



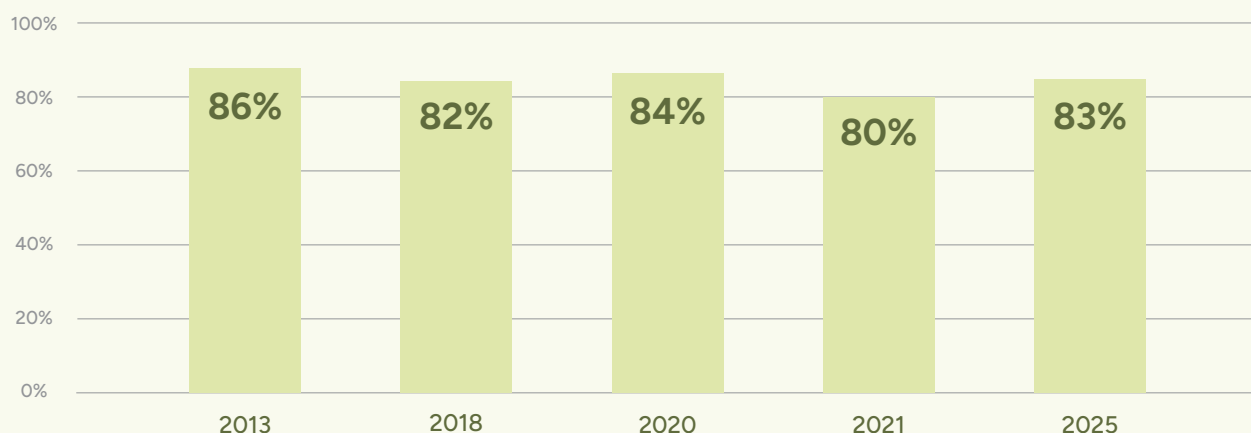
MAY 2025

Survey of Consumer Attitudes About the Claim “Humanely Raised”

Since 2010, the Animal Welfare Institute (AWI) has commissioned several surveys regarding consumer attitudes about the claims used on meat and poultry packaging.

In five of these surveys, including the most recent conducted in 2025,¹ the overwhelming majority of consumers surveyed agreed that food producers should not be allowed to use the claim “humanely raised” on their meat or poultry product labels unless the producers exceed minimum industry animal care standards.

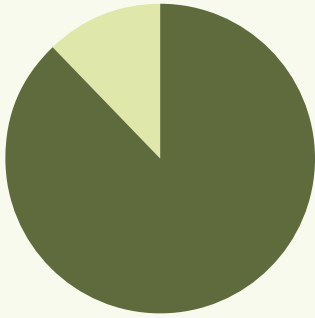
Percent of consumers who believe “humanely raised” should not be allowed unless a producer exceeds industry standards



ANIMAL WELFARE INSTITUTE



Additional findings from the May 2025 survey include:



88%

of **American consumers** believe that claims such as “humanely raised” or “sustainably farmed” should be based on **meaningful, measurable standards**.

Nearly 9 in 10 Americans (86%) agree that if a meat or poultry product is labeled “humanely raised” they would expect it indicates those animals received a higher level of care than products that do not have this label.

More than 4 in 5 American (84%) agree that the government should not allow the use of claims like “humanely raised” on food product labels unless the claims are verified by an independent inspection.

More than 4 in 5 Americans (81%) agree that holistic animal raising claims such as “humanely raised” should not be defined by a single factor such as “vegetarian fed.”

Nearly 4 in 5 Americans (79%) agree that producers should not be allowed to set their own definition for claims about how farm animals are raised, such as “humanely raised” or “sustainably farmed.”

Seven in 10 Americans (70%) agree that claims such as “humanely raised” or “sustainably farmed” found on meat and poultry product packages help them decide what products to purchase, an increase from 66% in 2021.

1. This survey was conducted online within the United States by The Harris Poll on behalf of the Animal Welfare Institute from May 8–12, 2025, among 2,087 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. The 2021 survey was conducted October 12–14, 2021 among 2,019 US ages 18 and older. The 2020 survey was conducted from October 14–16, 2020 among 1,814 US adults ages 18 and older who purchase fresh/frozen/processed chicken products at least once a month. The 2018 survey was conducted from October 18–22, 2018 among 1,990 US adults ages 18 and older who purchase meat/poultry/egg/dairy products. The 2013 survey was conducted from October 10–14, 2013 among 2,027 US adults ages 18 and older. These online surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact mgraziosi@awionline.org.

