



463 Lincoln Pl, #224
Brooklyn, NY 11238

Happy Valley Meat Co Announces Comprehensive Welfare Guidelines

February 15, 2017

Brooklyn, NY – [Happy Valley Meat Company](#) (HVM) announced today that they are rolling out a comprehensive animal welfare program with an end goal of offering only welfare-certified meat by 2021.

This program will take place in three phases. The first phase, effective immediately, is that HVM and its network of farms publicly pledge to adhere to rigorous internally established animal welfare standards. In the second phase, HVM will publish species-specific welfare standards by the end of 2017. All farmers will be in compliance with these standards by the end of 2018. In the final phase, independent animal welfare certification programs will audit and approve every farm in HVM's network by 2021.

HVM's resident welfare specialist, Megan Dietz, MPH, developed the welfare program in collaboration with the [American Society for the Prevention of Cruelty to Animals](#) (ASPCA), which is working to make our food system more humane and transparent through consultation with businesses and consumer education. The [HVM commitment](#) is based on the Five Freedoms, a universally recognized framework for treatment of animals under human control. HVM's guidelines stem from leading scientific research and are designed to meet animals' physical, emotional, and natural needs.

"Distributors play an essential role connecting our food system together not only through the flow of food but also its traceability and transparency," said Nancy Roulston, Director of Corporate Engagement, ASPCA Farm Animal Welfare Program. "The ASPCA applauds Happy Valley Meat Company for their commitment to creating a more humane and transparent farming system and sending the message that independent verification of high animal welfare standards is important to their business, their suppliers, their buyers, and ultimately consumers. We hope other restaurants, farmers, and distributors take notice."

Animal and human welfare have always been central to HVM's ethos and the values of its partners, both those in the field and in the kitchen.

"I've long been an advocate for sustainable and humanely raised meats. The need to respect living conditions, what they eat and how they are handled are supremely important to me. Happy Valley Meat Company is an important source for great tasting beef, lamb and pork for The Mercer Kitchen. I wholeheartedly support their effort for 3rd party verification and setting ethical protocols as a means to guarantee the quality of product." - **Chef Chris Beischer of (The Mercer) Kitchen**

"I have been interested in the humane treatment of animals since, as a four year old, I rescued a chipmunk from a cat and nursed it until it was able to return to its burrow at the base of the oak tree in our yard. I'm thrilled to learn the Happy Valley Meat Company is ensuring that all the animals supplied to them will be treated in the most humane way possible. HVM stated at the very beginning of our relationship that they were interested in animal welfare and that they were pleased to observe the way that our animals are treated. I respect Happy Valley Meat Company for promoting proper animal care as an integral part of their business." - **George Lake Owner/Farmer at Thistle Creek Farms**



463 Lincoln Pl, #224
Brooklyn, NY 11238

About Happy Valley Meat Company

Happy Valley Meat Company (HVM) is a Brooklyn based certified B Corporation established in 2013. HVM's mission is to forge a direct connection between chefs and farmers who raise their animals in a responsible and humane way. They believe a return to direct sourcing from small farming communities is key to improving the lives of the people and animals that feed us.

HVM is built to let farmers focus on farming and chefs focus on cooking. They buy whole animals from small farms at better-than-market price. Then they have small, local slaughtershops kill and butcher those animals into restaurant-ready cuts. Each piece of meat is traced through the whole process and comes labeled with the name of the farm where it was raised. The result is that chefs can work directly with small farms without taking on the challenges of using whole animals, and small farmers get paid a fair price for exceptional meat without being their own distributor.

HVM works with some of the most acclaimed restaurants in the world. Please visit [our website](#) to see a [complete list](#) as well as [farmer profiles](#).

Contact

To learn more about HVM's welfare commitment, its benefits to farmers and chefs, or to schedule an interview and visit to our farm and slaughter plant please contact:

Megan Dietz, MPH
Director of Animal Welfare
Happy Valley Meat Company
P: 512-560-7777
E: megan@happyvalleymeat.com