



## Will you buy a Certified Humane® turkey this Thanksgiving?



HERNDON, Va., Nov. 5, 2014 /PRNewswire/ -- Turkey dinners have long been a part of the Thanksgiving meal tradition. But buying a Certified Humane® turkey is something that U.S. consumers have only been able to do in the 21<sup>st</sup> century.

What is a [Certified Humane®](#) turkey, you ask?

A Certified Humane® turkey is a turkey raised on a farm where it can express its natural behaviors, such as flapping its wings, moving around freely and perching above ground at night. Raised without animal by-products and without the use of antibiotics, these turkeys meet the Humane Farm Animal Care (HFAC) program's precise standards of care for the humane treatment of farm animals.

HFAC developed these humane standards in 2003 in collaboration with the top animal welfare scientists in the nation.

Simply put, the Certified Humane® label, which is monitored by third-party inspectors, is a market-driven solution to improving the lives of farm animals by helping compassionate farmers gain a competitive edge, while also giving consumers the opportunity to shop and eat based on their values.

"How food animals are raised and treated, from birth to slaughter, are important to a majority of consumers," said Adele Douglass, Executive Director of HFAC. "Studies show that nearly 70% of consumers want to know where their food comes from and, most importantly, how those animals are raised during the process."

HFAC is the leading international non-profit certification organization improving the lives of millions of farm animals in food production. *Consumer Reports*, who issues report cards on food labels, rates the HFAC's Certified Humane® label as "highly meaningful," meaning HFAC provides the highest assurances for the humane treatment of farm animals in North America.



Currently, three turkey producers meet the Certified Humane® label standards of care for their whole bird turkey products: [White Oak Pastures](#), [Ayrshire Farm](#), and [Koch's Turkey](#).

To find Certified Humane® products at a store near you or to order directly from one of the turkey producers' websites, visit "Where to Buy" at [www.certifiedhumane.org](http://www.certifiedhumane.org) or download the free Certified Humane® App for iPhone or Google Play for Android.

### **About Humane Farm Animal Care**

Humane Farm Animal Care (HFAC) is the leading international non-profit certification organization improving the lives of farm animals in food production. The Certified Humane® designation assures consumers that meat, poultry, egg, or dairy products they purchase have been produced according to HFAC's precise standards for humane farm animal treatment. Animals must receive a nutritious diet without antibiotics or hormones and must be raised with shelter, resting areas and space sufficient to support natural behavior. Since the HFAC program was unveiled in May 2003, more than 110 companies, representing thousands of farms and millions of farm animals, have been certified. Endorsed by 66 humane organizations, the Certified Humane® Raised and Handled® program is nationally recognized as the Gold Standard for certifying animal welfare from birth through slaughter. HFAC's Animal Care Standards were developed by a veritable "Who's Who" of national and international animal scientists and farm-animal welfare experts. Producer compliance with the HFAC standards is verified through annual on-site visits by HFAC's third-party inspectors.

<http://www.prnewswire.com/news-releases/will-you-buy-a-certified-humane-turkey-this-thanksgiving-281627291.html>

