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## A CONSUMER'S GUIDE TO FOOD LABELS AND ANIMAL WELFARE



### ● BEST CHOICES

These labels feature the highest comprehensive animal care standards, and compliance is verified by a third-party auditing program. This category also contains certified vegan products.

### ● NEXT BEST CHOICES

These labels typically feature lower comprehensive animal care standards, but compliance is verified by a third-party certification program. Labels in this category have standards that require animals to have outdoor access. This category also includes uncertified products labeled as “plant based.”

### ● FAIR CHOICES

This category includes labels with weaker comprehensive animal welfare standards that are verified by a third-party audit, as well as labels with standards AWI might consider higher welfare, but which are not verified by a third-party audit or accompanied by a certification.

Without verification, the level of animal welfare can range from very low to very high for different products under the same label.

### ● SLIGHT IMPROVEMENT


This category represents two types of labels: (1) those with comprehensive animal welfare standards that represent just a slight improvement from conventional industry production and are verified on the farm by a third-party audit, and (2) labels that are relevant to a single practice or aspect of production. Products with these labels are preferred over conventionally produced products that often come from factory farms. This category also includes foods labeled “vegetarian.”


### ● BEWARE OF THESE LABELS

These labels are meaningless or misleading with regard to animal welfare. They may not be meaningless or misleading for other purposes.

# COMMON LABELS, CLAIMS, AND CERTIFICATIONS

 AGA Certified Grassfed

 American Humane Certified  
(pasture-raised and free-range eggs)

 American Humane Certified  
(products other than pasture-raised or  
free-range eggs)

 Aquaculture Stewardship Council (ASC)

 Best Aquaculture Practices (BAP)


 Cage Free (eggs)

 Cage Free (poultry)


 CARE Certified

 Certified Animal Welfare Approved by AGW

 Certified Grassfed by AGW


 Certified Humane  
(free-range eggs, chicken, turkey)


 Certified Humane  
(pasture-raised eggs and chicken)

 Certified Humane (products without  
pasture-raised or free-range designation)


 Certified Vegan/Certified Plant Based

 Crate Free (veal, pork)

 Ethically/Responsibly/Thoughtfully Raised

 FACTA Animal Welfare Humane Certified


 Food Alliance Certified

 Free Range (uncertified)

 GLOBALG.A.P. (GGN Certified)


 Global Animal Partnership (Steps 4, 5, 5+)

 Global Animal Partnership (Step 3)

 Global Animal Partnership (Step 2)


 Global Animal Partnership (Step 1)


 Grass Fed (dairy, meat)

 Halal


 Humanely Raised/Humanely Handled


 Kosher


 Marine Stewardship Council (MSC)

 Natural


 Naturally Raised

 No Added Hormones  
(dairy, beef, lamb, pork)

 No Added Hormones  
(eggs, poultry, bison, veal)


 No Antibiotics Administered


 One Health Certified


 OPT Certified Grass-Fed Organic (dairy)


 Pasture Raised (uncertified)  
(products other than eggs)


 Plant Based (uncertified)

 Real Organic Project

 Regenerative Organic Certified  
(products other than dairy)

 Regenerative Organic Certified (dairy)

 Regeneratively Raised/Sustainably Raised

 Slow Growth

 UEP Certified (non-cage-free eggs)

 USDA Certified Organic

 USDA Process Verified

 Vegetarian

 Vegetarian Fed

 Whole Foods Market "Responsibly  
Farmed"