



*Donate Today*

## Why carry Certified Humane Raised & Handled?

### Join our growing network of Grocers, Restaurants, & Producers

Natural and organic foods have been among the fastest growing grocery categories in recent years. Now grocers, retailers, restaurants, food service operators and producers can benefit from opportunities for sales and profits with Certified Humane Raised & Handled.

### The Demand for Humane Products

As media from the Washington Post, to the New York Times Magazine to 60 Minutes and more share the conditions of mega-scale farming today, the public is increasingly concerned about the source of its food. Recent research by Mintel Consumer Intelligence with over 1,000 U.S. adults concluded, **“the majority of consumers... want to know that the animals they eat have been treated well and raised in a safe and healthy environment.”** The report also noted a majority of respondents about mad cow disease and antibiotics or hormones in meat. Other studies from Colorado State University, The Leopold Center / Iowa State University and *Better Homes and Gardens* document consumer apprehension about intensive agriculture practices and willingness to pay more for alternatively produced products.

Savvy businesses are responding to the demand for humanely produced food. According to an executive of the Food Marketing Institute, **“the retail industry has said the issue of farm animal welfare is a front-burner issue”**

### The Need for Independent Certification

Informed consumers can be skeptical. A study by The Hartman Group revealed that only 21% of environmentally conscious customers trusted environmental claims made by manufacturers, while another discovered that 74% rated certification as extremely or very important to trusting an environmental label. The independent verification by Humane Farm Animal Care, along with our partnerships with leading animal welfare organizations, ensures your customers that they can believe in Certified Humane Raised and Handled products.

### A Proven Concept

The Certified Humane Raised & Handled program is based on the Freedom Foods effort in the U.K. The RSPCA launched Freedom Foods in 1994. Accredited farms now represent 90% of all non-caged egg production and 25% of all retail shell eggs. Eggs stocked at all major supermarkets, total eggs 77 million/month. Freedom Foods' share of pork is estimated at 5% and a variety of products are sold under private label through a leading retailer.

### Expand Your Sales and Improve Your Bottom-Line

*Grocers, Restaurateur and Food Service Operators -*  
[Click here for a list of Certified Humane Raised & Handled Producers currently supplying products](#)

*Producers -* [Click here to learn more about how to be awarded the Certified Humane Raised & Handled label](#)



Letters to:  
Retailers and Restaurants

Where can I buy  
Certified Humane Raised & Handled?

