WHAT’S THE DEAL WITH GAP?

U.S. ANIMAL HEALTH ASSOCIATION ANIMAL WELFARE COMMITTEE

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TODAY’S DISCUSSION

• **Background**
  – Overview of major animal welfare certification programs

• **Where are we?**
  – Trends in adoption of GAP standards by restaurant, retail and foodservice brands

• **How did we get here?**
  – Factors influencing GAP adoption

• **Where could this lead?**
  – Potential future implications
MAJOR ANIMAL WELFARE CERTIFICATION PROGRAMS

• **American Humane Certified**
  – Created in 2000, was the first animal welfare certification program in the U.S.
  – Advocates for a science-based approach in deciding how farm animals should be raised under their standards
  – 100 production systems representing over 700 million animals are certified

• **Animal Welfare Approved**
  – Founded by the Animal Welfare Institute, became independent in 2014
  – Requires animals to be raised on pasture or range

• **Humane Farm Animal Care**
  – Mission: “to improve the lives of farm animals by driving consumer demand for kinder and more responsible farm animal practices.”
  – Listed supporters include: ASPCA, HSUS, World Animal Protection
GLOBAL ANIMAL PARTNERSHIP

• Founded in 2008

• Mission: “Promotes and facilitates continuous improvement in animal agriculture, encourages animal welfare friendly farming practices, and better informs consumers about the animal farming systems they choose to support.

• Whole Foods use GAP’s model as their standard for animal welfare. The evolution of the Whole Foods standards into GAP began after dialogue with PETA, Animal Rights International and the Animal Welfare Institute decided “existing standards for animal welfare treatment were not rigorous enough.

• First executive director was Miyun Park. She was the vice president of Farm Animal Welfare at HSUS and the co-founder of Compassion Over Killing.
GLOBAL ANIMAL PARTNERSHIP

• Board members include:
  – Leah Garces, Mercy for Animals (formerly with Compassion Over Killing)
  – Aaron Gross, Farm Forward
  – Sarah Shields, HSUS International
  – Matthew Bershadker, ASPCA
  – Former board member: Wayne Pacelle (former president & CEO of HSUS)

“The majority of the nearly 10 billion pigs, chickens and cows raised each year in the U.S. live on factory farms, which are marked by a range of deplorable conditions including overcrowded pens, constant confinement with poor air quality, neglect of sick and suffering animals, overuse of antibiotics to compensate for unsanitary conditions, and rough and abusive handling.”
- Matthew Bershadker, ASPCA
ASPCA Blog, 2018

“Chickens are just like the animals we share our homes with, dogs and cats. Even though they may all look very similar, each one has a distinct and unique personality. They are surprisingly intelligent, friendly and sociable if they are treated kindly. There is no biological reason that we should treat them with any less consideration than we would other animals.”
- Sara Shields, HSUS International
HSUS website, 2018
The GAP 5-Step certification program includes:

- **Step 1** – “No cages, no crates, no crowding”
- **Step 2** – “Enriched environment”
- **Step 3** – “Enhanced outdoor access”
- **Step 4** – “Pasture-centered”
- **Step 5** – “Animal-centered, no physical altercations”
- **Step 5+** - “Animals live entire life on same farm”
Aramark is the first major food service company to call on its suppliers to implement additional humane conditions for the treatment of broiler chickens. This includes asking its suppliers to take the following actions by 2024, or sooner if possible:

- Transitioning to strains of birds that measurably improve welfare issues associated with fast growth rates per Global Animal Partnership’s (GAP) standards.
- Reducing maximum stocking density to equal to/less than 6 lbs./sq. ft. per GAP standards.
- Providing chickens with enriched environments including natural light, hay bales and perches that meet GAP standards.
- Evaluating with animal welfare organizations over the next year issues related to litter quality, lighting, air quality, and other environmental conditions.
- Rendering chickens unconscious prior to shackling using Controlled or Low Atmosphere Stunning.
Sodexo Reinforces an Already Robust Commitment to Animal Welfare by Working with U.S. Suppliers to Improve Conditions of Broiler Chickens

Industry leader both fosters a more humane supply chain and addresses the needs of family farmers who provide the bulk of U.S. broiler chickens.

Sodexo's current supplier of broiler chickens plans to eliminate human class antibiotics from its production in 2017. Over the next eight years through 2024, Sodexo will continue to work with its U.S. suppliers to further improve the welfare of the broiler chickens its sources by reaching the following goals for 100% of the chicken its sources:

- Transitioning to strains of chicken that measurably improve welfare issues associated with fast growth rates per Global Animal Partnership's (GAP) standards.
- Reducing maximum stocking density to equal to/less than 6 lbs./sq. ft. per GAP standards.
- Providing chickens with enriched environments including natural light, hay bales, litter, perches and lighting that meet GAP standards.
- Rendering chickens unconscious prior to shackling using a multi-step controlled atmosphere processing system that's widely hailed as more humane.
- Providing details on compliance by a third party auditor.

Panera Bread makes new animal welfare pledge for broiler chickens

Sarah Whitten | @sarahren10
Published 10:19 AM ET Tue, 20 Dec 2016 | Updated 11:38 AM ET Tue, 20 Dec 2016

The company said Tuesday that it will be adopting practices set forth by the Global Animal Partnership's Broiler Chicken Standard. The nonprofit organization has created a five-step welfare program for livestock raised for meat production.

Starbucks

Broiler Chicken Welfare

We are committed to improve conditions for broiler chickens and are working with our suppliers, licensees, and others in the industry to help ensure that by 2024 the chicken we buy for our U.S. stores is produced in alignment with the following Global Animal Partnership (GAP) standards as assessed by a third party auditor:

- Use of breeds proven to have better welfare outcomes
- Reduce maximum stocking density to provide birds more space
- Improve living environments including litter, lighting, and enrichment
- Process chickens more humanely through a multi-step controlled-atmosphere processing system
Since 2016, more than 90 companies have announced their intention to require chicken suppliers to adhere to GAP standards by 2024.

*McDonald’s’ broiler welfare policy does not require adherence to GAP.*
The animal-welfare movement is on the verge of ending confinement practices that keep pigs in gestation crates and hens in tight cages. What comes next?

“Broilers or bust,” declares Matt Prescott, senior food policy director for the Humane Society of the United States (HSUS).
HOW DID WE GET HERE?

NEARLY

9 BILLION FARM ANIMALS
are raised and killed for food IN THE U.S. EACH YEAR.

THE OVERWELMING MAJORITY OF THEM ARE CHICKENS.

TRACK PROGRESS

TOGETHER, WE ARE MAKING A DIFFERENCE FOR FARM ANIMALS.
These are just a few of the many companies the 88% Campaign has helped convince to change the way chickens are treated.

OUR APPROACH

The 88% Campaign is focused on changing the lives of billions of chickens.

We are asking companies to adopt progressive welfare standards that move to higher welfare breeds of birds to address health issues, eliminate current live-shackle slaughter methods to end needless fear, pain and suffering and improve chickens’ environment by adding natural enrichments and giving them more room.
HOW DID WE GET HERE?

Humane Society of the United States — Broiler Welfare Corporate Campaigns

Compassion Over Killing — U.S. Broiler Welfare Campaigns

Organization Name: Compassion Over Killing
Award Date: 12/2016
Grant Amount: $500,000
Purpose: To support broiler chicken welfare research and corporate campaign costs.

Published: February 2017

The Open Philanthropy Project recommended a grant of $500,000 to Compassion Over Killing to support its U.S. corporate campaigns against the abuse of broiler chickens. Compassion Over Killing is one of several animal groups we’re supporting that is pursuing a strategy of corporate reform in the U.S.

Organization Name: Humane Society of the United States
Award Date: 11/2016
Grant Amount: $1,000,000
Purpose: To support new broiler welfare corporate campaigns
McDonald's has a chicken problem. Tell them to do better!

The chicken on the McDonald's menu comes from factory farms, where the birds are bred to grow so big, so fast, they can't even support their own weight. Their unnaturally large chests can cause the birds to suffer from chronic pain, leg deformities, and heart attacks.

McDonald's has the power to reduce the suffering of these chickens. But despite the fact that many of their biggest competitors—including the likes of Subway, Burger King, and Sonic—have already committed to addressing these critical concerns, McDonald's is lagging behind.

Learn more, sign and share the petition, and tell the most famous name in food that it's time to step up for chickens.

**TAKE ACTION NOW »**

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**Video: Singing Chicken's Telegram Ruffles Feathers at McDonald's HQ**

August 20, 2018
by Compassion Over Killing Staff

A singing "chicken" flocked to McDonald's headquarters in Chicago today to squawk out a telegram message to the fast food giant on behalf of the hundreds of millions of birds suffering in its supply chain: painful rapid growth and extreme crowding just isn't fair.

In the telegram ruffling feathers at McDonald's HQ, the "bird," a costumed vocalist there with Compassion Over Killing, sings:

"Chickens require a number of things: First, they want to spread their little wings. Have room to move around, peck the ground."

"Rapid growth makes chickens unhealthy, and McDonald's it's sad that you can be more wealthy. It's chickens who pay the price, so stop rapid growth and just be nice," the song continues.

A national animal protection nonprofit, Compassion Over Killing is a member of a coalition of organizations — including Animal Equality, The Humane League, and Mercy For Animals — opposing McDonald's cruelty to birds with powerful efforts from a full-page open letter in the Sunday New York Times, to a video billboard being seen by millions in Times Square and more. Today's telegram is part of a week of actions in Chicago creating buzz around the campaign, following last week's Times Square demonstration with actor Edie Falco.
WHERE COULD THIS LEAD?

- Activist groups involved with GAP exerting an influencing over standards, pushing for them to be unattainable for producers
- GAP standards continually change – will companies back away from these commitments if they do become unreasonable?
- Will these campaigns be repeated with other species?
- Sustainability challenges with push to slow-growing breeds of broilers
SUSTAINABILITY CHALLENGES OF SLOW-GROWING BROILERS

- Additional birds needed: Over 1.5 billion more birds/year to produce the same amount of meat.
- Additional feed required: 670,000 tractor trailers filled with feed, more than 33.5 billion lbs/year.
- Additional manure: A pile across the field that's 27x's higher than Baltimore M&T Bank Stadium, slightly over 28.6 billion lbs/year.
ALLIANCE RESOURCES

• Activist monitoring
  – Group profiles
  – Conference reports

• Influencer engagement
  – Social media content
  – Infographics
  – Reports

• Farm security
  – Hiring
  – Preparing for protests
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MEET THE REST OF OUR MIGHTY TEAM ONLINE AT
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