

You can make a difference every time you visit the grocery store by choosing certified higher welfare animal products and plant-based products.



FARMFORWARD

## AVOID



These claims **alone** don't necessarily mean higher welfare. Look for certifications that fall under better and best.

- All Natural
- American Humane Certified
- Antibiotic Free
- Cage Free
- Certified Naturally Grown
- Food Alliance Grown
- Free Range/ Free Roaming
- Humanely Raised
- Pasture Raised
- USDA Certified Organic

## BETTER CHOICES



+ Free Range



## BEST CHOICES



+ Pasture Raised



Plant-Based Products

# EAT WELL. DO GOOD.



**95% of all farmed animals in the U.S. are raised on factory farms.** Chickens and turkeys raised on factory farms are the most abused farmed animals.

BuyingPoultry allows you to **cut through confusing labels** and marketing claims, helping you find the highest welfare products in your local grocery stores. Look for the labels on the back of this card. If you see the 'best' label on your product, you can be confident that the animals were raised with the highest welfare methods currently practiced.

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Visit [BuyingPoultry.com](http://BuyingPoultry.com) to find the **highest welfare** poultry and plant-based products sold in stores near you.



@farmforward

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