

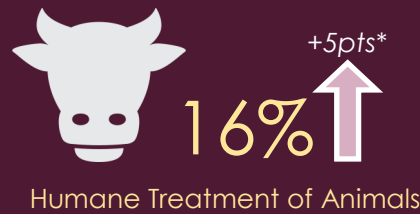


# SUSTAINABILITY PRACTICES ANIMAL WELFARE

A key area of sustainability that is growing in consumer consciousness is concern for animal welfare. Consumers are looking for companies to be more transparent and provide information about how animals are raised. Are they treated humanely and raised in as natural an environment as possible? Are they given hormones or antibiotics that may impact consumers' health?

The meaning of sustainability is broadening to encompass a rising concern for animal welfare issues.

## WHAT DOES SUSTAINABILITY MEAN TO YOU?



\*Significant change over 2013 at 95% confidence level

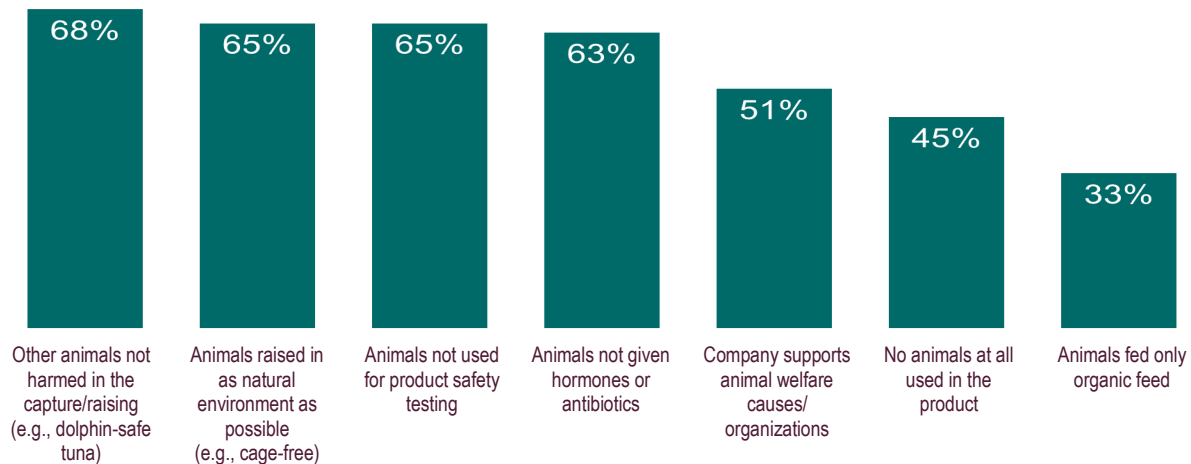
CONSUMERS WANT TO SUPPORT COMPANIES THAT PRIORITIZE TREATMENT OF ANIMALS.

47

Percent of consumers say it is **very important** that companies "avoid inhumane treatment of animals." (Up 6 percentage points from 2013)

### Key Areas of Concern:

Which of the following aspects of animal welfare practices would make you more likely to buy a product?



Source: [Sustainability—Transparency 2015 report](#), The Hartman Group