



## **FACT's Fund-a-Farmer Project Humane Farming Webinar Series**

---

**“UNDERSTANDING FARM ANIMAL WELFARE CERTIFICATIONS”**

**FEBRUARY 2, 2017**

# Introductions

---

**Food Animal Concerns Trust (FACT)** is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

FACT's **Fund-a-Farmer Project** awards grants and facilitates peer-to-peer farmer education to increase the number of animals that are raised humanely in this country.



# Farm Animal Welfare Certification

---

KARA SHANNON, MANAGER, FARM ANIMAL WELFARE, ASPCA

JAMIE RENNER, FORMER FOOD & AG CLINIC DIR., VERMONT LAW  
SCHOOL

# The ASPCA

---

- The American Society for the Prevention of Cruelty to Animals (ASPCA)
- Based out of New York, New York
- Founded in 1866
- The ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States



# CAFS

---

- Vermont Law School's Center for Agriculture and Food Systems (CAFS)
- Based out of South Royalton, Vermont
- Founded in 2012
- CAFS has a dual mission: to train the next generation of food and agriculture advocates and entrepreneurs, and to create innovative legal tools supporting the new food movement



# Farm Animal Welfare Certification

---

1. Overview of the Guide
2. Why Animal Welfare Approved, Certified Humane and Global Animal Partnership?
3. The Business Benefit of Certification
4. The Certification Process
5. Funding Opportunities
6. Question and Answer



## FARM ANIMAL WELFARE CERTIFICATION GUIDE

*January 2017*

A Farmer's Tool for Understanding  
Welfare Certification Programs



# Overview

---

- Business Benefit
- Comparison Charts
- In-Depth Sections
- Farmer Case Studies
- Available Funding Sources
- Labeling Requirements

## OVERVIEW

This guide covers three animal welfare certification programs:



**Animal Welfare Approved (AWA)**, a program of A Greener World (AGW)



**Certified Humane® (CH)**, a program of Humane Farm Animal Care (HFAC)



**Global Animal Partnership (GAP)**

First, this guide provides a “**Quick Compare**” chart highlighting key characteristics and distinctions between these three programs. Following this programmatic overview chart are multiple “**Standards Comparisons**” charts focusing on particular welfare standard distinctions between the three certifications. These charts are organized by species, including beef cattle, broiler chickens, dairy cattle, laying hens, pigs and turkeys\*. After these comparative overviews, “**In Depth**” sections for each certification program describe:

- Program history
- Standards
- Certification & audit processes
- Labeling rules
- Marketing support
- Costs

Additionally, this guide provides case studies illustrating farmers’ experiences with program participation, examples of different sources of funding for transitioning farms and an overview of federal product labeling requirements.

# Why AWA, CH and GAP?

---



## Why Animal Welfare Approved, Certified Humane® and Global Animal Partnership?

**Transparency.** Standards and certification processes are publicly available and clear.

**Rigor.** Animal welfare standards are meaningfully better than conventional, with enriched, cage-free environments as a baseline.\* According to each program, 100% of the standards are required to pass an audit, systems are in place to address non-compliance and standards are routinely reviewed to reflect best practices.

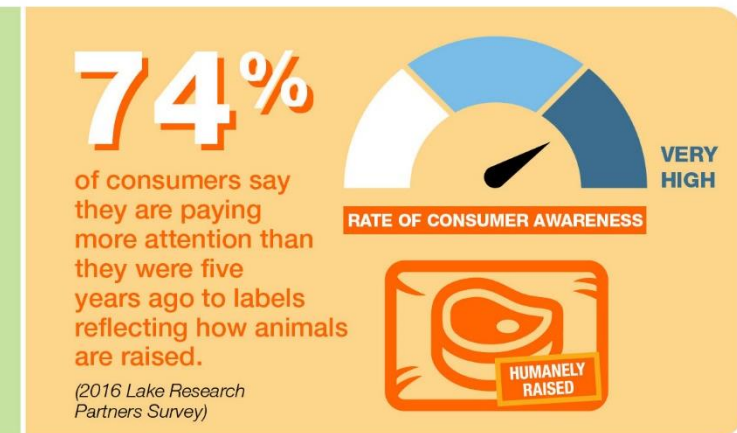
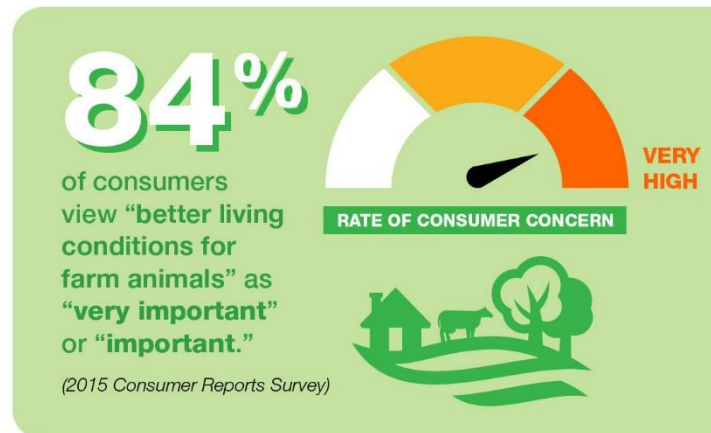
**Independent audits.** Generally, require regular, on-site audits to confirm compliance with certification standards.

**National presence.** Each program certifies farm and ranch businesses nationally. The standards are applicable to all climates in the United States (not regional), marketed and recognized across the country.



# The Business Benefit

- Consumer Demand
- Corporate Commitments
- Media Focus
- Market Access
- Value-Added Product



# The Certification Process

---

1. Do Your Homework
2. Apply
3. Audit
4. Certify
5. Maintain

## STEP ONE

### Review HFAC Standards & Policies

- Read the HFAC standards for the species you wish to certify and the HFAC Policy Manual to confirm your farm will comply with relevant standards and policies.
- Confirm that your slaughter facilities are agreeable to being inspected for compliance by an HFAC auditor.

## STEP TWO

### Submit Application

- Review the application process and submit an application form and a \$75 application fee to HFAC.
- **Note:** HFAC treats your business information as confidential.

## STEP THREE

### Schedule & Facilitate an Inspection

- After you apply, HFAC will undertake an Initial Review of your application to evaluate whether your operation is capable of complying with HFAC standards.
- If your application satisfies the Initial Review, an HFAC inspector will contact you to schedule and conduct an inspection (audit). To learn more about the inspection process, including costs, see next page.
- **Note:** HFAC treats observations and information collected during the course of the inspection as confidential.

## STEP FOUR

### Obtain Certification & Use Label

- HFAC will make a certification determination.
- Approved operations will be provided a Certification Mark License Agreement governing label use.
- The certification fee will follow the HFAC Fee Schedule.
- Certification is valid for 1 year.
- **Note:** You may appeal a certification decision or enter a dispute resolution process for other program concerns.

## STEP FIVE

### Recertification & Changes to Certification

- HFAC-certified businesses must renew their certification annually by submitting a completed application form and application fee. The renewal process begins about 60 days before a business' certification expires, and includes generally the same steps as the initial certification.
- You must notify HFAC if you change the types or amounts of products certified or you make significant changes to your management or organizational structure. You must withhold products produced under the changed procedures until HFAC has reviewed the changes (possibly resulting in an Amended Certificate of Certification).
- **Note:** Your certification may be suspended or revoked for nonconformances, as set forth in the HFAC Policy Manual.

# 1. Do Your Homework

- Look into the different certification options to see which program would be the best fit for your farm
  - What species are covered?
  - How much does it cost?
  - What do the welfare standards require?
  - What records do I need?

	ANIMAL WELFARE APPROVED	CERTIFIED HUMANE®	GLOBAL ANIMAL PARTNERSHIP
Who Can Become Certified?	<ul style="list-style-type: none"> <li>• Independent family farms</li> <li>• Cooperatives of family farms</li> <li>• Producer groups</li> <li>• Marketing groups</li> <li>• Restaurants</li> <li>• Retailers</li> <li>• Distributors</li> </ul>	<ul style="list-style-type: none"> <li>• Farms (family or otherwise)</li> <li>• Producer groups</li> <li>• Pooled product operations*</li> <li>• Beef marketing groups</li> <li>• Product manufacturing operations</li> </ul>	<ul style="list-style-type: none"> <li>• Farms (family or otherwise)</li> <li>• Producer groups</li> <li>• Marketing groups</li> </ul>
Animals Covered	<ul style="list-style-type: none"> <li>• Bison</li> <li>• Beef cattle</li> <li>• Dairy cattle</li> <li>• Broiler chickens</li> <li>• Laying hens</li> <li>• Dairy goats</li> <li>• Meat goats</li> <li>• Pigs</li> <li>• Dairy sheep</li> <li>• Meat sheep</li> <li>• Turkeys</li> <li>• Ducks</li> <li>• Geese</li> </ul>	<ul style="list-style-type: none"> <li>• Bison</li> <li>• Beef cattle</li> <li>• Dairy cattle</li> <li>• Broiler chickens</li> <li>• Laying hens</li> <li>• Dairy goats</li> <li>• Meat goats</li> <li>• Pigs</li> <li>• Dairy sheep</li> <li>• Meat sheep</li> <li>• Turkeys</li> </ul>	<ul style="list-style-type: none"> <li>• Bison</li> <li>• Beef cattle (no dairy cattle)</li> <li>• Broiler chickens</li> <li>• Meat goats (no dairy goats)</li> <li>• Pigs</li> <li>• Meat sheep</li> <li>• Turkeys</li> </ul>
Stages of Life Covered	<ul style="list-style-type: none"> <li>• Birth through slaughter</li> </ul>	<ul style="list-style-type: none"> <li>• Birth through slaughter</li> </ul>	<ul style="list-style-type: none"> <li>• Birth through life on-farm</li> </ul>
Split Ops Covered?	<ul style="list-style-type: none"> <li>• Yes, but not within 1 species</li> </ul>	<ul style="list-style-type: none"> <li>• Yes, only within 1 species if the split operations are at different geographic locations</li> </ul>	<ul style="list-style-type: none"> <li>• Yes, including within 1 species at one geographic location if appropriately segregated</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Free</li> <li>• <b>Note:</b> Farms that pass an AWA audit can apply to CH for equivalency certification, without paying the CH audit or certification fees</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Application fee:</b> \$75</li> <li>• <b>Audit/inspection fee:</b> \$700-\$800 per day</li> <li>• <b>Certification fee:</b> Based on amount of product processed and/or numbers of certified animals or animal products sold. See Fee Schedule.</li> <li>• <b>Re-certification fee</b> (annual)</li> <li>• <b>Note:</b> Subsidized inspection fees for small operations. If two farms can be audited in the same day, those farms can split audit fee</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Application fee:</b> None</li> <li>• <b>Audit/inspection fee:</b> Appx. \$1,000-1,750 per day, depending on audit company and complexity of operation</li> <li>• <b>Certification fee:</b> None</li> <li>• <b>Other:</b> For retail-ready products with GAP certified meat ingredients, fee of \$0.05 per case</li> <li>• <b>Note:</b> Audit rates for multiple operations/locations potentially discounted</li> </ul>

## 2. Apply

- Once you're confident that your farm meets the standards of your chosen certification program, it's time to apply!
  - Applications accepted online or via mail
  - Depending on the program, may involve an application fee
- All information from the application is confidential



### APPLICATION FOR CERTIFICATION OF LAYING HENS OPERATIONS/PULLET OPERATORS

TO BE COMPLETED IN FULL

GENERAL INFORMATION			
PRODUCER NAME			
FARM NAME			
FARM ADDRESS	MAILING ADDRESS (if different)		
ORGANIZATIONAL STRUCTURE (ISO §8.2.2.)	<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> S-Corporation <input type="checkbox"/> Limited Liability Corporation <input type="checkbox"/> Corporation <input type="checkbox"/> Non-Profit Organization <input type="checkbox"/> Other (please specify) _____		
ON FARM CONTACT			
TELEPHONE NO:	FAX NO:	MOBILE NO:	EMAIL:
<i>OTHER CONTACT:</i>			
<i>TELEPHONE NO:</i>	<i>FAX NO:</i>	<i>MOBILE NO:</i>	<i>EMAIL:</i>
List brand name(s) product is sold under			
Production System: <input type="checkbox"/> FIXED HOUSING <input type="checkbox"/> MOBILE UNIT <input type="checkbox"/> FREE-RANGE <input type="checkbox"/> PASTURE (circle all that apply)	TOTAL NUMBER OF HOUSES:		

# 3. Audit

---

- After the certification program receives your application, the next step will be to schedule an audit
- The cost of the audit varies depending on the program
- Generally, involves an in-person visit to the farm to inspect procedures, facilities, animals and records
  - Depending on the certification program, an audit of your slaughterhouse may be required as well



## Audit Part 1: *On-farm Activity*

- **Discussion.** The auditor will meet with farm managers and employees to discuss their roles and responsibilities as well as their knowledge of key AWA requirements.
- **Observation of Procedures, Facilities, Animals.** The audit will observe the farm facilities and practices involved in housing the farm animals (if applicable) and the storage of feed and medicines. The auditor may also arrange to inspect storage and in-store handling of products. The auditor will also observe the animals, their physical condition and all of the practices involved in raising them. The auditor will carry out some welfare outcome measurements – e.g. body condition score, lameness, dirtiness, as part of the audit. The auditor may also arrange to inspect transport of livestock.
- **Review of Records.** The auditor reviews records related to the source of all meat and livestock products, the management of the farm business and other relevant AWA standards (see record requirements above under “AWA Standards”).
- **Exit Interview.** At the end of the audit, the auditor will meet with you to summarize his or her findings and provide you with an overview of the observed nonconformances, if any. During this meeting, you have the opportunity to provide corrections, clarifications and additional information.
- **Overall Length.** The length of the audit varies depending on the size and complexity of the operation. According to AWA, most audits take half a day to one day. Farmers are required to be present and available for the duration of the audit.

# 4. Certify

---

- If you successfully pass your audit, complying with 100% of the certification's requirements, you are officially certified!
- Follow the appropriate steps to use the certification label and submit FSIS Form 7234-1 for approval from the USDA

## GAP LABEL USE GUIDELINES



# 5. Maintain

---

- Stay on top of record-keeping requirements
- Report any substantive changes in your farm/farming practices
- Comply with annual audit requirements
- Take advantage of marketing support and technical assistance offered by your certification program

## AWA MARKETING SUPPORT

AWA provides free marketing support to certified AWA farmers. According to AWA, its Marketing, Public Relations and Outreach teams have the capacity to assist you by:

### Marketing Your Products

- Writing and distributing press releases about your farm
- Featuring news about your farm on AWA's website, blog, print newsletter and press releases
- Listing your farm and retailers offering your products on AWA's online searchable database

### Facilitating Networking and Events

- Helping you develop relationships with retailers, restaurants and farmers markets
- Hosting events to promote your products
- Attending conferences or workshops with you to help improve your and the program's visibility

### Providing Marketing Materials

- Providing you a kit of promotional materials, including brochures, signs, pens, magnets, note pads and sticky notes
- Providing you free signage (both metal gate signs and farmers market banners)

### Offering Marketing Advice

- Advising you regarding online marketing, social media (AWA Guide to Using Social Media) and more traditional forms of marketing
- Assisting you with label design and USDA-FSIS approval, including:
  - Meat Labeling 101 Guide
  - Label Gallery of Current AWA Products
  - AWA Egg Carton Order Form
- Advising you on using photos for marketing purposes (Taking Pictures of Your Farm)

For more on AWA marketing support, visit the [AWA Marketing Support Webpage](#).

# Funding Opportunities

---

- Downstream Subsidies
- Non-Profit Organizations
- Federal Programs
- State Programs

## GRANTS FROM NON-PROFIT ORGANIZATIONS

The following non-profit organizations also provide funding to support on-farm activities related to improving animal welfare.

GRANT PROGRAM & ORGANIZATION SPONSOR	GRANT CAP	DESCRIPTION
<b>Fund-a-Farmer Project</b> <i>Food Animal Concerns Trust</i>	\$2,500	For livestock and poultry farmers making on-farm changes to improve farm animal welfare, including transitioning to pasture-based systems; enriching the conditions in which farm animals are raised; and improving the marketing of humane products.
<b>Good Husbandry Grants</b> <i>Animal Welfare Approved</i>	\$5,000	For farms that are currently Animal Welfare Approved, have completed an application to join the program, or slaughterhouses that are working with AWA farms or have consented to be reviewed by AWA to improve farm animal welfare.
<b>Agriculture Reinvestment Fund</b> <i>Rural Advancement Foundation International</i>	\$8,000- \$10,000	For innovative and entrepreneurial farmers and collaborative food and farm businesses <b>located in North Carolina</b> to develop new sources of agricultural income to enhance their sustainability and financial viability.
<b>The Frontera Farmer Foundation</b> <i>Frontera</i>	\$12,000	For capital development by small, sustainable Midwestern farms <b>servicing the Chicago area</b> . Past grants have supported farm efforts to improve animal welfare.



Thank you!

---

**Please type your questions!**

Don't forget you can download the guide at [aspca.org/farmcertification](https://aspca.org/farmcertification)

