

Global Animal Partnership and the 5-Step Animal Welfare Rating Standards

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the landscape

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Lusk J, Norwood FB, and Prickett R. 2007. Consumer preferences for farm animal welfare: results of a nationwide telephone survey. Department of Agricultural Economics, Oklahoma State University.

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- **91% believe that animals should be treated humanely for a product to qualify as an “ethical food”**

Context Marketing’s “Ethical Food” report, released March 2010

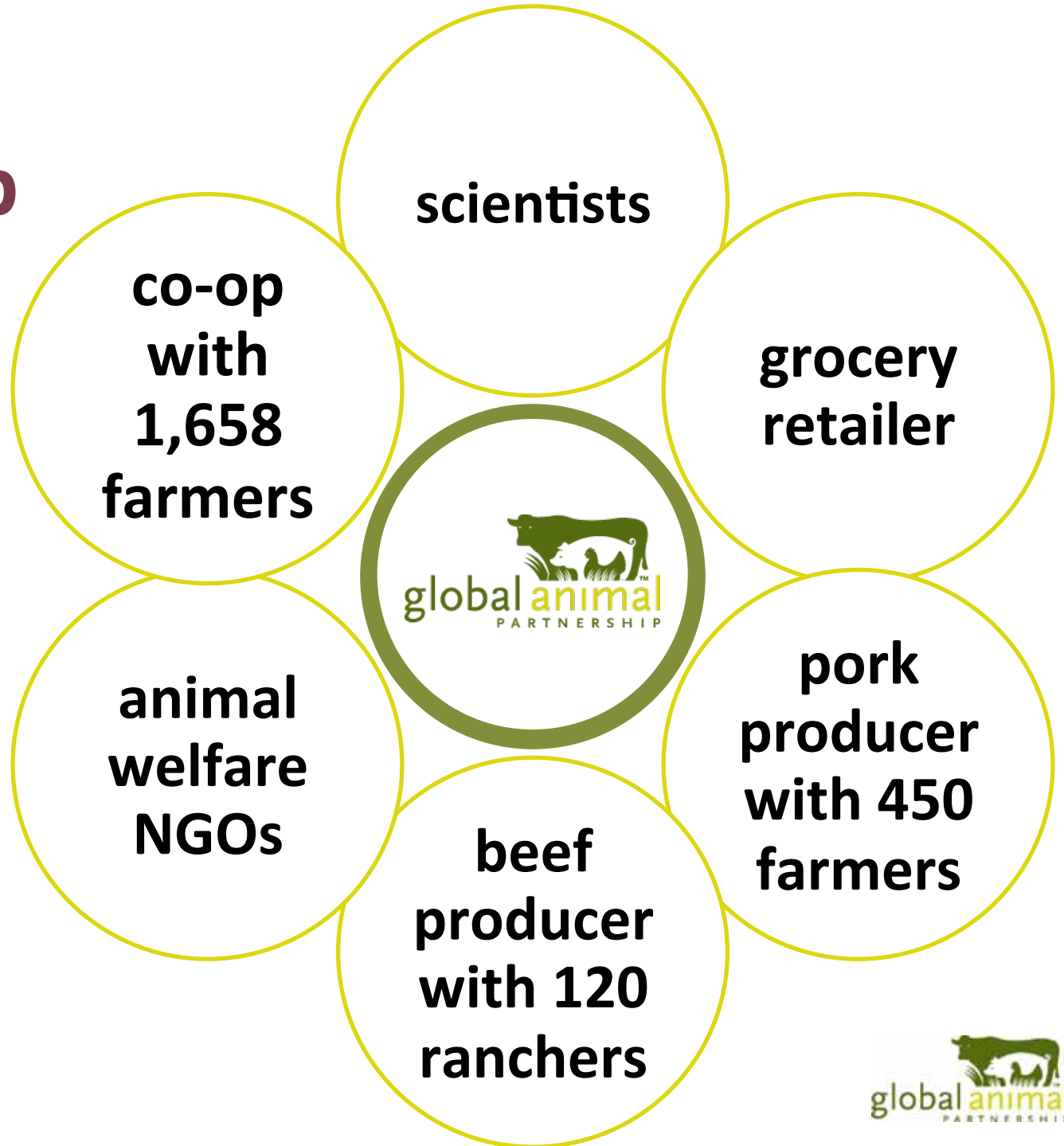


Global Animal Partnership

- **founded in 2008**
- **multi-stakeholder in leadership and scope**



our leadership



speaking in one voice with one mission

working together
collaboratively to promote

continuous improvement

in animal agriculture

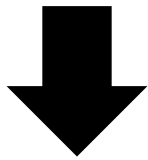


our signature program >

5-Step Animal Welfare Rating Program

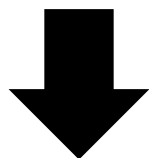


Step 1



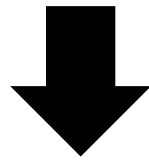
- **entry-level** into the program
- **no cages, no crates, no crowding**
- typically **indoor production**

Step 2



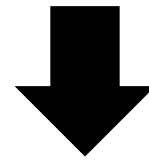
- **enriched indoor environment**
 - straw or hay bales for chickens and turkeys
 - scratching / grooming posts for cattle
 - enrichments for pigs that encourage foraging behavior and manipulation

Step 3



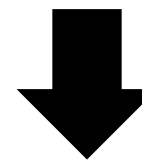
- **enhanced outdoor access**
 - building on Steps 1 and 2
 - foraging materials required

Step 4



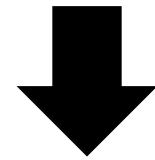
- **pasture-centered**
 - continuous access to well-managed pasture or foraging areas
 - only seasonal housing permitted

Step 5



- **animal-centered**
 - no physical alterations
 - may only be confined to housing during extreme weather conditions

Step 5+



- **the highest Step level**
 - entire life on the same farm / ranch
 - on-site or local slaughter

the 5-Step program



- **encourages** innovation and viability
- **recognizes** and **rewards** producers
- **improves** the welfare of animals
- **gives** greatest credibility to retailers
- **better informs** consumers
- **engages** a broad spectrum of industry
- **allows** for a greater product supply

the 5-Step program



- not ‘one-size fits-all’
- inclusive of different production systems, operational realities, and geography

**Producers set their own paths
for how they will farm and ranch, and
how they will give animals higher welfare.**

5-Step program status as of 29 Dec 2011

| | Step 1 | Step 2 | Step 3 | Step 4 | Step 5 | Step 5+ | TOTAL |
|----------------------|------------|------------|------------|------------|----------|----------|--------------|
| cattle sites | 496 | 61 | n/a | 318 | 1 | 0 | 876 |
| chicken farms | 15 | 313 | 67 | 37 | 5 | 0 | 437 |
| pig farms | 345 | 66 | 45 | 31 | 0 | 1 | 488 |
| turkey farms* | 1 | 1 | 9 | 1 | 1 | 1 | 14 |
| TOTAL | 857 | 441 | 121 | 387 | 7 | 2 | 1,815 |

* 5-Step pilot program for turkeys launched August 30, 2011

**to date, more than 140 million animals
are raised annually according to 5-Step standards**

inspection and certification



integrity and credibility with
independent, third-party assessment

partnership and collaboration



partnership and collaboration

“Global Animal Partnership is **uniquely inclusive**. They listen to the concerns of producers and are **eager to learn from the experiences of herdsman and farmers.**”

— Will Harris, 4th-generation rancher, president of White Oak Pastures, and Georgia’s 2011 Small Business Person of the Year



partnership and collaboration



“Global Animal Partnership’s 5-Step program has really been a blessing to us! It’s the **first of its kind to finally teach consumers the truth** behind the food they eat.”

— David Pitman, 3rd-generation farmer,
Pitman Family Farms

partnership and collaboration

“When I learned about Global Animal Partnership’s 5-Step Animal Welfare Rating Standards program, I **finally felt like I had a partner who got it....** 5-Step is different and I **finally feel like the playing field has been leveled.**”

— Jude Becker, Becker Lane Organic Farm



5-Step Animal Welfare Rating

from



to



and beyond



a program for continuous improvement



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