

STAKEHOLDER PERCEPTIONS OF ALTERNATIVES TO SURGICAL CASTRATION OF MALE PIGLETS

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p R Æ T S Æ N

BACKGROUND

- › Discussion on alternatives to surgical castration and declarations of intent to stop current practice
- › Different views on different markets – challenge for the Danish pork production sector, which exports to many different parts of the world
- › How do stakeholders on different markets perceive alternatives to the practice of surgical castration?

METHODOLOGY

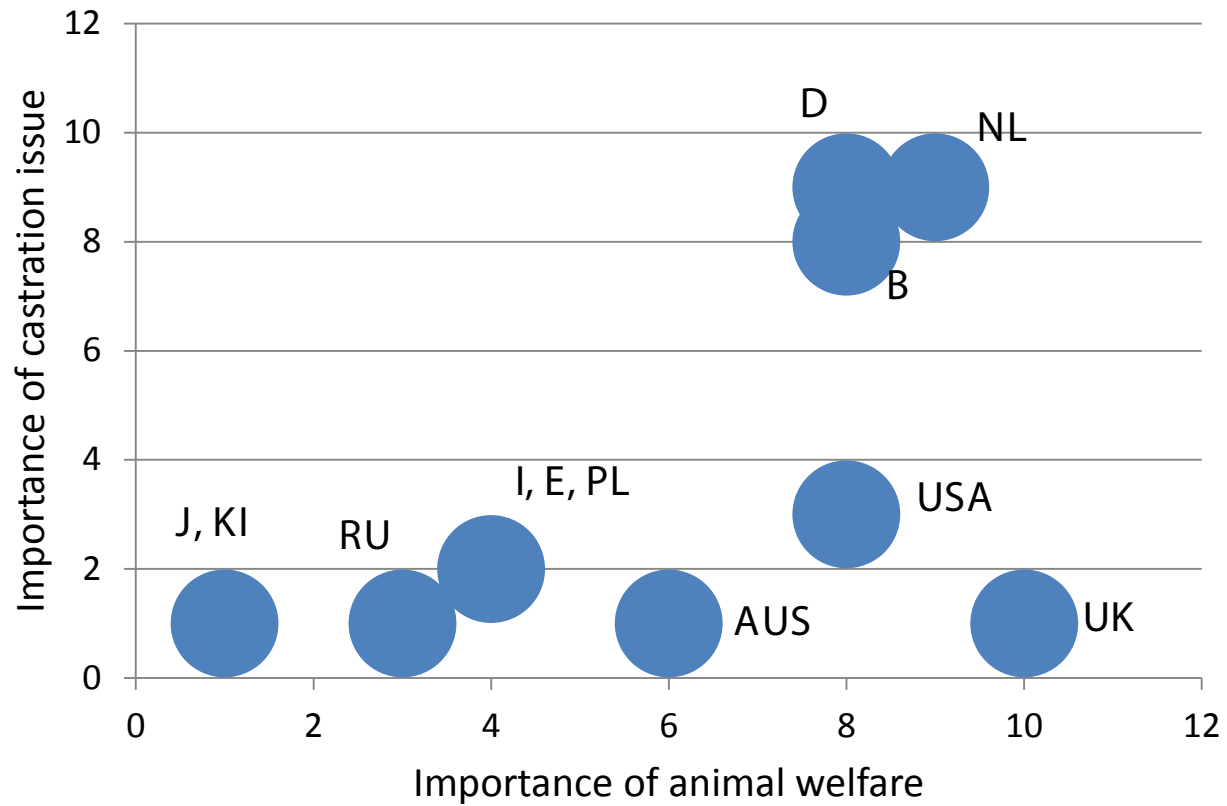
- › Literature review
- › Expert interviews with 33 stakeholder representatives in 12 countries
- › Australia, Belgium, Netherlands, Italy, Japan, China, Poland, Spain, Germany, UK, USA
- › Carried out in 2012

THREE MAJOR TOPICS

- › Animal welfare
- › Boar taint
- › Technophobia

ANIMAL WELFARE

- › General interest in animal welfare in EU, USA and Australia
- › Does not necessarily translate into buying behaviour when buying pork
- › Does not necessarily mean that castration is a topic
 - › Depends on whether NGOs take up the topic
 - › When that happens, sector tries to find common view
 - › Central role of retailers



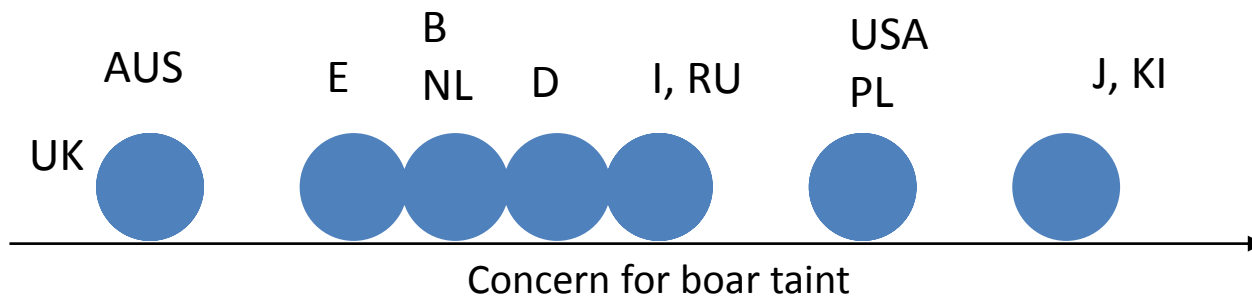
ANIMAL WELFARE AND ALTERNATIVES TO SURGICAL CASTRATION

- › Production of entire boars best from an animal welfare perspective
- › Immunocastration not usually viewed as problematic from an animal welfare perspective (exception NL)
- › Different views on anesthesia

BOAR TAINT

- › Dramatically different views on how big a problem this is
 - › Australien and UK: This is grossly exaggerated
 - › Belgien og Holland: It is a problem, but it can be solved
 - › Tyskland: It is a problem, and perhaps we can solve it
 - › USA: It is a problem, and we don't want to find out how big it is
 - › Japan og Kina: This is a big problem

- › Also research results have shown widely differing results



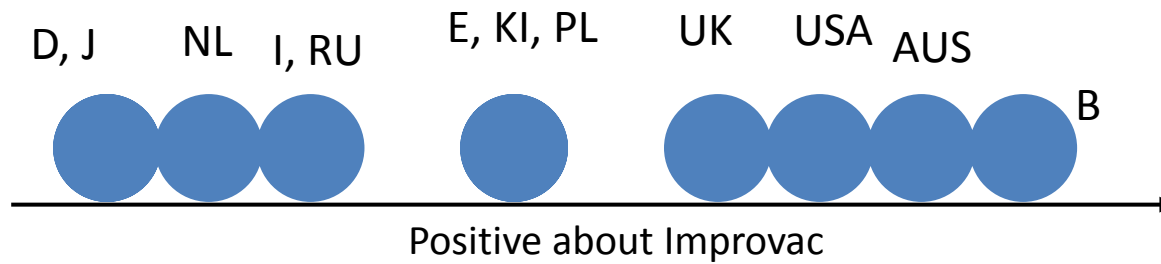
BOAR TAIN T AND ALTERNATIVES TO SURGICAL CASTRATION

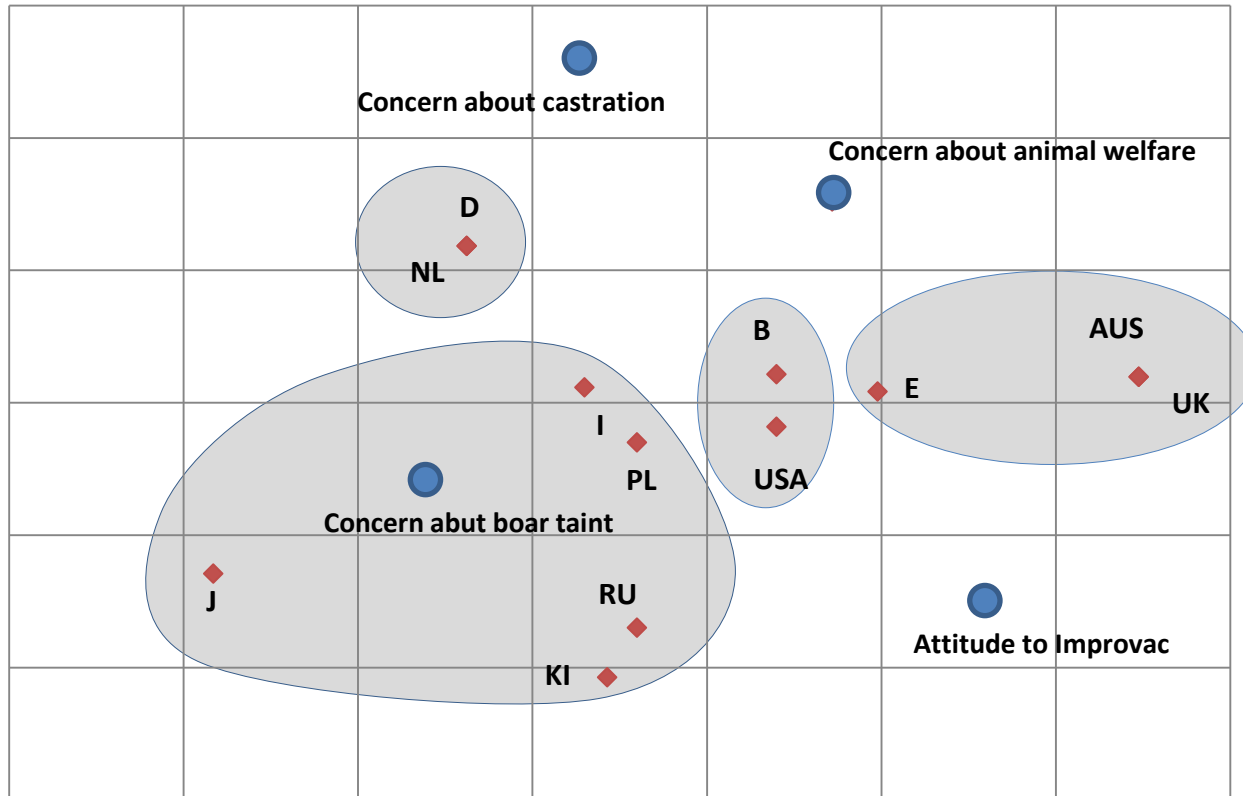
- › All forms of surgical castration solve the problem
- › Immunocastration solves the problem (some concerns in Italy and Russia)

- › Does sorting solve the problem?
 - › Yes – **Netherlands**, partly Belgium and Germany
 - › No – **Japan**, China, USA
 - › Automated online solutions with high speed desirable

TECHNOPHOBIA – WHY IS IMPROVAC NOT THE SOLUTION?

- › Concern for consumer acceptance
 - › Consumers will never accept this: **Netherlands, Germany, Japan**
 - › We don't want to find out whether consumers will accept this: **China, Poland**
 - › Consumers will accept it if we explain it properly: **Belgium, USA**
- › Existing consumer research on accept of Improvac does not show a clear picture either





AND...

- › The topic is under development and attitudes of stakeholders can change.

