



## Farm Forward, Inc.

Also Known As: Farm Forward

**PO Box 4120**  
**Portland, OR 97208**  
<http://www.farmforward.com>

## Mission and Programs

### Mission

Farm Forward implements innovative strategies to promote conscientious food choices, reduce farm animal suffering, and advance sustainable agriculture.

### Programs

Program:	Exposing Factory Farming With Bestselling Novelist Jonathan Safran Foer
Budget:	NaN
Category:	Animal-Related
Population Served:	General Public/Unspecified

#### Program Description:

*Time* ranks Farm Forward Board Member Jonathan Safran Foer among the writers who have become a "voice of this generation." *The New York Times*, *The San Francisco Chronicle*, and *Esquire* call him "brilliant." His works have been translated into 30 languages, and his first two novels have sold more than 1.3 million copies. Foer's third book, *Eating Animals*, is a unique, deeply personal exploration of the issues that arise from factory farming and the alternatives that are available to conscientious consumers. Written in close collaboration with Farm Forward, *Eating Animals* has found both popular and critical success, and is increasingly being used in the classroom too. (For instance, as of fall 2011 both Duke University and University of North Carolina, Chapel Hill, have made *Eating Animals* required reading for all incoming freshmen.) Building on this success, Farm Forward is working with Foer and educators to bring the powerful, relevant message of *Eating Animals* to even more students across the nation.

Program:	Creating the First Post-Factory-Farm Poultry Supply
Budget:	NaN
Category:	Animal-Related
Population Served:	General Public/Unspecified

#### Program Description:

Good Shepherd Ranch is a unique network of heritage poultry farmers that includes the nation's preeminent expert on poultry, Farm Forward Board Member Frank Reese. Good Shepherd Ranch is currently the only nationally available source for poultry products that come from birds who are not genetically engineered and who are raised by traditional, humane, and sustainable methods. The ranch has served as the model for animal welfare standards developed by several nonprofit groups. Today, Good Shepherd Ranch can only supply a small number of turkeys, ducks, and geese to a select few, but, with pro-bono assistance from Farm Forward Consulting, Good Shepherd Ranch is on the verge of becoming the first—and only—national producer of truly humane, sustainably raised chickens and turkeys.

Program:	Encouraging Best Auditing Practices for Improved Animal Welfare
Budget:	NaN
Category:	
Population Served:	Adults

Program Description:

Farm Forward CEO Steve Gross has helped lead successful negotiations between animal advocacy groups and some of the nation's largest companies—including Burger King, McDonald's, Wendy's, Safeway, and Whole Foods—which have improved the lives of hundreds of millions of animals. Gross is currently working with animal advocacy groups such as Global Animal Partnership, The Humane Society of the United States, and PETA to address the urgent need for increased auditing to ensure that companies properly implement animal welfare improvements following a negotiation. Experience has shown that auditing, which is often neglected, is a crucial part of real progress in chipping away at the most troubling methods of factory farming.

Program:	Offering Low-Cost Consulting to Animal Welfare Groups
Budget:	NaN
Category:	Animal-Related
Population Served:	General Public/Unspecified

Program Description:

As a recognized authority on farmed animal welfare, Farm Forward is increasingly being sought out by animal advocacy groups like the ASPCA (American Society for Prevention of Cruelty to Animals) and GAP (Global Animal Partnership), as well as high-welfare farms like Good Shepherd Poultry Ranch, for consultation on a host of matters, including organizational farmed animal policy development; marketing, financial, and information technology services; and in-depth research of current trends in farmed animal welfare.

**NTEE Code**

- D01 (Alliance/Advocacy Organizations)
- K01 (Alliance/Advocacy Organizations)

**Basic Information**

- This organization is a [501\(c\)\(3\) Public Charity](#).
- This organization is required to file an IRS Form 990 or 990-EZ.

**Executive**

Aaron Gross

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EIN:	26-1643614
Year Founded:	2007
Ruling Year:	2009
Fiscal Year End Date:	Information not available
Assets:	\$56,704 (from NaN, IRS BMF)

No. of Board Members:	8
No. of Full-Time Employees:	2
No. of Part-Time Employees:	0
No. of Volunteers:	10

## Location(s) Served

- o Throughout the United States

## Board of Directors

- o Rabbi Jonathan Crane - No Affiliation
- o Bruce Friedrich - No Affiliation
- o Ian Duncan - No Affiliation
- o Jonathan Safran Foer - No Affiliation
- o Frank Reese - No Affiliation
- o Bernard Rollin PH.D. - No Affiliation
- o John Mackey - No Affiliation
- o Steve Gross PH.D. - No Affiliation

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