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ANIMAL WELFARE APPROVED LAUNCHES REDESIGNED WEBSITE
New Site Makes it Easier to Find Farms and Products and
Provides Online Scientific and Technical Module

Washington, DC—Animal Welfare Approved, the one independent food label for meat, dairy and eggs that means healthy, safe, environmentally responsible and humanely raised, recently launched its newly redesigned website. The improved site makes it easier for consumers to find farms and products and includes a developing scientific and technical module comprising the scientific and research background used to formulate AWA standards. This module is designed to assist farmers seeking Animal Welfare Approved certification to satisfy market demand for high-welfare products. According to Program Director Andrew Gunther, the module will further increase the transparency of the Animal Welfare Approved program. “Currently, we are the only third-party, high-welfare certification label with its standards available for all to view on its website,” he notes. “We wanted to be even more open with farmers thinking about applying and with consumers looking to educate themselves by developing a science and research section that explains the reasoning behind the standards and offers assistance in complying with them.”

Along with the new scientific and technical module and TAFS (Technical Advice Fact Sheets), Animal Welfare Approved revamped its vendor database to make it friendlier for consumers looking for farmer’s markets, restaurants, retailers and farm stores selling Animal Welfare Approved products. “There is growing awareness that the labels consumers are used to looking for don’t guarantee that animals have been raised outdoors on pasture. That’s brought many people to our website and we want to make sure they can easily find the products they feel are best for their families,” Gunther explains. “The new website, in particular the TAFS and scientific and technical module, is the first component of our initiative to address label confusion. The Animal Welfare Approved label assures consumers that the animals have been raised according to high-welfare standards and with the environment in mind. People feel good about serving Animal Welfare Approved products and appreciate having our database as a way to find our farms and their products.”

In addition to exploring the vendor database and learning about Animal Welfare Approved standards, visitors to the Animal Welfare Approved website can also see farm profiles of some of AWA’s farmers, and keep up with the news and issues by signing up for the eblast and reading the blog, which cover

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A PROGRAM OF THE ANIMAL WELFARE INSTITUTE

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food labels, current events and food and farming issues. Newsletters and farmer and consumer brochures are also available for download. Visitors can also easily follow Animal Welfare Approved on Facebook and Twitter or sign up for an RSS feed from links on the website.

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Animal Welfare Approved is the one independent food label that means healthy, safe, environmentally responsible and humanely raised. The program certifies family farmers who raise their animals with high welfare, and was recently lauded by the World Society for the Protection of Animals as having the highest animal welfare standards of any third party certifier in the US. Animal Welfare Approved is "setting the standard for how farm animals should be taken care of," according to Robert. F. Kennedy, Jr. When you can't visit the farm, Animal Welfare Approved is the eyes and ears of the conscientious consumer.