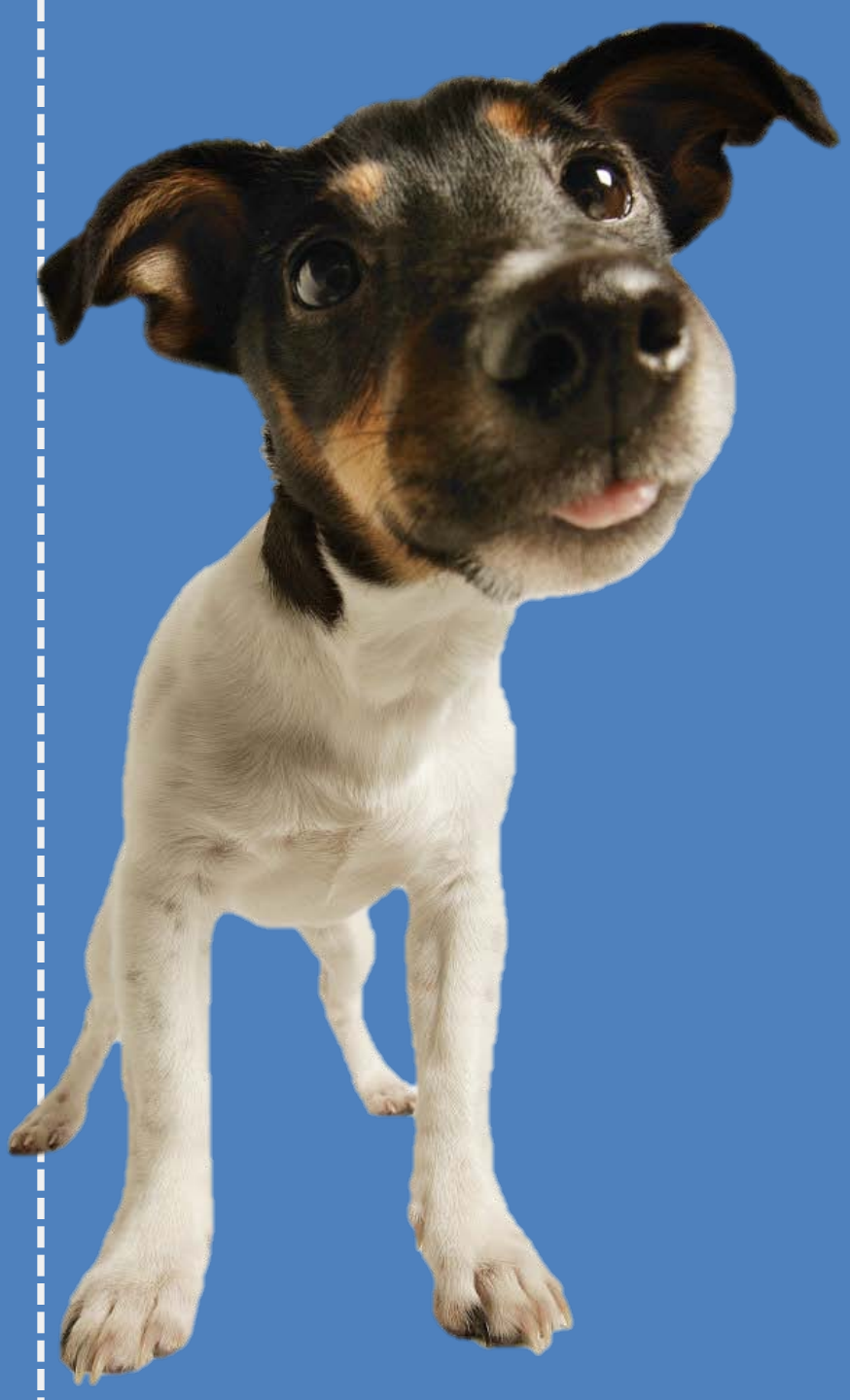
THE HUMANE SOCIETY
OF THE UNITED STATES
TM

In Every State:

There are anti-cruelty laws.

Cock fighting is illegal.

Dog fighting is illegal.



STAFF

SCHOOL BUS
EMERGENCY DOOR
MECKLENBURG
BUREAU OF ANIMAL CONTROL
CO.
HSUS

Academy Award® Nominee
Best Documentary Feature
18
4 73762 52481 6
FOOD, INC.

IN DEFENSE OF FOOD

AN EATER'S MANIFESTO

MICHAEL POLLAN

AUTHOR OF

THE OMNIVORE'S DILEMMA

THE BESTSELLING *NEW YORK TIMES* AUTHOR

Mark Bittman

FOOD MATTERS

A Guide to Conscious Eating*

*WITH MORE THAN 75 RECIPES

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety, Nutrition & Health

A TRENDED SURVEY

May 5, 2011

58% Are familiar with food sustainability issues

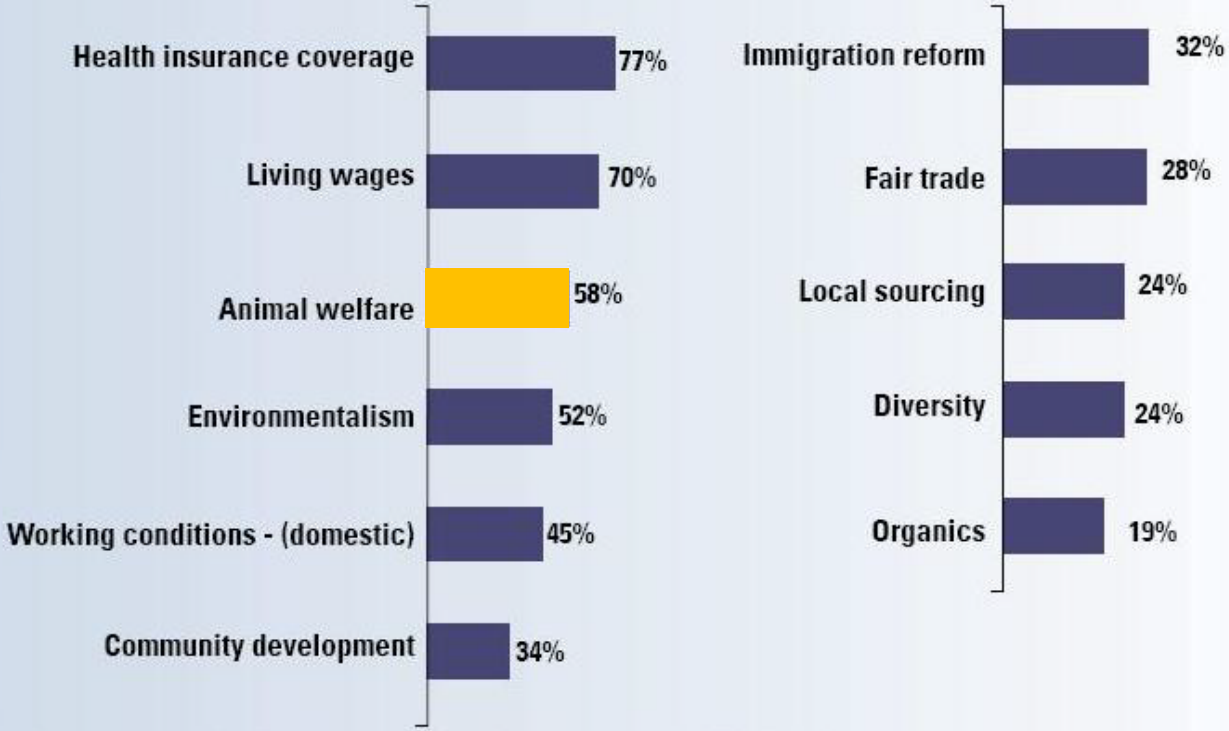
52% Cite sustainability as a purchasing factor

What about animal welfare?

TECHNOMIC INFORMATION SERVICES Issue No. 3, 2007

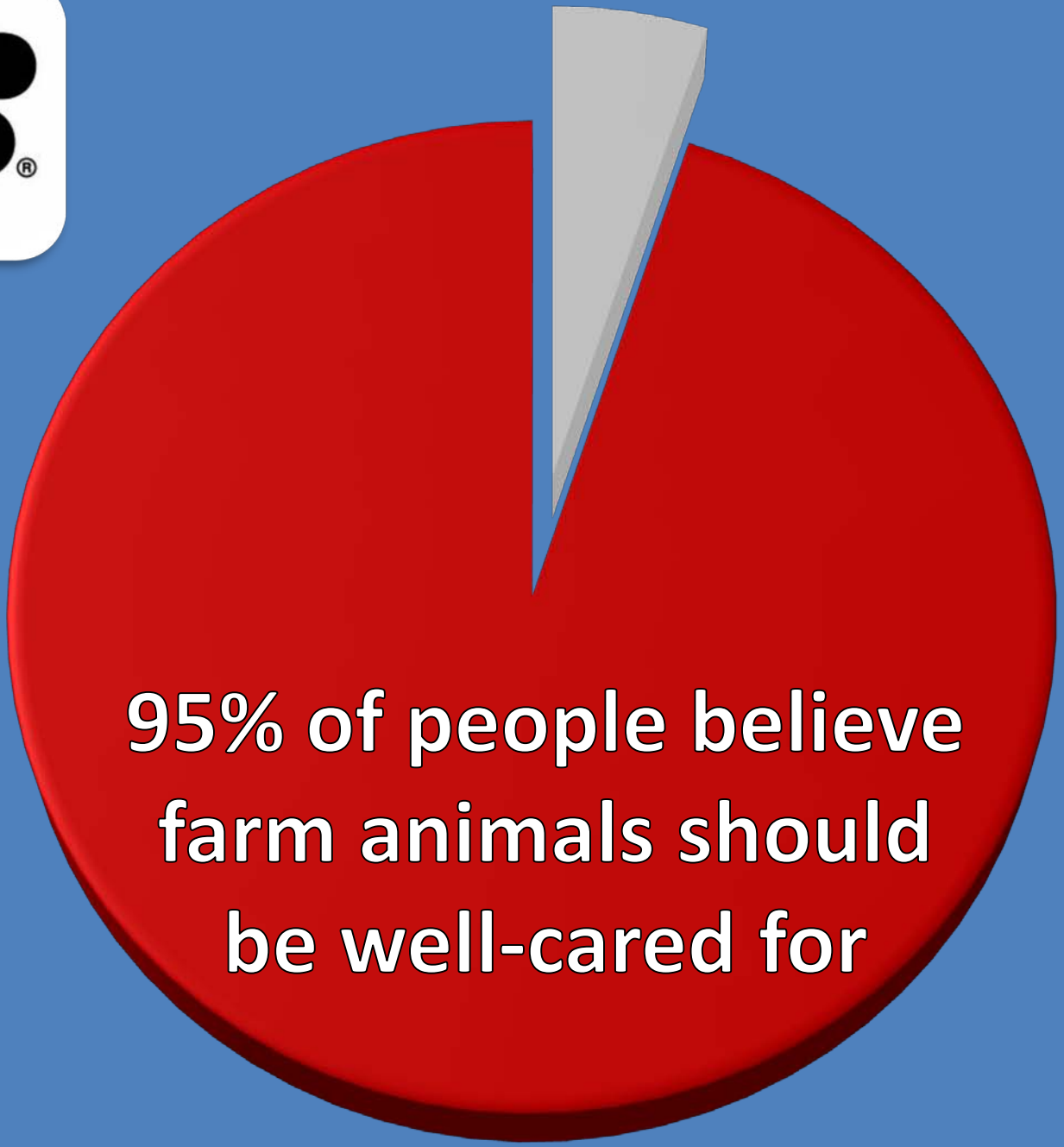
future FOOD TRENDS

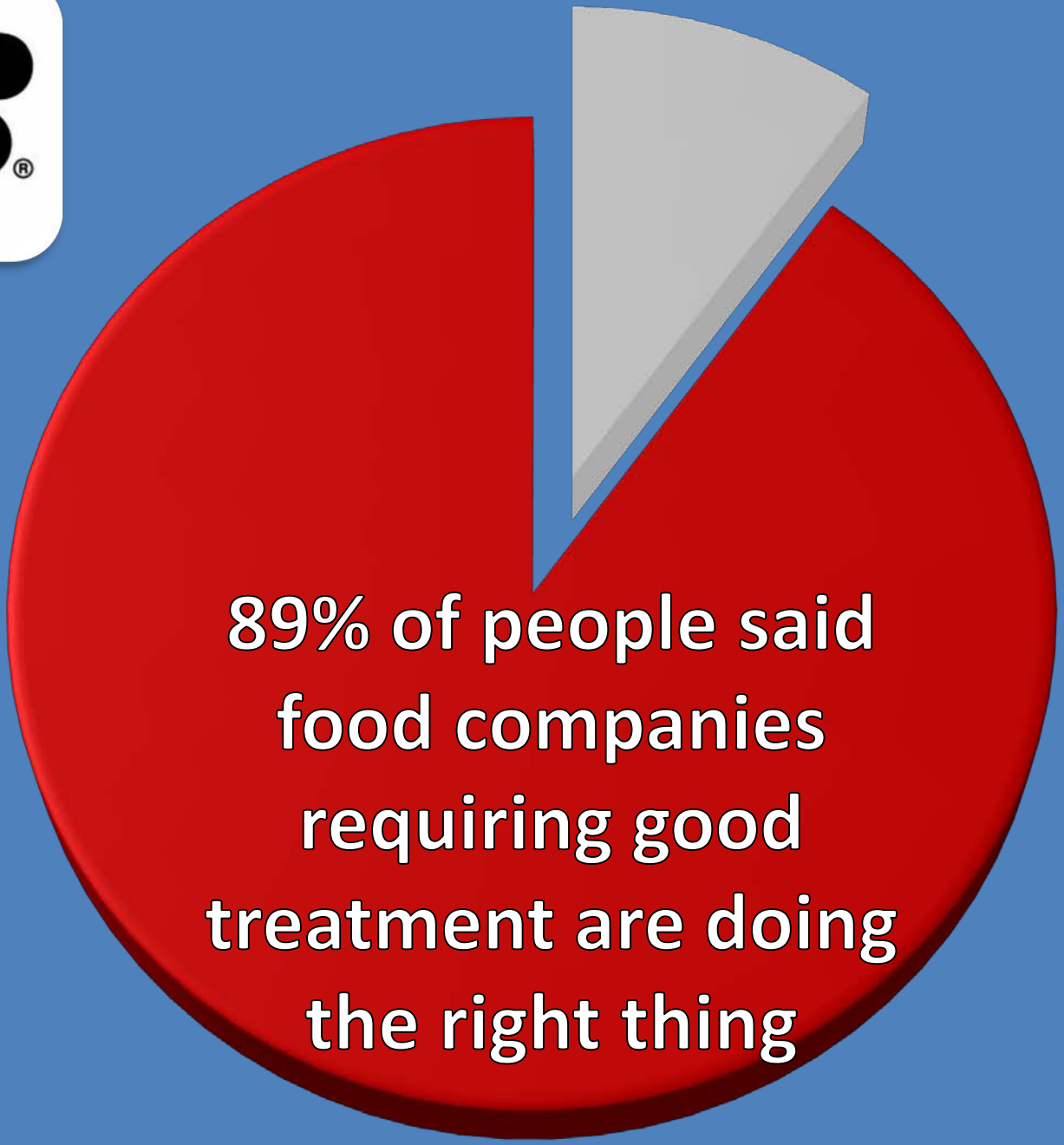
MOST IMPORTANT SOCIAL ISSUES TO RESTAURANT PATRONS*



** Issues consumers identified as among their top five concerns on multiple-choice list.*

Source: Technomic, consumer study


95% of people believe
farm animals should
be well-cared for


89% of people said food companies requiring good treatment are doing the right thing

HSUS Approach

Working to bridge the gap through:

- **Corporate policies**
- **Industry partnerships**
- **Public policies**
- **Consumer education**

WHOLE FOODS MARKET
Carl's Jr.
CHARBROILED BURGERS
kraft foods
ARAMARK
Sara Lee
COMPASS GROUP
BURGER KING
Hardee's
CHARBROILED THICKBURGERS
IHOP
RESTAURANT
Denny's
Cracker Barrel
QUALITY IS OUR RECIPE
WENDY'S
OLD FASHIONED HAMBURGERS
WHATABURGER
SUBWAY
SONIC
America's Drive-In
Ruby Tuesday
HELLMANN'S
WAL★MART

"Hellmann's … is now moving to 100% cage-free eggs."

“We are committed to ensuring that **all the eggs we use** in our products are produced by cage-free hens…”

"We recognize that animal welfare is an issue that **resonates with customers**, and we're taking this step to address their concerns."

“We have made a commitment to be more environmentally and socially responsible. We are working with our partners at The Humane Society of the United States…to take the steps needed to do this.”

“Compass Group is committed to ending our use of eggs from caged hens.”

COMPASS GROUP®

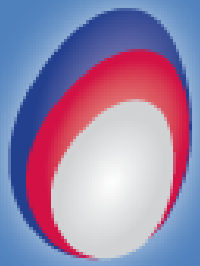
"As a result of…our long-standing **commitment to animal welfare**, Whataburger has decided to begin using…cage-free eggs in our restaurants."

“For almost a decade, we have used our purchasing power to encourage positive steps in … the production of cage free animal products.”

“Preventing…abuse is our **corporate responsibility** and quite simply, the right thing to do.”

SONIC
America's Drive-In®

Industry Partnerships



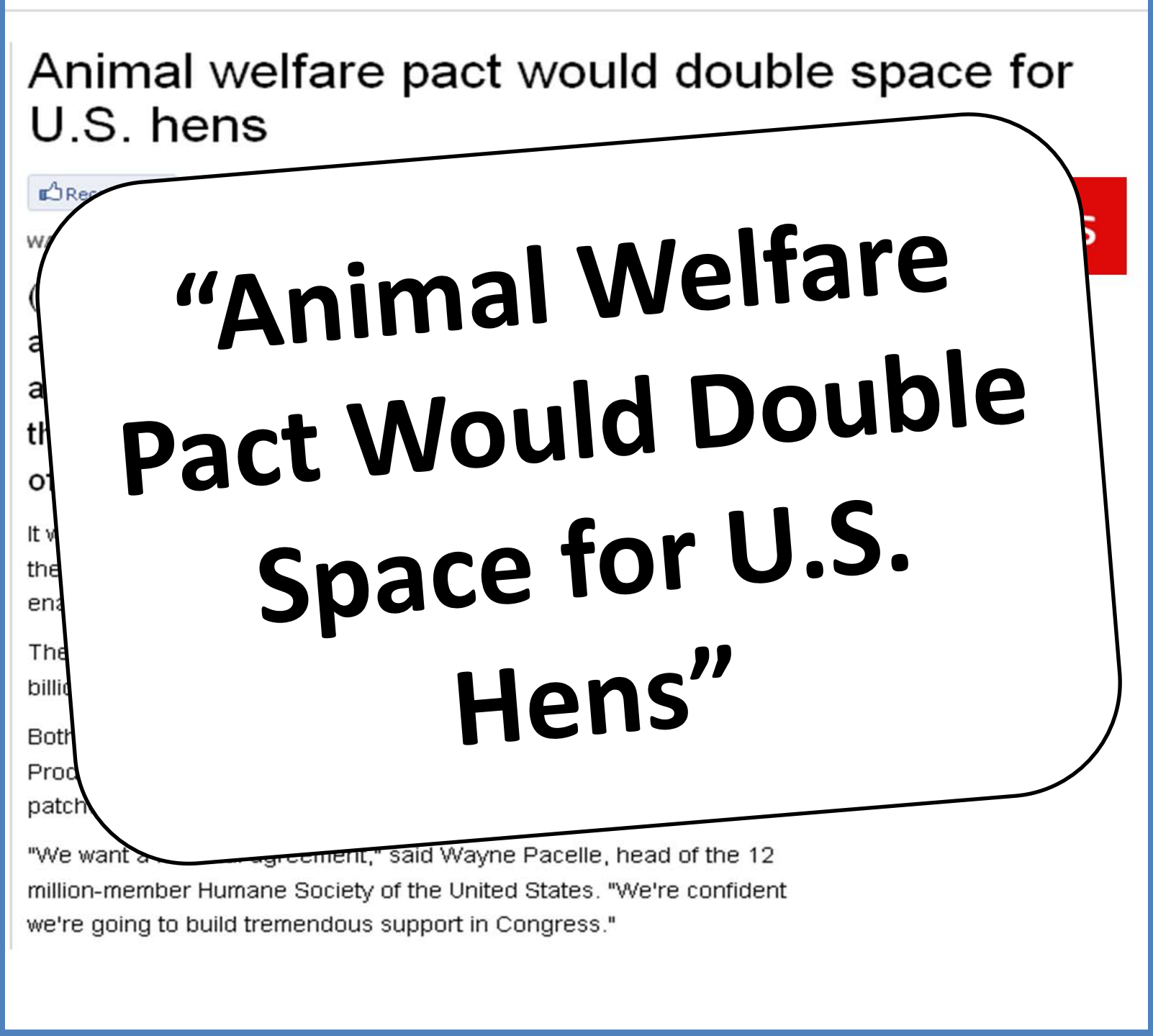
UNITED EGG PRODUCERS

- Ban barren battery cages
- Require environmental enrichments such as perches, nesting boxes, and scratch pads
- Essentially double the space per bird with a standard that exceeds the EU standard
- Ban starvation molting
- Mandate on-carton labeling such as “eggs from caged hens”
- Require ammonia standards
- Ban the sale of all eggs and egg products not in compliance

48 square inches per bird

67 square inches per bird

116 sq. in./bird; colony cages


Animal welfare pact would double space for U.S. hens
"We want a [illegible] agreement," said Wayne Pacelle, head of the 12 million-member Humane Society of the United States. "We're confident we're going to build tremendous support in Congress."
"Animal Welfare Pact Would Double Space for U.S. Hens"

Egg Producers and Humane Society Urging Federal Standard on Hen Cages

"Egg Producers and Humane Society Urging Federal Standards on Hen Cages"

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TIME Partners with CNN

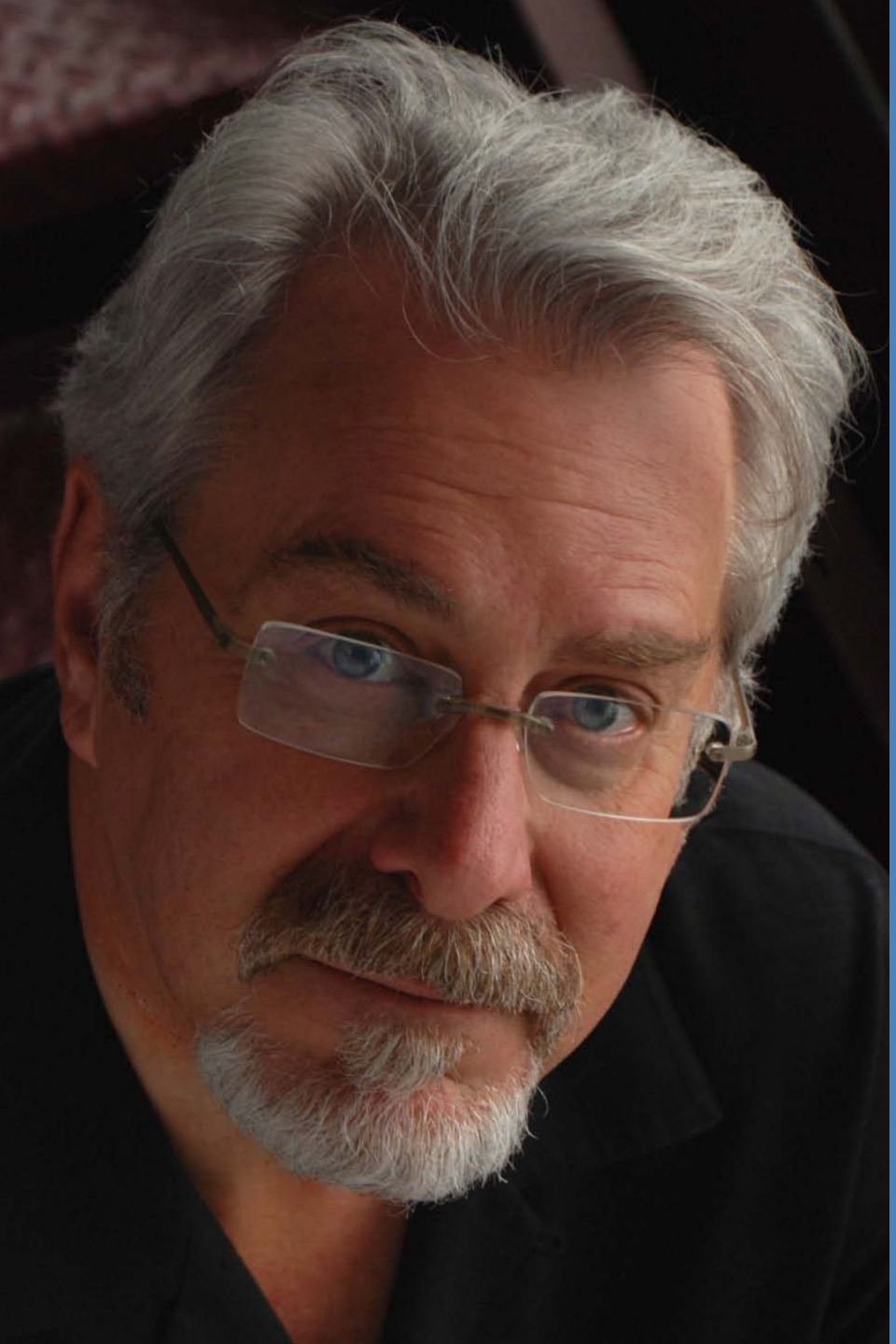
YAHOO! MAIL SEARCH TIME.COM

"Egg Producers and Humane Society—Mortal Enemies—Come Together on Battery Cages"

David Silverman / Getty Images News

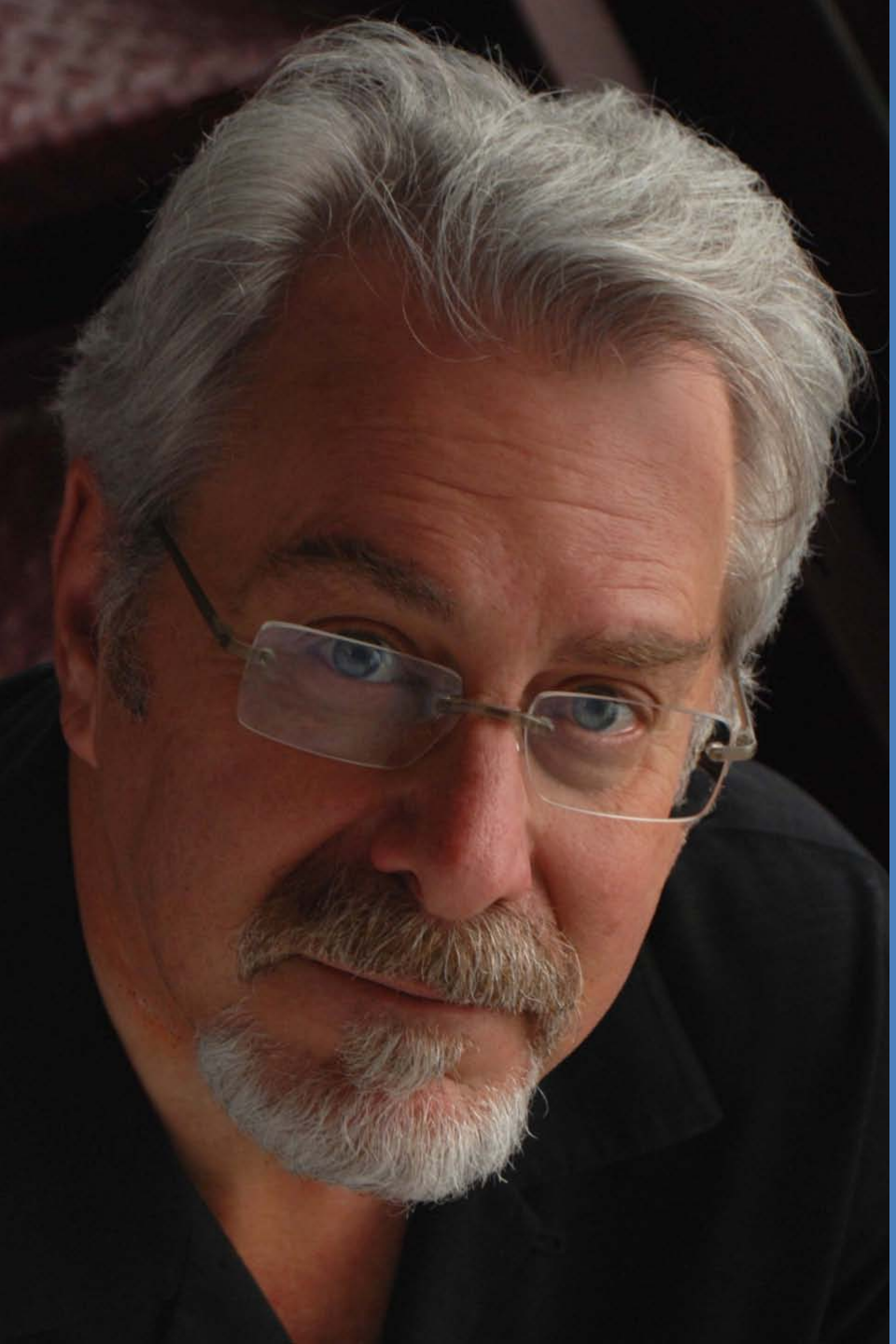
...industrial producers and green groups are at each others' throats, fighting a battle that's as much a culture war as it is a dispute over how we should raise our food. There's rarely room for compromise.

Sign of the Times?



PHIL LEMPERT
SUPERMARKET GURU

"Move over local. Move over organic. Humane is stepping in."



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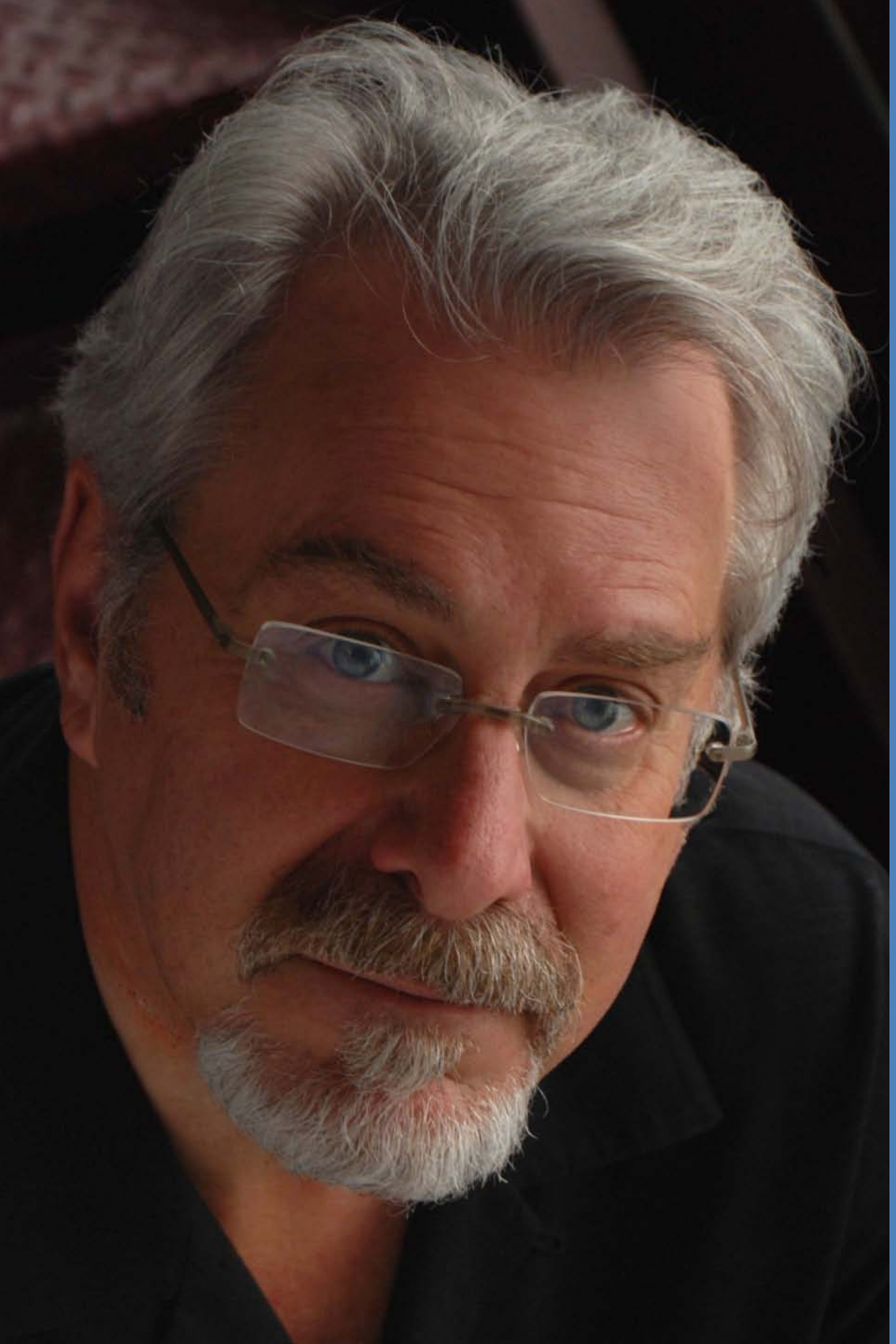

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"Move over local. Move over organic. **Humane is stepping in.**"

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