

**Labeled & Confused:
A consumer's guide to animal welfare claims
on product labels—and more**

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**In which of the following four environments do
you think these hens were raised?**

ONE DOZEN FRESH EGGS

ALL NATURAL • CAGE FREE



100% VEGETARIAN FED
NO ANIMAL BYPRODUCTS

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GRADE AAA LARGE

1



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2



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4

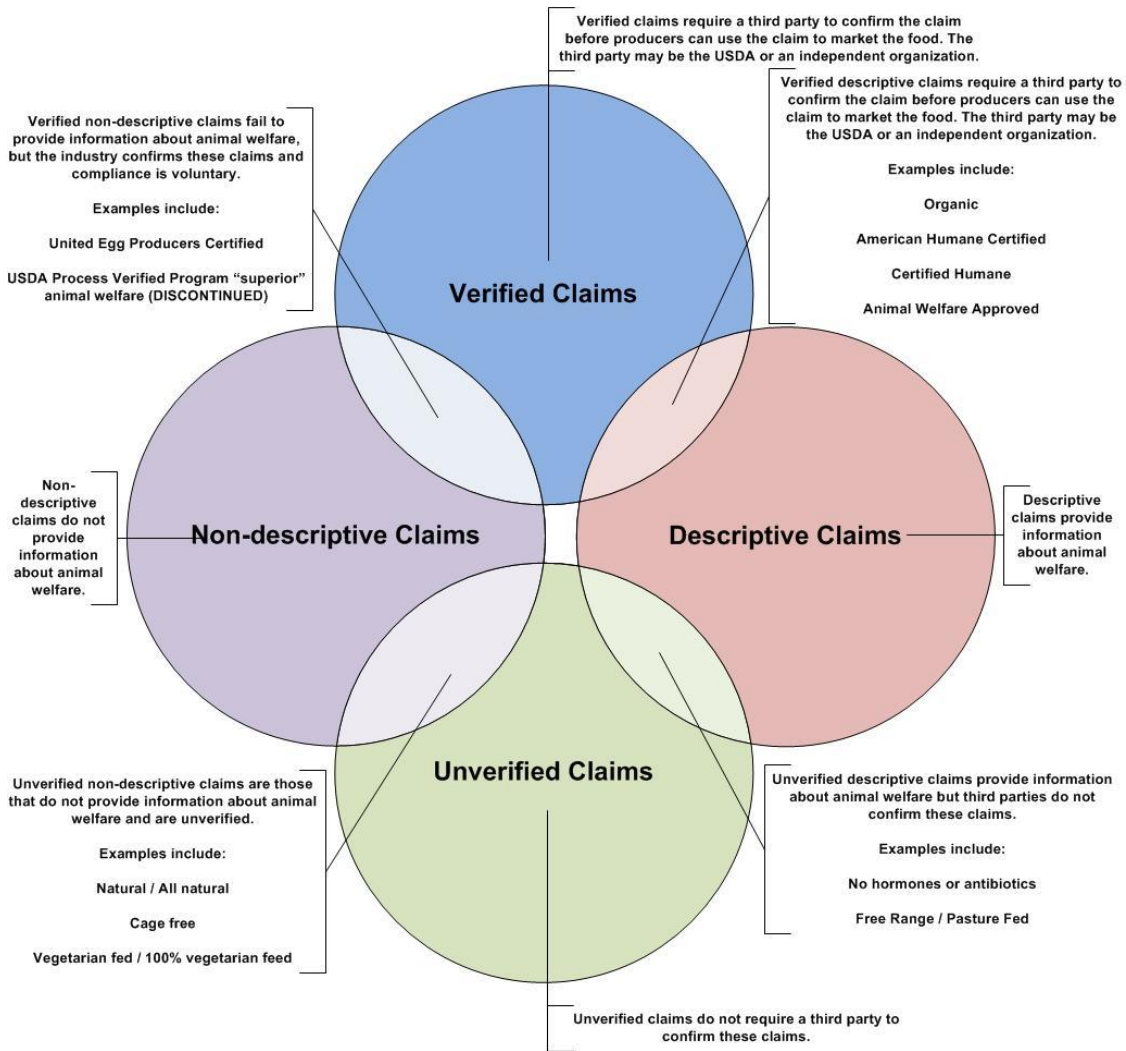


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Outline of Presentation

- I. Introduction
 - A. Animal law
 - B. Animal welfare and animal rights
- II. Factory farms - confinement systems
 - A. Gestation crates
 - B. Battery cages
- III. Law on animals raised for food
 - A. Federal law
 - B. State law
- IV. Shell egg labels
 - A. Federal law
 - B. Industry labels

- C. Cage-free
- D. Better labels
 - 1. USDA Organic
 - 2. USDA Process Verified Program
- E. Best labels
 - 1. European Union (compared to US)
 - 2. US third-party certification programs
 - a. Certified Humane
 - b. Food Alliance Certified
 - c. Animal Welfare Certified
 - d. American Humane Certified
 - e. American Welfare Approved
 - 3. Other claims
 - a. Natural
 - b. No added hormones
 - c. Raised without antibiotics, etc,
 - d. Vegetarian-fed
 - e. Chemical free
 - 4. Where to buy eggs & other humanely-raised food
- V. Cosmetics labels
 - A. Federal law
 - B. Leaping Bunny Program
 - C. Beauty without Bunnies
 - D. Choose Cruelty-Free
 - F. State law
- VI. Assistance animals
 - A. Federal law - service animals
 - 1. Service dogs
 - 2. Hearing dogs
 - 3. Guide dogs
 - B. Federal law - emotional support animals
 - C. Therapy dogs
 - D. Facility dogs
- VII. Donating to national nonprofit animal welfare & animal rights groups
 - A. Charity rating organizations
 - B. IRS Form 990
 - C. Key things to look for on Form 990
 - 1. Program spending
 - 2. Professional fundraising
 - 3. Executive compensation
- VII. Conclusion & questions



Battery Cage



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Enriched Cage



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Aviary / Barn



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Free Range



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Natural / All Natural

Dietary Claims – 100% vegetarian diet and no animal byproducts

No hormones or antibiotics

United Egg Producers Certified

USDA Process Verified Program – Superior welfare (DISCONTINUED)

American Humane Certified ®

Organic

Cage Free

Certified Humane ®

Animal Welfare Approved ®

Free Range / Pasture Fed

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Videos from September 12, 2024 Talk
Sheila Rodriguez

When animals were punished:

[https://www.youtube.com > watch?v=4diTffym5Rk](https://www.youtube.com/watch?v=4diTffym5Rk)

(Start at 1:03, stop at 2:19)

Commercial for Prop 2 (CA ballot initiative banning farm animal confinement):

www.youtube.com/watch?v=oqPJsfcjyZU

(Stop at .59)

Portlandia, “Colin the Chicken”:

<https://duckduckgo.com/?q=portlandia+chicken+episode+youtube&ia=web&iai=ht>
[tps://www.youtube.com/watch?v=ErRHJIE4PGI](https://www.youtube.com/watch?v=ErRHJIE4PGI)

(2.34 minutes)

Courthouse Dogs Foundation:

<https://youtu.be/IPVdie1-Jdc>

(Stop at 1:38)