

Enquiry Form

If you would like further information on the Humane Choice program please complete and return this form to the HSI office:



HUMANE CHOICE
Humane Society International
PO Box 439 AVALON NSW 2107

YOUR DETAILS

Title.....

FirstName.....

Surname.....

Company Name:.....

Address.....

Suburb.....

State.....Postcode.....

Phone (H).....(W).....

Mobile.....

Email.....

What do you produce on your property?

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We recognise the importance of your privacy and the safeguarding of your personal information. If you do not wish to receive any regular mailings from HSI please call us on 1800 333 737.

HUMANE SOCIETY INTERNATIONAL INC

P.O. Box 439 Avalon, NSW 2107

Tel: 02 9973 1728 Tel: 1800 333 737 Fax: 02 9973 1729

www.humanechoice.com.au



Frequently Asked Questions

WHAT IS HUMANE CHOICE?

Humane Choice is a program dedicated to improving the welfare of farm animals.

WHAT ARE THE STANDARDS?

Detailed standards are available from our website or by calling the office. The standards cover whole of life – from birth to slaughter.

DOES HUMANE CHOICE MEAN 'ORGANIC'?

Humane Choice is concerned primarily with animal welfare and there is no requirement to be organic.

HOW WILL MY PRODUCT BE IDENTIFIED?

Certified producers may use the Humane Choice logo on their packaging and promotional materials.

WHAT IS THE COST OF CERTIFICATION?

Current cost is \$880 per year.

IS THERE A DEMAND FOR HUMANELY RAISED FOOD?

Recent surveys have highlighted the desire of consumers for high welfare standards in food production and honest labelling.

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MAKING ANIMAL WELFARE WORK FOR YOU



Farming for the Future

HUMANE CHOICE is a whole of farm accreditation system for free range pork, beef, lamb, chicken and egg producers.

With the recent publicity on free range produce this important initiative could not be more timely. The Humane Choice label initially covers free range beef, pork, lamb, chicken and eggs and guarantees the consumer that the animal has been treated with respect and care, from birth through to death. There is only ONE humane choice standard so there is no ambiguity for the consumer.

The Humane Choice label denotes the animal has had the best life and death offered to any farm animal. They basically live their lives as they would have done on Old McDonald's farm, being allowed to satisfy their behavioural needs, to forage and move untethered and uncaged, with free access to outside areas, shade when it's hot, shelter when it's cold, with a good diet and a humane death.

Procedures such as mulesing, nose ringing, tail docking, beak trimming or any form of mutilation are not allowed. Weaning of animals should enable the natural process of animal rearing to occur, sows are not to be kept confined in stalls and transportation kept to a minimum.

Humane Society International administers the label and has chosen AUS-QUAL to audit producers who wish to become Humane Choice accredited. AUS-QUAL provides professional industry certification across Australia and New Zealand.

Humane Choice takes the guesswork out of consumer decision making where animal welfare standards are concerned. It provides an accreditation that producers can use to access new consumer markets and meet public demand for food produced in an ethical sustainable way. There is only one 'Humane Choice' so there is no variation in standards and consumers can have full confidence in the integrity of the product.

Reach new markets

Consumer surveys across Australia are demonstrating shifting consumer attitudes towards considering the humane treatment of animals over price. Humane Choice accreditation provides farmers and producers an opportunity to reach a growing market segment of ethical consumers; offer a point of difference with their produce; and demonstrate their ethical values in how they raise and treat their animals.

Consumer awareness of where and how food is produced is growing and the current labelling of animal derived produce is confusing. Humane Choice makes it easy for consumers to identify ethical produced food and buy with confidence.

