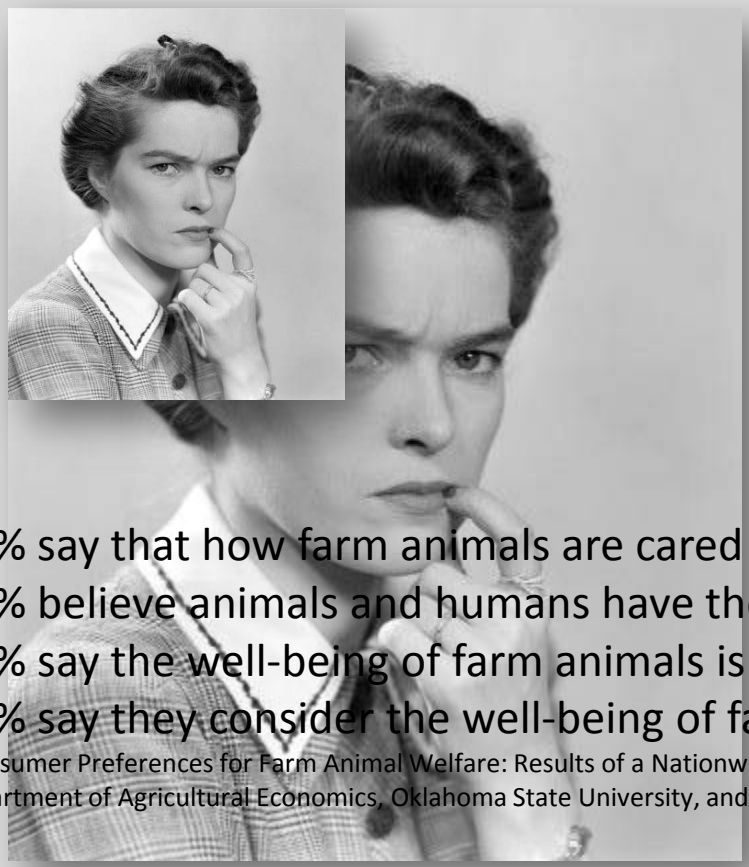
California State Board of Food and Agriculture
July 27, 2011

Margaret Wittenberg, Whole Foods Market
Global Vice President
of Quality Standards and Public Affairs



Consumers have been asking harder and harder questions about how animals are raised

95% say that how farm animals are cared for is important to them
81% believe animals and humans have the same ability to feel pain
76% say the well-being of farm animals is more important than low meat prices
49% say they consider the well-being of farm animals when making meat-purchasing decisions

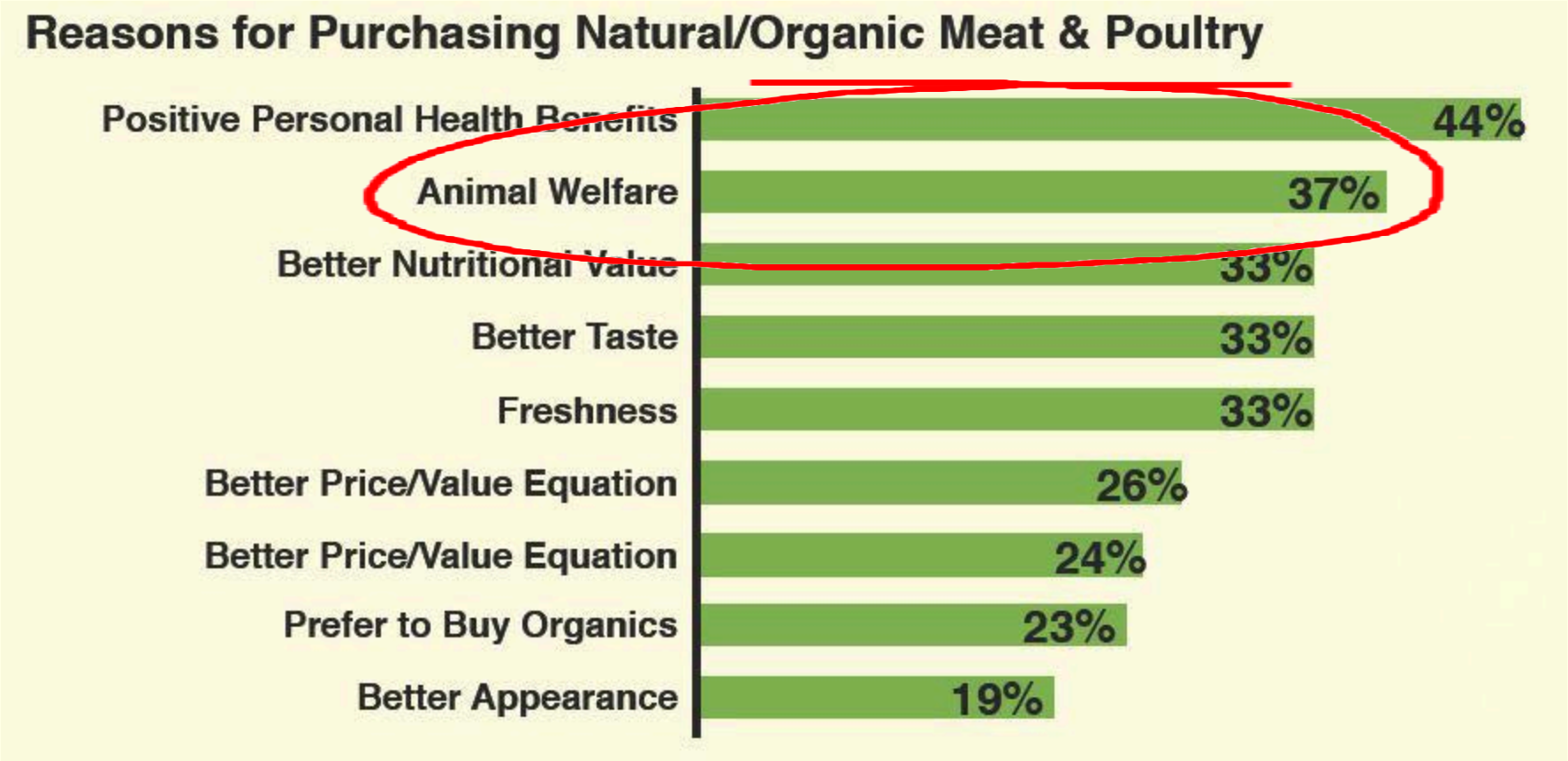
"Consumer Preferences for Farm Animal Welfare: Results of a Nationwide Telephone Survey," prepared by Jayson Lusk, F. Bailey Norwood, and Robert Prickett, Department of Agricultural Economics, Oklahoma State University, and conducted June to July 2007

31% say they are willing to pay 5% more for animal products labeled as "humanely raised," while 23% would pay 10% more, and 11% would pay 20% more

"Consumers Attitudes About Animal Welfare: 2004 National Public Opinion Survey," released by Market Directions and sponsored by Animal Agriculture Alliance and the National Corn Growers Association, dated April 5, 2004

50% of consumers believe animal care is important "when deciding which food to buy, brand preference and which grocery stores to shop"

American Meat Institute's "Laying Out the Facts," prepared in 2004



Food Marketing Institute The Power of Meat published 2011

Whole Foods Market Meat and Animal Welfare Quality Standards

Early 1980's

No sub-therapeutic antibiotics; no added growth hormones

1997

Foie gras prohibited in all regions

Introduced beef raised on organic feed

2000-2001

Start of more detailed meat quality standards, including more emphasis on the humane treatment of farm animals

Meeting with selected producers for further input

2002

Enhanced standards introduced

Developed slaughter plant audit criteria with Temple Grandin and 3rd party auditors

Third party animal welfare and food safety audits begin

All-suppliers meat producer meeting held for input and discussion

2003

Quality Standards begins working with meat producers to monitor compliance with enhanced standards

First Animal Compassionate Standards meetings begin

Introduced Animal Compassionate program at producer meeting

Other Key Quality Standards:

2004: All shell eggs must be cage-free

2005: Cage-free requirement extended to liquid eggs for Whole Foods Market kitchens, bakeries and commissaries

Multi-stakeholder consultative process in action

- WFM Livestock producers
- Animal welfare advocates
  - Animal Rights International
  - Animal Welfare Institute
  - PETA
  - Humane Society of the US
  - Viva!
  - Farm Sanctuary
- Animal welfare scientists
- Dr. Ian Duncan (Univ. of Guelph)
- Dr. Jim Webster (AgResearch, New Zealand)
- Dr. Sarah Stai (Univ. of Miami)
- Dr. Renee Bergeron (Univ. of Guelph)
- Dr. Anna Valros (Univ. of Helsinki)
- Dr. Joe Stookey (Univ. of Saskatchewan)
- Dr. Temple Grandin (Colorado State Univ.)
- Animal Welfare Auditors
  - Bob Strong
  - Joe McCommons
- Whole Foods Market

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Animal Compassion Foundation formed

Animal Compassionate Standards meetings continue…

2006

Animal Compassionate Standards development transitions to a tiered approach with 5 steps

Animal Compassionate Standards meetings continue…

2007

Animal Compassionate Standards meetings completed

5 Step Animal Welfare Standards prototype roll out in London, England

WFM's 5 Step Animal Welfare program transitions to the Global Animal Partnership, an independent foundation

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global animal PARTNERSHIP

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Support our work
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An Inside Look

Find out how and why such a diverse group—farmers, scientists, ranchers, animal welfare advocates, and retailers—have come together to work collaboratively to promote continuous improvement in animal agriculture.

Take an inside look >>

Global Animal Partnership, a nonprofit charitable organization founded in 2008, brings together farmers, scientists, ranchers, retailers, and animal advocates—a diverse group with the common goal of wanting to improve the welfare of animals in agriculture. Our signature program, the 5-Step Animal Welfare Rating Standards, recognizes and rewards producers for their welfare practices, promotes and facilitates continuous improvement, and better informs consumers about the production systems they choose to support. To date, **more than 1,470 operations**, raising **more than 140 million animals** annually, have been audited and certified to our higher welfare Step standards by independent, third-party certification companies.

Welcome to our site.

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Global Animal Partnership
PO Box 21484 | Washington DC 20009 USA

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2008

Global Animal Partnership Standards development:

Reorganizes 5 Step Animal Welfare Standards in the US into six steps, 1 though 5+

Fine tuning and testing of standards

Development of audit forms and processes and training of auditors

2009

Program launched in Whole Foods Market stores in the South and Southwest Regions

2011

Program launched in all US Whole Foods Market stores

Other Key Quality Standards:

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WHOLE STORY

the official whole foods market® blog

"This is wonderful news!! Thank you SO much for taking

"Finally a system that the consumer can understand. Since we vote with our dollar about the way we want to consume meat, I will be purchasing meat with Step 5 ratings."

"This makes me so happy I have tears in my eyes!!! I am so glad I can shop with confidence knowing exactly how the animals were raised and cared for!!! Great job keep up the good work!!!"

"This is wonderful news!! Thank you SO much for taking such meaningful steps to help consumers who care about the ethics of our food chain know they have a retail source for food raised right!!"

"It allows me to make an informed decision when I shop. There are no mysteries about where the animals came from or how they were treated. Keep it up!"

"Finally a system that the consumer can understand. Since we vote with our dollar about the way we want to consume meat, I will be purchasing meat with Step 5 ratings."

Photo courtesy of Dan Probert

"The 5-Step program
Helps me tell my story"
applies to all."
global animal
PARTNERSHIP
ANIMAL WELFARE RATING: 3
ENHANCED OUTDOOR ACCESS

Photo

"The 5-Step program makes it possible to tell our story!"
It's inspired us to strive for new goals
global animal PARTNERSHIP
ANIMAL WELFARE RATING: 5
ANIMAL CENTERED; NO PHYSICAL ALTERATIONS

howing how our meat animals were raised.
5-STEP ANIMAL WELFARE RATING™ Your way of ku

Customer Information
Program Details at the counter

PIGS

★ indicates a shift to a higher level of animal welfare

RED *Not Step Rated*	ORANGE *Global Animal Partnership Step 1*	ORANGE PLUS *Global Animal Partnership Step 2*	YELLOW *Global Animal Partnership Step 3*	GREEN *Global Animal Partnership Step 4*	GREEN PLUS *Global Animal Partnership Steps 5–5+*
Does Not Meet Whole Foods Market Requirements	No Crates, Stalls or Cages	Enriched Environment	Enhanced Outdoor Access	Pasture Centered	Step 5: ANIMAL CENTERED; NO PHYSICAL ALTERATIONS Step 5+: ANIMAL CENTERED; ENTIRE LIFE ON SAME FARM
To qualify for sale at Whole Foods Market, a producer must be Step rated, so there is no way to list specific issues in the red category.					On-farm or local slaughter (5+). ★
					Pigs remain with litter mates for entire lives. ★
				Unrestricted access to wallows. ★	Unrestricted access to wallows.
				At least 25% vegetative cover on pasture. If nose-ringed, at least 50% vegetative cover. ★	At least 50% vegetative cover on pasture. ★
				Sufficient vegetative material in forage areas to encourage natural behavior. ★	Sufficient vegetative material in forage areas to encourage natural behavior.
			Continuous, unobstructed outdoor access required. ★	Continuous access to pasture or foraging areas required when seasonal conditions permit; outdoor access required at all times; duration of seasonal removal limited. ★	Animals live on pasture or in foraging areas for their entire lives; no seasonal removal permitted. ★
			Enrichments required in housing to encourage foraging behavior. ★	Confinement to housing permitted only on a seasonal basis, not to exceed 5 months in a 12-month period, or during extreme weather conditions. ★	May be confined to housing only during extreme weather conditions. ★
	Maximum castration age of 7 days.	Maximum castration age of 7 days.	Maximum castration age of 7 days.	Maximum castration age of 7 days.	No castration. ★
	Minimum weaning age of 28 days.	Minimum weaning age of 35 days. ★	Minimum weaning age of 42 days. ★	Minimum weaning age of 42 days.	Minimum weaning age of 56 days. ★
	Lameness levels must not exceed 5% of herd at any one time.	Lameness levels must not exceed 4% of herd at any one time. ★	Lameness levels must not exceed 3% of herd at any one time. ★	Lameness levels must not exceed 2% of herd at any one time. ★	Lameness levels must not exceed 2% of herd at any one time.
	Bedding required in all housing.	Bedding required in all housing.	Bedding required in all housing.	Bedding required in huts and outdoor housing. ★	Bedding required in huts and outdoor housing.
	Space in housing for pigs to exercise, lie and move freely without obstruction. No more than 25% total floor area can be slatted.	Space in housing for pigs to exercise, lie and move freely without obstruction. No more than 25% total floor area can be slatted.	Space in housing for pigs to exercise, lie and move freely without obstruction. No more than 25% total floor area can be slatted.	Free access to housing or huts. Space in housing for pigs to exercise, lie and move freely without obstruction. ★	Free access to housing or huts. Space in housing for pigs to exercise, lie and move freely without obstruction.
	No tail docking, tooth clipping, de-tusking, disk nose rings.	No tail docking, tooth clipping, de-tusking, disk nose rings.	No tail docking, tooth clipping, de-tusking, disk nose rings.	No tail docking, tooth clipping, de-tusking, disk nose rings.	No tail docking, tooth clipping, grinding or filing, no de-tusking, no disk or septum nose rings. ★
	Maximum 14-hour transport time.	Maximum 8-hour transport time. ★	Maximum 8-hour transport time.	Maximum 8-hour transport time.	Maximum 8-hour transport time (Step 5). No transport permitted (Step 5+). ★
	Electric prods prohibited on farm and during transport.	Electric prods prohibited on farm and during transport.	Electric prods prohibited on farm and during transport.	Electric prods prohibited on farm and during transport.	Electric prods prohibited on farm and during transport.
	No gestation crates, farrowing stalls or tethers.	No gestation crates, farrowing stalls or tethers.	No gestation crates, farrowing stalls or tethers.	No gestation crates, farrowing stalls or tethers.	No gestation crates, farrowing stalls or tethers.
	No antibiotics, no animal by-products, no added growth hormones. (USDA regulations do not permit the use of growth hormones in raising pigs.)	No antibiotics, no animal by-products, no added growth hormones. (USDA regulations do not permit the use of growth hormones in raising pigs.)	No antibiotics, no animal by-products, no added growth hormones. (USDA regulations do not permit the use of growth hormones in raising pigs.)	No antibiotics, no animal by-products, no added growth hormones. (USDA regulations do not permit the use of growth hormones in raising pigs.)	No antibiotics, no animal by-products, no added growth hormones. (USDA regulations do not permit the use of growth hormones in raising pigs.)
	Independent 3rd-party audits of farm, transport and slaughter/processing plants.	Independent 3rd-party audits of farm, transport and slaughter/processing plants.	Independent 3rd-party audits of farm, transport and slaughter/processing plants.	Independent 3rd-party audits of farm, transport and slaughter/processing plants.	Independent 3rd-party audits of farm, transport and slaughter/processing plants.