

AMERICAN★HUMANE

FIRST TO SERVE®

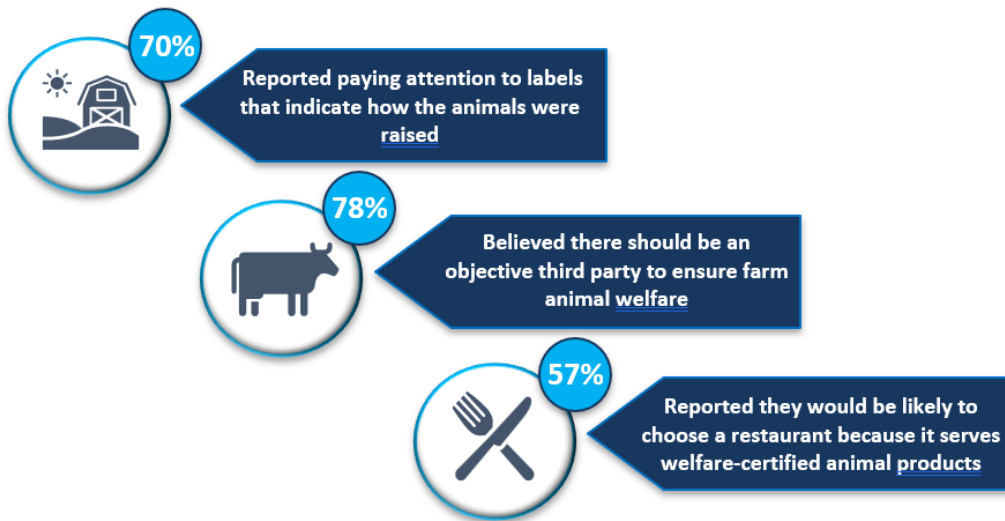
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American Humane Farm Animal Program was – and is – the *First to Serve*® in the welfare of farm animals. A recent analysis found that 10 of North America’s Top 12 grocers carry food from farms certified by American Humane. We are optimistic that consumer and market interest is evidence of the growing demand from ethically-minded consumers for humane protein options. Building trust and value with consumers creates a win-win for the animals, supply chain partners, and consumers. Recent surveys substantiate this trend:



Of 1,000 surveyed US consumers of meat, eggs, and dairy



Spain, C. Victor, Daisy Freund, Heather Mohan-Gibbons, Robert G. Meadow, and Laurie Beacham. "Are they buying it? United States consumers' changing attitudes toward more humanely raised meat, eggs, and dairy." *Animals* 8, no. 8 (2018): 128.

This data echoes the results of recent American Humane surveys conducted that found that an eye-opening 67 percent of people polled said they are concerned about the welfare of animals on farms today. In fact, 70 percent of those surveyed said they are likely to choose an American Humane Certified™ product over one that is not. Consumer interest is growing, and we encourage retailers, restaurants, food service companies, and suppliers to connect with our team to stay engaged with this trend.

The Farm Team looks forward to visiting with you at IPPE 2024!
For additional information, visit: www.HumaneHeartland.org

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