



ADVISORY

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NATIONWIDE SURVEY ON TOURISM AND FOOD LAUNCHED

[Animal Welfare Approved](#) has teamed up with the Center for Sustainable Tourism at East Carolina University to conduct a nationwide study on American food choices and tourism. The project aims to develop a greater understanding of the sustainable food market, motivations for purchase, and eating preferences while traveling. How far will people go to get the foods they really want? [The survey is available here online.](#)

[<http://www.surveymonkey.com/s/sustainablefoodchoices>]

Participants who complete the survey will be eligible to win a \$100 gift certificate for Animal Welfare Approved products, like the finest grassfed beef, pasture-raised pork and world-class award-winning cheese. The survey is open through March 31, 2011. Results of the survey are expected to be available on June 1, 2011.

Animal Welfare Approved audits and certifies farms that raise their animals with the highest animal welfare standards, outdoors, on pasture or range. The World Society for the Protection of Animals (WSPA) has lauded these standards for two years running as being the most stringent when compared to other third-party certification programs. Visit www.AnimalWelfareApproved.org for an online directory of approved farms (now in 42 states as well as Canada), as well as restaurants, shops and markets where AWA farmers' products are sold. Choose the one independent food label that means healthy, safe, environmentally responsible and humanely raised.

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