

No Pain No Fear

Our Definition of No Pain No Fear

An unwavering commitment to eliminating pain and fear from the last stages of an animal's life.

Our Vision

Harvest Road is relentless in our pursuit of No Pain No Fear for all animals in our care. Our vision is to achieve the highest level of animal welfare in the world and lead global adoption of No Pain No Fear.

Our Guiding Principles:

1. Harvest Road's culture prioritises the wellbeing of animals and ensures our behaviours are always in the best interest of all animals in our care.
2. We strive to go beyond the Five Freedoms to provide animals the highest level of physical and mental welfare possible across the five domains of nutrition, environment, health, behaviour and mental state.
3. Our people are empowered with the knowledge, skills, equipment, and leadership to safely care for animals.
4. We are passionately committed to continuous improvement through generating ideas and science backed innovation to set global best practice animal welfare standards.
5. We aim to take a leadership role in driving positive change on animal welfare through education and engagement with industry, consumers, governments and other stakeholders around the world.

Sensory Enrichment For The Last 50m

Our framework includes:

Sound

- Acoustic wall reducing noise stress
- Elimination of loud noises in vicinity of the race
- Shock-absorbed low noise swing gates

Sight

- Improved visibility by continuous illumination
- Testing the positive impact of visual aids

Smell

- Barrier to odour from processing floor
- Lucerne hay smell provided by vents

Feel

- Electric prods replaced with airbuzz massager
- Floor standardised for familiar feel underfoot

Animal Handling

Our framework includes:

- Skilled stock persons passionately committed to low-stress
- Stock handling principles based on natural herd animal behaviour

Research Validation

Quantitative studies include:

- Behavioural and physiological measures

Qualitative studies include:

- Behavioural observation against criteria which is measured on a scale