

Visit www.SeelStopIt.org to access materials to help you implement the initiative on your farm, including:

Employer Checklist – provides you with guidance on how to raise awareness, empower employees and take action, if necessary.

Employee Agreement – ensures employees understand their role in maintaining initiative outcomes.

Visual Aids – help employees understand how the initiative serves as an extension of your animal care goals and commitments, and provide information on how to report instances of animal abuse, harm, neglect or mishandling.

There is no fee for participation in the See it? Stop it! initiative. No list of participating farms will be published for the public, but farmers are encouraged to promote their participation and advocate for others to join the initiative.



TAKE ACTION
EMPOWER EMPLOYEES
RAISE AWARENESS

*The See it? Stop it! initiative is facilitated by
The Center for Food Integrity, with funding
provided by the U.S. pork and dairy industries.*



SEE IT?
STOP IT!
ANIMAL CARE STARTS WITH YOU.

AS A FARM OWNER OR MANAGER, it is your duty to convey the level of commitment you have to responsible animal care, as well as to empower employees who work with or around animals to pay attention and immediately report any signs of animal abuse, harm, neglect or mishandling. See it? Stop it! can help.



See it? Stop it!:

- ✓ Highlights the integrity of the farm's philosophies on responsible animal care
- ✓ Helps staff understand their important role in animal protection
- ✓ Provides clear direction on how to report instances of animal abuse, harm, neglect or mishandling

What is See it? Stop it!?

See it? Stop it! is a national initiative that confirms the culture of care that farm owners and managers demand of every person who comes in contact with their animals.

See it? Stop It! is not an animal care or certification program. It is a directive that requires immediate action if an employee suspects or witnesses animal abuse, harm, neglect or mishandling. The initiative empowers employees to contact any of several authorities to ensure their concern is heard and addressed, and the employer affirms all reports made in good faith will be thoroughly investigated, kept confidential and individuals will not be penalized for speaking up.

The See it? Stop it! initiative operates with the following values:

- Animal abuse, harm, neglect or mishandling are unacceptable and will not be tolerated.
- Proper animal care is the responsibility of every individual who is around animals.
- Individuals working with or around animals have an obligation to immediately report any signs of deliberate animal abuse, harm, neglect or mishandling to a supervisor or other individual responsible for enforcement of proper animal care.
- Thorough, ongoing and consistent employee training and re-training are critical to responsible animal care and are necessary components of a comprehensive animal care program.

EMPLOYERS HAVE AN OBLIGATION TO:

- Provide education and promote the importance of proper and responsible animal care.
- Encourage and enable employees to immediately report any signs of animal abuse, harm, neglect or mishandling.
- Provide accessible and reliable contacts that have immediate authority to address reports of animal care concerns.
- Take swift action to correct all instances of inappropriate animal care.
- Ensure employees who raise concerns in good faith are not penalized.

How to implement the See it? Stop it! initiative on your farm:

The See it? Stop it! initiative highlights your level of commitment to animal well-being. Your participation in this initiative, combined with industry-specific certification or animal care programs, helps you maintain food safety and demonstrates to consumers your commitment to animal care and well-being.