

# AMERICAN★HUMANE

*FIRST TO SERVE®*

**FARM PROGRAM NEWSLETTER  
FALL 2024**





# CONTINUOUSLY IMPROVING AND INNOVATING WITH CULVER DUCK



Culver Duck’s pursuit of American Humane certification, which was awarded in 2019, stemmed from a commitment to their White Pekin ducks, their consumers, and their longstanding strategy to continuously improve and innovate—a factor they found reflected in American Humane Certified™.

“The humane treatment of our ducks is a core value that guides our business,” said Sean Smith, Culver Duck’s General Manager. “We believe that animals deserve respect, compassion, and ethical treatment, and this principle is integrated into our operations, products, and culture.”

“American Humane’s focus on requiring continuous improvement aligns with our business strategy. Since partnering with American Humane, we have achieved our goal of keeping humane handling at the forefront of the daily conversations that drive our business,” Sean continued.

As a company founded more than 160 years ago, Culver Duck understands the importance of adapting to changing consumer expectations. Like many of the businesses American Humane certifies, Culver Duck recognized an increasing interest among their consumers for ethically sourced products, and the company sees the American Humane Certification as a crucial factor in influencing purchasing decisions.

“The American Humane Certified™ seal gives consumers confidence that they are purchasing humanely raised products,” Sean explained. “It was important that we work with an independent certification program to further demonstrate transparency in our

animal welfare programs to our clients and consumers.”

Reflecting their drive to continuously innovate and meet consumer expectations, Culver Duck recently launched a new initiative that reaches an entirely new market—pet treats! Over the years, customer inquiries about pet treats prompted the company to explore this new market. With careful research and development, Culver Duck created a line of “one ingredient pet treats” called Duck Country, which is made with American Humane Certified™ duck that meets the same animal welfare standards that their human consumers know and trust.

