



FACT
ASPCA[®]

Intro to Farm Animal Welfare Certifications

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson

FACT's Humane Farming Program Team

Email Larissa: lmckenna@foodanimalconcerns.org

Email Sam: sgasson@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/

FACT's services to support livestock and poultry farmers include:

- **Humane Farming Mentorship Program** (applications available – **apply by Nov 30**)
- **Fund-a-Farmer Grants** (applications available – **apply by January 10**)
- **Conference scholarships** (ongoing)
- **Customized handouts** (ongoing)
- **Free webinars + short courses** (ongoing)

Our Presenter



Kara Shannon

American Society for the Prevention of Cruelty to Animals (ASPCA)

Intro to Farm Animal Welfare Certifications

KARA SHANNON

DIRECTOR OF FARM ANIMAL WELFARE POLICY

ASPCA





FARM ANIMAL WELFARE CERTIFICATION GUIDE

October 2019

A Farmer and Business Tool for Understanding
Welfare Certification Programs



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

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.

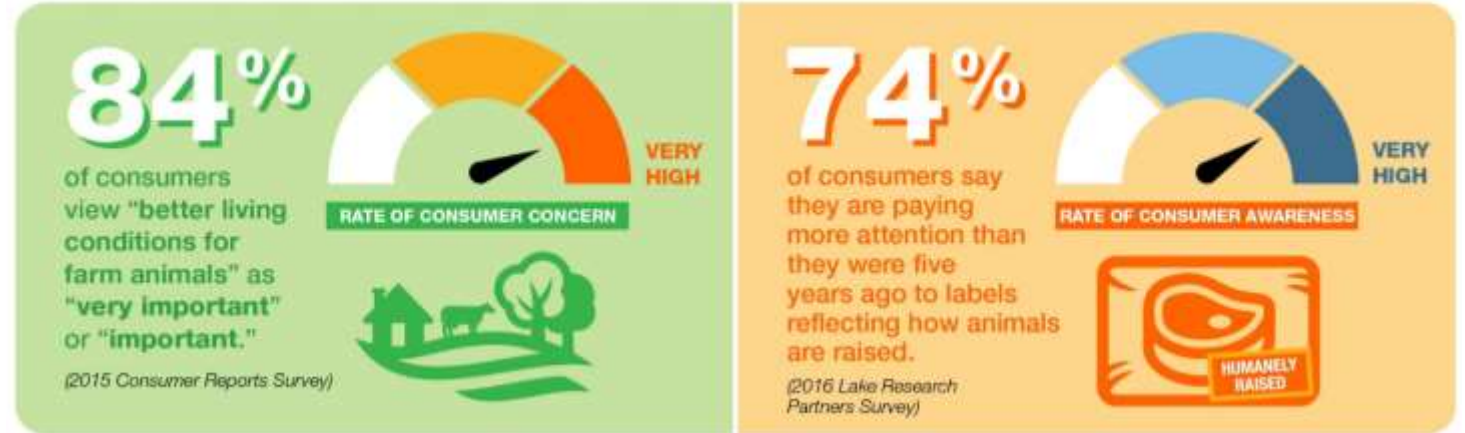
Rigor. Animal welfare standards are meaningfully better than conventional, with enriched, cage-free environments as a baseline.* According to each program, 100% of the standards are required to pass an audit, systems are in place to address non-compliance and standards are routinely reviewed to reflect 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 Research
2. Apply
3. Audit
4. Certify
5. Maintain

STEP ONE Review AWA Standards & Policies

- Read the AWA standards for the species you wish to certify and the AWA 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 AGW Slaughter Specialist.

STEP THREE Schedule & Facilitate an Audit

- After you apply, an AGW Eligibility Coordinator will contact you to discuss certification. An AGW auditor will then contact you to schedule a visit to your operation to review your practices, records, facilities and animals. To learn more about the audit process, [click here](#).
- **Note:** AGW treats observations and information collected during the course of the audit as confidential.

STEP FIVE Recertification & Changes to Certification

- AGW conducts re-certification audits of member farms annually, with a maximum of 18 months between inspections. AGW will notify you of the date on which your next audit is scheduled.
- You are not required to submit an annual application unless there has been a change in the scope of your operation since your last application, in which case you would submit an amended application.
- Once certified, you must inform AGW immediately of any actions or material changes that could affect your ability to comply with the AWA standards, including if you change slaughter plants or start or stop using on-farm slaughter.
- **Note:** Your certification may be suspended or terminated for nonconformities, as set forth in the AWA Policy Manual (Part 3.4).

STEP TWO Submit Application

- Submit an application form and signed affidavit to AGW online or by mail.
- **Note:** AGW treats all information supplied by applicants, approved farms, slaughter facilities, or other businesses and groups as confidential.

STEP FOUR Obtain Certification & Use Label

- The AGW Approvals Board will make a certification determination.
- You will only receive certification if you are 100% compliant with AWA standards.
- Certification is valid for a maximum of 18 months. You may use the AWA label/seal on your products for 18 months from certification notification.
- **Note:** You may appeal a certification decision or enter a dispute resolution process for other program concerns.

1. Do Your Research

- 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?

	CERTIFIED ANIMAL WELFARE APPROVED by AGW	CERTIFIED HUMANE®	GLOBAL ANIMAL PARTNERSHIP
Farming System	<ul style="list-style-type: none"> • Pasture-based farms 	<ul style="list-style-type: none"> • Enriched indoor and free-range/pasture-based farms 	<ul style="list-style-type: none"> • Cage/crate-free, enriched indoor and free-range/pasture-based farms
Who Can Become Certified?	<ul style="list-style-type: none"> • Independent family farms • Cooperatives of family farms • Producer groups • Marketing groups • Restaurants • Retailers • Distributors 	<ul style="list-style-type: none"> • Farms (family or otherwise) • Producer groups • Pooled product operations* • Beef marketing groups • Product manufacturing operations • Restaurants • Retailers • Distributors 	<ul style="list-style-type: none"> • Farms (family or otherwise) • Producer groups • Marketing groups
Animals Covered	<ul style="list-style-type: none"> • Bison • Beef cattle • Dairy cattle • Broiler chickens • Laying hens • Dairy goats • Meat goats • Pigs • Dairy sheep • Meat sheep • Turkeys • Ducks • Geese 	<ul style="list-style-type: none"> • Bison • Beef cattle • Dairy cattle • Broiler chickens • Laying hens • Dairy goats • Meat goats • Pigs • Dairy sheep • Meat sheep • Turkeys 	<ul style="list-style-type: none"> • Bison • Beef cattle (no dairy cattle) • Broiler chickens • Laying hens and pullets • Meat goats (no dairy goats) • Pigs • Meat sheep (no dairy sheep) • Turkeys
Costs	<ul style="list-style-type: none"> • Application fee: \$100 • Audit fee: \$90-\$120 • Certification fee: None • Note: Discounts available for multiple certifications 	<ul style="list-style-type: none"> • Application fee: \$75 • Audit/inspection fee: \$700/day for farm inspection and \$800 per day for slaughter/processor inspection • Certification fee: Based on amount of product processed and/or numbers of certified animals or animal products sold and paid monthly. See Fee Schedule. • Annual Certification Renewal fee: \$75, \$125 or \$300 depending on postmark date • Note: Subsidized inspection fees for small operations. If two farms can be audited in the same day, those farms can split audit fee 	<ul style="list-style-type: none"> • Application fee: None • Audit/inspection fee: \$1,650 flat fee • Certification fee: None • Other: For retail-ready labeled products with GAP certified meat ingredients, fee of \$0.05 per case • Note: Audit rates for multiple operations/locations potentially discounted

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

A Greener World provides free marketing support to Certified AWA farmers. According to AGW, its marketing, public relations and outreach teams have the capacity to assist you by:

Marketing Your Farm

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

- Offering materials to help promote your certification, including brochures, signs, hats, aprons and other marketing materials available for purchase
- Providing you free signage (metal gate signs and farmers market banners available)
- Providing reduced cost [AWA egg cartons](#)



GRANTS FROM NON-PROFIT ORGANIZATIONS

GRANT PROGRAM & ORGANIZATION SPONSOR	GRANT CAP	DESCRIPTION
<u>Capacity Building Grants</u> <i>Food Animal Concerns Trust</i>	\$2,500 for individuals; \$5,000 for group projects	Provides grants for farmers who currently hold Animal Welfare Approved, Certified Humane or Global Animal Partnership certification and are trying to expand or build their capacity. Eligible projects include infrastructure or investment, distribution or marketing efforts and joint sales efforts to buyers.
<u>Animal Welfare Certification Grants</u> <i>Food Animal Concerns Trust</i>	\$2,500	Provides grants for on-farm projects that help achieve one of three animal welfare certifications – Animal Welfare Approved, Certified Humane and Global Animal Partnership levels 4 and above.
<u>Pasture Improvement Grants</u> <i>Food Animal Concerns Trust</i>	\$2,500	Provides grants for projects that help farms transition to pasture-based systems, improve animals' access to well-managed pasture, or expand animals' access to well-managed pasture.
<u>The Frontera Farmer Foundation</u> <i>Frontera Farmer Foundation</i>	\$12,000	Provides grants for capital improvements to small and mid-size farmers in Illinois, Indiana, Michigan and Wisconsin that sell their products in the Chicago area. Eligible projects must demonstrate how the grant will improve the farm's viability and the availability of locally grown food.
<u>Agricultural Reinvestment Fund</u> <i>Rural Advancement Foundation International</i>	\$9,000 for individuals; \$11,000 for group projects	Provide grants for innovative and entrepreneurial farmers and collaborative food and farm businesses located in North Carolina to develop new sources of agricultural income to enhance their sustainability and financial viability.

Funding Opportunities

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

Thank you!

- Any questions?

Don't forget you can download the guide at aspca.org/farmcertification



Questions?

Please type into the Q & A tab

Connect with **FACT**

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **December 14:** How to Use Photography to Tell Your Farm's Story
- 🐔 **January 9:** Building Soil Health With Animal Agriculture
- 🐔 **January 17:** Federal Funding Opportunities for Livestock Farmers
- 🐔 **January 23:** Rotational Grazing 101 with Steve Gabriel

Grants, Scholarships, Training, Mentorship & More!

- 🐔 **Fund-a-Farmer Grants** – *applications now available! Apply by January 10, 2023*
- 🐔 **Scholarships to conferences, workshops and training events** – *ongoing*
- 🐔 **Pastured Poultry Short course** – *free and more courses in development*
- 🐔 **Customized handouts** on the nutritional benefits of food from pastured animals

Sign up for emails @ foodanimalconcernstrust.org/

Join us on social media

