



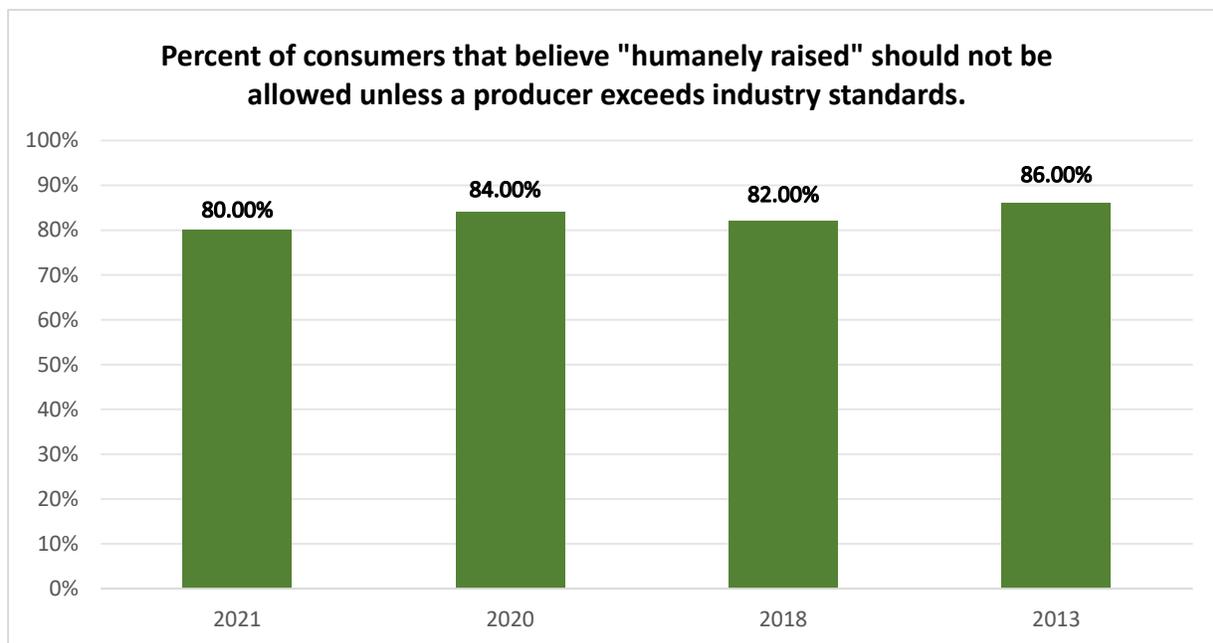
Animal Welfare Institute

900 Pennsylvania Avenue, SE, Washington, DC 20003

Survey of Consumer Attitudes About the Claim “Humanely Raised” (October 2021)

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

In four of these surveys,* the 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.



*These surveys were conducted online within the United States by The Harris Poll on behalf of the Animal Welfare Institute from October 12–14, 2021 among 2,019 U.S. ages 18 and older, 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, from October 18-22, 2018 among 1,990 U.S. adults ages 18 and older who purchase meat/poultry/egg/dairy products, and from October 10–14, 2013 among 2,027 U.S. 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 dena@awionline.org.

Additional questions in an October 2021 survey** commissioned on behalf of AWI found that Americans also held the following beliefs:

- 1) If a meat or poultry product is labeled “humanely raised” I would expect it indicates those animals received a higher level of care than products that do not have this label.

| | |
|-----------------------|------------|
| Strongly Agree | 42% |
| <u>Somewhat Agree</u> | <u>42%</u> |
| Total: | 84% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 10% |
| <u>Strongly Disagree</u> | <u>6%</u> |
| Total: | 16% |

- 2) Claims such as “humanely raised” or “sustainably farmed” should be based on meaningful, measurable standards.

| | |
|-----------------------|------------|
| Strongly Agree | 48% |
| <u>Somewhat Agree</u> | <u>36%</u> |
| Total: | 84% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 10% |
| <u>Strongly Disagree</u> | <u>6%</u> |
| Total: | 16% |

- 3) 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.

| | |
|-----------------------|------------|
| Strongly Agree | 44% |
| <u>Somewhat Agree</u> | <u>36%</u> |
| Total: | 80% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 13% |
| <u>Strongly Disagree</u> | <u>6%</u> |
| Total: | 20% |

- 4) 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.”

| | |
|-----------------------|------------|
| Strongly Agree | 39% |
| <u>Somewhat Agree</u> | <u>38%</u> |
| Total: | 78% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 15% |
| <u>Strongly Disagree</u> | <u>7%</u> |
| Total: | 22% |

- 5) Claims such as “humanely raised” or “sustainably farmed” found on meat and poultry product packages help me decide what products to purchase.

| | |
|-----------------------|------------|
| Strongly Agree | 23% |
| <u>Somewhat Agree</u> | <u>43%</u> |
| Total: | 66% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 22% |
| <u>Strongly Disagree</u> | <u>12%</u> |
| Total: | 34% |

- 6) Food producers should not be allowed to use the claim "humanely raised" on their meat and poultry product labels unless they exceed minimum industry animal care standards.

| | |
|-----------------------|------------|
| Strongly Agree | 40% |
| <u>Somewhat Agree</u> | <u>39%</u> |
| Total: | 80% |

| | |
|--------------------------|------------|
| Somewhat Disagree | 13% |
| <u>Strongly Disagree</u> | <u>7%</u> |
| Total: | 20% |

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