



CFI

THE CENTER FOR FOOD INTEGRITY

Dealing with Tough Questions on Animal Housing and Well-Being

Charlie Arnot

Charlie.Arnot@Foodintegrity.org

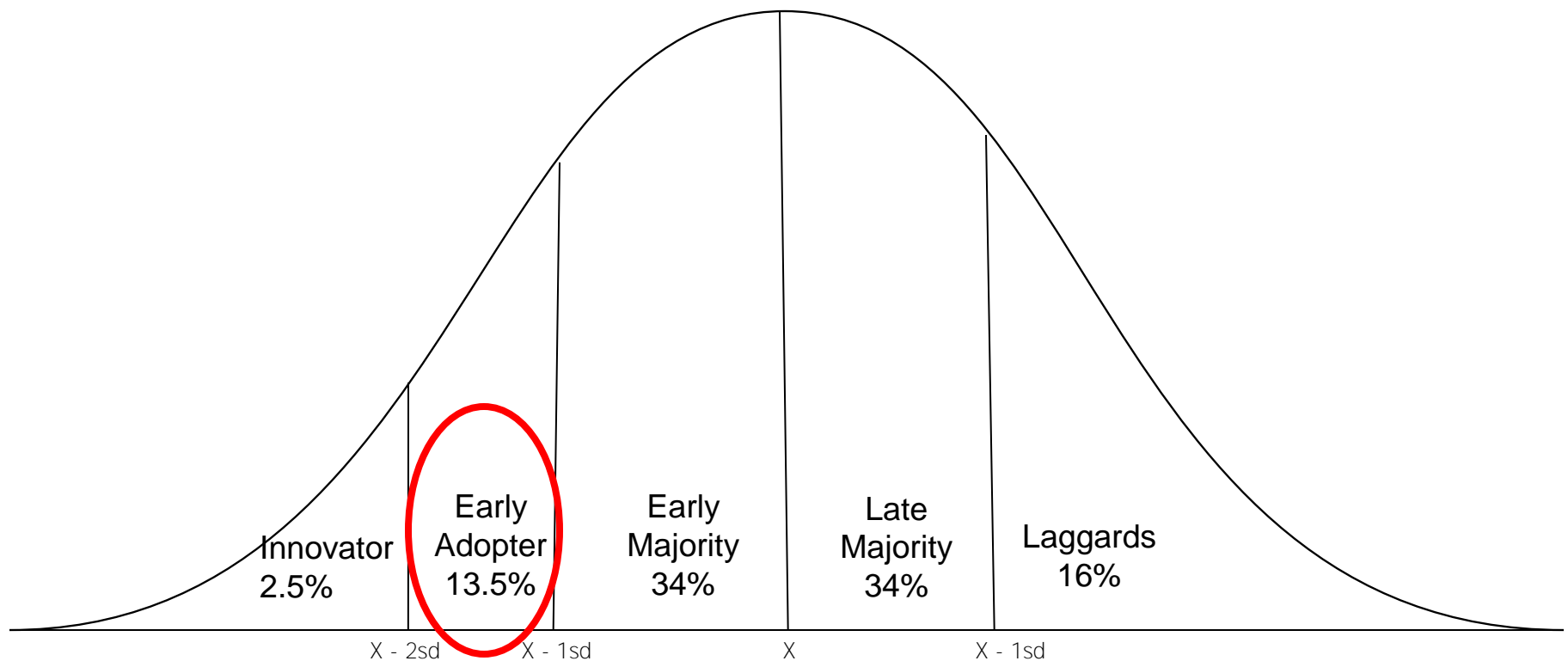
www.foodintegrity.org

www.bestfoodfacts.org

Adopter Segments



Past research has shown that the Adopter Segments are normally distributed in a social system/market (bell curve)





Attributes of Early Adopters

- Socio-Economic
 - **More educated**
 - Higher social status
 - Greater upward mobility
- Communication behavior
 - **Larger interpersonal networks**
 - Greater exposure to mass media and interpersonal communication
 - **Information seekers**
 - More knowledge of innovations
 - **Opinion leaders**
- Personality
 - Greater empathy
 - Less dogmatic
 - Greater ability to deal with abstractions
 - **Greater rationality**
 - **Higher intelligence**
 - **More favorable toward change**
 - **Able to deal with uncertainty and risk**
 - **More favorable attitude toward science**
 - Less fatalistic
 - Have higher aspirations

Adopter Classification Scheme



- Adopter classification is issue dependent
 - Consumers may be an Early Adopter in one issue area, such as food safety, but may be an Early or Late Majority in another issue such as Humane Treatment of Farm Animals
- Adopter classification is accomplished in this study through a single question for each key issue
- Respondents do not see the Adopter category labels, but are designated as specific Adopter categories based on their response to the question
- Self-classification is a reflection of attitudes and beliefs, not necessarily behavior.



CFI

THE CENTER FOR FOOD INTEGRITY

Building Humane Treatment of Farm Animals Trust

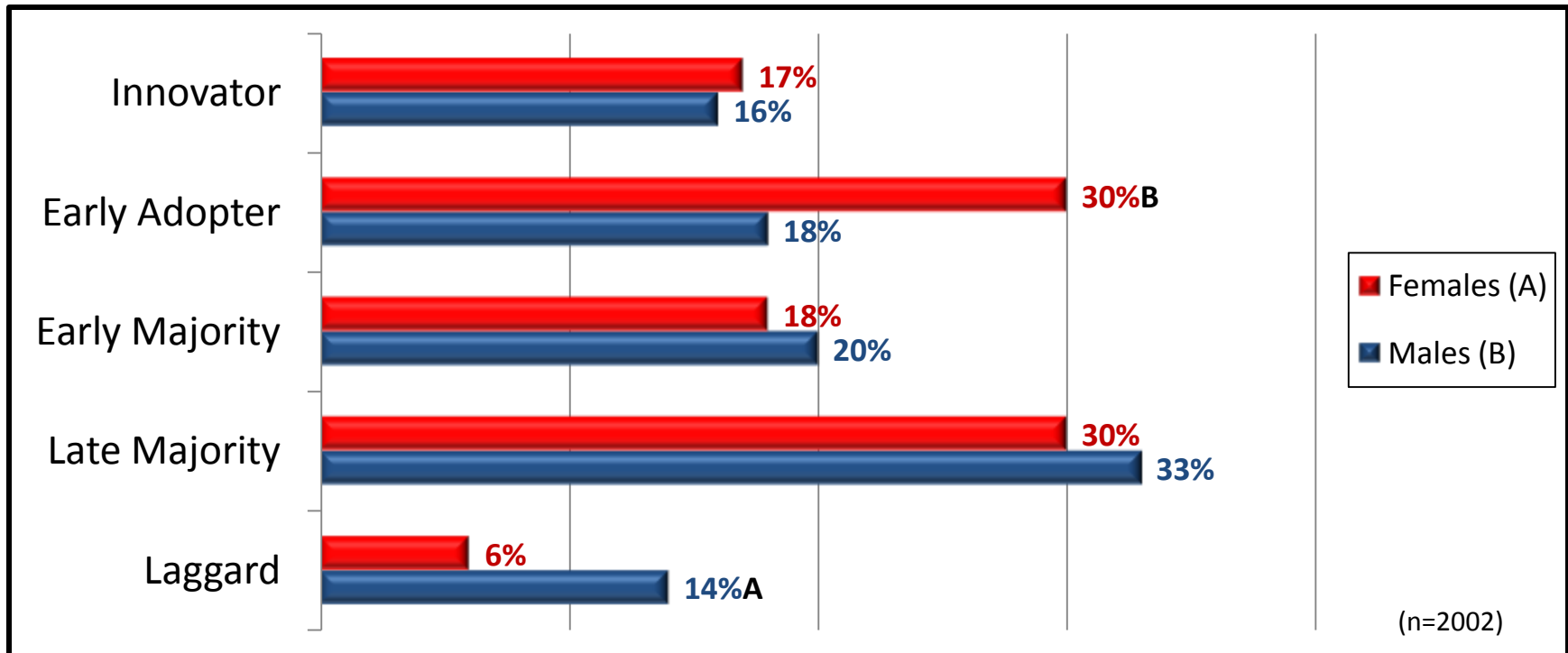
Innovator Self-Classification Along Humane Treatment of Animals Issues



Segments	Total (A)
(Base)	(2002)
I'm quick to form opinions on humane treatment of farm animals issues and rarely rely on others for input (Innovator)	16.2%
I actively seek information on humane treatment of farm animals issues so I can weigh the issues and have informed opinions (Early Adopter)	25.1%
I usually make up my mind about humane treatment of farm animals issues after others have debated the issues at length (Early Majority)	18.5%
I don't really think about humane treatment of farm animals issues unless I happen to hear something on the radio or see something on TV (Late Majority)	30.9%
I only think about humane treatment of farm animals issues if I'm forced to (Laggard)	9.2%

- One-fourth of respondents (25.1%) self-classified themselves as Early Adopters along Humane Treatment of Animals issues.

Innovator Self-Classification Along the Humane Treatment of Farm Animals Issues by Gender



- Females were significantly more likely than males to classify themselves as Early Adopters along the Humane Treatment of Farm Animals, while males were more likely to self-classify as Laggard.



Messages That Matter – Animal Welfare

- Farmers have an ethical obligation to make sure the animals on their farm are well cared for and scientific research shows raising animals indoors has resulted in improved animal health over the last 50 years.
- Today's farmers show their commitment to responsible food production by participating in training and certification programs that emphasize the importance of working closely with veterinarians to ensure animals receive proper care. On-farm verification by independent 3rd parties validate that these programs are properly implemented.



Animal Welfare

- **Values:** The proper care of animals is very important to me. My family and I have an ethical obligation to make sure the animals on our farm are well cared for.
- **Science:** That's why we use the latest technology on the farm to keep our animals comfortable, protected from disease, predators and the elements, and fed a well-balanced diet for optimal health.
- **Economics:** Treating my animals with the best care allows my family and me to help provide consumers with abundant, safe and affordable food, and allows me to make a living so I can provide for my family.

Humane Treatment of Farm Animals Programming Concept



Several national farm organizations offer programs that train and certify farmers in the proper care of farm animals and other practices that ensure a safe food supply and animal well-being.

The science-based guidelines of the programs were developed by independent advisory committees of animal husbandry experts from leading universities and other institutions. The program also emphasizes the importance of working closely with veterinarians to ensure animals receive proper care and that animal health products are used appropriately.

On-farm verification by independent 3rd parties validate that these programs are being properly implemented. A majority of food companies accept the guidelines and require that producers are certified under these programs.



Humane Treatment of Farm Animals Programming Concept

Several national farm organizations offer programs that **train and certify farmers** in the proper care of farm animals and other practices that ensure a safe food supply and animal well-being.

The **science-based guidelines** of the programs were developed by **independent advisory committees of animal husbandry experts from leading universities** and other institutions. The program also **emphasizes the importance of working closely with veterinarians** to ensure animals receive proper care and that animal health products are used appropriately.

On-farm verification by independent 3rd parties validate that these programs are being properly implemented. **A majority of food companies accept the guidelines and require that producers are certified under these programs.**

Extent Programming Idea Will Impact Confidence in that Food Comes from Humanely Treated Farm Animals



- Consumers were asked to indicate the degree to which the programming idea will impact their confidence in that food comes from humanely treated farm animals.
- Used a 0 to 10 scale where “0” meant they were not at all confident and “10” meant they were extremely confident
 - 0 to 3 ratings indicate strong decrease in confidence
 - 4 to 7 ratings indicate no impact on confidence
 - 8 to 10 ratings indicate strong increase in confidence

Extent Programming Idea Will Impact Confidence that Food Comes from Humanely Treated Farm Animals by Innovator Segment



Attitudinal Statements	INNOVATOR SEGMENTS					
	Total (A)	Innovator (G)	Early Adopter (H)	Early Majority (I)	Late Majority (J)	Laggard (K)
(Base)	(1000)	(154)	(264)	(183)	(313)	(86)
The program emphasizes the importance of working with veterinarians	6.99	7.38JK	7.22jK	7.01K	6.90K	5.84
A majority of food companies accept the guidelines and require that producers are certified	6.94	7.00K	7.24K	6.92K	6.95K	5.91
Farmers are trained and certified in the proper care of farm animals	6.89	7.17K	7.09K	6.85K	6.88K	5.83
The program guidelines were developed by independent advisory committees of animal husbandry experts from leading universities and other institutions	6.86	7.11K	7.02K	6.90K	6.88K	5.72
On-farm verification by independent 3 rd parties validate these programs	6.79	6.97K	7.14iJK	6.74K	6.74K	5.70
The program guidelines are science-based	6.73	6.93K	7.02JK	6.81K	6.60K	5.76

Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.



CFI

THE CENTER FOR FOOD INTEGRITY

Dealing with Tough Questions on Animal Housing and Well-Being

Charlie Arnot

Charlie.Arnot@Foodintegrity.org

www.foodintegrity.org

www.bestfoodfacts.org