



News Release

For Immediate Release

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HBO's 'Temple Grandin' Movie Applauded By Animal Science and Welfare Organizations

DENVER, Feb. 8, 2010 – The American Humane Association and the Federation of Animal Science Societies (FASS) today praised the new HBO movie, *Temple Grandin*, which aired Saturday, Feb. 6. The movie depicts the life of Temple Grandin as a young woman struggling with the challenges of autism to become a successful doctor of animal science through her unique connection to animals. Dr. Grandin is widely recognized within the animal welfare and livestock-handling industries as a pioneer in the ethical treatment of animals.

“Dr. Grandin brings recognition to the significant role that animal science plays in the welfare of all animals. Her desire to be a scientist and her special insights into farm animal production led to many innovative livestock production systems that have benefited both animals and the people raising and handling animals,” said Maynard Hogberg, Ph.D., immediate past president of FASS.

“Temple Grandin’s innovative work has dramatically impacted animal welfare and livestock production for the benefit of animals, people and agriculture,” said Tim Amlaw, director of American Humane® Certified, the farm animal welfare program. “Her unique perspective from the animals’ point of view and her dedication to science have given validity to the importance of animal welfare in production of food.”

“Dr. Grandin has brought about science-based farm animal welfare standards, which have been widely adopted by the animal industries and food retailers,” said John McGlone, Ph.D., who chairs the FASS Animal Care Committee. “Her work has provided important recognition of the relationship of animal science and humane animal care within sustainable production systems.”

FASS was formed by three founding member societies that are over 100 years old: the American Dairy Science Association (ADSA), the American Society of Animal Science (ASAS), and the Poultry Science Association (PSA). FASS represents more than 10,000 scientists from academia, government and industry engaged in a wide range of issues impacting animal agriculture, including animal welfare. The mission of FASS is to strengthen the common interests and collective good of member societies through a unified science-based voice that supports animal agriculture, animal products and food systems globally. FASS and its members are dedicated to sound animal welfare practices founded in science.

Temple Grandin is a member of the Scientific Advisory Committee for the American Humane Certified farm animal program. American Humane Certified, originated by the American Humane Association, is the nation’s pre-eminent and fastest-growing monitoring, auditing and labeling program that attests to the humane care and handling of animals raised for food. Find out more about the American Humane Certified program at www.thehumanetouch.org.

In producing the film, HBO also engaged the services of American Humane’s Film & Television Unit, which is the exclusive monitoring and granting agency to award the coveted “No Animals Were Harmed”® end-credit disclaimer. The production followed American Humane’s strict Guidelines for the

Safe Use of Animals in Filmed Media, had an American Humane Certified Animal Safety Representative™ on set to ensure animal safety and welfare, and earned the famous assurance to viewers that “No Animals Were Harmed” in the making of the movie. Learn more about American Humane’s Film & Television Unit.

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For more information about American Humane Certified, go to www.thehumanetouch.org. Follow us on Twitter at www.twitter.com/americanhumane or www.twitter.com/thehumanetable; on MySpace at <http://www.myspace.com/americanhumane> and on Facebook at <http://www.facebook.com/AmericanHumane>. The information contained in this release can be reused and posted with proper credit given to the American Humane Association.

About American Humane® Certified

American Humane Certified is the United States’ first animal welfare program dedicated to the humane treatment of farm animals. It is the fastest-growing independent animal welfare label program in the U.S. American Humane has certified producers representing more than 60 million farm animals through American Humane’s science-based program. Contracted third-party auditors are rigorously trained in American Humane Certified species-specific standards. As consumers and retailers are increasingly concerned about how food is raised, producers are seeking independent verification for the marketplace. American Humane Certified believes animal welfare should not only be good for animals, but also economically viable and feasible for producers. American Humane Certified works with agriculture to educate and motivate producers and demonstrate the economic and social benefits of animal welfare. American Humane Certified works closely with its independent Scientific Advisory Committee, industry professionals and producers to ensure that industry advancements and best practices are part of American Humane certification standards. Based on American Humane’s 132-year legacy of being the gold standard for humane behavior, consumers trust the American Humane Certified label. Learn more at www.thehumanetouch.org.

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