



# ONE HEALTH CERTIFIED™

Responsible Animal Care for Today and Tomorrow

The health of humans, animals, and the environment are inseparable. Farmers and producers truly care about their animals and food they produce. When animals are responsibly raised, that leads to safe and sustainable food supply chain.

**One Health Certified™** is a Process Verified Program (PVP) open to all producers who are interested in demonstrating to customers and consumers their commitment to responsible, sustainable, and transparent animal care practices.

A Process Verified Program (PVP) is a verification service through the United States Department of Agriculture Agricultural Marketing Service (USDA-AMS) that offers producers a unique way to market their products to customers and consumers through annual audits using clearly defined, implemented, and transparent process control points.



## HOW CONSUMERS VIEW ONE HEALTH CERTIFIED™\*

83%

Choose to buy One Health Certified™ labeled products when shown a program description

53%

Are willing to pay more for One Health Certified™



## USDA PROCESS VERIFIED PROGRAM REQUIREMENTS

### DISEASE PREVENTION

- Biosecurity Program



### VETERINARY CARE

- Comprehensive animal health plan
- Prompt and appropriate care for sick animals



### RESPONSIBLE ANTIBIOTIC USE

- Restrictions on the use of antibiotics important in human medicine



### ANIMAL WELFARE

- Third-party audits following science-based standards



### SUSTAINABLE AGRICULTURE

- Environmental measurements that calculate the carbon footprint of production
- Waste management program



\*Online survey of 1,003 consumers conducted by the International Food Information Council Foundation, Dec. 2018

For more information go to: [OneHealthCertified.org](http://OneHealthCertified.org)

# Frequently Asked Questions

## Why was One Health Certified™ created?

Many animal-centric certification programs are narrowly focused and only address one aspect of how animals are raised. These programs have trade-offs and potentially unintended consequences associated with them.

The **One Health Certified™** program was created because conscious consumers demand transparency in the way that food animals are produced and they value a program with multiple requirements.

## Why should producers get certified?

Consumers prefer certification programs with multiple requirements, and **One Health Certified™** is the only comprehensive, animal-based PVP certification program available to producers today. Our program is an outcomes-based continuous improvement process, unlike other generic and static certification standards.

Producers using the commodity-specific **One Health Certified™** logo to market animal-based products will demonstrate to their customers that they follow a sustainable and balanced program that strives to achieve optimal health outcomes for animals, people, and the planet.

## Why should food retailers, wholesalers, and restaurants specify One Health Certified™ for their protein supply chain?

Food animal producers and food purveyors are partners in a very connected food chain from farm to fork. Retailers, wholesalers, and restaurants can add value to their protein offerings and demonstrate their commitment to raising animals responsibly and sustainably by sourcing **One Health Certified™** products.

By adopting this program, consumer facing companies will be seen as a leader in assuring that animals raised for their protein supply chain are raised using responsible and sustainable care practices in a transparent program that promotes optimal outcomes for everyone.

## What makes One Health Certified™ unique?

- **One Health Certified™** is a Process Verified Program (PVP) verified through the United States Department of Agriculture Agricultural Marketing Service (USDA-AMS) that offers a unique way to market products to customers and consumers by conducting annual audits. The advantage of completing annual audits is the ability to use the widely-recognized USDA shield logo and commodity-specific **One Health Certified™** logo to market products.
- Many certification programs today are package-based and create competing priorities that may be detrimental to animal health and welfare, such as incentives to NOT treat animals in need to achieve label requirements. **One Health Certified™** is a systems-based certification program that does not force farmers to choose between label requirements and doing what is best for the animals. This approach maintains a balanced, singular product stream, assuring a dependable and consistent supply chain for customers.
- **One Health Certified™** is a transparent, open program that any farmer or producer can elect to participate in. As such, the standards are publicly available and every company is held to the same standards.

## What is the cost of the program?

Producers pay an annual participation fee to support the program. Pricing will be established in a way that is logical for each specific commodity. In the case of chicken and turkey, a company pays a flat fee of \$7,500 per year for each poultry slaughter plant that has been verified in compliance with the established standards. This fee permits use of the **One Health Certified™** logo on eligible products produced in that facility. The pricing structure for other animals has not yet been determined.



Management of One Health Certified™ is administered by the National Institute of Antimicrobial Resistance Research and Education (NIAMRRE), based at Iowa State University. Compliance with the program is verified by annual audits conducted by the United States Department of Agriculture Agricultural Marketing Service (USDA-AMS) Process Verified Program.