



< IN THE NEWS

Responsibility

Hormel Foods Company Information About California Proposition 12



OCTOBER 6, 2020

Hormel Foods has assessed Proposition 12 and, while it is still awaiting final clarity on specific details and rules, the company is preparing to fully comply when the law goes into effect on January 1, 2022. The company's Applegate portfolio of products already complies with Proposition 12.

Hormel Foods has confirmed that it faces no risk of material losses from compliance with Proposition 12. While Proposition 12 will add complexity to our supply chain, including costs associated with compliance, California is an important market for Hormel Foods and we will continue to meet the needs of our consumers and customers throughout the state.

As a global branded food company, we have a broad range of products that we currently sell in the state of California – from *SKIPPY*[®] peanut butter to *WHOLLY*[®] guacamole. Proposition 12 impacts the company's fresh pork business. Hormel Foods is currently working with its supply chain to implement internal processes for segregation and SKU expansion. We are currently working through supply and logistics planning surrounding affected products, but expect a full range of Proposition 12-compliant products to be available in both retail and foodservice. We understand that California voters feel strongly about this issue and as a company that cares about its consumers, we will continue to work closely with our customers to ensure that our consumers in the state of California will still be able to purchase the Hormel Foods products that they depend upon.



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Press Release: Niman Ranch Reaffirms Compliance with California's Proposition 12 as Countdown to Implementation Continues

August 19, 2020

California ballot initiative requires breeding pigs to be able to stand up, lie down, turn around, extend their limbs and have a minimum 24 square feet of space. Also bans the sale of meat in the state that does not meet these standards.

UPDATE (July 20, 2021) – Niman Ranch filed an amicus brief in support of California's Prop 12. This is a notable move by Niman Ranch as the first and only brand in the industry to publicly support these stricter standards in the courts, which meat trade groups have been opposing since its initial introduction in 2017.

DENVER (August 19, 2020) – Chris Oliviero, Niman Ranch's General Manager, shared the following statement regarding California's Proposition 12, The Farm Animal Confinement Initiative. This statement followed a panel discussion held on August 19, 2020 with thought leaders on strategies to improve animal welfare. Proposition 12 was cited as a key lever to drive changes in the pork industry.

"Niman Ranch is fully compliant with California's Proposition 12 (The Farm Animal Confinement Initiative) and Massachusetts' Question 3 (The Act to Prevent Cruelty to Farm Animals) to ban the sale of meat from producers using gestation crates. Niman Ranch goes much further, with all farms third-party certified by Humane Farm Animal Care (aka Certified Humane®) and all animals raised outdoors or in deeply bedded pens with a minimum of 150 percent more space per sow than the current industry standard."

"Since the company's founding in 1979, Niman Ranch has set the gold standard for animal welfare, far exceeding all legislative guidelines and recommendations. In fact, Niman Ranch worked with the Animal Welfare Institute in 1998 to create the first U.S. humane care guidelines for pigs. In addition, Dr. Temple Grandin, the renowned animal welfare expert, helped Niman Ranch write all our beef, pork and lamb protocols and continues to review them annually."

Rachel Dreskin, Executive Director of Compassion in World Farming USA, shared the following comment responding to Niman Ranch's position on Proposition 12 compliance:

"Niman Ranch has a long-standing and celebrated commitment to higher animal welfare practices and we've been proud to have worked with them for many years. Disclosing that they meaningfully exceed the requirements of Proposition 12 and Question 3 signals that producer compliance is not only possible, but is already happening. I heartily applaud Niman Ranch's efforts to lead the charge on higher welfare production and on transparency around legislative compliance. Consumers do not support cruel cage confinement, and we are pleased to see Niman Ranch continuing to meaningfully drive forward this necessary progress for farmed animals."

BACKGROUND:

California's Proposition 12 requires farmers to provide more space for egg-laying hens, breeding pigs and calves raised for veal including that these animals be able to stand up, lie down, turn around and extend their limbs. It would also ban the sale of products in the state that do not meet the new standards.

The changes would be phased in over the next several years. Aside from ensuring animals are able to engage in the behavior abilities listed above, the phase-in takes place as follows:

- Starting in 2020: Egg-laying hens would be required to have at minimum 1 square foot of floor space (typically they're confined to 67 square inches).
- Each calf raised for veal would be required to have 43 square feet of floor space.
- Starting in 2022: Egg-laying hens must be in cage-free housing and provided specific environmental enrichments.
- Breeding pigs would be required to have 24 square feet of floor space per pig.

In addition to providing specific area requirements for animals covered by the act, Proposition 12 makes it illegal for businesses to knowingly sell eggs and meat that come from animals that are raised in ways that do not meet the new requirements. This ban applies to products from both California and out-of-state.

For more information on Niman Ranch's compliance with Proposition 12 and Question 3 please contact Alicia LaPorte at 860-869-9788 or email: Alicia.laporte@nimanranch.com.

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*Niman Ranch is a community of more than 750 independent family farmers and ranchers who raise pork, beef and lamb traditionally, humanely and sustainably to deliver the **Finest-Tasting Meat in the World®**. Niman Ranch is the largest farmer and rancher network in North America to be **Certified Humane®**. The protein of choice for America's most celebrated chefs, Niman Ranch is also the premier option for discerning home cooks looking for meats **Raised with Care®**, with no antibiotics or added hormones—ever. Follow Niman Ranch on Facebook, Twitter and Instagram.*

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Vande Rose Farms

Food Production

Waucoma, Iowa · 71 followers

America's largest No Antibiotics Ever and Crate Free compliant Pork Producer. We build pork supply chain programs

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About us

Vande Rose Farms is the premier brand of Lynch Livestock, America's largest No Antibiotics Ever (NAE) and California Prop 12 "Crate Free" compliant Pork Producer.

In 1916, the Lynch Family started raising pork naturally without antibiotics or hormones while feeding an all-vegetarian diet of corn and soybeans. Today, we are a 21st Century Pork Company, extending that same tradition by leading the industry with more California Prop 12 supply chain options than any other Pork Producer. We also offer the highest animal welfare supply chain with GAP certified farms supported by Certified Humane 3rd party audit programs.

We have raised the bar with complete vertical integration that starts with superior Duroc and Berkshire Heritage genetics, family-owned sow farms featuring open pen gestation, free form farrowing, controlled feed options from our three Mills, Lynch Nutrition and two harvest/fabrication plants in Hospers, IA and Luverne MN (newest in the World).

You might know us by our brand names Premium Iowa Pork, Premium Minnesota Pork or Vande Rose Farms featuring America's Best Bacon – Dry cured with real hickory smoke.

https://www.youtube.com/watch?v=gen2_VHA0LA

Learn more about our farms from this short video https://youtu.be/SywJbyGxb_s We can build a supply chain pork program that delivers exceptional value and solutions for your business.

Website	https://vanderosefarms.com/
Industries	 Food Production
Company size	1001-5000 employees
Headquarters	Waucoma, Iowa
Type	Privately Held
Founded	1998
Specialties	Pork, Duroc Heritage, Berkshire Heritage, GAP Certified, Prop 12 Complaint, Vertical Integration , Open Pens , Premium Iowa Pork Plant, Supply Chain Pork Program , Controlled Nutrition , and America's Best Bacon – Dry cured

Locations

Primary

331 3rd St NW

Waucoma, Iowa 52171, US

[Get directions](#) 

Employees at Vande Rose Farms



Erin Golly

Company Owner at Vande Rose Farms



Jordan Jurgens

National Meat Sales Manager at Vande Rose Farms