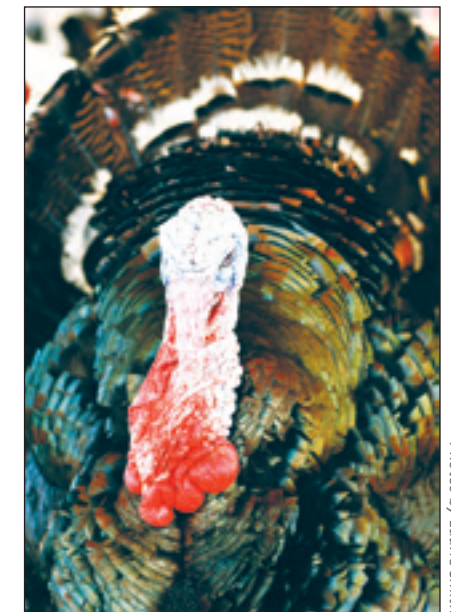
was succulent; even the richer dark meat was tender."

DEFINITION OF THE HERITAGE (STANDARD-BRED) TURKEY

1. Naturally mating: The heritage turkey must be reproduced and genetically maintained through natural mating, with expected fertility rates of 70 to 80 percent. This means that turkeys marketed as "heritage" must be the result of naturally mating pairs of grandparent and parent stock.

2. Long productive outdoor lifespan: Heritage turkey breeding hens are commonly productive for five to seven years, and breeding toms for three to five years. Heritage turkeys must also have the genetic ability to withstand the environmental rigors of range-based production.

3. Slow growth rate: The heritage turkey must have a slow to moderate rate of growth. Today's heritage turkeys reach a marketable weight in about 28 weeks, giving the birds time



Top: Frank Reese, owner and operator of the Animal Welfare Approved Good Shepherd Turkey Ranch, is surrounded by his flock of heritage turkeys; **Below:** One of Reese's many heritage turkeys.

to develop a strong skeletal structure and healthy organs prior to building muscle mass. This growth rate is identical to that of the commercial varieties of the first half of the 20th century. ✨

Photos by Laurie Smith

FARM HEALTH PLANS: A PRACTICAL GUIDE

(continued from pg. 3)

Pasture should be allocated based on the types and groups of animals and their vulnerability to internal parasites. Outbreaks can happen when you can't or don't move stock, or when you end up keeping more animals than you expected. Your most susceptible animals are the newborn or newly weaned, who will do best on the cleanest grazing. Stocking rate is also important, since the more extensive it is, the less likely the incidence of parasites.

Putting this plan in writing will formalize your approach and help you stick with it. Should there be an outbreak, you can refer back to how you originally planned to handle the problem versus making hasty last-minute decisions.

Mastitis management

Mastitis in dairy animals is another good example of a topic to include in a health plan. There are five steps to treating a mastitis problem:

- Review records of mastitis/SCC and determine the cause
- Classify whether the infection is caused by environmental or contagious pathogens and whether it originated from the dry period or lactation

- Chose a suitable treatment plan
- Plan an appropriate, realistic and achievable preventative strategy
- Continue to monitor

The health plan is the best place to bring all these factors together and to review the prevention and treatment schemes on a regular basis.

Mortality

Expected levels and causes of mortality should be part of the plan, and any increases should be noted with subsequent action. With poultry, you should have an overall maximum mortality in mind—for example, 5 percent for meat birds, from placement to slaughter—as well as a daily maximum. If you see more than 1 percent mortality in a single day, you should look for causes, such as predation, disease or smothering, and take measures to prevent recurrence.

SO I'VE WRITTEN A HEALTH PLAN. IS THAT IT?

The animal health plan should not be seen as a casual document only to be filed away and never to clutter the office desk again! It is extra work, but provided the plan is revisited and revised on a regular basis (perhaps once a year), it can become a useful management tool for monitoring pest

and disease problems in the herd or flock. It will identify what has or hasn't worked in the past, along with any key problem areas that could be related to particular times of year or batches of animals. It should also be updated according to the progress or problems that you have experienced. ✨

Anna Bassett, author of the above article, spent nine years as a farm manager on mixed-livestock farms. In 2002 she joined the UK's largest organic certifier, training and managing a team of specialist advisors. Anna now works as a consultant and auditor for Animal Welfare Approved, specializing in welfare and husbandry.



Photos by Laurie Smith



WELCOME NEW FARMS!

The Animal Welfare Approved program is happy to announce that 25 family farms have recently been approved into the program:

JUNE

- Brook-Lin Jerseys in Sadieville, Ky., for dairy cattle
- Fowl Attitude Farm in Cedar Grove, N.C., for laying hens
- Hight Farm in Macon, N.C., for pigs
- Parker Farm in Hurdle Mills, N.C., for pigs
- Crossroads Ranch in Hailey, Idaho for sheep

JULY

- Stuart Family Farm in Bridgewater, Conn., for beef cattle
- Swiss Connection, LLC in Clay City, Ind., for dairy and beef cattle
- Catalpa Farm in Columbia City, Ind., for laying hens
- Eastern Plains Natural Foods in Bennett, Colo., for ducks, geese and laying hens
- Dogwood Nursery Farms, LLC in Maple Hill, N.C., for pigs
- High Meadows Farm in Delhi, N.Y., for feeder pigs

AUGUST

- White Oak Pastures in Bluffton, Ga., for grass-fed beef cattle
- Albert D. Jones Farm in Chinaquapin, N.C., for pigs
- Jones Farms (also known as

GrassRoots Pork Company) in Beulaville, N.C., for pigs

- Vargo Farms in Bullock, N.C., for pigs
- Wild Turkey Farms in Salisbury, N.C., for pigs

SEPTEMBER

- Baldwin Family Farms in Yanceyville, N.C., for beef cattle
- Lazy J Ranch in Zebulon, N.C., for pigs
- Sunny Acres Farm in Spring Green, Wis., for pigs
- Cane Creek Farm in Snow Camp, N.C., for laying hens
- Crossroads Ranch in Hailey, Idaho, for laying ducks

OCTOBER

- Maggio Farm in Louisburg, N.C., for laying hens
- Howard Farm in St. Anthony, Iowa for laying hens
- Rain Crow Ranch in Doniphan, Mo., for beef cattle
- Rare Earth Farms, LLC in Raleigh, N.C., for beef cattle
- Star Barn in Pittsboro, N.C., for laying hens ✨

BRIGID SWEENEY JOINS THE TEAM

Brigid Sweeney joined the Animal Welfare Approved program in July as a farmer and market outreach



Emily Lancaster

coordinator. She is presently recruiting farmers and talking to them about how to comply with the Animal Welfare Approved standards, while explaining

the importance of the program to consumers in the New York and New England areas.

Brigid has a master's degree in applied animal behaviour and animal welfare from the University of Edinburgh, Scotland. For her thesis, she studied hunger and stress at weaning in dairy calves with Agriculture and Agri-food Canada and the University of British Columbia. She also has a master's in public administration with a focus on nonprofit management and public policy from Bernard Baruch College in New York City. Her thesis was on increasing pasture access for dairy cattle and increasing the number of pasture-based dairies in the U.S.

In the past, Brigid volunteered her time to animal welfare nonprofits and is thrilled to be able to work full-time with this program. ✨

TIRED OF STICKING ON THOSE LABELS?

Contact a member of the Animal Welfare Approved marketing and outreach team. We will be happy to work with you on getting the Animal Welfare Approved logo onto your USDA or state-inspected



Emily Lancaster

label. This is a great way to advertise your commitment to high-welfare farming, perk up your packaging and get credit for the work you do! It also saves hours previously spent affixing labels to egg cartons and packs of sausage.

Animal Welfare Approved was recently mentioned in the *New York Times*,

and grocery shoppers are primed to look for the logo signifying "utopia" for farm animals. You're already in the program—might as well benefit from it! Contact either Emily Lancaster (Emily@AnimalWelfareApproved.org) or Brigid Sweeney (Brigid@AnimalWelfareApproved.org) for more information on how to get the label on your meat, dairy and egg packages. ✨



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- Promoting animal welfare
 - Supporting family farmers
 - Caring for the environment
 - Serving consumers
- Is your food Animal Welfare Approved?



ANIMAL WELFARE APPROVED

Is your food ANIMAL WELFARE APPROVED?

The Animal Welfare Approved program and food label promotes the well-being of animals and the sustainability of humane family farms. We unite conscientious consumers with farmers who raise their animals with compassion.

WE ARE:

- the only **free** nonprofit animal welfare certification program
- **USDA approved**
- for **independent family farmers and cooperatives** of family farmers
- the only accreditation program offering **grants to farmers**
- the only **pasture- and range-based program**
- a program recently recognized by the World Society for the Prevention of Cruelty to Animals as having **the highest standards of all third-party certification programs**



Courtesy: Stuart Family Farm

AWA STAFF

Program Director
Andrew Gunther

Director of Marketing and Public Relations
Beth Haupte

Lead Auditor
Tim Holmes

Administrative Manager
Julie Munk

Auditors
Lance Gegner
Ken Smith

Farmer and Market Outreach Coordinators
Emily Lancaster
Brigid Sweeney

CONSULTANTS

Auditors
Dr. Jan Busboom
Anne Fanatico
Rob Stokes

IT'S EASY TO APPLY AND FREE TO PARTICIPATE! JOIN US.