

# HOW TO SHOP WITH YOUR HEART

YOUR GROCERY GUIDE TO MORE HUMANE MEALS

You already cook with your heart. Now it's time to shop with it, too, for the love of farm animals. Outsmart unreliable labels and get certification-savvy with this guide to more farm animal-friendly food shopping.



## Food Labels Can Be Misleading

74% of surveyed consumers say they are paying more attention to the labels that describe how an animal was raised than they were 5 years ago!



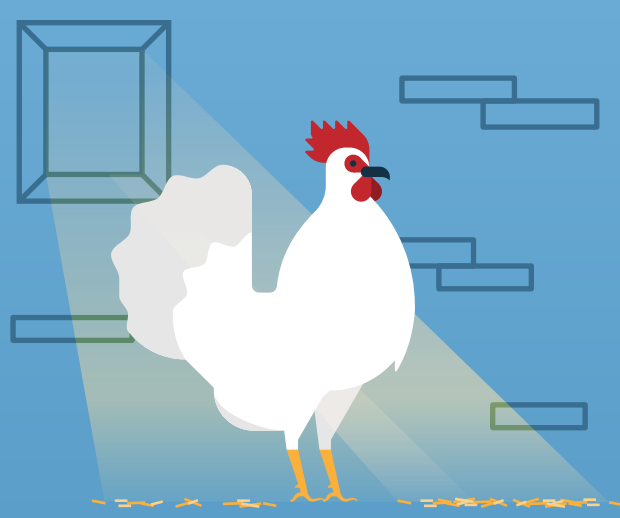
Claims like “**natural**” are unfortunately meaningless for animal welfare, and claims like “**antibiotic-free**” and “**hormone-free**” don’t guarantee better treatment.

## Meaningful Labels

77% of surveyed consumers say they are concerned about the welfare of animals raised for food.\*



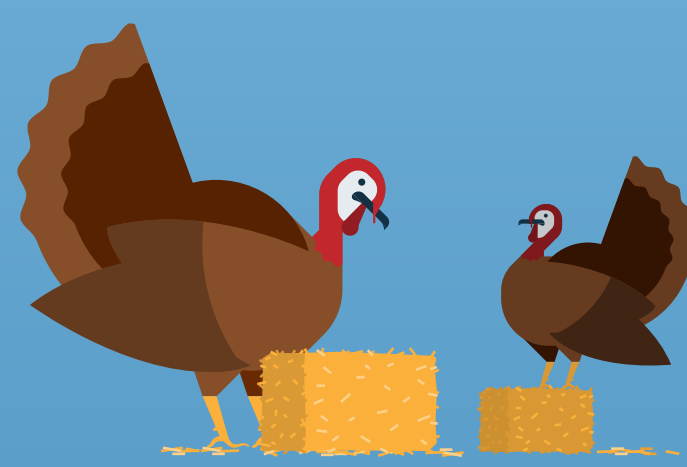
**Certified Humane, Animal Welfare Approved, and GAP (Steps 2+)** are all meaningful labels. These certification labels **require on-farm audits** and **provide plenty of benefits to animals**, including:



More Natural Light



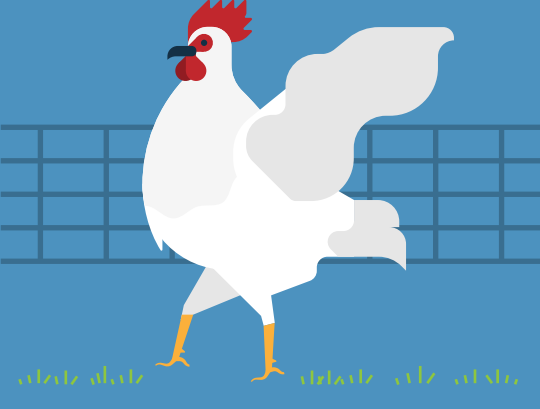
Fresh Air



Natural Behaviors Encouraged



Lower-Stress Handling



Freedom to Move



Responsible Antibiotic Use

## PLANT-BASED: ALWAYS A HUMANE CHOICE



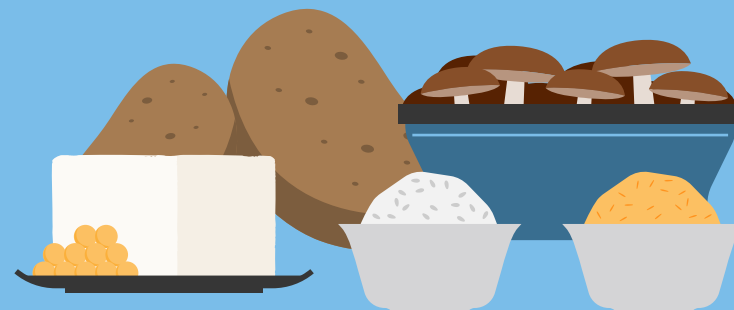
### Egg

In addition to store-bought egg substitutes, eggs can often be replaced with cornstarch, bananas, or ground flax seeds.



### Dairy

There are plenty of dairy replacements made from almonds, soy, cashews, oats, hazelnuts and coconuts.



### Meat

Meat substitutes combine ingredients like mushrooms, lentils, potatoes, soy and wheat with herbs and spices to replicate texture and flavor.

## Feel good about the groceries you buy.

Check out [ASPCA.org/ShopWithYourHeart](https://www.aspcanet.org/ShopWithYourHeart) for a list of welfare-certified brands and other resources to help guide your journey through the aisles.

**SOURCE**

\*ASPCA Labeling—Online Survey Public Memo, 2016, Lake Research Partners, ASPCA

