

**ANIMAL WELFARE APPROVED** audits and certifies family farms. Our farmers raise their animals with the highest animal welfare standards, on pasture or range. Look for our label on eggs, dairy and meat products. When you can't visit the farm, Animal Welfare Approved is the eyes and ears of the conscientious consumer.

“The gold standard for how farm animals should be cared for.”  
-Robert F. Kennedy, Jr.



Beth Hauptfile

“This program currently has the most stringent animal welfare standards. Animal Welfare Approved requires that all animals have regular access to the outdoors. This program also requires that producers be family farmers, and does not allow producers that have factory farming operations to participate.”  
-World Society for the Protection of Animals



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cover photo: Laurie Smith



Looking for a label you can trust?



sustainable  
family farmed  
certified organic  
grassfed  
natural  
non-therapeutic antibiotics  
no hormones administered  
country of origin labeling  
beyond organic  
crate-free  
all-natural product  
rBGH free  
organic  
**CONFUSED?**  
heritage  
Rbst free  
cage free  
raised without the routine use of antibiotics  
100% organic  
100% vegetarian feed  
range-raised  
antibiotic free  
no added hormones  
treated by irradiation  
naturally raised  
pasture-raised  
grain finished  
family farmed  
no antibiotics  
humane  
raised without antibiotics  
hormone free  
free range  
grass finished

background photo: Cameron Cefalin



**CHOOSE**



**the one independent label that means healthy, safe, environmentally responsible and humanely raised.**



For eggs from chickens that live in the sort of utopia conveyed by the images on most egg cartons, look for Animal Welfare Approved ... given only to independent family farmers.

**CATHERINE PRICE, NEW YORK TIMES**

### Did You Know? Animal Welfare Approved

- Has the highest standards for animal welfare, according to the World Society for the Protection of Animals
- Is the only USDA approved label that prohibits feedlots, cages and crates
- Requires that animals be raised outdoors on pasture or range
- Means healthier and safer products for you
- Utilizes sustainable farming methods, leaving a smaller carbon footprint than other farming systems
- Supports genuinely independent family farmers who ensure the care of their animals
- Is the top choice for better tasting meat, dairy and eggs
- Audits its farms annually, assuring adherence to its standards
- Publishes its standards on its website at [www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org)
- Is a program of a nonprofit organization, which is funded by private donations, allowing the audit and certification to be offered to farmers at no cost
- Promotes animal welfare, supports family farmers, protects the environment and serves conscientious consumers



pig and background: Laurie Smith

The Animal Welfare Approved seal is a badge of honor for family farmers, since their attention to the health and well-being of their animals results in humane practices that are a model for all.

**WILLIE NELSON**

### Where to Buy



Paolo Vesca

- Chicken
- Beef
- Pork
- Lamb
- Eggs
- Dairy
- Turkey
- Duck
- Goat

Look for Animal Welfare Approved products at grocery stores, restaurants and farmers' markets across the nation, and encourage the establishments you frequent to carry these products. Visit [www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org) for a searchable state-by-state database.