

ANIMAL WELFARE APPROVED

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NOW ACCEPTING PROPOSALS FOR GOOD HUSBANDRY GRANTS

Now in its fourth year, the Animal Welfare Approved Good Husbandry Grants program is open to receive applications for grants to improve farm animal welfare.

Since the Good Husbandry Grant program's inception in 2008, AWA has awarded nearly 100 grants to farms and slaughter plants across the U.S. to fund projects which will help improve farm animal welfare. "This program has been a tremendous success," says Andrew Gunther, Program Director at AWA. "Not only for the farms and slaughter plants involved but through promoting innovations in pasture-based farming that benefit everyone and everything—farmers, consumers, animals and ultimately the environment we all share."

The Good Husbandry Grants are open to AWA farms, as well as farms that are in the process of submitting an application to join the program and slaughter plants that are working with AWA farms.

"Many farms that have applied for AWA certification use the grants to help address any compliance challenges that they might face," explains Tim Holmes, AWA Lead Auditor. "We have seen a number of farms and plants take advantage of these grants to reach or maintain compliance with AWA standards, such as buying mobile poultry housing or outdoor arcs for their pigs."

Good Husbandry Grant funds are also regularly used to meet welfare goals on the farm. Organic Pastures was awarded a grant in 2009-2010 to

provide mobile housing and increased outdoor access for its dairy calves and heifers. According to Aaron McAfee of Organic Pastures the new hutches have improved body condition and lowered the incidence of diarrhea and pink eye. "The animals now have room to move around and their health is substantially better," he says. "The project has not only had a positive impact on herd health, but also on productivity and maintaining compliance with AWA standards."

Funding priorities for the 2011-2012 grant cycle include projects which will introduce genetic improvement for pasture-based systems; outdoor access (specifically mobile housing); welfare improvements in the slaughter process; and non-lethal predator control and/or exclusion.

HOW TO APPLY

- Applicants should read the *AWA 2011-2012 Good Husbandry Grant Guidelines and Frequently Asked Questions*.
- Slaughter plants are encouraged to contact AWA Grants Coordinator Emily Lancaster (see right) to determine eligibility and discuss budgets before submitting an application.
- Applicants should submit the appropriate application form for their operation (farm or slaughter plant) no later than September 30, 2011.

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Cows grazing at Organic Pastures Dairy Company in Fresno, CA. The farm was awarded an AWA Good Husbandry Grant in 2009-2010 to provide mobile housing and increased outdoor access for calves and heifers, which has dramatically improved herd health.

Mike Suarez

FURTHER INFORMATION

AWA Good Husbandry Grant Applications, Guidelines and FAQs are available at www.AnimalWelfareApproved.org/Farmers/Grants-for-Farmers/. For printed versions—or for assistance in completing the forms—please contact Emily Lancaster, AWA Grants Coordinator, at (202) 618-4497 or Emily@AnimalWelfareApproved.org.



DEAR FRIENDS,

The extreme weather has dominated headlines with storms, floods and tornadoes destroying people's homes, farms and livelihoods. My heart goes out to those affected, and I am humbled by the resilience of the farmers I've spoken to whose barns were destroyed or who have lost crops in the floods, but who are already making plans for rescuing or repairing what they can.

At times like this when we can't rely on normal seasonal cycles, and when the weather is not only unexpected but downright destructive, we have to think about a sustainable future for our food production. And if we go down this route we are moving with the flow: There really is a gathering consensus among scientists and policy makers that sustainable farming systems can offer a viable—and indeed a vital—alternative to industrialized farming. In the face



Farms across the U.S. have been hit by extreme weather over recent months.

of climate change, peak oil, natural resource depletion, water shortages, food insecurity, and growing global populations, sustainable farming techniques can offer real solutions.

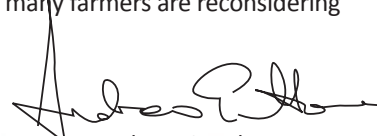
The latest body blow to Big Ag comes via a new report by the United Nations Special Rapporteur on the right to food, Olivier De Schutter, entitled *Agro-ecology and the right to food*. De Schutter's report calls for a fundamental shift towards what it calls "agro-ecology" as a way to boost production: "Today's scientific evidence demonstrates that agro-ecological methods outperform the use of chemical fertilizers in boosting food production where the hungry live—especially in unfavorable environments."

Consumers are also recognizing the benefits of high-welfare, sustainable production. Ethical consumerism is on the rise—and not just at the farmers' market. As Emily Lancaster (page 4-5)

notes, most people still shop in urban centers and supermarkets. While direct selling will always have its place, small and medium-sized farms are now recognizing the opportunities of group marketing to meet this growing demand.

Dan Rosenthal (pages 8-9), the well-known Chicago restaurateur, astutely compares the current position of the industrialized farming industry with that of the tobacco industry in the 1970s. We all know that the tobacco lobby fought blood, tooth and nail to protect its own corporate interests, despite overwhelming evidence that they were killing their customers. In its fight for survival, the industrial farming lobby will do all it can to present its version of farming as the only viable choice.

A common tactic is to discredit non-intensive farming as niche or elitist—fine for wealthy families or small farms that sell direct, but irrelevant for feeding hungry populations. Combined with government policies which have promoted intensive farming, this kind of indoctrination led many farmers to dismiss sustainable techniques—until now. Because the bottom line is that sustainable farming can feed the world if we do it right, and many farmers are reconsidering their assumptions about high-welfare, sustainable farming.


Andrew Gunther
Program Director

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FARMING IS ALL ABOUT ROOTS

Tim Koegel farms poultry on 80 acres at Windy Ridge Natural Farms in Alfred, NY. The farm recently received an "Exemplary" rating in the Cornucopia Institute's Organic Egg Scorecard.

After growing up on a small farm, I remember saying to myself: "Adios—never again!" That lasted until about 10 years ago when my own young children got "incurable" rashes. Sulfites, an abundantly common preservative in processed foods and a cause of some types of asthma, were the culprit. A secondary discovery was that sulfites were causing attention deficit hyperactivity disorder-like behaviors in my eldest daughter. This confirmed my belief of just how profoundly diet affects our lives—and prompted my search for knowledge and for pure food.

I learned a lot, including how little importance was placed on animal welfare in the industrial agricultural system. When I couldn't find the food I wanted in local stores, I knew I'd have to produce it myself on our 80 acres. So much for "never again." It looked like a return to my roots! After much market and production research we opted to farm poultry for meat and eggs, with the aim of expanding over time. I was committed to doing it right: humane, organic, pastured, eco-agricultural—what I call H.O.P.E. farming. In a nutshell, H.O.P.E. farming provides food that supports health rather than disease, the means for farmers to make a decent living, and pure water and air. It extends from the plants' roots to the label on the package. It is holistic and integrated. It works with and respects nature, instead of trying to conquer it. It is "The Big Picture."

Gaining organic certification for the farm and Animal Welfare Approved (AWA) status for the laying hens was easier than anticipated, and a very positive experience with many benefits. The AWA community is unique and enriching, with highly knowledgeable staff and other resources. This year, our first AWA Good Husbandry Grant will make a real difference to our operation, and help us



Tim Koegel

A hoop house at Windy Ridge: the design is highly predator-resistant with welded wire on the ends and sides.

supply a growing clientele with some of the finest eggs and chicken money can buy.

Education is also an important part of our mission. This includes educating consumers on the benefits of buying pure foods from organically and humanely raised animals, as well as offering production guidance to other farmers.

If you already produce pure and humane products then make sure consumers know about it. The AWA logo assures those who can't visit your farm that the food is what it claims to be, and is a valuable marketing tool. If you are not yet in the AWA program I encourage you to take the plunge. It's easier than you may think, with no charges for certification and many other valuable benefits.

Visit Windy Ridge Natural Farms' website at: www.organicpasturedpoultry.com

NEW AWA EGG CARTON

A new low-cost branded egg carton is now available to Animal Welfare Approved poultry farms.



Made with 100 percent reclaimed paper, the new AWA-branded egg carton is designed to enable AWA-certified family farms to

sell their eggs locally using the nationally recognized and trusted AWA brand. The carton features the AWA logo, as well as space for an individual farm label and nutrition label.

AWA farms that are approved for eggs can bulk order the cartons for just 15 cents each.

For more information—or to place an order—please call (800) 373-8806 or email Info@AnimalWelfareApproved.org.

MARKETING TOGETHER: CO-OPS AND PRODUCER GROUPS IN THE SUSTAINABLE LIVESTOCK MARKET

You don't have to run a farm shop or sell at a farmers' market to produce high-welfare, sustainable products. New opportunities are emerging to supply the larger retail trade. But how can individual family farms match the scale and consistency of supply that these markets often require?

No one can ignore the explosion of interest in sustainable food and farming over recent years. But despite the rapid growth in farmers' markets and farm shops, the numbers remain relatively small and most consumers still shop at supermarkets—particularly in urban areas. At the same time most farms are not in easy reach of urban centers, while the extra labor and time involved can present barriers to selling direct. Many farmers are also not interested in dealing directly with the public. So what are the alternatives?

Consumer demand for ethical products has not gone unnoticed and many supermarket buyers are looking to buy high-welfare, sustainably produced products. However, these buyers usually require the scale and continuity of supply that most farmers will struggle to meet on their own. But by using a cooperative or group marketing approach several farmers can work together to supply these larger buyers—and secure the negotiating power needed to ensure fair and sustainable prices.

COOPERATIVE OR COMPANY?

Animal Welfare Approved (AWA) defines a cooperative as a group of farmers who work together and market their produce under one name or brand, mutually benefiting from the profits. The NC Natural Hog Growers Association, for example,



Dixon Ranch in Decatur, TX, raises grassfed cattle for the Grassfed Livestock Alliance, which includes nearly 20 producers in the southwestern U.S.

is officially set up as a cooperative, where key decisions are made by a majority vote. Farmer members take on various responsibilities in running the group and the president coordinates sales.

Producer or marketing groups are another option. These privately owned companies often develop from an individual farm's need to supply a growing market, and animals or products are purchased from participating farmers at an agreed price. Will Harris of White Oak Pastures in Bluffton, GA, pre-purchases cattle from trusted local producers and markets beef cuts to regional outlets, along with beef from his own herd. Harris meets regularly with farmers but carries all the financial risk himself and retains control over the company. He finds that this structure enables more streamlined decision-making.

Regardless of the chosen structure, regular communication is essential to maintain a good working relationship. Don Davis of Grassfed Livestock Alliance, TX, stresses the

importance of regular meetings and inclusive decision-making. "Everyone works together and can share expertise," Davis explains. "It makes us all a lot better at what we do, and allows us to take advantage of the experience, knowledge and resources of the group."

MOVING TO SUSTAINABLE MARKETS

Davis believes that group marketing will suit farmers who are interested in grassfed production, but not in marketing it directly themselves: "When you cut a carcass into 200 pieces you have to market it 200 times. In that scenario you have to focus on the farm and the marketing." In many cases, selling whole animals through a group is the perfect opportunity for farmers to focus on what they do best—farming.

Cooperative or marketing groups also often provide useful support networks to new members during their transition to high-welfare pasture-based production. "We work closely

with other farmers who raise animals up to 800 pounds and then we finish them on grass," explains Dr. Patricia Whisnant of American Grassfed Beef, MI. "This type of setup can be a good opportunity for farmers who are used to working in the cow-calf model but would like to move into the sustainable market."

AWA'S ROLE IN GROUP MARKETING

Third-party certification such as AWA is invaluable for maintaining consistency and transparency within the group. As more retailers insist on higher welfare practices, AWA farms and producer groups can be confident that they are already meeting the highest standards available. "AWA has certainly been a good partner for us as a certification," says Don Davis. "We knew that AWA standards would exceed anything we would be asked to do in the future, so auditing to

these standards from the outset has put us ahead of the game."

If a group or cooperative wishes to market their products using the AWA logo, then all members must be certified. AWA certifies each individual farm, rather than the group, although the group can then use the AWA seal in its marketing claims. "Working with a group of farmers is a win-win situation as long as you are comfortable with the people you are working with," says Stephen Robertson of East Fork Farm, NC. "Because they are AWA-certified we know they do the exact same thing we do."

AWA can also help connect buyers with groups capable of meeting their needs. "We've actually never had to do any active marketing," explains Jeremiah Jones, of the NC Natural Hog Growers Association. "Markets would hear about us through AWA or other buyers and contact us directly."

OPPORTUNITIES EXIST

A number of AWA-certified groups and cooperatives already operate in various states, and many are looking for new farmers (see below). If you are thinking of setting up a cooperative or marketing company then a sound knowledge of your market, good communication skills, and the ability to work effectively as a group are essential. For more information on setting up cooperatives and marketing groups visit the AWA resources page at <http://bitly.com/IPJvrU>.

"Above all, make sure that you have a market," advises Don Davis. "It's easier to market grassfed beef these days but you still need to start slow, be conservative and make sure you don't lose sight of your quality control. The integrity of the program is the most important thing you can focus on."

—Emily Lancaster

GROUPS SEEKING NEW MEMBERS

The following groups supply humanely raised AWA meats to a range of markets across the U.S. Many are looking for producers to supply growing demand:

American Grass Fed Beef supplies individual and retail markets with grassfed, grass-finished beef. Farms interested in raising finishing stock must be AWA and American Grassfed Association certified or willing to become certified. Contact Mark or Dr. Patricia Whisnant at (573) 996-3716 or mwhisnant@americangrassfedbeef.com. www.americangrassfedbeef.com



White Oak Pastures

East Fork Farm supplies local area restaurants and retailers with AWA pastured lamb from family farms in Southwest Virginia, East Tennessee, and West North Carolina. For more information contact Stephen Robertson at eastforkfarm@main.nc.us or (828) 206-3276. www.eastforkfarm.net

White Oak Pastures supplies AWA grassfed beef to numerous restaurants and retailers in the southeastern U.S. and beyond. All cattle must be processed at the farm's USDA slaughter facility in Bluffton, GA. Contact Will Harris at will@whiteoakpastures.com or (229) 641-2081. www.whiteoakpastures.com

Grassfed Livestock Alliance supplies AWA grassfed beef to various markets in the southwestern U.S., working with farms in Texas, Louisiana, Arkansas and Oklahoma. Contact Don Davis at dwd@dwdlonghorns.com or (830) 562-2333. www.grassfedlivestockalliance.com

The NC Natural Hog Growers Association is a growing cooperative in Central and Eastern North Carolina, supplying AWA pastured pork to area restaurants and retailers. Contact Jeremiah Jones at (910) 290-2547.

ANIMAL HEALTH AND FECAL EGG COUNTS

Animal Welfare Approved standards recommend farmers take fecal samples to monitor the internal parasite burdens of their animals at least once a year. But what does this actually involve? And how can the results help you?

We all know that internal parasites can affect the health and welfare of our animals. The first line of defense is good management—using appropriate stocking densities, pasture rotation and, where possible, multi-species grazing. But sometimes this isn't enough to keep parasites under control.

Fecal sampling—also known as a Fecal Egg Count (FEC)—is a technique that can help you to monitor internal parasite levels and aid in the decisions of when and which animals to treat. This tool can help you to better target treatments, avoid unnecessary treatments, and ultimately reduce reliance on wormers.

What Does It Involve?

Taking an FEC involves collecting a fresh sample of dung from either an individual or a group of animals. A measured amount of this sample is mixed with a solution that causes worm eggs to float to the surface. The mixture is filtered to remove as much debris as possible and a small quantity is examined under a microscope to count the number of eggs. The result is measured in eggs per gram (epg) of dung.

Your vet should be able to provide this service, although a growing number of farmers are now carrying out FECs themselves. Kits are available which include a microscope and special chambered slides with an etched counting grid. For details see *Further Information* below.

What Do the Results Tell You?

The results of an FEC provide a good guide to the parasite burden that the animal (or group of

animals) is carrying. However, it is not an exact science, and a number of factors can affect the levels of parasitic worms found in a dung sample. In other words, a low count may not necessarily mean there are a low number of worms in the animal and vice versa.

Eggs are only produced by fertile adult female worms, so in the early stage of worm infection (when the animal is carrying large numbers of immature worms) the egg count will be low. The number of eggs that each adult female worm will produce also varies according to the condition of the host animal. For example, the number of eggs produced will be higher if the host animal is stressed, is lactating, or has not eaten. Conversely, the number of eggs will be lower if the animal has some immunity to worms, is eating high tannin forages such as *Lotus*, or has recently been wormed. If the animal is scouring, the egg count may also be depressed.

Some FEC tests provide only the total eggs per gram of dung, while others can give you some indication of the different *types* of worm that are present. The latter is useful because some worm species produce more eggs per adult female than others. So—in sheep for instance—a high count from a species such as barber's pole worm may not be as significant as a high count of nematodirus. Table 1 provides sheep farmers with guidelines on what actions you

should take based on your FEC results and the worm species involved. FECs are usually much lower in cattle than in sheep. As a rough guide a count above 150 to 200 epg (depending on the worm species) probably indicates a need to treat—particularly in younger cattle.

When Is It Important to Carry Out FECs?

In an ideal world you would carry out regular FEC samples to build a more complete picture of the

worm burden carried by particular groups of animals or fields on your farm. However, if this is not practical, you can focus instead on sampling only during the most important periods.

For sheep, we know that the worm egg count will rise around lambing time when the ewes are under stress. Testing at this time of increased egg levels will help determine the parasite burden that will be present in the lambing fields. Cattle over 18 months of age will usually have developed resistance to worms. However, spring-born suckled calves should have FECs carried out in the autumn to find out their infection levels from summer grazing and ensure calves are not going into the winter with worm counts high enough to adversely affect their health and welfare.

Other Benefits

FECs can give you more information than simply the number or type of worms present. By carrying out FECs before and after worming, you can find out if there is any resistance to the particular wormer you used. If the level of reduction is less than 95 percent you may have potential resistance problems and you should consider an alternative

treatment. With increasing numbers of farms discovering they have benzimidazole (white drench) resistance, it is worth checking that you are not wasting time and money—or risking welfare problems—on ineffective treatments.

Carrying out individual FECs can also help to select natural parasite resistance in your flock or herd breeding programs. Some estimates suggest that 20 percent of animals can contribute up to 80 percent of worm output. Identifying and removing the worst offenders—and breeding from animals with the most resistance—can minimize pasture contamination and reduce future reliance on wormers.

—Anna Bassett

FURTHER INFORMATION

The Southern Consortium for Small Ruminant Parasite Control (SCSRPC) provides a range of useful information for farmers, including a guide to egg per gram counting. Visit www.scsrpc.org/SCSRPC/ProdRec/producerinfo.htm

FECPAK is one of several companies that now offer FEC kits for on-farm fecal egg counting. For more information visit www.fecpak.com



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Fecal egg counts can provide useful information on the levels of parasite infestation in your herd or flock.

TABLE 1: A GUIDE TO FECAL EGG COUNT RESULTS FOR SHEEP

EGGS PER GRAM (EPG) OVERALL	IMPLICATIONS OF THE RESULT
0-200	A good result. The only time you might contemplate drenching is if nematodirus is present in a sample from young lambs. Nematodirus can cause significant ill health in young lambs—sometimes with few or no eggs present in the feces.
200-500	Expect some productivity losses and scouring, especially if counts are dominated by scour worms (barber's pole worms tend to constipate). Depending on prevailing weather conditions and other factors, consider drenching or repeating an FEC in about four weeks. A stable FEC level during mid-season may show that host animals are dealing adequately with the parasite challenge.
500-1,000	This count is entering the high range. Production losses could become significant—particularly in young lambs with no immunity (around 3–4 months old). Scour worm burdens could be quite significant, and a rapid escalation in the number of barber's pole worms may occur if conditions are warm and moist. In any case, treatment with an effective drench could be necessary.
1,000-1,500	These counts are in the high range. Production losses could be quite significant and clinical signs—especially related to scour worms—are likely to be obvious. Treatment is probably necessary.
1,500+	Severe production losses and welfare issues are now highly likely. Treatment with a highly effective drench and later moving to a low-risk paddock is a welfare priority.



SCALING UP THE PRODUCTION OF SUSTAINABLE ANIMAL PROTEIN

It's time for farmers to step up to the plate and scale up the production of sustainable animal protein to supply stores and restaurants across the U.S.

Despite over 40 years in the industry, it's only relatively recently that I have given any real consideration to how the food I serve is actually produced. Like most restaurateurs, our raw ingredients arrived in a truck every day or so and price, quality and continuity of supply were my primary concerns.



Over the last five years, however, my view of food and farming has changed radically. In fact, I believe that we are at the start of a food revolution in the U.S. Not only do I think that sustainable farming can feed the world, but I believe that it must. The question is: will we allow the commodity animal protein industry to continue to destroy our health and the health of the planet? Or can the sustainable food and farming movement present a realistic alternative and supply sustainable meat and livestock products to stores and restaurants across the country?

Raising Awareness

My own environmental awakening began just five years ago. My mother has always been environmentally minded. She lives in Longboat Key, FL, an area where loggerhead turtles nest, and for many years she's been a leading figure in the campaign to protect this endangered species. While I was vacationing in the Caribbean a dead loggerhead turtle

washed ashore. The turtle had died from ingesting a plastic bag that was floating in the ocean. I had recently opened a number of restaurants in Chicago—including the Irish pub, Poag Mahone's—and I was buying more than 400,000 plastic bags a year. It suddenly struck me that the plastic bags I was using were potentially killing the very creatures that my mother was campaigning to protect.

So I came back to Chicago and attempted to source compostable bags. However, the cheapest were seven times the price of plastic bags. I didn't want to give up, so I started talking to other restaurateurs about bulk ordering to bring the costs down. It worked, and so began the Green Chicago Restaurant Cooperative, which offers members greater buying power when purchasing sustainable and environmentally friendly products, among other benefits.

My newfound environmental awareness soon led me to question the food side of my business. Someone then said I should watch *Food, Inc.* by Robert Kenner. Poag Mahone's is famous for its hamburgers and we were selling 500-600 pounds of hamburger a week—all using commodity beef. As I watched *Food, Inc.*, I realized I was directly helping to perpetuate a food and farming system that was harmful to animals, to my customers, and to the environment.

Despite my determination to cut out commodity beef, I found that most suppliers weren't even aware of the issues. I held discussions with at least a dozen suppliers but none could guarantee the supply I needed. I then met Patricia and Mark Whisnant from American Grass Fed Beef and we eventually reached a supply agreement. But the process was extremely difficult for all involved.

A key problem was price: I was paying about \$2/lb for commodity beef, yet the initial pricing structure for grassfed was more than double this. On 500 pounds of beef a week, this represented an increase of \$50,000 a year off the bottom line to convert to a product that most customers didn't really care about at this time. It wasn't a difficult decision philosophically, but economically I really had to think about it. During this process I worked closely with the Whisnants to address a number of key problems before the supply arrangements were mutually satisfactory. If we are ever going to get sustainable meat products into mainstream restaurants and stores across the U.S. then it's

clear that sustainable restaurateurs and ranchers are going to have to work together to overcome challenges, but on a far larger scale than I had to. So what are these challenges?

KEY CHALLENGES

First, most people still don't know about the devastating costs of industrialized farming. At the same time, major commodity producers are using "double speak" to confuse the issues so that people will continue to buy their products. Unregulated terms such as "all natural" are highly misleading, while some of the farming systems behind regulated terms—such as "organic," "cage free" and even "grassfed"—are often far removed from what consumers naturally expect. We must all work together to improve communications about the benefits of sustainable, pasture-based farming systems—and expose disinformation.

The second challenge is availability: Sustainable production accounts for a tiny proportion of all U.S. food products. My restaurants alone use 2,000 pounds of boneless chicken a week, not to mention beef and other meats, vegetables and so on. Achieving continuity of supply of sustainably produced meats through normal distribution chains is problematic enough; sourcing from individual farmers is simply out of the question. The necessary infrastructure and distribution systems I need as a restaurateur are simply not yet in place.

The third issue is product consistency: To their credit, commodity animal protein production systems are the most efficient in the world. Commodity chicken breast or sirloin is the same size, weight, shape, color, and (bland) flavor every single time. Of course, as restaurateurs, we must learn to compromise and accept some inconsistencies, but sustainable farmers must improve the consistency of their products. No matter how committed a restaurant is to sourcing sustainable meat, we must be able to supply customers with the same high-quality steak or hamburger on every visit.

The Future

Big Ag and the commodity animal protein industry are in exactly the same position that the tobacco industry was in during the late 1960s and 1970s. They knew they were poisoning their customers; they knew they were using unhealthy and unsustainable methods. Yet they persisted

in order to satisfy their shareholders at the expense of the very people to whom they were selling. The commodity animal protein industry would do well to take a lesson from history and look at what happened to the tobacco industry for its continual refusal to face up to the fact that its production methods were so harmful.

So the big question is: how do we get from where we are now to where we need to be? Well, I believe that an environmental and food revolution is underway, signified by the growing demand for healthier and more humanely produced food. As more people in the middle start to push for a consistent supply of sustainable products at higher volumes, this will drive food and farming systems in the right direction and enable more people to access sustainably produced products. Ultimately, it's an economic movement that must first be generated through education in order to create the necessary demand.

It's a very exciting time but it's going to require a combination of vision and willingness to compromise right across the food and farming supply chain. There will always be a place for the small scale family farm that is producing for the farmers' market or direct sales. But I also believe that greater numbers of family farmers must now step up to the plate and build on this sustainable model to produce a higher volume of sustainable animal protein and help solve the supply problems we currently face.

—Dan Rosenthal



Dan Rosenthal at Poag Mahone's, his Chicago restaurant which serves Animal Welfare Approved American Grass Fed Beef burgers, beef stew and more.

Dan Rosenthal has opened a number of restaurants, including Trattoria No.10, Poag Mahone's, and the Sopraffina Marketcaffés. In 2007, he established the Green Chicago Restaurant Co-op to green the restaurant community through sustainable purchasing and a certification program. His efforts were recognized in Chicago magazine's 2011 Green Awards. For more information visit buygreenchicago.org.



MAKING SENSE OF FARM PLANS

After the first audit it's not uncommon for farmers to find that they need to improve their record keeping or farm plans. While most farmers understand the need for records we are often asked why the Animal Welfare Approved (AWA) program requires farm plans.

Our standards require all participating farms to provide a whole farm plan, which covers issues such as animal health, pasture management, transportation and emergency planning. This may sound daunting but the information we require is pretty basic and the aim is to help you plan ahead for issues that might affect animal welfare.

First, we ask you to look at the farm's bio-security status and identify possible disease issues—and the treatments and vaccines that may be necessary. Questions on pasture management give you the opportunity to consider the quality, diversity and environmental issues that affect pasture quality. We ask you to identify how animals are transported to and from the farm (and around the farm) and any precautions required during hot or cold weather, or in the

event of breakdowns. Finally, we ask you to consider worst-case scenarios that may affect the farm—and animal welfare. The recent tornadoes, floods and wildfires, and the threat of hurricanes, earthquakes and drought are all examples. While we can never fully prepare for these events, having plans in place which identify the resources you can call upon are a big help.

A range of farm plan templates are available on the AWA website, plus our *Farm Health Plan* factsheet. For more information visit www.AnimalWelfareApproved.org/farmers.

—Tim Holmes



Mike Suarez

Farm plans help to identify and address potential issues that might affect animal welfare.

WELCOME NEW FARMS

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

Ardith Mae Farmstead Goat Cheese, Hallstead, PA
 Bear-Foot Farms, Paw Paw, MI
 Berea College Farm, Berea, KY
 Blakes Landing Farms, Marshall, CA
 C & D Family Farms, Knox, IN
 Dutch James Farm, Mt. Hermon, LA
 Edge of Heaven, Fallbrook, CA
 Grace Meadow Farm, Westfield, NC
 Heritage Farmworks, Heber Springs, AR
 Hickory Nut Gap Meats, Fairview, NC
 Hundred Acre Wood Farm & Sanctuary, Rougemont, NC
 J Brand Cattle Company, Healdsburg, CA
 John Smith's Hill Farms, Spartanburg, SC
 K & S Farm, Greenville, TN
 Kellam-Wyatt Farm, Raleigh, NC
 Koch Ranches, Inc., San Antonio, TX
 Leisen Family Farm, Santa Rosa, CA
 Lemmond Farm, Charlotte, NC

Liberty Flat Farm, Greeneville, TN
 Lindner Bison, Valencia, CA
 Marik Farms, Cowpens, SC
 Mark Hollar Farm, Jonesville, NC
 Missing Willow Farm, Stuart, VA
 Monroe-Ashby Farms, Osteen, FL
 Neversink Farm, Claryville, NY
 Painted Creek Farm, Willow Springs, MO
 Plum River Farm, Pearl City, IL
 Rabb Cattle Co., Woodlake, CA
 Real Food Farms, Camino, CA
 Rocking S Farm, Piney Creek, NC
 Russell Farms, Dodd City, TX
 Savannah River Farms, Sylvania, GA
 Stauber Farm, Bethania, NC
 The Dixon Ranch, Paris, KY
 Watterson Ranch, Bastrop, TX
 Windswept Farm, Ulster, PA

We are proud to celebrate the achievements of Animal Welfare Approved farms, friends and partners. Please forward your news to Brigid@AnimalWelfareApproved.org

Animal Welfare Approved received a donation of \$5,700 from The Pit Authentic BBQ. The funds were raised from admission fees for the 2011 'Cuegrass Festival (bluegrass and BBQ), held in Raleigh, NC, on April 16.

AWA team members worked alongside eight local AWA farmers: Alese Williams of **D&A Williams Farm**; Deborah Brown of **High Ground Farm**; Carla Peterson of **Twiddle Dee Farm**; Miles West of **Meadows Family Farm**; Matthew Hight of **Matthew Hight Farm**; James Joyner of **Joyner Farm**; David Krabbe of **Prodigal Farm**; and John Cooper of **Spring Trail Ranch**. Thanks to The Pit and attendees for the donation which will help support AWA's ongoing activities for farmers in NC.

Mack Brook Farm, Argyle, NY, participated in the first ever Careers on the Farm Day at Albany High School.

C & D Family Farms, Knox, IN, received a grant from Chef Rick Bayless' Frontera Farmer Foundation, established to promote sustainable Midwestern farms serving Chicago.



Chaffin Family Orchards

Chaffin Family Orchards, Oroville, CA, hosted 45 3rd graders from local Blue Oak Waldorf Charter School, Chico, CA, who visited to see how the farm integrates AWA goats, cattle, sheep and chickens with their orchards.

Sequatchie Cove Farm, Sequatchie, TN, installed 10 solar panels with the help of the Tennessee Solar Institute, Efficient Energy of Tennessee, and Green Spaces.

A University of North Carolina video documentary, *A Look Beyond the Plate*, featured AWA farmers from **Twiddle Dee Farm**, Clinton, NC, **High Ground Farm**, Duncan, NC, and **Cane Creek Farm**, Snow Camp, NC.

Ray Family Farms, Louisburg, NC, had the first annual Farm 'n' Learn event to promote animal welfare, environmental sustainability, and local agriculture.

Kathy Gunn of **Gourmet Pasture Beef**, Springfield, TN, spoke at Homefront to Heartland: Empowering Women in Agriculture and Small Business in Nashville.

Simon Boers, Hagerman, ID, received USDA approval for a Western SARE grant to host Goat is Great, a consumer education event about grassfed goat meat.

Nine chefs and food processors visited **Lazy S Farms**, Glasco, KS, for a gourmet meal and tour organized by Heritage Foods USA.

Remus Preda, **White Clover Farm**, Argyle, NY, was recently honored by the Agricultural Stewardship Association.

Hasselmann Family Farms, Marengo, IL, is featured in the recently released *The Chicago Homegrown Cookbook: Local Food, Local Restaurants, Local Recipes*.

April Joy Farm, Ridgefield, WA, was featured in a post on the USDA blog, entitled, "Beginning Farmer Grows Organic Produce—and a Community."

High Lonesome Farm, Cincinnatus, NY, was profiled in *Country Folks Eastern Edition*.

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“By being an AWA approved farm, we can show potential customers all over the world the same thing by proudly presenting our AWA logo. There’s a powerful brand being built upon every day by AWA farms.”

—Chad Ray, Ray Family Farms
in Louisburg, NC



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Mike Suarez/R. Turner Farms

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