



FINDING FOOD YOU CAN TRUST SEARCHING FOR AWA PRODUCTS IS NOW EASIER THAN EVER, THANKS TO AWA'S UPDATED ONLINE DIRECTORY

Animal Welfare Approved is pleased to launch its revamped online directory to help shoppers find sustainable meat, eggs and dairy products from pasture- and range-based family farms.

"We are truly excited by the rapid growth of interest in sustainable food and farming. AWA products are carried by major retail outlets across the country, as well as at local farmers' markets, farm shops, and an ever-growing number of restaurants."

DID YOU KNOW...

- ...AWA farms are located in 42 states plus Rimouski, Quebec, in Canada?
- ...in Hawaii three AWA farms supply 13 restaurants, as well as farmers' markets and stores?
- ...there are 83 farms and stores where you can purchase AWA products online and have them shipped to you?
- ...states with the most AWA farms are North Carolina, Texas, New York, Tennessee and California?

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"The search page is the most visited page of our website after the homepage," says Andrew Gunther. "People are becoming more aware that there are many misleading labels out there and the more educated they become, the more we see them turning to AWA for the highest standards of care for the animals and the environment—and for healthier and safer products."

Search the online directory at www.AnimalWelfareApproved.org/product-search—and help spread the word by telling friends and family!

AWA farmers can easily update their listings by either calling the office or completing the online vendor form at www.AnimalWelfareApproved.org/farmers/vendor.

—Beth Hauptle



Mike Suarez



Emily Lancaster

Nationally acclaimed restaurant The Pit in Raleigh, NC purchases hogs from AWA farms for its authentic whole-hog barbecue—just one of the many restaurants you'll find in the AWA online directory.

Visit the AWA website to search for farms, restaurants, farmers' markets, CSAs and other retailers, using your zip code, city or state, a name or keyword, or even the type of product.

"Each week we receive countless requests from consumers who want to know where they can find AWA products," says Andrew Gunther, AWA program director. "Our online directory will make it easier for people to find products from farms where animal welfare and the environment really do come first."

The task of gathering and verifying AWA's farmers' listings began in June and lasted through August. Hundreds of calls were made to AWA farmers and the information gathered was entered into the online directory. It was a great opportunity for the team to catch up with old friends and get to know some of the newer farmers better, as well as to learn about their exciting news and upcoming events.

AWA encourages farmers in the program to help keep the free listing service up to date and accurate.



DEAR FRIENDS,

As the year draws to a close, we can all take great satisfaction from yet another period of unprecedented growth, success and advances in pasture-based farming. As some of the worst food recalls in history expose the weaknesses of the industrial food system, and food from genetically engineered crops and the offspring of cloned animals enter our food supply unidentified, more consumers are turning towards trusted, independent family farms.

The accountability and integrity offered by Animal Welfare Approved farmers and others who follow sustainable methods simply cannot be matched by the current industrialized farming model. These qualities are part of a family farming tradition and only occur when farmers have the independence to make decisions that benefit the whole community: farm, animals, consumers, and the environment we all share. In a mass-produced industrial age, rife with food scares and corporate scandals, people are hungrier than ever for food they can trust.



Mike Suarez

To meet the growing demand for this food we are pleased to officially launch our revamped online directory of products and farms (see page 1). Thank you all for your comments, suggestions and assistance in making this possible. Please help us spread the word about this new tool which will help even more consumers find sustainable meat, eggs and dairy from pasture- and range-based family farms.

Part of our mission at AWA is to connect people in the sustainable agriculture community so that we can benefit from each other's knowledge and experience. Three articles in this issue exemplify this goal and we

hope that you will find them useful. Hugh Fitzsimons (opposite) gives farmers and consumers alike a primer in carcass utilization and the opportunities that exist for making the best use of the whole animal. Carole Morison, whom you may remember from the film *Food, Inc.*, details her experiences in visiting one of our Animal Welfare Approved poultry farms, Soul Food Farm. This visit is particularly touching to me as Carole, after leaving her contract with one of the largest industrial chicken producers in the country, has become somewhat of an ambassador for farmers transitioning to pasture-based systems. Finally, Dr. Carol Kline, Assistant Professor for the Center for Sustainable Tourism at East Carolina University, offers great insights into the potential role that agritourism can play in connecting consumers to farms, and ultimately building a food system that links them inextricably. By working together, we can all advance further than each of us working in isolation. We are pleased to help make these vital connections.

Lately, we have been overwhelmed by the support from the farmers in our program. In the words of one AWA farmer in Wisconsin, "[We are] so proud to be part of such a progressive organization, focusing on the humane treatment of livestock. Being certified organic is only part of that focus, and it is nice to have an organization like AWA committed to this cause more completely!" Please continue to let us know how we can help support and promote the amazing work you do.

With best wishes for the coming year,

Andrew Gunther
Program Director



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FARMER PROFILE

RANCHING WITH RESPECT

Hugh Fitzsimons, of Thunder Heart Bison in San Antonio, Texas, is the first bison rancher to achieve AWA certification. As well as supplying award-winning bison meat, he aims to use every part of the animal he can: head, hide, and horns.

Shape Ranch has been in my family since 1933, chiefly as a Hereford cow-calf herd. After taking over the farm in 1999, I bought 200 bison. My intention was to set up a cow-calf operation with a hardy animal that was indigenous to our area. But just eight months later the bison market crashed and live bison lost 80 percent of their value almost overnight.

We were a little panicked but decided to go into natural meat production, partly on a hunch that this was where consumer demand was headed. Fortunately we were right: public awareness of industrialized agriculture has grown faster than we could have imagined. Today, we farm approximately 300 free-ranging bison across 13,000 acres of southern Texas grassland, paying careful attention to natural herd dynamics in a system much like Bob Jackson's of Tall Grass Bison [Fall 2010 AWA Newsletter].

Eliminating stress and treating animals with respect is the cornerstone of what we do, which is why we field harvest our animals and why we have built our own abattoir at the ranch. This gives us complete control over the quality of our products, reflecting the respect we have for our animals. Because we've got nothing to hide, and because everything we do is out in the open, we have built a loyal customer base and cannot keep up with demand.

Meat sales represent around 80 percent of our income. We sell to local restaurants, grocery stores, and at farmers' markets. But while meat was initially our means of survival, I soon started to reflect on the fact that Native Americans used the bison for everything. Their respect and reverence for the bison influenced me in such a way that I wanted to pursue a business that honored those fundamental tenets, and to use as much of the bison as possible.



Photos: Maria Camp/courtesy of Edible Austin

"Respect is the cornerstone of what we do—it is on our label"—Hugh Fitzsimons of Thunder Heart Bison.



A bison leather travel bag—just one of the growing range of products from Thunder Heart Bison.

About five years ago, we started looking into ways for using bison hides. Today, our hides are carefully cured and hand sewn by a family business in Mexico, and leather goods now make up around 15 percent of our sales. This year, a local processor is taking our tallow to make a men's shaving soap, and we are exploring ways to use bison wool, which is as soft as cashmere, water repellent, and suitable for spinning. We also sell a lot of skulls, particularly for Native American ceremonies, which is a real privilege.

We've recently started planning our own retail outlet with other AWA farmers who produce pigs, sheep, and beef cattle. The aim is to create an old style butcher shop, giving us control over our products from the pasture to the plate.

While the bison is a unique animal, I think there are real opportunities for grassfed cattle farmers, too. The key is to explore ways of utilizing more of the carcass, and

not get hung up on the meat and cuts. It's becoming more feasible to use the entire animal, and looking at ways to use animal hides is a great start. Selling less traditional parts of the animal for food is also possible, especially as consumers are taking more interest in organ meat from grassfed animals. But

what I'd really like to see is more field harvesting of cattle. Only two or three states currently allow it, but when it becomes widespread, the difference to animal welfare—and meat quality—will be astonishing.

Visit www.thunderheartbison.com.

ARE YOU SEEING DOUBLE? A CLOSER LOOK AT CLONING TECHNOLOGY AND WHAT IT MEANS FOR OUR ANIMALS—AND FOR YOU

Cloning is a relatively new technique that has only recently transferred from the laboratory to the farm. Those in favor of animal cloning are quick to point to the potential advantages. So why do Animal Welfare Approved standards prohibit the use of cloned animals?

How does it work?

A clone is a genetically identical copy of an existing (or previously existing) plant or animal, so a cloned animal has the same DNA as the donor animal from which he or she was cloned. The first successfully cloned mammal was Dolly the sheep, born in 1996 in Scotland, but cattle, mice, pigs, goats, dogs, cats, horses and mules have also been cloned.

To clone an animal, scientists first extract the nucleus of a cell from the animal they want to clone. This cell nucleus contains the genes of the donor animal. The scientists then extract the cell nucleus of an egg from a different animal and replace it with the cell nucleus from the donor animal. This egg develops into a cloned embryo which is implanted into a host female, who will then go through pregnancy and birth as normal, but to a clone of the donor animal.

However, cloning has a much lower success rate when compared with natural breeding or other managed breeding techniques such as artificial insemination or embryo transfer. A recent review of mammalian



Roberto A Sanchez

Scientists are concerned that cloning may result in subtle genetic defects that could render animals unsafe for consumption, or render them more prone to health and disease problems that could negatively impact human health.

cloning showed that the percentage of animals reaching adulthood per manipulated egg ranges from just 0.5 percent in cows to 1 percent in sheep; similarly, the success rate of live clones born from embryos transferred is less than 10 percent in cattle. Cloning is also expensive: It can cost \$15,000–\$20,000 to clone a cow.

Why clone animals?

Proponents of cloning claim that it offers a way to produce top quality animals without the guesswork, allowing farmers to reproduce exact copies of high yielding cows or fast growing pigs, rather than relying on natural breeding where you might get a less productive animal.

A number of cloned cows, bulls and pigs already exist in the U.S. While there is no mandatory requirement to register cloned animals, it is estimated that there are around 1,000 cloned cows and 300 cloned bulls out of the 100 million cattle in the U.S. But when you start looking at the offspring from these cloned animals, the number of livestock derived from cloning technology increases dramatically.

So what's the problem?

Aside from the expense and the low success rate, cloning has serious implications for animal welfare. The mortality of cloned animals is far higher than for animals bred using other techniques. Most cloned

embryos die during pregnancy, and a significant proportion of those who do survive die during or shortly after birth from cardiovascular failure, respiratory problems, liver or kidney failure, immune deficiencies, or musculoskeletal abnormalities. The reasons for these deaths are not well understood but the problems have appeared in all species that have been cloned. Another common problem with clones is the tendency to have abnormally large offspring (known as Large Offspring Syndrome), which can lead to injury or death for the surrogate mother during birth.

Researchers also believe that some abnormalities may not show up until later in life. A recent World Organization for Animal Health report states that the development of musculoskeletal problems such as chronic lameness in these high-production animals “emphasizes the point that any underlying frailties in cloned animals may not be fully revealed until the animals are stressed in some manner.”

Dolly the sheep only lived six years—rather than the normal 10 to 12



Tim Waters

Dolly the sheep only lived six years—rather than the normal age of 10 to 12 years—and suffered from premature arthritis and other unusual health problems for a sheep of her age.

years—and suffered from premature arthritis and other unusual health problems for a sheep of her age. Another sheep study found that out of 80 cloned lamb embryos transferred to surrogate mothers, only 14 lambs were born alive; and all but three died before 12 weeks with abnormal kidneys, brain or liver.

The European Commission has recently agreed a five-year moratorium on animal cloning on welfare and ethical grounds. EU advisors concluded that, “considering the current level of suffering and health problems of surrogate dams and animal clones,” there is no justification for cloning animals for food production purposes.

Is it safe?

The U.S. Food and Drug Administration (FDA) approved cloned animals and their offspring for consumption in 2008. The FDA’s report said cloned animals are “as safe to eat as food from conventionally bred animals.” Despite this, there is a voluntary ban on selling meat and milk from clones, although it is legal in the U.S. to breed clones and sell food from their offspring.

While the FDA and those involved in cloning have stated that meat and milk from cloned animals is safe, the truth is that we just don’t know. The Union of Concerned Scientists has called for more comprehensive studies of products from cloned animals, specifically designed to examine food safety.

The European Commission has followed the FDA in stating “there is no indication that differences exist in terms of food safety between

food products from healthy cattle and pig clones and their progeny, compared with those from healthy conventionally-bred animals.” However, it acknowledges that the database of studies is limited and it further voices concerns about whether there is a greater prevalence of zoonotic pathogen infections (diseases which can transfer from animals to humans) in cloned animals—and therefore might present a public health risk.

In summary, although successful clones appear normal, there is clear evidence that cloning raises serious welfare concerns. Scientists are also concerned that cloning may result in subtle genetic defects that could render animals unsafe for consumption, or render them more prone to health and disease problems that could negatively impact human health.

Am I eating this?

With the voluntary ban in place the meat and milk of cloned animals is presently kept off the market, pending FDA approval. Nevertheless, companies that carry out cloning are actively promoting the use of cloned animals for human food, as well as for pharmaceuticals. This voluntary ban does not, however, cover food from the offspring of clones. There is currently no requirement for the milk and meat from the offspring of cloned animals to be labeled as having been produced as a result of cloning technology.

You can rest easy when you buy Animal Welfare Approved products because our standards prohibit the use of cloning technology.

—Anna Bassett

AGRITOURISM: ADDING VALUE TO SUSTAINABLE FARMING

As profit margins grow smaller for traditional farms, agritourism could provide an alternative avenue to help keep the family farm afloat, according to Dr. Carol Kline. So what's involved—and how might AWA farms benefit?

Across much of Europe, Australia and New Zealand, it is now common practice for people to visit working farms for leisure or educational purposes. Yet in the U.S., recognizing agritourism as an activity for tourists—and deliberately cultivating it as a means to diversify farm income—is a recent phenomenon.

The main reason that most farmers engage in agritourism is to supplement their income by tapping into the billion dollar leisure industry. Developing an agritourism component to your farm is also a way to reinforce a farm's brand and increase off-farm sales of meats and other farm products. Allowing your customers to make a personal and lasting connection with your farm—and the products you sell—will hopefully encourage them to relay their positive experiences to friends and relatives.

Many farmers also say that being an ambassador for agriculture is an important reason for welcoming visitors, and that educating adults and children about where their food comes from is extremely rewarding. Agritourism can help to enhance a sense of local community by attracting people to the area, providing part-time jobs for local people, and opening up opportunities for you to partner with other local farms, restaurants, and local attractions.

What would agritourism look like for me?

The goal of any tourism service is to craft memorable experiences for visitors. Your farm is a truly unique place and the things you might take for granted—such as witnessing feeding time or lambing, looking at the birds and wild flowers as you walk across your fields, or tasting humanely and pasture-raised meat—may be exciting new experiences for visitors.

An outing to a farm can involve a wide range of activities. You might start by inviting customers or your local community for a guided farm tour to look at seasonal farming activities or wildlife, or perhaps by hosting periodic events such as tastings or a harvest festival.

Attracting young families can help develop a long-term customer base. Incorporating animal-themed crafts and activities can provide children with a lasting impression. You may wish to provide children with corn-cobs to feed to the pigs or small bags of feed for the chickens.

For the more adventurous, other ideas include offering visitors a working farm experience (yes, some people are willing to pay you to help work on your farm!) or the chance to bed down on the farm in a cabin or farmhouse just to get away from it all.

You may wish to provide hands-on training events or workshops on particular aspects of farming for aspiring farmers or hobbyists. People are hungry to learn traditional farming skills that you might take for granted, such as how to keep pigs or chickens, lay a hedge, or make cheese or bread. Or perhaps it is simply about providing basic accommodations to visiting mountain bikers or hikers.

Opportunities and challenges

Of course, developing a successful agritourism enterprise is not without its challenges. But as with any business venture, careful planning and preparation should address most potential problems. So what are the key issues you should be aware of?

Inviting visitors to your farm can result in a potential loss of privacy, so it is important to discuss this with your family and workers and set clear physical parameters for visitors using tactful but firm signage. You are in control of when and where you want visitors. Remember that farms can be dangerous places and public liability is a key issue, as is maintaining farm biosecurity. Fortunately, advice is available on minimizing hazards for farm visitors (see right). And make sure you involve your insurance agent from the outset.



Emily Lancaster

Watching simple activities, such as feeding or milking, or seeing farm animals up close—especially newborn animals—will fascinate visitors.

Dealing with the public is no easy task, so try to select or recruit an extrovert to be the face of the farm for visitors. This could be a neighbor or friend—or even an older child. Recruiting someone else to do the tours relieves the burden from the primary farm operators, but you will obviously need to evaluate how much time the agritourism operation involves and how much income you need to generate for it to be worthwhile. Do not underprice your tour/event—people are prepared to pay for a unique experience.

If there is too much interest or demand, don't be afraid to reduce operating season/days/hours—or increase prices. Consider hosting pre-arranged groups by appointment only. Be clear about your operating hours on signage, website and any promotional pieces—and be sure to be available at the times you have advertised.

Where to start?

Start by looking at the resources you have—land, animals, crops, countryside—and match these with your interests and those of potential visitors. Think about what experience you will offer: activities, knowledge, atmosphere, scenery,

FARM DAY AT HILLTOP ANGUS FARM

Dale and Sharon Thompson raise AWA grassfed beef on 170 acres at Hilltop Angus Farm, near Mount Gilead, NC.

“We recently hosted a Farm Day to show our appreciation to our customers,” says Sharon. “So many people at the farmers’ market asked to visit our farm that we decided to have a day where they could bring the kids and grandkids and just have fun. We also wanted to give folks a glimpse of life on a farm and see where their healthy beef comes from.”

“It’s our first year retailing grassfed beef and our customers are the reason we’ve been so successful. Opening up our farm shows that we have nothing to hide, that we’re proud of what we do, and helps develop relationships with our customers.”

“Some of the activities included a hay maze and jump off area, a hay ride that got folks up close and personal with the cows, a pumpkin picking patch, pony rides, scavenger hunt and face painting.”

or value-added products? What sets you apart from other attractions? What can you do better than other farms? It can be really useful to visit other farms and visitor attractions in your area to see what they are doing, and learn from their experiences.

Agritourism is hard work but it can be extremely gratifying, financially rewarding, and great fun for farmers who participate.

—Carol Kline is an Assistant Professor for the Center for Sustainable Tourism at East Carolina University in North Carolina. Contact her at klinec@ecu.edu

Find Out More: A wealth of information is available online from service providers, tourism offices, agritourism associations, and farms offering agritourism. Try an online search for “farm tourism” and “agritourism.” For a full list of resources visit www.AnimalWelfareApproved.org/about/newsletters.



Hilltop Angus Farm

A short farm tour on a tractor-pulled trailer, like this one at Hilltop Angus Farm, is an exciting educational activity for visitors. Try to include regular stops for discussion—and remember to schedule at least two trips during the day so that everyone gets to go.

“If you are thinking about doing something similar, look to use your friends and neighbors to help support your event. For example, we invited some local musicians to play, neighbors with ponies to give rides, and a local dog trainer to do a herding demo. We couldn't have done it without their help—and the help of our family. Although we were tired at the end of the day, it was worth it and our customers are telling us they hope to come again next year!”

Visit www.hilltopangusgrassfed.com.



SEEING IS BELIEVING

Carole Morison was a woman on a mission. After completing the film *Food, Inc.*, and turning her back on industrialized poultry production, she wanted to see first hand how chickens could be raised economically without confinement. So she visited Animal Welfare Approved Soul Food Farm...

My first visit to Soul Food Farm was supposed to have been a secret, in the sense that I didn't want anyone to know who I was or why I was there. I had to see this farm from an unadulterated view, so I tagged along on a farm visit with my husband, Frank, an auditor for the AWA program.

My first impression was one of disbelief. As I drove into the farm, there were chickens running around free. Everywhere! So free that some even appeared to be guarding the driveway. Coming from 23 years of raising chickens under contract in a confined feeding industrial setting, never in my wildest dreams could I have imagined thousands of chickens being raised in any other way.

Greeted with a warm smile, Soul Food Farm owners Alexis and Eric Koefoed invited us in. Introductions were made—I was simply the wife of the AWA auditor—and we soon set out with Alexis to take a look around the 55-acre operation. Chickens were kept in different groups according to age and needs. Alexis explained the method of rotating their mobile housing units to prevent the build up of pest and disease problems and to ensure the chickens always had access to forage.



Enhancing the range by providing shelter and species-rich pasture will help improve range utilization, bringing many welfare benefits for the birds.

I saw that newly arrived chicks were housed separately with heat and lighting, as well as access to feed and water. Alexis explained that grass clippings are provided so that the chicks become used to grass as early as possible. Moving on to the hens, the birds were a slow growing breed and I watched in amazement as they freely ran in and out of the housing, laying their eggs in unoccupied nest boxes before taking off again for the great outdoors.



Alexis Koefoed (left) of Soul Food Farm with Carole Morison.

Soul Food Farm is also certified organic and grows olives for olive oil. The olive grove is a favorite hangout for the chickens and their busy social life among the trees fascinated me. I remember thinking that the trees could harbor predators and being concerned about the huge loss of chickens. And then I saw the two friendly farm dogs inconspicuously wandering about.

At home we had to make sure that no other animals even got near the chicken houses because the chickens would panic and smother one another to hide or flip over from heart attacks in fright. I was almost in a panic myself over the dogs until I realized that the chickens didn't care; the dogs were just part of the family. Just as she was explaining that the dogs were there to deter or chase potential predators away, Alexis recognized me as being the lady in *Food, Inc.* "Why didn't you tell me you were coming?" she said. Damn, I'd been exposed and had a lot of explaining to do. The fussing started and my unadulterated view of the farm ended.

But to this day I can still see a picture of the chickens running free in and out of the olive grove. I have the sense of a mission accomplished and I am convinced that large numbers of chickens can be raised in a much better way than the confined industrial setting. The Soul Food Farm model is a way to do it.

—Carole Morison is best known as the chicken farmer who stood up to Perdue in *Food, Inc.* She now works as an agricultural consultant specializing in local food systems and as an advocate for farmers' rights.

Animal Welfare Approved Soul Food Farm is a 55-acre chicken and egg farm in Vacaville, California. Visit www.soulfoodfarm.com

SPREADING THE WORD

Animal Welfare Approved staff and farmers have been busy this fall, attending everything from farm to table events and specialty markets, to running farm-themed game shows at concerts attended by 35,000 people—and winning prestigious awards.

 A highlight of the fall was the Glynwood Harvest Awards, held in October in New York. Now in its eighth year, the Harvest Awards were created by Glynwood to highlight innovative work being done to increase access to fresh, locally produced food, and to recognize those who are supporting regional agricultural systems. Congratulations to AWA farmer Jeremiah Jones of Grassroots Pork Co., who was honored for his dedication to raising pigs outdoors and his work as president of the North Carolina Natural Hog Growers Association.

 AWA staff and farmers also attended Farm Aid's 25th Anniversary Concert in Milwaukee, WI this past October. The AWA team spoke with hundreds of people in Farm Aid's "Homegrown Village" about food and farming via AWA's interactive exhibit, FARMpardy (AWA-themed Jeopardy). AWA farmers Blue Strom and Skye Zitkus (Shady Blue Acres), and Jill Johnson and Mary Wills (Crane Dance Farm) even took turns playing Alex




Award-winning Jeremiah Jones, of Grassroots Pork Co., pictured with his mother at the Glynwood Harvest Awards in October.




AWA farmer Jill Johnson from Crane Dance Farm in Middleville, MI leads a round of FARMpardy with four very excited contestants!

Trebek! We're proud to say that all of the meat at a related fundraising event the night before the concert was provided by AWA Mountain Lane Farm and Fudge Family Farms.

 At the TerraVITA Food and Wine Event in Chapel Hill, NC, AWA partnered with Edible Piedmont to host a cooking demonstration, using AWA beef provided by Karl Hudson and Mann Mullen of Rare Earth Farms. At the event, AWA lamb from Captain John S. Pope Farm was featured in local restaurant 18 Seaboard's lamb ravioli.


 Five farms were featured in the Animal Welfare Approved aisle of the New Amsterdam Market, NY in mid-November. Roxbury Farm offered AWA grassfed lamb and pastured pork; High View Farm of North Hanover, NJ sold AWA lamb meat and natural yarn products; JW Beef of Stonington, CT offered AWA grassfed beef products, while Finger Lakes Dexter Creamery of King Ferry, NY sold a range of wild-fermented Kefir cheese products. Marketgoers could also buy Smørrebrød (Danish open-faced sandwiches) made with AWA beef from Grazin' Angus Acres in Ghent, NY.

 More than 550 visitors who attended the third annual Taste of



AWA farmers Jean-Paul Courtens and Jody Bolluyt of Roxbury Farm, and AWA staffer, Brigid Sweeney (right), working the Animal Welfare Approved aisle of the New Amsterdam Market, NY.

Greenmarket event in NY received an Animal Welfare Approved cookie (made with AWA Greenmarket eggs from Grazin' Angus Acres) in their special gift bags. Employees Only chef Julia Jaksic featured Grazin' Angus Acres in her popular short rib terrine served with Russian kale and tomato jam.

 Finally, AWA partnered with the U.K.'s Soil Association to publish "Lies, Damn Lies." This timely report debunks the statistics behind two frequently cited claims that are used to justify more intensive agriculture and GM crops: that global food production must increase 50% by 2030 or that it needs to double by 2050. AWA is distributing this publication to interested parties; contact the office to request a copy.

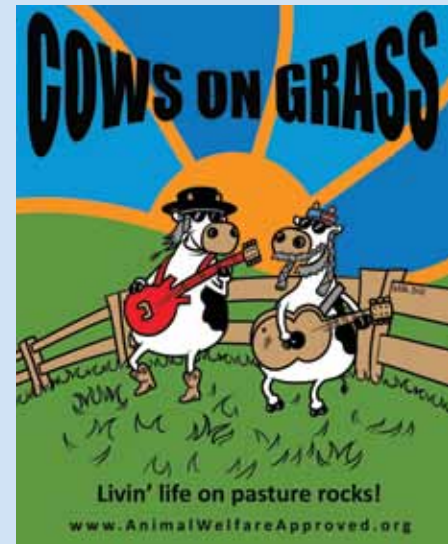
—Brigid Sweeney

COMMUNICATING CHANGES ON THE FARM

As many farms in the AWA program are now going through their second or even third annual re-audits, the process should be relatively straightforward for most. However, there is one major issue that still regularly causes problems: the failure to communicate key changes on the farm to the AWA program.

While most changes on the farm usually have no impact on certification, a minority can result in immediate suspension—or even termination—from the AWA program. Clearly, this is not what either the farm or AWA wish to happen. Here are some of the key changes in production practices that might affect your farm’s certification:

- Changing castration age or methods
- Changing weaning age or age of first breeding
- Changing feeds without making sure they are animal by-product-free
- Changing slaughter facilities
- Changing the feeding program to include feeding non-therapeutic antibiotics
- Sourcing feeder or store animals from non-approved farms
- Increasing sales through non-approved outlets



As a tribute to Willie Nelson, Neil Young and pasture-based farming, artist Bill Greenhead—creator of the World of Cow cartoons—created this tee shirt design, which was given to the musicians at Farm Aid’s 25th Anniversary Concert.

- Changing the amount of pasture access on farm
- Changing livestock breeds to breeds prohibited by standards.

In most of these examples, a phone call or email to AWA beforehand would probably avoid any problems. So if you’re thinking of making a change—or if you have any doubt—let us know. Please email Info@AnimalWelfareApproved.org or call (800) 373-8806.

—Tim Holmes

WELCOME NEW FARMS

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

Acres of Grace Natural Farms, Oneonta, AL
 Big B Ranch, Petersburg, TN
 Brush Country Angus, Moore, TX
 Country Pastime Farm, Wellsville, MO
 Darby Farms, Gilmer, TX
 Edendale Farm, Los Angeles, CA
 Edgewood Operations, LLC, Monticello, FL

L&B Angus, Detroit, TX
 Leigh’s Pork and Beef, Plymouth, NC
 Meadows Family Farm, Julian, NC
 Primeval Gardens, Potrero, CA
 Ranney Ranch, Corona, NM
 Red River Ranch, Clarksville, TX
 Ross Farm, Granger, TX
 Ross Ranch, Sonora, TX
 San Pedro Ranch, Carrizo Springs, TX
 Smoky Knoll Farm, McClure, PA
 Spring Trail Ranch, Inc., Hillsborough, NC
 VDB Organic Farms, Delavan, WI

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

Windy Ridge Natural Farm of Alfred, NY was recently featured in Cornucopia Institute’s *Scrambled Eggs: Separating Factory Farm Egg Production from Authentic Organic Agriculture*, receiving the second highest score among featured farms. www.windyridgepoultry.com

Trout Lake Abbey in Trout Lake, WA was featured in the *Northwest Dharma News* in the article, “Down on the Non-Harming Farm.” www.tlabbey.com

Cottonwood, CA-based **North Valley Farms Chèvre** received two awards for its feta and Herbs de Provence cheeses in the American Cheese Society Contest. www.northvalleyfarms.com

Soul Food Farm of Vacaville, CA recently conducted an educational farm tour for schoolchildren. The farm’s pastured AWA eggs were also mentioned in *Vanity Fair* by renowned chef Alice Waters. www.soulfoodfarm.com

White Oak Pastures of Bluffton, GA has completed construction of the largest solar voltaic barn in the Southeast, which will help reduce energy costs by 30 percent and meet much of the farm’s energy needs. www.whiteoakpastures.com

Hunter Cattle Company of Brooklet, GA hosted “A Night at the Farm,” featuring musical entertainment and a seasonal menu using the farm’s own grassfed beef. www.huntercattle.com

D&A Williams Farm in Autryville, NC recently hosted a pasture walk for the Cooperative Extension Program of NC A&T University, and farmer Alease Williams was recently appointed to the Sampson County Small Farms Advisory Committee.

Leshea Clayton of **Clayton Farms** in Oxford, NC hosted a tour of the farm, and the farm recently launched a new website, www.wix.com/claytonfarms/2010

Products from Canadian farm **Le Biscornu** in Remouski, Quebec are now available on the online farmers’ market, www.paniersdici.com, which allows people to order products from local producers. www.lebiscornu.com

Willow Knoll Farm in Dekalb Junction, NY received a USDA Sustainable Agriculture Research and Education (SARE) grant for a prototype feed wagon, now built and in the observation stages.

Rhonda Williams of **This Little Piggy Farm** in Weirsdale, FL was selected to participate in a Farm to Restaurants group, a partnership involving independent restaurants in the Gainesville area.

Mountain Lane Farm of Wauzeka, WI and Premier Meats have developed a range of nitrate-free grassfed beef products, including andouille and chorizo sausages. Non-monosodium glutamate hot dogs and cheese hot dogs are also available. www.mountainlanebeef.com

Rose Marie Belforti of **Finger Lakes Dexter Creamery** in King Ferry, NY was featured on a panel at the American Livestock Breeds Conservancy annual conference.

AWA Lead Auditor Tim Holmes and Mary James of **Dogwood Nursery Farms, LLC** in Maple Hill, NC spoke on a pastured hog panel at the Carolina Farm Stewardship Association annual conference.

We expect to attend the following conferences this winter: **Southern Sustainable Agriculture Working Group (SSAWG)**, January 20-24; **NOFA NY-Winter**, January 21-23; **Eco-Farm**, January 26-29; and **PASA**, February 2-5. Hope to see you there! We’ll keep listserv members advised of the updated conference schedule.

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