What’s in a label?
truth and transparency in the food industry
How can you identify products?
Claims vs Certifications
Claims
Claims

All natural

No hormones

Soy free

Vegetarian fed
Claims

All natural
No hormones
Soy free
Vegetarian fed

Antibiotic free
Cage free
Humanely raised
Free roaming
Free range
Pasture raised
Claims

Roaster

Without Neck & Giblets

Enhanced with up to 17% of a seasoned solution**

✓ All Vegetarian Diet
✓ No Animal By-Products
✓ Raised Cage Free

No Hormones or Steroids Added†

USDA Process Verified
Certifications
American Humane Certified
American Humane Certified
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>No cages, no crates, no crowding</td>
</tr>
<tr>
<td>Step 2</td>
<td>Enriched environment</td>
</tr>
<tr>
<td>Step 3</td>
<td>Enhanced outdoor access</td>
</tr>
<tr>
<td>Step 4</td>
<td>Pasture centered</td>
</tr>
<tr>
<td>Step 5</td>
<td>Animal centered; no physical alterations</td>
</tr>
<tr>
<td>Step 5+</td>
<td>Animal centered; entire life on same farm</td>
</tr>
</tbody>
</table>
*Meets Humane Farm Animal Care Standards, which include nutritious diet without antibiotics or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.
Cage free

Free range

Pasture raised

*Meets Humane Farm Animal Care Standards, Which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.
Importance of Genetics
Importance of Genetics

“We’ve pushed the laying hen genetically for more and more and more eggs, but now, her osteoporosis and broken bone rate is 20% under the best conditions and 80% under the worst. This is bad becoming normal.”

- Temple Grandin
Importance of Genetics
STRATEGIES

&

RESOURCES
Better Meat—Less Meat
BuyingPoultry

FIND THE BEST CHICKEN, EGGS, AND TURKEY NEAR YOU

Search thousands of brands and retailers to find the best poultry and plant-based products.

Our experts want to help you find alternatives to factory farmed products.

We can fix this together

Plant-based products are part of the solution

Find out how we grade products
BuyingPoultry Rating
BuyingPoultry Rating

**Very Limited or Questionable Benefit**
Over Standard Industry Practices

- Welfare claims are not verified by a trusted third party or are of questionable benefit.

**Zero Transparency!**

- No trusted certifications.
- "Mystery Meat"
- Assume standard industry practices.

BuyingPoultry.com is a project of Farm Forward, who advocate for conscientious food choices that reduce farmed animal suffering and promote sustainable agriculture.
BuyingPoultry Rating

**AVOID**

**VERY LIMITED OR QUESTIONABLE BENEFIT**
Over Standard Industry Practices

- Welfare claims are not verified by a trusted third party or are of questionable benefit.

- **F** ZERO TRANSPARENCY!
  - No trusted certifications.
  - “Mystery Meat”
  - Assume standard industry practices.

---

**CERTIFIED BETTER**
Than Standard Industry Practices

- Audited by a trusted third party.
- Audits confirm at least two enrichments and access to nest boxes.
- Audits confirm birds have slightly better genetics or outdoor access.

---

**CERTIFIED BETTER**
Than Certified Better Than Standard Industry Practices

- Audited by a trusted third party.
- Audits confirm at least two enrichments and access to nest boxes.

---

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BuyingPoultry Rating

**AVOID**

- **VERY LIMITED OR QUESTIONABLE BENEFIT Over Standard Industry Practices**
  - Welfare claims are not verified by a trusted third party or are of questionable benefit.

- **ZERO TRANSPARENCY!**
  - No trusted certifications.
  - “Mystery Meat”
  - Assume standard industry practices.

**CERTIFIED BETTER Than Standard Industry Practices**

- **C+**
  - Audited by a trusted third party.
  - Audits confirm at least two enrichments and access to nest boxes.
  - Audits confirm birds have slightly better genetics or outdoor access.

- **C**
  - Audited by a trusted third party.
  - Audits confirm at least two enrichments and access to nest boxes.

**CERTIFIED OPTIMAL AVAILABLE WELFARE**

- **A**
  - Meets A- standards plus audits confirm that the company has committed to raising birds solely under optimal welfare conditions.

- **A-**
  - Meets B standards plus audits confirm use of high-welfare genetics.

**CERTIFIED SUBSTANTIALLY BETTER Than Standard Industry Practices**

- **B**
  - Meets C+ standards plus audits confirm birds are raised primarily on outdoor pasture.

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# Eat Well. Do Good.

99% of all poultry produced in the U.S. comes from factory farms. You can make a difference every time you visit the grocery store by choosing higher-welfare poultry and plant-based products.

## Avoid

These claims alone don’t necessarily mean higher welfare. Look for certifications that fall under better and best.

- All Natural
- American Humane Certified
- Antibiotic Free
- Cage Free
- Certified Naturally Grown
- Food Alliance Certified
- Free Range/Free Roaming
- GAP Step 1
- Humanely Raised
- Pasture Raised
- USDA Certified Organic

## Better Choices

- Certified Humane
- Certified Humane Free Range
- GAP Step 2
- GAP Step 3
- GAP Step 4

## Best Choices

- Animal Welfare Approved (Heritage)
- Animal Welfare Approved
- Certified Humane Pasture Raised
- GAP Step 5+ (Heritage)
- GAP Step 5+
- GAP Step 5
- Plant-Based

Look for poultry products with certifications that fall under Better and Best. Visit [BuyingPoultry.com](http://BuyingPoultry.com) to find stores nearby that carry the best products.

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*BuyingPoultry.com* is a project of Farm Forward, who advocate for conscientious food choices that reduce farmed animal suffering and promote sustainable agriculture.
Leadership Circle

Institutional commitment
Leadership Circle

Institutional commitment

100%
Leadership Circle
Institutional commitment

100%

- Better Choices
- Best Choices
a project of FarmForward
the traditional | 12 plate
one entrée choice
& two plant choices+

the flipped | 8 plate
two plant choices
& one entrée choice++

the plant forward | 6 sampler plate
three plant choices

entrée choices:
organic herb roasted chicken
turkey
grilled portabella mushroom cap VG
grassfed sirloin with paprika
harvest frittata: mushroom, leek, oregano,
& tamales cheese V
root vegetable gratin VG

plant choices:
brown rice, caramelized onion, & parsley pilaf VG
green salad with lemon-herb dressing VG
seasonal greens with garlic VG
housmade classic hummus VG
with paprika pita chips VG
rosemary roasted potatoes VG
sweet potato fries* V
cilantro slaw with broccoli stems & carrot VG
roasted broccoli with cumin VG

+ traditional plate :: entree is full portion, two plant choices are half portions.
++ flipped plate :: two plant choices are full portions, one entrée choice is half portion.
V = Vegetarian: VG = Vegan

*Item contains foods that are raw or less than thoroughly cooked.
IT’S EASY BEING GREEN.

MEATLESS MONDAY IS THE MOST DELICIOUS WAY TO CURB CLIMATE CHANGE.
IT'S EASY BEING GREEN.
MEATLESS MONDAY IS THE MOST DELICIOUS WAY TO CURB CLIMATE CHANGE.
Thank You

Andrew@FarmForward.com