



Animal Welfare Institute

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Survey of Animal Raising Claims Used on Meat Packaging

In October 2013 the Animal Welfare Institute (AWI) commissioned a national web-based survey of perceptions of marketing label claims related to how animals raised for food are treated on farms. Specifically, the survey gathered data on consumer attitudes towards government regulation of marketing label claims such as “humanely raised” and “sustainably farmed.” The survey questions and the responses received follow:

Please indicate how strongly you agree or disagree with each of the following statements.

Total Sample Frequent Purchaser*

- | | | |
|---|-----|-----|
| a. The government should require meat and poultry producers to prove any claims like “humanely raised” or “sustainably farmed” that they put on their product label. | | |
| Strongly agree | 48% | 49% |
| Somewhat agree | 38% | 39% |
| Somewhat disagree | 9% | 9% |
| Strongly disagree | 4% | 4% |
| b. The government should not allow the use of claims like “humanely raised” or “sustainably farmed” on product labels unless the claims are verified by an independent third party. | | |
| Strongly agree | 47% | 50% |
| Somewhat agree | 39% | 37% |
| Somewhat disagree | 10% | 9% |
| Strongly disagree | 4% | 3% |
| c. Producers should not be allowed to use the claim “humanely raised” on their product labels unless they exceed minimum industry animal care standards. | | |
| Strongly agree | 47% | 49% |
| Somewhat agree | 39% | 39% |
| Somewhat disagree | 10% | 8% |
| Strongly disagree | 4% | 3% |
| d. The claim “humanely raised” means more than providing farm animals with adequate food, water and shelter; it also should include adequate space, opportunity to exercise, and social interaction with other animals. | | |
| Strongly agree | 43% | 45% |
| Somewhat agree | 41% | 40% |
| Somewhat disagree | 11% | 10% |
| Strongly disagree | 4% | 4% |

*Respondents purchasing packaged poultry or meat products 3 or more times per month.

- e. The well-being of animals raised on farms for food is important to me.
- | | | |
|-------------------|-----|-----|
| Strongly agree | 35% | 38% |
| Somewhat agree | 45% | 44% |
| Somewhat disagree | 14% | 13% |
| Strongly disagree | 6% | 5% |
- f. Humane treatment of farm animals is a factor which I consider when purchasing animal products like meat, poultry, eggs and dairy.
- | | | |
|-------------------|-----|-----|
| Strongly agree | 19% | 19% |
| Somewhat agree | 39% | 38% |
| Somewhat disagree | 28% | 29% |
| Strongly disagree | 14% | 13% |
- g. A brief statement signed by a producer should be acceptable as proof of a claim like “humanely raised” or “sustainably farmed” on a meat or poultry product.
- | | | |
|-------------------|-----|-----|
| Strongly agree | 10% | 10% |
| Somewhat agree | 32% | 31% |
| Somewhat disagree | 34% | 35% |
| Strongly disagree | 24% | 24% |
- h. I feel confident that the government verifies label claims used on meat and poultry products.
- | | | |
|-------------------|-----|-----|
| Strongly agree | 6% | 6% |
| Somewhat agree | 34% | 32% |
| Somewhat disagree | 39% | 40% |
| Strongly disagree | 21% | 22% |
2. I place the highest degree of trust in animal care label claims that are verified by...

	<u>Total Sample</u>	<u>Frequent Purchaser*</u>
The U.S. Department of Agriculture	37%	39%
A third-party animal welfare organization	35%	35%
An agriculture industry association	8%	7%
The producer themselves	5%	5%
None of these	15%	14%

*Respondents purchasing packaged poultry or meat products 3 or more times per month.

This survey was conducted online within the United States by Harris Interactive on behalf of AWI from October 10-14, 2013 among 2,027 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Dena Jones at 202-446-2146.