



Why produce Certified Humane Raised & Handled?

The Certified Humane Raised and Handled label creates a win-win-win situation for retailers and restaurants, producers, and consumers. For farmers, the win means they can achieve differentiation, increase market share and increase profitability for choosing more sustainable practices.

Why Produce Certified Humane and Raised Products?

The Natural Food Market

While food is a mature business, natural and organic products are experiencing double digit growth rates. Natural plus organic meat, fish and poultry represented a \$390MM market in 1999. The organic meat fish and poultry market alone was forecast to grow from \$30MM to \$40MM from 1999 to 2000 (source: Nutrition Business Journal). Although these markets are small in the scope of conventional agriculture, an expanding base augurs further share increases for alternative products. Despite products costing an average of 50% more than conventional, the organic market has moved into the mainstream, with 48% of consumers using organic products at least occasionally (source: The Hartman Group), "not just highly educated, higher-income people... but more middle-class and lower-middle-class consumers are aspiring to an organic lifestyle." (source: Natural Foods Merchandiser).

Emerging Awareness Among Consumers of Food Animal Welfare Issues

Consumers are increasingly interested in farm animal care not only due to a growing awareness of welfare issues, but also because they view animal care as indicative of food safety, health and taste benefits. Multiple surveys demonstrate consumers' willingness to pay for food perceived to be of higher quality. Every time headlines address foot and mouth disease, "mad cow" disease, beef recalls for e. coli, pfisteria or manure lagoons, consumers focus on how animals are raised and seek products produced under more strict conditions.

Recent research with over 1,000 U.S. adults concluded that "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 same survey noted from 58% to 76% of respondents concerned about salmonella, food poisoning, e. coli, mad cow disease, antibiotics or hormones in meat and genetically modified food.

A survey of 1400 people in Colorado, Utah and New Mexico identified consumer desires (4 point scale, 4 = most important) for farm animal production:

No growth hormones	3.72
No antibiotics	3.38
Protect streams	3.37
Protect endangered species	3.20
No small or crowded pens	3.03

This survey also found that many consumers, especially high-income frequent pork consumers and those concerned about growth hormones and antibiotic use, were willing to pay a premium for alternative production practices, especially if visibly and descriptively labeled. Two other surveys noted 68% and 54% of respondents interested in animal welfare, with great levels of concern for environmental protection, family farms and worker protection. Preliminary qualitative research in the Washington, D.C. area for HFAC also reflects interest in Certified Humane products.

The Value of Alternative Agriculture

The following information compiled by the Global Resources Action Center for the Environment (GRACE) suggests the societal costs of intensive confinement farming and the value of increasing the alternative agriculture:

- Overuse of antibiotics in animals is causing more strains of drug-resistant bacteria. The Institute of Medicine at the National Academy of Sciences has estimated the annual cost of treating antibiotic-resistant infections in the U.S. at \$30 billion.
- In general, hog factories displace three times as many jobs as they create. Smaller farms generate a higher number of permanent jobs and account for a greater increase in local sales per capita income and a greater reduction in unemployment rate.
- The U.S. Environmental Protection Agency blames current farming practices for 70% of the pollution in the nation's rivers and streams. The agency reports that runoff of chemicals, silt, and animal waste from US farmland has polluted more than 173,000 miles of waterways.
- Small farmers devote 17% of their area to woodlands, compared to only 5% on large farms. Small farms maintain nearly twice as much of their land in "soil improving uses."
- Industry spokespeople estimate that as many as 20% of breeding sows die prematurely from exhaustion and stress due to impacts of restrictive confinement and accelerated breeding schedules at concentrated animal feeding operations (CAFOs).

For producers, the rise in factory farming has caused the decline in smaller farming operations.

- Since 1986, the number of hog operations has declined by 72%, a loss of over 247,500 operations. Of the remaining operations, 2% control nearly half of all hog inventory. Similar changes have occurred in poultry and beef farming.
- In 1998, farmers earned an average of only \$7,000 per year from their farming operations. 88% of the average farmer's income comes from off-the-farm sources.
- In 1920, the United States had over 925,000 African American-operated farms. Today there are less than 18,500 (source: compiled by GRACE).

The Certified Humane program enables farmers to be recognized and rewarded for their choice to pursue alternative livestock methods that add value not only to their products but also to the world.

Expand your market! [Click here for a list of retailers already carrying Certified Humane Raised and Handled products](#)

Learn more! [Click here to read the Certified Humane Raised and Handled standards](#)



Letters to:
 Retailers and Restaurants

Where can I buy
 Certified Humane Raised & Handled?