

# BELCAMPO<sup>®</sup>

## AND THE TREATMENT OF OUR ANIMALS

This FAQ is based on questions we have received online and in our stores – let us know [here](#) if you have any additional topics you'd like us to add to this FAQ.

**Q:** What is different about how Belcampo treats animals?

**A:** Belcampo produces meat in the most ethical way possible – for animals, the environment, and for people. In short, we:

- **Create the conditions** for how animals live, eat, reproduce, and raise their young that most closely resemble how the species evolved. We engage third-party certifiers to back up and verify every claim about diet, husbandry, and processing that we make.

- **Build production systems** that are net positive players in the environment with regards to water, waste, carbon, and ecosystems. We document and monitor our environmental impact through third-parties tracking metrics such as carbon sequestration, pasture density, and biodiversity.

- **Select for species** with high health outcomes, market the consumption of a wide variety of types of meat with different nutritional profiles and constantly work to improve nutrient density and health qualities of all our products.





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**Q: How does Belcampo ensure that its animals are being treated compassionately?**

**A: Our animal handling and slaughter are independently verified by Animal Welfare Approved, a third-party certifier with the most stringent criteria for animal treatment.**

To learn more about how this impacts the way our animals live, visit the AWA website's criteria list at <http://animalwelfareapproved.org/standards/list-of-standards/>.

For the key aspects of our slaughter and handling criteria, visit <http://animalwelfareapproved.org/standards/slaughter-redmeat/>.

For contrast, companies like Whole Foods only have “self-certified” processes regarding meat processing, which means that no one is independently verifying any of their claims.

As the practices mandated by rigorous guidelines like those of AWA (along with other certifiers like Certified Humane and American Humane Certified) are much more expensive than conventional systems, it is understandable why companies are eager to avoid this.

Belcampo believes that third-party certification is the only path – it helps our team learn better practices every year and challenges the industry to raise the bar when it comes to an ethical and responsible way to raise livestock.



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**Q: Is there a 'good way' to raise animals for food?**

**A: We think so. We've designed every aspect of our system to maximize our animal's health and happiness and minimize its stress and anxiety upon slaughter.**

We've all heard (and seen) the horror show images and stories of mainstream animal processing, and to knock a few easy concerns off your list: our animals are never starved before slaughter; they are never held in holding pens (conventionally-processed animals are often held outside the slaughter facility for up to a week); they are not killed with CO<sub>2</sub>;

they are trucked just 20 minutes from our farm to our slaughter facility, and they live, on average, twice as long as animals raised in confinement systems. That said, we respect the opinions of people who disagree with the premise that meat can be produced ethically and – more broadly – that eating meat is important for human health.

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**Q: What is different about the animal breeds that Belcampo raises on its farm?**

**A: Belcampo raises heritage breed animals that grow more slowly than industrial breeds.**

We feed them the diets they evolved to eat as opposed to what conventional agriculture feeds livestock – genetically modified corn mixed with waste from the human food system and from industry

(everything from scraps and waste from food processing factories to sawdust and plastic shavings).

Our heritage animals mate naturally and raise their young in the most natural way possible for domesticated livestock species.



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**Q: Belcampo butcher shops sometimes display parts of the animal that are obviously a body part, like a pig's trotter or face. Why does Belcampo do this?**

**A: At Belcampo, we feel a responsibility to ourselves and to our customers to use every part of every animal.**

Faces and feet are part of that. We realize that these images are tough for vegans and non-meat eaters browsing our stores (or social media feeds), but we think that seeing these images and understanding their implications is part of being a responsible meat eater.

An image of a breaded nugget is definitely less offensive on the outside, but consider that it's likely made from confinement chickens living in closed hoop houses, constantly fed antibiotics to stay alive, eating only

slurry because their beaks are cut off, unable to fly with their clipped wings and drastically oversized breasts. So, while seeing pig feet in our stores might have a high "gross out" factor for some of our customers, we think that its part of the broader story and mission of our company.

**Q: Do people need to eat as much meat as they do in the United States?**

**A: Belcampo encourages everyone to eat less meat – we think Americans should choose better meat that is raised in a way that's healthy for animals, people, and the planet.**

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**Q: Why don't you show videos of slaughter on your website?**

**A: We permitted PBS to film our slaughter process in 2013 (they included a scene from our slaughterhouse in the documentary Food Forward).**

However, we have been discouraged by our USDA Inspector from allowing additional film crews to document our processes and also from more innovative ideas like a full-time video feed of our processing floor.

In general, the USDA has been working against more transparency in slaughter and processing due – we believe – to pressure from larger industry eager to mask visibility of their processes.

We welcome tours of the plant and are happy to let visitors watch our kill and processing.

