

Issues & Actions

[Overview](#)
[Animal Welfare](#)
[Genetically Engineered Foods](#)
[Green Action](#)
[Organic Agriculture](#)
[Seafood Sustainability](#)

[Home](#) : [Issues & Actions](#) : [Animal Welfare](#)
[Printer Friendly Version](#)

Animal Welfare

Whole Foods Market is proud of our role as a leader in the natural meat industry. By working with our knowledgeable and passionate meat and poultry providers as well as with forward thinking humane animal treatment experts, we have been able to champion innovative production systems that not only improve the quality and the safety of the meat we sell, but also support humane living conditions for the animals. We believe that working with producers toward positive improvements creates an environment in which real change can be achieved.

Farm Animal and Meat Quality Standards

Whole Foods Market goes beyond what the U.S. Department of Agriculture requires for labeling meat or poultry as "natural" by strictly monitoring how the animals are raised and what the animals are fed. Our standards ensure that the meat and poultry we sell are:

- Raised without added hormones or antibiotics.
- Never fed animal by-products.
- Raised by farmers and ranchers who care about the animals and the environment in which they live.
- Closely monitored by Whole Foods Market from the farm to our stores to ensure compliance with our strict animal welfare and food safety quality standards.

Animal Compassionate Standards

Additional species-specific Animal Compassionate Standards, which require environments and conditions that support the animal's physical, emotional, and behavioral needs, are currently being developed. Producers who successfully meet these voluntary Standards will be able to label their products with the special "Animal Compassionate" designation.

Learn more about our [Farm Animal and Meat Quality Standards](#), which encompass both sets of standards.

Animal Compassion Foundation

Whole Foods Market created the non-profit Animal Compassion Foundation as a natural progression of our efforts to help producers evolve their practices for raising farm animals naturally and humanely. Our ongoing financial support will enable the Animal Compassion Foundation to:

- Search the globe for ideas and innovations from ranchers and farmers who are raising their farm animals compassionately
- Create a worldwide network of animal compassionate producers to share knowledge and improve practices.
- Collect knowledge of compassionate husbandry methods in an online library to assist interested producers to successfully adopt these techniques.
- Provide research money to producers for on-farm research and to animal scientists to seek solutions to current husbandry issues.


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[Home](#) : [Issues & Actions](#) : [Animal Welfare](#)