



23 July 2020

To whom it may concern,

Thank you for the opportunity to provide further feedback on the certification trade mark application from Humane Farm Animal Care - CTM 1914662.

Sentient continues to hold concerns about the use of the certification trade mark “Certified Humane” as it misleads consumers into believing that the animals raised for the production of their food were treated “humanely”, or more “humanely” than those raised by competitors. Unfortunately, many of the Certified Humane standards permit procedures and practices that could not reasonably be interpreted as “humane,” and are in fact no different to many national and state-based husbandry standards.

We also hold serious concerns about the stunning exemption for halal slaughter of chickens. Permitting stunning to occur *up to 5 seconds after neck cutting* means that birds will have their neck cuts while fully conscious - causing them serious and unnecessary pain and suffering. This is not only unacceptable from an animal welfare perspective but also misleads consumers who believe they are purchasing chickens who have been “humanely” slaughtered. Per the Australian Veterinary Association’s policy - a policy that Australian consumers would deem to be an appropriate guideline - “The slaughter of animals for food must be carried out in a humane manner. Regardless of religious or cultural beliefs, *animals must be humanely rendered unconscious via stunning prior to slaughter.*”
(<https://www.ava.com.au/policy-advocacy/policies/euthanasia/humane-slaughter/>)

Yours sincerely,

Dr. Rosemary Elliott
President, Sentient

