

Animal Welfare Certification

Corporate Transparency, Accountability, and Animal Welfare

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Consumers Demand “Humanely-Raised” Animal Products



84%

of consumers view “better living conditions for farm animals” as “very important” or “important.”

(2015 Consumer Reports Survey)



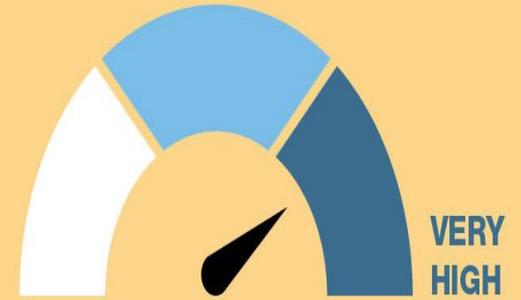
RATE OF CONSUMER CONCERN



74%

of consumers say they are paying more attention than they were five years ago to labels reflecting how animals are raised.

(2016 Lake Research Partners Survey)



RATE OF CONSUMER AWARENESS



Learn more about welfare certification by downloading the guide at [aspc.org/farmcertification](https://www.aspc.org/farmcertification)

67%

of consumers
state they
would purchase
welfare-certified
products **even**
if it means a
modest rise
in price.

*(2016 Lake Research
Partners Survey)*



**Farmers report receiving double-digit
premiums for welfare-certified products.**

Learn more about welfare certification by downloading the guide at [aspc.org/farmcertification](https://www.aspc.org/farmcertification)



GREEN GUIDE

Label Facts

Serving Size 1lb



Feed Allowed 31%

Access to Pasture 61%

Antibiotics 5%

Growth Hormones 11%



Animal Welfare 90%



TRUST US!

DEFINITELY
— not —
TERRIBLE

all

NATURAL!



Free Range

Artisanal
— grade —

ORGANIC

HORMONE
 FREE

SUPER
Fancy

Antibiotic-Free

“Humanely-Raised”



USDA Regulation of Animal Welfare Claims

- ◆ USDA Food Safety Inspection Service (FSIS) pre-approves labels on meat and poultry.
- ◆ All labels with special claims — including those relating to animal raising practices — must be submitted to the FSIS before being used on a product.
- ◆ To obtain approval of the claim, the company must submit an application and the FSIS will determine if “the animal raising information submitted with the label application” is “truthful and not misleading.” 9 CFR 412.1(c)(3).

Label Verification

- ◆ On October 5, 2016, the FSIS issued an updated compliance guideline on labeling and documentation needed to substantiate animal raising claims for label submission. Documentation needed:
- ◆ A detailed description explaining the controls used for ensuring that the raising claim is valid from birth to harvest or the period of raising being referenced by the claim;
- ◆ A signed and dated document describing how the animals are raised (e.g., vegetarian-fed) to support that the specific claim made is truthful and not misleading;
- ◆ A description of the product tracing and segregation mechanism from time of slaughter or further processing through packaging and wholesale or retail distribution;
- ◆ A written description for the identification, control, and segregation of non-conforming animals or products; and
- ◆ If a third-party certifies a claim, a current copy of the certificate.

Defining “Animal Welfare”

- ◇ “Five Freedoms” defined by the UK Farm Animal Welfare Council
 - ◇ Freedom from hunger and thirst;
 - ◇ Freedom from discomfort;
 - ◇ Freedom from pain, injury or disease;
 - ◇ Freedom to express normal behavior; and
 - ◇ Freedom from fear and distress.
- ◇ Animal welfare has also been defined in terms of
 - ◇ Physical environment of the animal (e.g., shelter, feed),
 - ◇ How an animal feels (typically measured by behavior), and
 - ◇ The extent to which an animal can express “natural” behaviors.

Meaning in the Marketplace

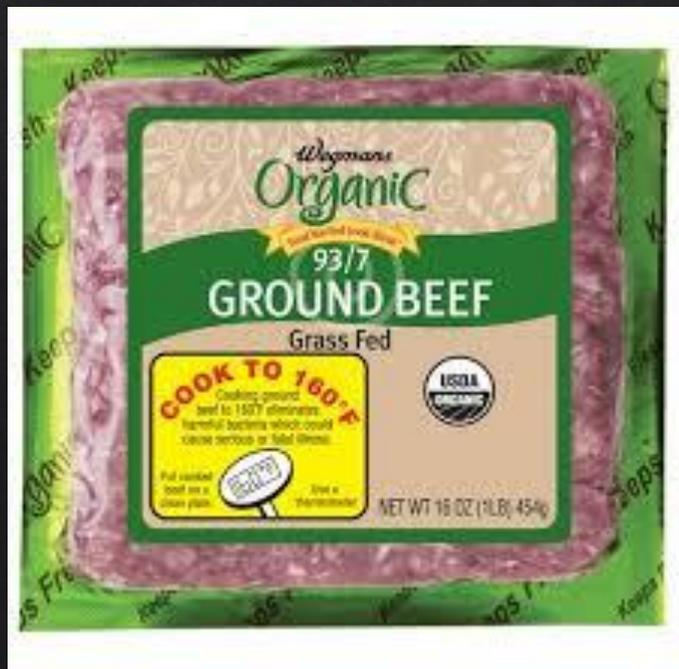
- ◆ No legal definitions exist for the terms “animal welfare,” “humane,” or “animal care.”
- ◆ Moreover, USDA has never officially acknowledged any particular set of animal standards as representing acceptable supporting evidence for the use of welfare-related claims.
- ◆ FSIS has evaluated animal raising claims by considering information on animal raising practices submitted by companies as part of their label approval requests.
- ◆ The Agency has approved such claims if the animal raising information submitted with the label application supported the claim being made and the claim is truthful and not misleading.

Animal Welfare Institute (AWI) Investigation

- ◆ AWI submitted more than a dozen FOIA requests to evaluate USDA's process for approving animal welfare and environmental claims, covering 25 claims appearing on the labels of 19 meat and poultry products.
- ◆ USDA was unable to locate any documents for 20 of the 25 claims.
- ◆ USDA provided very limited documentation for the other 5 claims.
- ◆ E.g., For the claim “humanely raised on sustainable family farms”—approved for use on one turkey producer's products—supporting documentation consisted of an affidavit containing only two sentences pertaining to the claim.

USDA

ORGANIC



“Organic”

- Must be raised organically on certified organic pastures
- Must be fed certified organic feed for their entire lives
- No drugs, antibiotics or growth hormones are allowed
- Must have year-round outdoor access
- Animals’ organic feed cannot contain animal by-products, antibiotics or genetically engineered grains and cannot be grown using persistent pesticides or chemical fertilizers.

Consumer Expectations (ASPCA Survey, 2014)

Assumption	% of Organic Consumers who believe true	NOP Requirement
Outdoor Access: All animals have access to outdoor pasture and fresh air throughout the day	68%	No clear requirement: The type and length of outdoor access required contain numerous loopholes, and varies greatly from farm to farm.
Space: Animals have significantly more space to move than on non-organic farms.	67%	No clear requirement: NOP standards do not require a numerically expressed minimum amount of space per animal.
Genetic Engineering: Animals are not bred to grow so fast they have trouble moving and standing.	60%	No cap on growth rates: NOP standards do not cap growth or production rates. Breeds designed for maximum meat, egg and milk production can be and are used.
Physical Alterations: Animals do not have their beaks and tails cut off.	49%	Allowed: According to NOP standards, physical alterations such as tail docking, debeaking, and castration may still be practiced



"Meating"
Expectations
of the
Consumer

Final Organic Rule

On January 19, 2017 USDA published the final rule on animal welfare standards for organic livestock and poultry in the Federal Register.

- ◆ Establishes minimum indoor and outdoor space requirements for poultry
- ◆ Clarifies how producers and handlers must treat livestock and chickens to ensure their health and well-being throughout life, including transport and slaughter, and
- ◆ Specifies which physical alterations are allowed and prohibited in organic livestock and poultry production.
- ◆ **On December 18, 2017**, USDA announced its intent to withdraw the rule, stating that the rules exceed the agency's statutory authority under the Organic Foods Production Act of 1990.



Incorporates feedback from approximately
6700 PUBLIC COMMENTS

Provisions



OUTSIDE TIME FOR ALL SPECIES when temperatures are between **40-90°**

GOAL: LESS THAN

10 PPM

Indoor Ammonia Levels,
OVER 25 PPM prohibited

6 inches

of perch space per bird

2.25 lbs per square foot

required layer outdoor space

Poultry house exits must
ensure ready outdoor access
for all birds

**GROUP
Housing**

required for swine

(except for special conditions)

Organic feed & water required
for all species being transported for 12+ hours

Outdoor requirements
for all species

Third-Party Certifications

Animal Welfare



CERTIFIED*
HUMANE

RAISED & HANDLED

*Meets Humane Farm Animal Care Standards, Which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.





Step 1

No crates, no cages, no crowding

Like people, animals need a little "personal space" to be comfortable.

Step 2

Enriched environment

It's the simple things that keep animals active and engaged — like a bale of straw for chickens to hide behind and climb on, a bowling ball for pigs to manipulate and shove around, or a few sturdy objects for cattle to rub against when they need a good scratch.

Step 3

Enhanced outdoor access

Pigs and chickens still live in buildings but they all — yes, each and every one of them — have access to outdoor areas where they can catch a few rays.

Step 4

Pasture centered

Chickens need to forage, pigs need to wallow and cattle need to roam. They can do all of these things when they live outdoors and have shelter — and of course, a view!

Step 5

Animal centered; all physical alterations prohibited

Animals get to live their lives with all the parts they were born with, and nothing else! No nose rings, no clipping, no snipping and no branding.

Step 5+

Animal centered; entire life on same farm

Animals are born and live their entire lives on one farm. Pigs and cattle are slaughtered on the farm, and chickens are transported only short distances (because you can't herd chickens!).

WELFARE STANDARDS CERTIFICATION SYSTEMS	Wire cages prohibited?	Space required per hen:	Access to outdoor space required?	Exposure to daylight required?	Perches and dust-bathing required?	De-beaking prohibited?	Destruction of male chicks prohibited?
 Produced in Compliance with United Egg Producers' Animal Husbandry Guidelines	No	0.5 sq. ft.	No	No	No	No	No
	Yes	1.2 sq. ft.	No	No	No	No	No
	Yes	1.5 sq. ft.	No	No	Yes	No	No
	Yes	Not specified	Yes	Yes	No	No	No
	Yes	Minimum of 7 inches for perches required	Steps 1 and 2 not required, steps 3-5 required	No, but "birds should have periods of light and darkness" using artificial light.	Yes	Yes	Not specified
	Yes	1.8 sq. ft. for indoor roosting spaces	Yes: >4 sq. ft. of green pasture per hen	Yes	Yes	Yes	No

Possibilities to Improve Transparency and Accountability

- ◆ Uniform standard of “humane”/ “animal welfare” established by USDA
- ◆ Third-party accreditation of all animal welfare claims submitted to USDA for pre-market approval
- ◆ Media campaigns by animal advocacy and consumer protection organizations to inform consumers of misleading claims
- ◆ Stricter animal welfare requirements by retailers

