

We're passionate about animal welfare. It's why Safeway is proud to offer beef and poultry that meet Certified Humane standards.



SAFEGWAY 

CERTIFIED HUMANE



Look for the Certified Humane logo on pack.



For more information about Certified Humane, please visit:

www.safeway.ca

www.certifiedhumane.org

"Certified Humane
It's better for you,
the animals and
the planet."

Look inside to meet our
Certified Humane brand partners!

WHY CHOOSE CERTIFIED HUMANE?



✓ *Humanely* RAISED

- Animals are treated with respect and dignity
- They are handled gently in low-stress environments and are provided ample space to engage in natural behaviours

✓ *Fed a* HEALTHY diet

- Animals are fed healthy and wholesome grain diets free from antibiotics and animal by-products

✓ RAISED without antibiotics

- Animals are raised without the use of antibiotics and hormones**
- Great care is taken to ensure animals are healthy. Only when necessary, antibiotics are administered under the direction of a licensed veterinarian

✓ *Tastes* GREAT

- The way animals are treated affects taste and nutrition
- Certified Humane products are known for their superior flavour and quality



**CERTIFIED
HUMANE**
CHICKEN

Family-owned Sunrise Farms, operates with animal welfare as their top priority. "We are proud of the farming practices we follow to raise our quality poultry.



We take the care and welfare of our chickens very seriously by ensuring their good health and well-being at all times." Animals are raised in cage-free environments, and are fed nutritious diets, free from antibiotics.



**CERTIFIED
HUMANE**
BEEF

The humane care of animals is paramount to Aspen Ridge. "We believe in partnering with family-owned ranches that provide an environment where cattle are pasture-raised, allowing them to mature naturally.



Our Canadian beef is 100% vegetable grain-fed and raised without the use of hormones or antibiotics. This natural farming approach reduces our carbon footprint and produces the finest, most wholesome beef."

All animals have ample space, access to food, water and shelter, and are handled gently to minimize stress.



*Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviours.

**Chicken is raised without the use of hormones.