

**ANIMAL WELFARE APPROVED** audits and certifies family farms. Our farmers raise their animals with the highest animal welfare standards, on pasture or range. Look for our label on eggs, dairy and meat products. When you can't visit the farm, Animal Welfare Approved is the eyes and ears of the conscientious consumer.



“The Animal Welfare Approved program reflects the concern I have for my animals, and having its label on my cheese tells consumers that not only are they getting an ethical product, they are getting a superior product.”  
 -Rose Marie Belforti, Finger Lakes Dexter Creamery



“I'm very proud of having the Animal Welfare Approved seal, and consumers look for that. It's so important for people to truly know what they're getting. I love that someone independent is saying, 'Yes, he meets the high standard.'”  
 -Doug Brown, Fowl Attitude

# Your farm, Our label



A Partnership that  
Works for You and  
Your Animals



How do you let consumers know that your farm really has the happy, well-treated animals they see on supermarket labels and want for their families?

**ANIMAL WELFARE APPROVED** is the only USDA approved third-party certification label supporting and promoting family farmers who raise their animals with the highest welfare standards, outdoors, on pasture or range. Our seal is recognized nationwide and provides visibility and credibility at no cost to you. We invite you to learn more about our program and standards.



“Our core beliefs and Animal Welfare Approved's are one and the same. Our customers feel good buying products from an Animal Welfare Approved farm.”  
 -Bill Stuart, Stuart Family Farm



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cover photos: goat/Paolo Vescio, all others/Laurie Smith; back photos:Laurie Smith

Stuart Family Farm



## WHY JOIN ANIMAL WELFARE APPROVED?

- We are the only animal welfare label that requires animals to be raised on pasture or range.
- We enhance your product and are the label of choice for conscientious consumers seeking humanely raised products, thereby increasing your market and profit potential.
- Our label is USDA approved.
- Our standards are practical and science-based.
- We provide verification that you treat your animals with respect and compassion.
- Our program is free of charge to farmers.

## What are the Benefits of Being Animal Welfare Approved?

- Farmers are provided with ongoing technical and marketing support.
- Animal Welfare Approved actively develops relationships with retailers and restaurants to expand the market for your products.
- Our seal has been endorsed by the World Society for the Protection of Animals as the most stringent of all third-party certifiers.
- Because we are a free program, we have no financial incentive to certify farms that don't meet our standards.



“Having the Animal Welfare Approved label lets our customers know they are buying animals that are raised in good, humane, ethical and natural ways.”

-Sharon Crumb, Nobarn Farm



David and Marty Favre

- Animal Welfare Approved sponsors grants for farmers.
- We offer farm plans, promotional and marketing materials, label assistance and other resources.
- Our strength is in our numbers. Animal Welfare Approved gives a voice to alternative livestock farmers.
- Animal Welfare Approved provides the opportunity to connect with other farmers in the program should you wish to consult with them.
- Our expert auditors have farming and scientific backgrounds and understand the challenges of farming.
- The Animal Welfare Approved staff provides FSIS and USDA labeling support.
- We also provide free audits for American Grassfed Association certification.

### Animal Welfare Approved certifies farms raising the following species:

- |              |             |
|--------------|-------------|
| Chickens     | Meat Goats  |
| Hogs         | Dairy Goats |
| Beef Cattle  | Turkeys     |
| Dairy Cattle | Ducks       |
| Meat Sheep   | Bison       |
| Dairy Sheep  |             |

## HOW TO APPLY AND WHAT TO EXPECT

The application form and complete Animal Welfare Approved standards are available on our website at [www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org).

Independent family farmers who raise all their animals of a particular species according to the Animal Welfare Approved standards are eligible.

There are a few basic steps to complete in order to join the Animal Welfare Approved program:

1. Read the standards of the specific species in question to make sure that your farm is in compliance.
2. Check with your slaughter operation to see if they will allow a review by our slaughter specialist.
3. Submit an application form.
4. Animal Welfare Approved staff will contact you to discuss your application.
5. After reviewing your application, we set up an appointment and audit your farm.
6. If your farm requires slaughter of animals and meets Animal Welfare Approved standards, our slaughter specialist will conduct a review to confirm humane handling standards at slaughter.

We'll be back in touch with you once the results of both farm and slaughter inspections have been obtained.

Laurie Smith