



European Commission Health and Consumer Protection Directorate General

European Union: Consumer driven
animal welfare and food safety?

NI AA Annual Meeting

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*The views expressed may not in any circumstances be regarded as
stating an official position of the European Commission*

Animal Welfare in 2008: still an expanding policy area

- **Animal welfare policies in the EU are today an issue of high public concern and political relevance.**
- **The critical link between animal welfare, animal health and food safety has been widely assessed.**
- **Animal welfare is no longer considered a *“sentimental issue”***

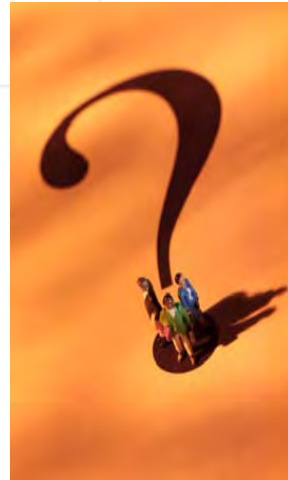


- European citizens' attitudes towards Animal Welfare and Food Safety
- European citizens' influence on policy development
- European citizens' influence as "consumers"



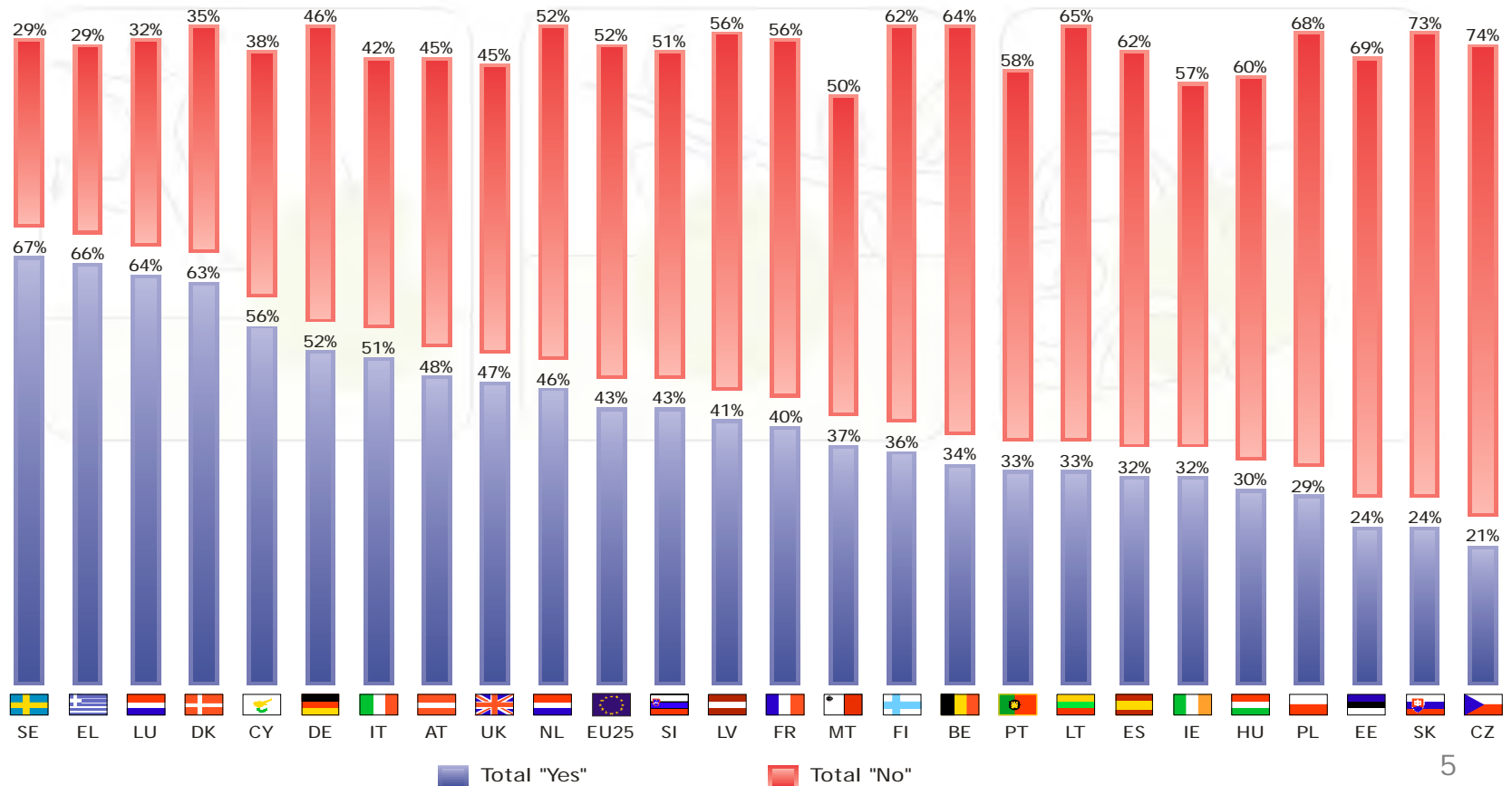
EUROBAROMETER survey - 2005

- 82% believe we have a duty to protect animals whatever the cost
- If we improve animal welfare...
 - 80% believed it would certainly result in better animal health
 - 74% believed products would certainly be more ethically acceptable
 - 58% believed it would certainly result in better food quality
 - 57% believed it would certainly result in better food safety



EUROBAROMETER survey - 2005

Thinking about animal welfare when purchasing: EU average 43%



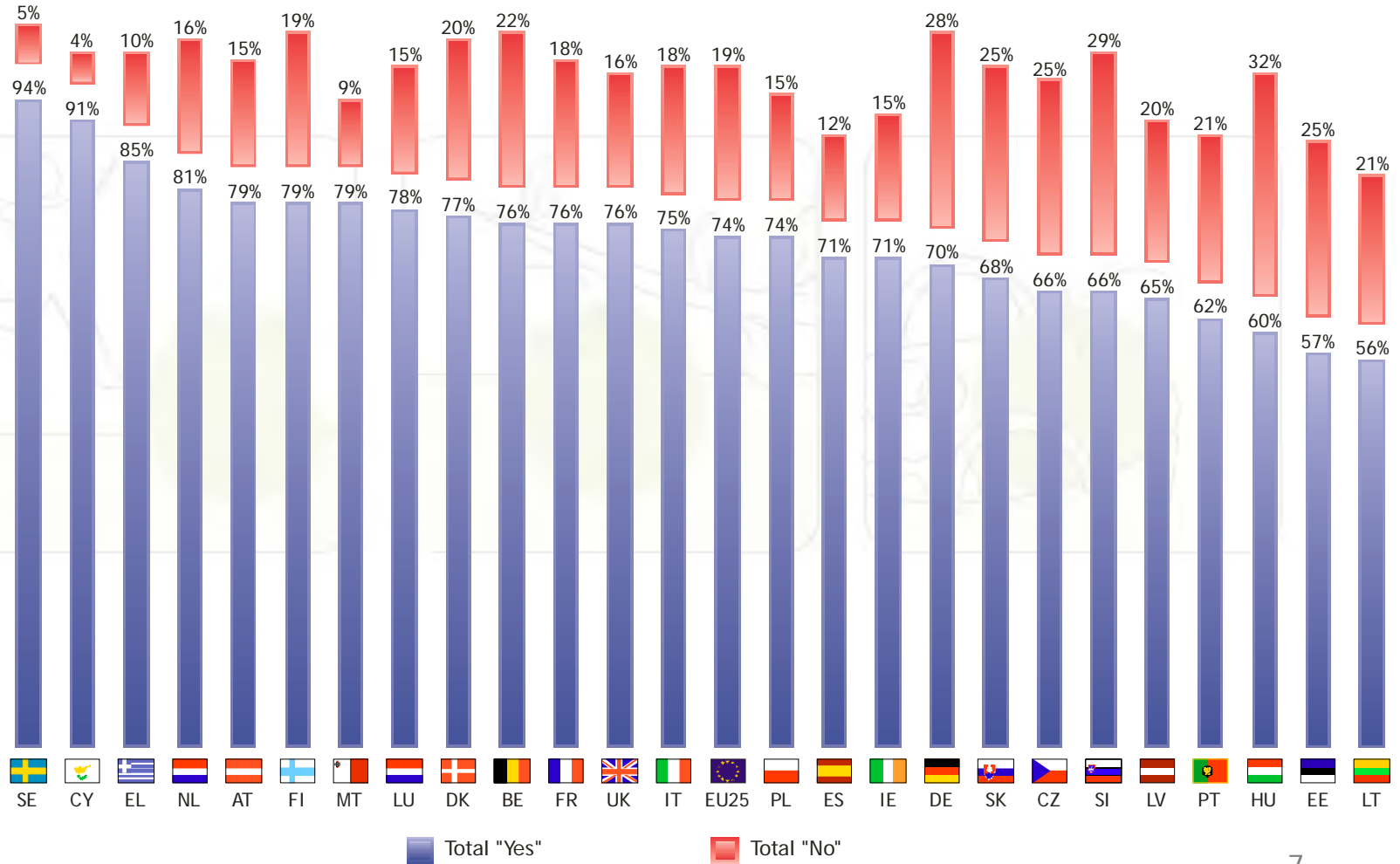
EUROBAROMETER survey - 2006

- AW is an issue which EU citizens rank highly, giving it 8 out of 10 on average in terms of importance
- 62% would change shopping habits in order to access more animal welfare friendly goods
- 51% think AW friendly goods are healthier than other food and 48% think they are of better quality



Impact of purchasing behavior on animal welfare

Answers: Total "Yes"



EUROBAROMETER survey – 2006:

57% would pay extra for AW friendly products

- 25% can accept a 5% price increase
- 21% can accept a 10% price increase
- 11% can accept a 25% price increase or more

Assuming that a person consume an average of 220 eggs per year...

- Extra costs of buying barn eggs instead of battery eggs: 5.5 €cents per week
- Extra costs of buying free range instead battery eggs: 11 €cents per week

Consumer CONCERNS: EUROBAROMETER survey - 2006

- Over 70% support the idea of financial rewards for producers applying high AW standards
- 89% think that import should be produced under the same animal welfare conditions as those originating in the EU



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The story so far

- First EU AW legislation adopted in **1974**
- **EC Treaty Protocol** enters into force 1999: pay “full regard” to the welfare of animals as “sentient beings”
- **White Paper on Food Safety**: full integration of AW into EU food chain policy, “farm to fork approach”
- **CAP reforms**: “cross compliance” and “meeting standards” principles
- OIE guidelines 2005
- The **Community Action Plan** on the protection and welfare of animals 2006-2010
- The New **Animal Health Strategy** (2007-2013)-“Prevention is better than cure”
- **Lisbon Treaty**: legal qualification of animals as **sentient beings**



Main legislative initiatives


- 1974/1993 Stunning and Killing
- 1977/1995 Transport protection Transport time limit and densities
- 1988 Laying Hens
- 1991 Calves – Pigs protection
- 1998 **General Farm animal protection (Dir 98/58/EC)**
- 1999 Amsterdam Treaty
Protocol on protection and welfare of animals
- 1999 Ban on conventional cages for laying hens
- 2001 Grouping of pregnant sows
- 2003 Proposal for a Council Regulation on animal transport
- 2005 Council Regulation 1/2005 on animal transport
- 2005 Proposal on broiler chickens
- **2006 Community Action Plan**
- 2007 Ban on trade in cat and dog fur
- 2007 Council Directive on broiler chickens

Animal Welfare - Basic Principles

The “Five Freedoms”

- From discomfort
- To express natural behaviour
- From hunger and thirst
- From fear and distress
- From pain, injury and disease





**Equivalent outcomes
rather than identical
systems are the bases
for **comparison of AW
standards****

Policy making ingredients

**Common market
harmonisation**

Minimum standards



NGO reports,

Member States reports,

FVO inspections

Stakeholders

Public concern

Socio-economics

Scientific evidence

European Food Safety Authority

New ingredients ...?



- European citizens' attitudes towards Animal Welfare and Food Safety
- European citizens' influence on policy development
- European citizens' influence as "consumers"

Options ?

More **cooperation** between retailers and farmers, and possibly even consumers, could result in productions schemes that are more in line and appealing to all three parties.

The combination of professional knowledge of farmers (and veterinarians) with the citizens` ideas of comfortable and welfare friendly housing of animals* opens the way to improve animal life and the competitiveness of the sector paying back the structural investments.

Data on the Proportion of laying hens in non-cage production systems

(Source: Eurogroup for Animals on the basis of data received from Agra CEAS Consulting, April 2006 and DG AGRI)

<i>Member States</i>	<i>1995</i>	<i>2006</i>
Belgium	1,9%	14,4%
Denmark	16,1%	45,5%
Germany	6,5%	32,4%
France	3,9%	18,8%
Netherlands	10%	52,6%
UK	10,5%	36,2%

The Community AW Action Plan: 2006 - 2010

- ▶ **Communication** from the Commission to the European Parliament and the Council that proposes **five main areas of action**
- ▶ **Outlines a range of actions for the period 2006-2010 covering not only farm animals, also laboratory and wild animals**



The philosophy of the Action Plan

FARM



FORK



The five main areas of action

1. Upgrading existing minimum standards for animal protection and welfare
2. Giving a high priority to promoting policy-orientated future research on animal protection and welfare and application of the 3Rs principle
3. Introducing standardised animal welfare indicators

The five main areas of action

4. Ensuring that animal keepers/ handlers as well as the general public are more involved and informed on current standards of animal protection and welfare
5. Continue to support and initiate further international initiatives to raise awareness and create a greater consensus on animal welfare

The ingredients of the Action Plan



Welfare indicators

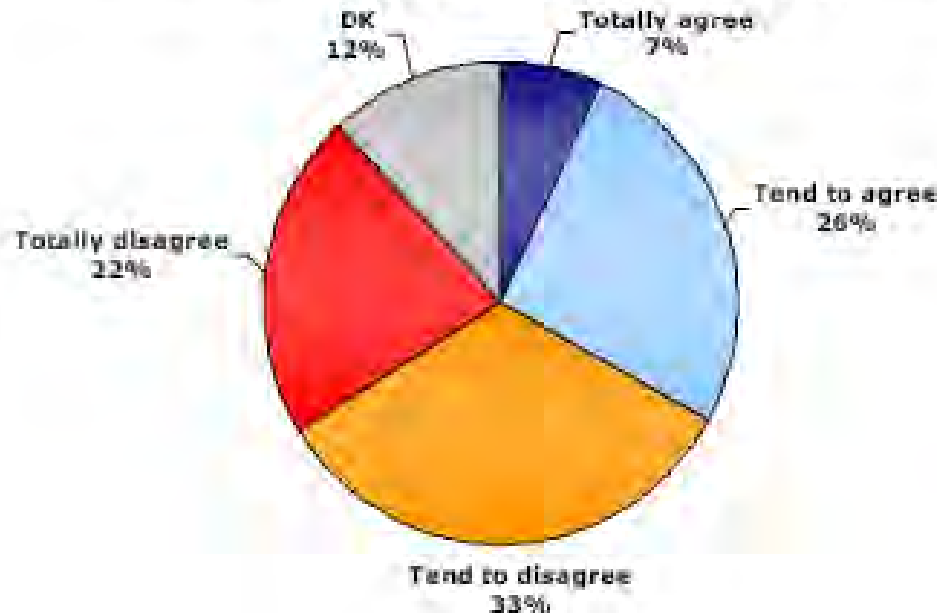
Consumers'
information

Welfare
Label

Welfare
Certification

An informed keeper and general public: the best advocates for Animal Welfare

QC10 Could you tell me to what extent you agree with the following statement: In shops and supermarkets, customers can easily find information on products sourced from animal welfare friendly production systems - % EU25



LABELLING- Possible EU label for animal welfare

- Enable consumers to make an informed choice
 - Products obtained with basic welfare standards (minimum EU standards)
 - Products obtained with higher standards (voluntary codes of practice, quality schemes or Member States' legislation beyond EU minimum rules)
- and producers to benefit from market opportunities
 - To promote products elaborated under high welfare standards

To create businesses opportunities applying welfare requirements



- This project aims to accommodate societal concerns and market demands, to develop reliable on-farm monitoring systems, product information systems, and practical species-specific strategies to improve animal welfare. The project started in May 2004 and will take five years to complete
- The key is to link informed animal product consumption to animal husbandry practices on the farm. The project therefore adopts a “fork to farm” rather than the traditional “farm to fork” approach”.

Establishing a European Reference Centre for the protection and welfare of animals

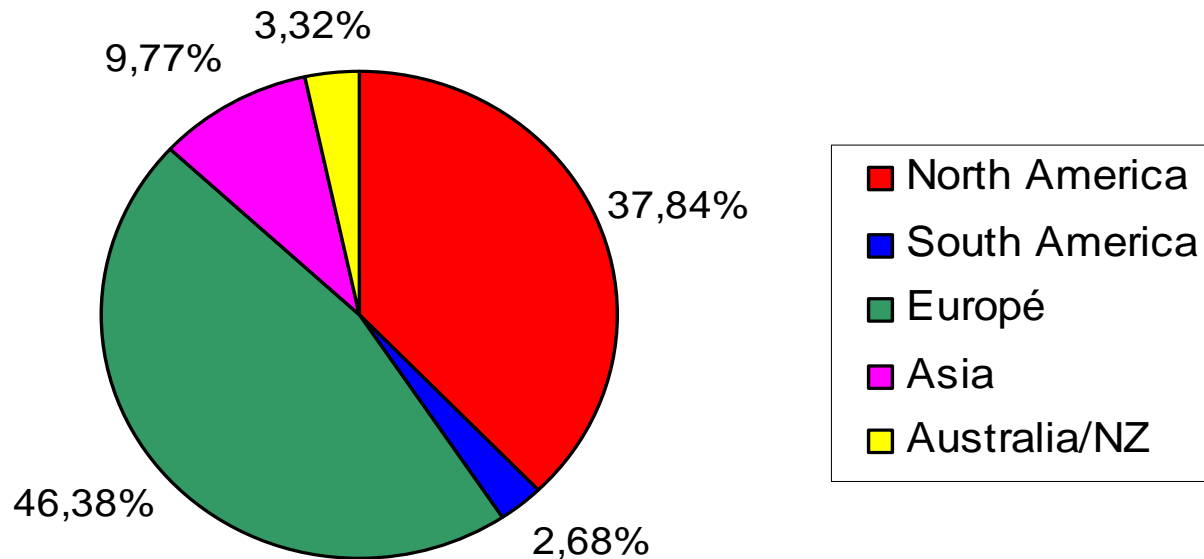
- Development, management, research of welfare indicators
- Centre of excellence, for the exchange of information and formation of the “auditors”
- Stakeholder interaction, best practices



OIE Globally recognised guiding principles

- Critical relationship between animal health and animal welfare
- Recognition of the 5 freedoms
- The use of animals in agriculture and science and for companionship makes a major contribution to the wellbeing of people
- The use of animals carries with it an ethical responsibility
- Improvements in farm animal welfare can often improve productivity and food safety
- Equivalent outcomes rather than identical systems are the bases for comparison of AW standards

Animal welfare research worldwide*



*Number of publications³⁰

Animal Welfare: the global trade perspective

**International Conference in January 2009
Brussels**

“GLOBAL TRADE AND ANIMAL WELFARE”

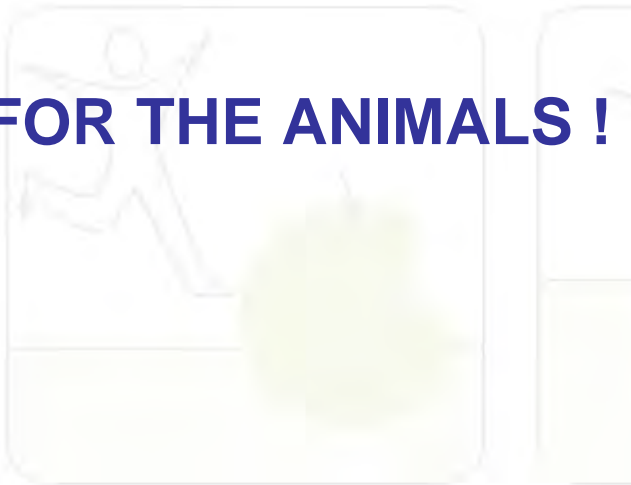
EU COMMISSION – WSPA - RSPCA

- To meet the world players in the food chain
- To create and to reinforce the global network
- To discuss global strategies in science and in marketing
- To plan appropriate investments in the area of sustainable animal productions

<http://www.animalwelfareandtrade.com/>

**ANIMAL WELFARE IS A
VALUE FOR ALL SOCIETY
AND...**

...FOR THE ANIMALS !



Thanks for your attention.