



# Humane Planet

**Palo Alto Humane Society (PAHS) has launched HUMANE PLANET, a program which aims to educate and aid in creating a more humane community to contribute to the evolution of a more humane planet.**

The optimal health of animals, people and planet are addressed simultaneously as the program will inform about these tightly interconnected relationships and educate about the expanded benefits resulting from ethical action within any one area. **The areas of direct focus include: HUMANE SHOPPING:** providing alternative options for humane “consumption”, **HUMANE LIVING:** educating about human-animal relationships, and **HUMANE EATING:** addressing humane food sources and food options. This program will grow as needed to address timely and critical humane issues and will educate via the web, film, story books, schools, community outreach, business partnerships, and business and restaurant certifications.

With a worldwide population of 6.7 billion people, a global marketplace, and mega-large agribusiness dominating sustainable business models, the necessity to inform about non-sustainability realities and the dramatic loss of humane practices is more needed than ever before. Getting back to basics is essential to realizing ethical and planetary balance.

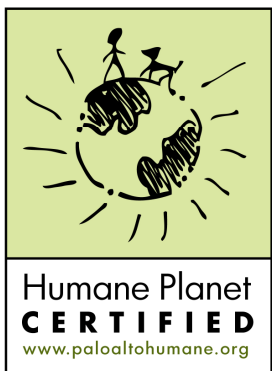
There are two types of annual certification PAHS is offering: GoVeg Certification and Humane Planet Certification.

**GoVeg Certification.** PAHS wants to acknowledge local businesses – restaurants and caterers – that:



- Currently offer exemplary vegetarian and/or vegan menu options.
- Do not offer veal or foie gras on their menus.
- Are open to expanding vegetarian and/or vegan menu choices.

**Humane Planet Certification.** PAHS wants to acknowledge local businesses – restaurants and caterers – that:



- Currently offer exemplary vegetarian and vegan menu options.
- Do not offer veal or foie gras on their menus.
- Are open to expanding vegetarian and vegan menu choices.
- Use local and organic ingredients, which are naturally more humane, whenever possible.
- Use cage-free, free-range and “humane certified” ingredients whenever possible.

As PAHS will be heavily marketing this certification campaign, businesses will receive media coverage. For more information, please contact PAHS’ Erin Scott at (650) 424-1901 or [erin.scott@paloaltohumane.org](mailto:erin.scott@paloaltohumane.org).