

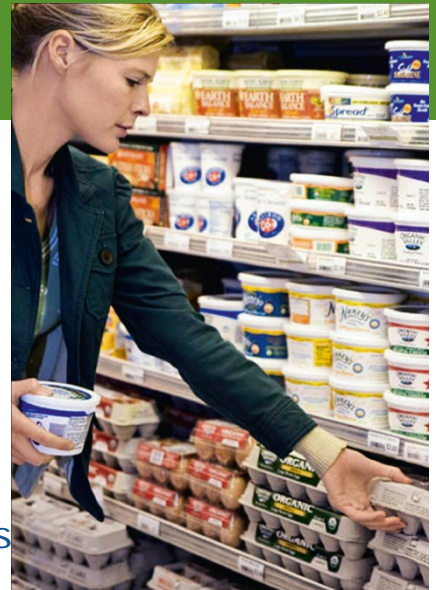


Market Driven Animal Welfare – Does the EU Have a Role to Play?

*WORKSHOP 5 – Market Driven Animal Welfare
International Conference on Pig Welfare
Copenhagen 29-30 April 2015*

Denis Simonin
Animal Welfare
Directorate for Health and Food Safety





Recurrent questions

- Do consumers want to know?
 - Consumers surveys: unprompted vs prompted questions
 - Consumer perception vs behaviour
 - Are conflicting evidences necessarily contradictory?
 - People are not the same – when labelling should become compulsory?
- Is labelling the answer?
 - Labelling is one way to inform consumers
 - Does labelling change consumers' behaviour?
 - Improper price transmission along the food chain

The Egg Model

- ***Compulsory*** to EU eggs but not for third countries
- *Production methods in technical legislation*
 - Marketing standards for eggs
 - Laying hens directive
- *Reserved terms and numerical code*
 - 0 organic
 - 1 Free range
 - 2 barn
 - 3 from caged hens





European
Commission

The Egg Model

- *Possible reasons for success of the model*
 - Production methods previously defined
 - Unprocessed product to consumers
 - Easy to understand by consumers
 - Actively communicated by retailers



Other EU marketing standards



- *With production methods*
 - **Voluntary schemes**
 - **Organic farming:** animal welfare part of the definition of organic products with specific standards on animal welfare
 - **Poultry meat:** (extensive indoor, free range, traditional free range, free range total freedom)





Private schemes in the EU



- Commission report on animal welfare labelling 2009
COM(2009)784 describes various private schemes but not database
- **Animal welfare as main focus:** freedom Food (UK), Beter Leven (NL), Neuland (DE)
- **Animal welfare as part of quality** attributes: organic farming, label rouge (FR)
- **Animal welfare is not mentioned** but implemented("the defensive strategy")

Challenges of informing consumers

- *Consumers' challenges*

- Consumers are overwhelmed with information
- Consumers need simple messages
- Few consumers are interested in specific messages



- *Technical and legal challenges*

- Animal productions involve various steps: breeding, transport, fattening, slaughter etc.
- Meat is cut and/or processed and milk often mixed and/or processed
- Animal welfare is more the results of management then production methods = dynamic vs static



Labelling and information

- *Labelling is one way to inform consumers*
 - Alternative information channels?
 - Apps? Websites?
- *Promoting existing information channels*
 - Benchmarking existing schemes
 - Database for consumers
 - Reserve terms
- *Role of retailers to meet consumer expectations: importance of B2B approach*



European
Commission

Possible EU actions?

- *EU Animal welfare policy under debate*
 - *Study on education and information on animal welfare*
 - *EU Reference centres for animal welfare (official controls proposal)*

Animal welfare and market value

- Protecting public image of a sector: defensive strategy against scandals (insurance premium)
- Creating gain in productivity through cost savings or improved outcomes (no castration for pigs)
- Creating an added value for consumers (certification schemes, CSR, etc.)





European
Commission

Thank you for your attention!



Health and
Food Safety