



Farm Forward Survey Reveals Humanewashing at Whole Foods

Farm Forward recently conducted an online survey through YouGov, September 3-7, 2021. The total sample size was 1,219 adults. The figures have been weighted and are representative of all US adults (aged 18+).

The following results offer insights for the overall population. The net takeaway: **Consumers who look for the Global Animal Partnership (GAP) label in Whole Foods Market are being misled and overestimate the welfare standards for animals raised within the GAP certification program.**

- The vast majority of animals raised under GAP are **not required to have outdoor access**. 88 percent of respondents were incorrect about or didn't know whether GAP means that animals were raised their whole lives on pasture (of those 88 percent, 58 percent were incorrect and 30 percent responded that they didn't know). 91 percent of respondents were incorrect about or didn't know whether GAP means that animals were given consistent access to the outdoors (of those 91 percent, 62 percent were incorrect and 29 percent didn't know).
- 39 percent of respondents believed that the GAP certification mark meant that animals were given consistent access to the outdoors. 57 percent said that this *should* be the case.
- **Nearly half** (45 percent) of shoppers expect all high welfare labels to guarantee that animals are raised continuously on pasture. Very few, only the most stringent labels, achieve this standard.
- **18-34-year-olds are the least knowledgeable about the GAP label**, with 38 percent of respondents mistakenly believing that the generic GAP label means that animals were raised on pasture their whole lives.
- **GAP allows genetic modification for fast-growing birds**. 39 percent of survey respondents responded incorrectly that the generic GAP certification means that animals were not genetically modified to grow unnaturally quickly, with 55 percent believing that the label *should* mean that.
- 40 percent believed that GAP disallows all physical mutilations, like removing cows' horns (54 percent, more than half, felt it should prohibit this cruelty); however, **GAP allows some mutilations** like burning off calves' horn buds, destroying turkeys' toenail beds with microwave radiation, and cutting off the tips of turkeys' and hens' beaks at some of its tiers.
- A quarter of respondents (25 percent) believed incorrectly that an "antibiotic-free" label indicates that animals were raised on pasture, and 32 percent thought it equated to high levels of welfare. However, antibiotic-free labels have little to do with the conditions in which animals are raised: as in the case of GAP's lower tiers, certified **antibiotic-free products can still come from factory farms**.