

# Global Partnerships to Continually Improve the Lives of Farm Animals

**Miyun Park**

**Executive Director, Global Animal Partnership**

**Workshop on Low Cost Practices and Tools to Improve Farm Animal Welfare**

**FCAV-UNESP, FAO, EC**

**Jaboticabal, SP, Brazil, 31 May – 3 June 2010**









> [globalanimalpartnership.org](http://globalanimalpartnership.org)



**Miyun Park**

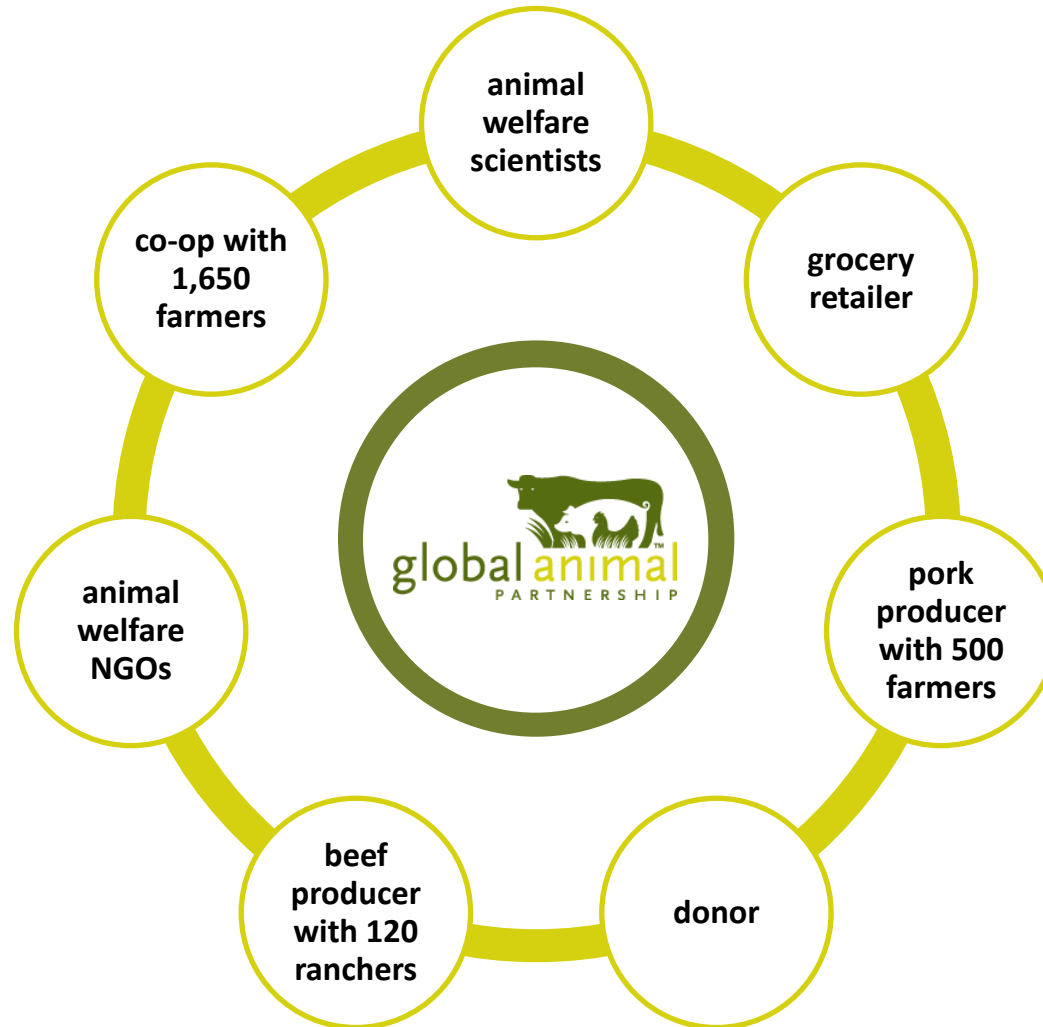
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# our leadership: from diverse sectors



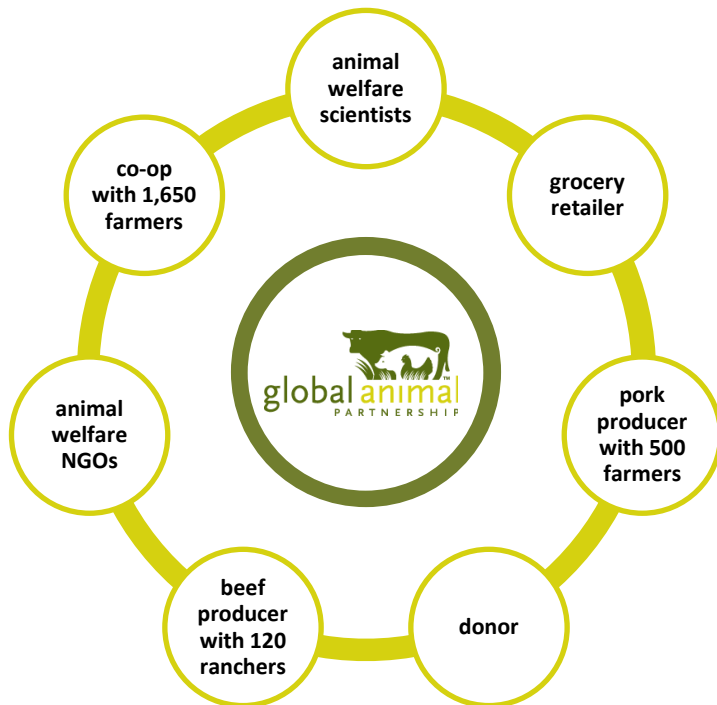
# speaking in one voice with one mission

**working together to promote**

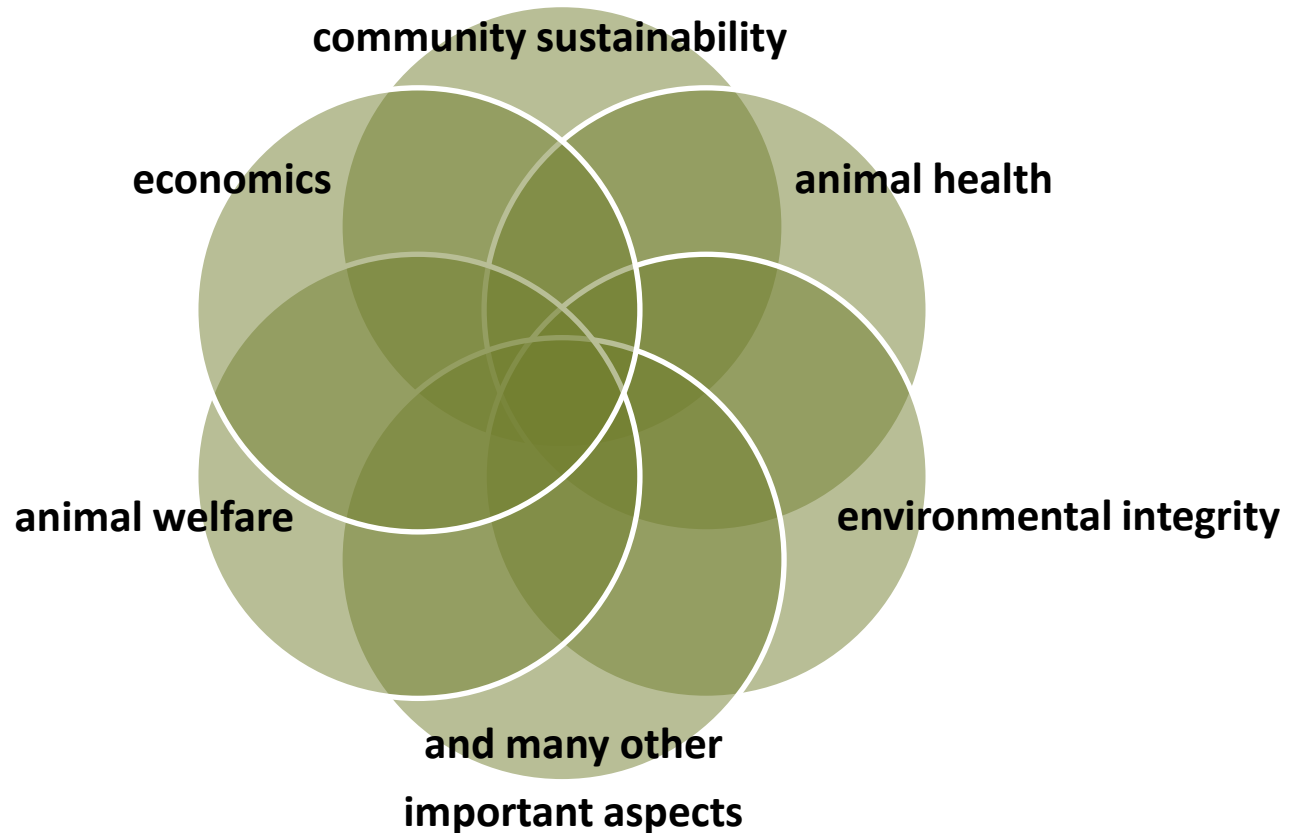
**continuous improvement**

**in animal agriculture in a**

**collaborative and effective way**



# dynamic relationships



# a multi-stakeholder NGO





# The 5-Step Animal Welfare Rating Program



# moving up the welfare ladder



# continuous improvement



photo courtesy of Bell & Evans



# a retail leader



photos courtesy of Whole Foods Market



# the Steps



# the Steps





# the Steps



# the Steps



# the Steps





# the Steps



# the Steps

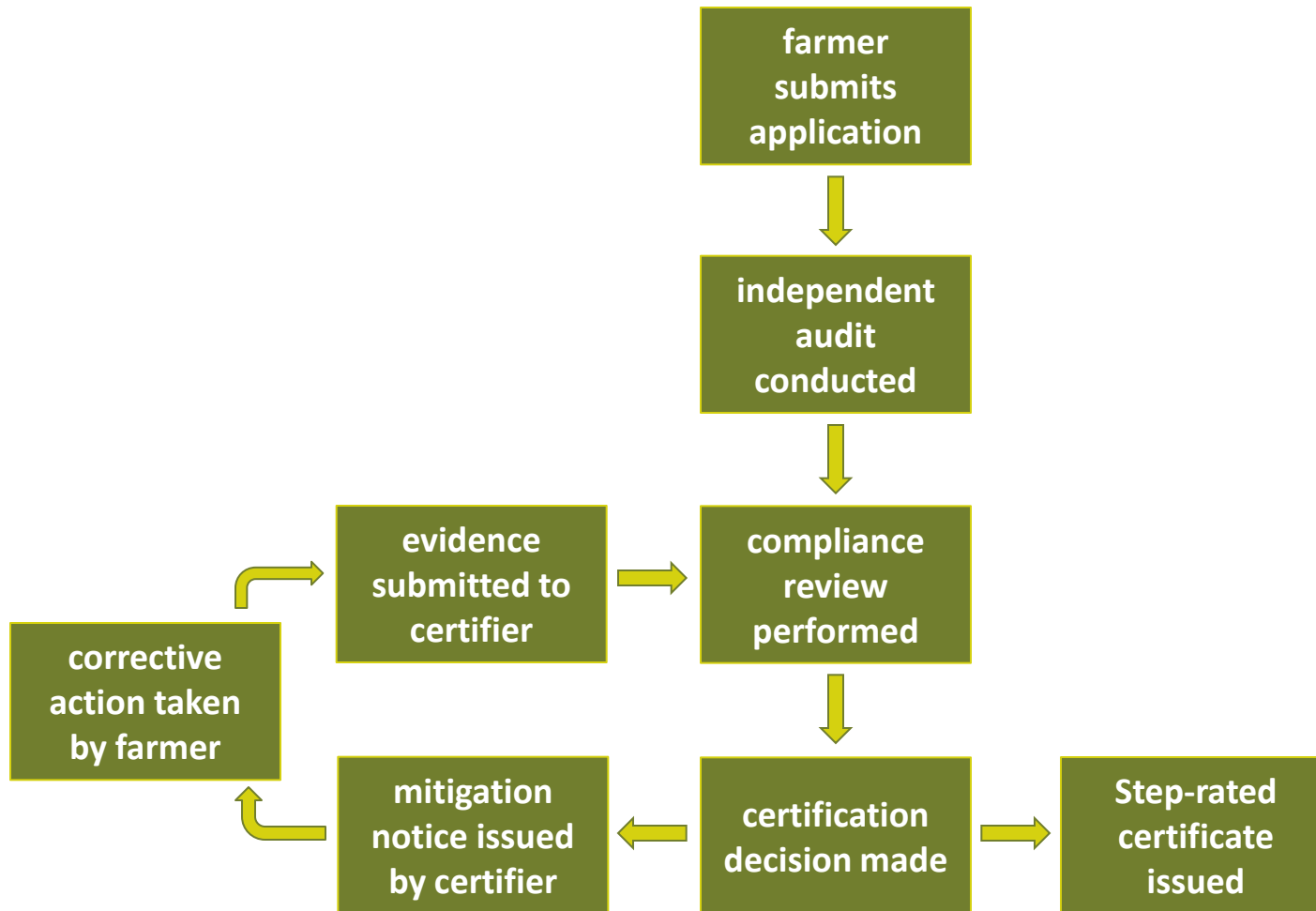


# the Steps



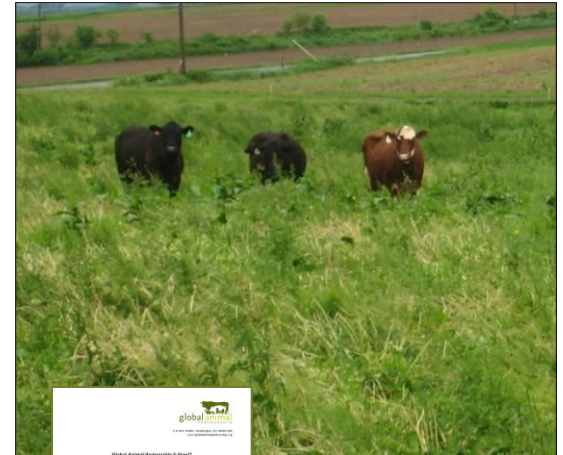
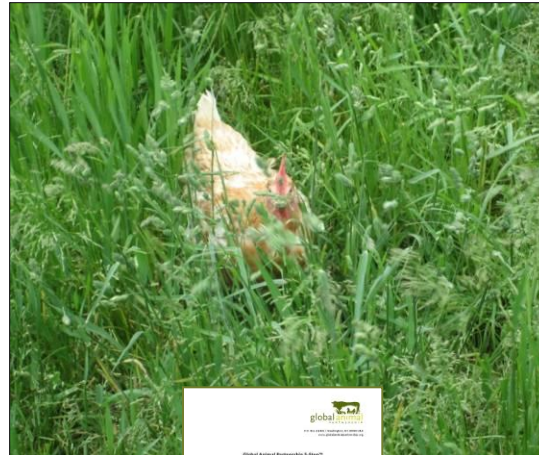
- empower farmers
- encourage innovation
- recognize and reward good practices
- continuously improve farm animal welfare

# independent, third-party certification





# 5-Step Animal Welfare Rating Standards



aspirational > refining > improving



aspirational > refining > improving





# participation and partnership



photo courtesy of Country Natural Beef



# Bell & Evans



photo courtesy of Kate Medley, Whole Foods Market

- a leading, award-winning chicken producer
- innovative and committed to improving welfare

# Bell & Evans



**“Animal welfare has always been very important to our company and we are proud that we have been leaders not followers.”**

— Tom Stone, Director of Marketing  
Bell & Evans



photos courtesy of Kate Medley, Whole Foods Market



# Bell & Evans



**“The GAP 5-Step program is all about honesty, integrity and attention to detail. We are very proud to be a part of the first legitimate animal welfare certification program.”**

— Scott Sechler, Chairman and President  
Bell & Evans



photos courtesy of Bell & Evans





# Niman Ranch Pork Co.



photo courtesy of Niman Ranch Pork Co.



# Niman Ranch Pork Co.



**“Higher welfare standards promote raising pigs in an environment where they can exhibit their natural behavior, not ‘producing protein units,’ which is often the way large, industrial operations look at what they do.”**

— Paul Willis, Manager  
Niman Ranch Pork Co.



photo courtesy of Niman Ranch Pork Co.

# Country Natural Beef



photo courtesy of Country Natural Beef

# Country Natural Beef



photo courtesy of Country Natural Beef

**“Among the values that we share is a belief that animal welfare is not only good for the animals in our care, but it is also critical to the success of our business model.”**

— Dan Probert, Executive Director  
Country Natural Beef



# Country Natural Beef

**“The Global Animal Partnership 5-Step program has given us an avenue to have our humane practices certified by an arm’s length third party.**

**More importantly, the 5-Step program challenges us, through the individual higher levels, to become even better managers and caregivers, and be recognized for that effort in the marketplace.”**

— Dan Probert, Executive Director  
Country Natural Beef



photo courtesy of Country Natural Beef

# Organic Valley & Organic Prairie



photo courtesy of  
Organic Valley



- 1,300 dairy farms > 80,000 cows
- 78 egg farms > 450,000 birds
- 45 beef ranches > 1,100 cattle
- 22 pig farms > 6,000 pigs
- 1 broiler chicken farm > 17,000 birds
- 2 turkey farms > 6,500 birds



# Organic Valley & Organic Prairie

**“In addition to our moral and ethical obligations to treat animals humanely, higher levels of animal welfare results in healthier, more contented animals who are capable of longer and more productive lives... and also leads to greater satisfaction and pride for the farmer. At Organic Valley, we believe everyone should be pushing for continual improvements across all aspects of animal agriculture.”**

— Wendy Fulwider, PhD, Animal Care Specialist  
Organic Valley



photo courtesy of Organic Valley

# in the marketplace



photo courtesy of Kate Medley, Whole Foods Market



# continuous improvement

from



to



& beyond



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