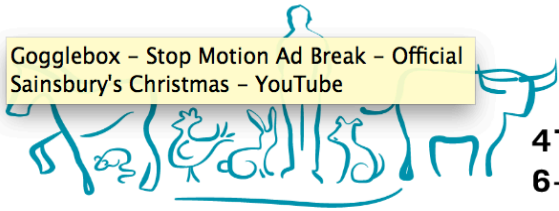


Gogglebox - Stop Motion Ad Break - Official  
Sainsbury's Christmas - YouTube



*Animal welfare for a better world*

4TH OIE GLOBAL CONFERENCE ON ANIMAL WELFARE  
6-8 DECEMBER 2016 · GUADALAJARA, MEXICO



# Public attitudes and understanding of animal welfare standards: could *One Welfare* help?

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# Outline of the presentation

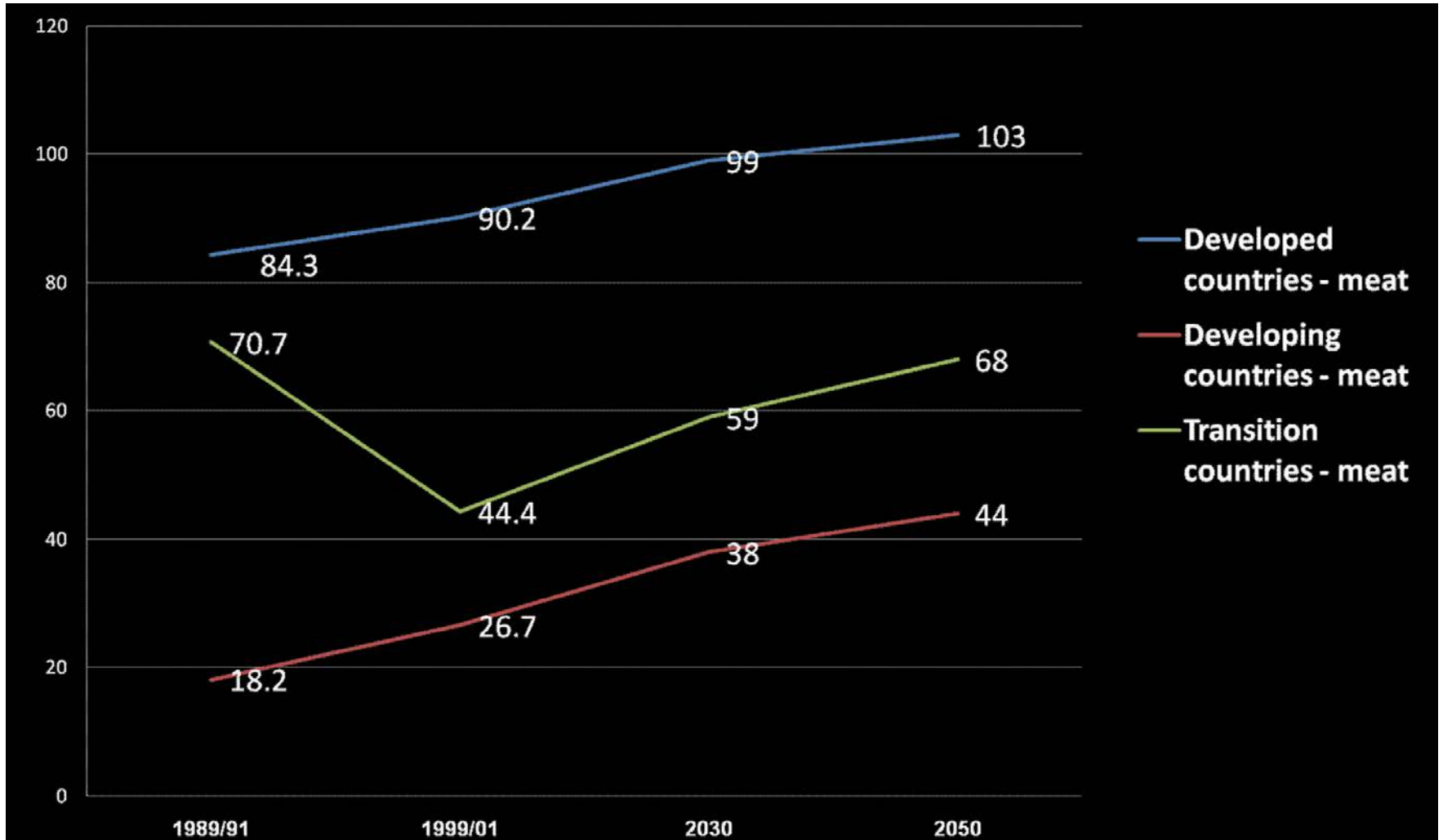
- Animal welfare concerns in the European Union
- The issue of consumers' information
- One Welfare

## Introduction – The current state of intensive agricultural production in the West

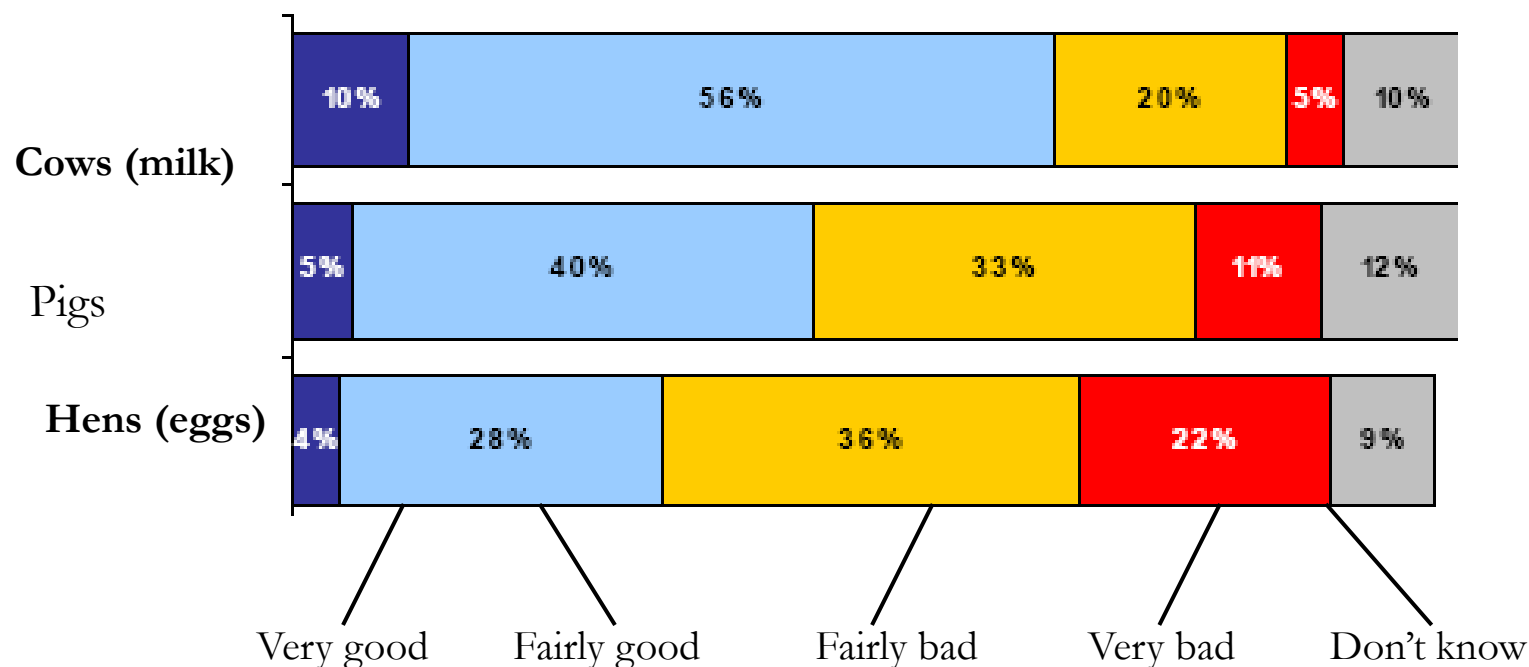
Globally, meat consumption is increasing at a phenomenal rate. In the last 40 years, consumption has grown from 56 to 89 kilos of meat per person, per year in Europe and from 89 to 124 kilos in the US. Forty years ago, the Chinese were eating only 4 kilos of meat pp/pa – that figure has now reached 54 kilos and is still rising.

The farm animal population has expanded dramatically and the greater availability of animal products at comparatively lower prices has promoted the increase of their consumption. Today the growing human population – already in excess of 6 billion – shares the planet and its resources at any one time with **nearly 1 billion pigs, 1.3 billion cattle, 1.8 billion sheep and goats and 15.4 billion chickens.**

# Global trends to 2050 : meat consumption per head/ per year



## How do you think the actual welfare of farmed animal is in Europe?



(EU Commission Special Eurobarometer: Attitudes of consumers towards the welfare of farmed animals, 2005)

**Many public concerns get scientific support (c.f. EFSA opinions)**

# Animal welfare is an important issue

FIGURE 4.1 Illustration of different dimensions of public opinion about farm animal welfare.

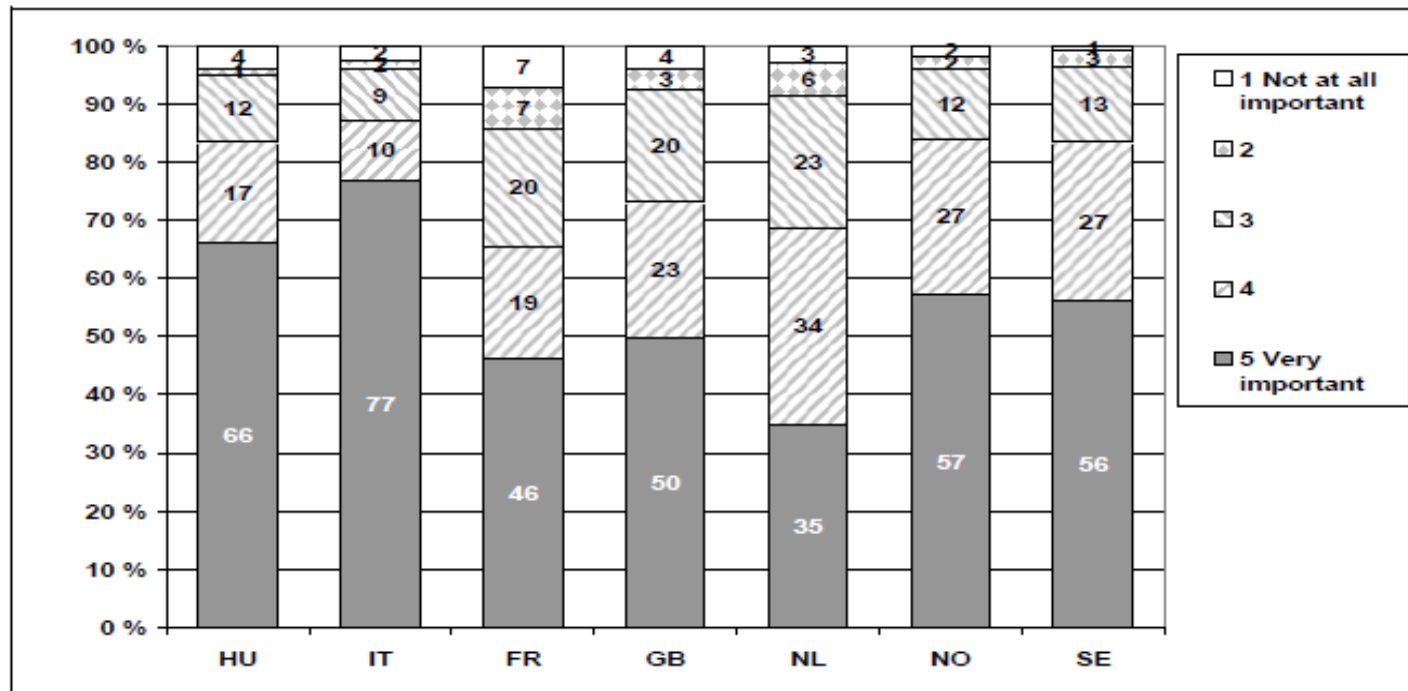


FIGURE 4.2 Thinking of farm animal welfare in general, how important is this issue for you on a scale of 1 to 5, were 1 is not at all important and 5 is very important?

Note: Weighted. Don't know excluded. (N = HU: 1462, IT: 1478, FR: 1497, UK: 1490, NL: 1489, NO: 1493, SE: 1496).

Spontaneous Concerns	<i>France</i>	<i>Italy</i>	<i>The Netherlands</i>	<i>United Kingdom</i>	<i>Sweden</i>	<i>Norway</i>	<i>Hungary</i>
<b><i>Environment</i></b>							
Outdoor access, free range, extensive production, Possibility to choose between indoors and outdoors, Space, natural space.	X	X	X	X	X	X	X
Natural light, fresh air		X	X				
Distractions (playing)			X				
Wild animals						X	
<b><i>Farming practices</i></b>							
Natural type of feed, No artificial growth stimulants, Lifespan, Normal growth	X	X	X	X	X	X	X
Humane slaughter	X	X	X	X	X		
Breeding, no genetic modification				X			
Natural reproduction		X					
No mutilations, no pains			X		X		
No use of routine medicines				X			
Transport (limited or avoided)	X	X	X	X	X	X	
<b><i>Human Nonhuman animals relationships</i></b>							
Respect, Care, Physical comfort and security	X	X		X	X	X	
Good quality of life	X	X		X		X	
Products with someone 'accountable for' (farmer, vet.)		X				X	
Animals as individuals (name)						X	
Company, love, happiness					X		

**Miele, M., Viessier, I., Evans, A. and Botreau, R. (2011), 'Animal Welfare: Establishing a Dialogue between Science and Society', *Animal Welfare*, 20, pp. 103-117)**

## Worries for transport and slaughter, less worries for living condition on farm

TABLE 4.1 Worry about welfare for pigs, chickens, dairy cows, transport, slaughtering. Per cent proportion 1+2 (1=very poor)

	HU	IT	FR	UK	NL	NO	SE
Pigs	22	32	42	21	44	12	14
Chicken	29	50	57	56	49	46	40
Dairy Cows	15	15	15	12	10	3	5
Transport	60	65	52	48	56	34	34
Slaughter	58	56	44	42	47	25	23

*Notes:* The stated questions were: In your opinion, how well do you think the welfare conditions are for the following farm animals in [fill in country]?; And, what about the methods used to transport animals in [fill in country]?; And, in your opinion, how well do you think the animals are treated at the slaughters in [fill in country]? (Weighted. N=1500 in each country. Don't know excluded.)



## But the prevailing opinion is that animal welfare has improved in Europe in the last 10 years

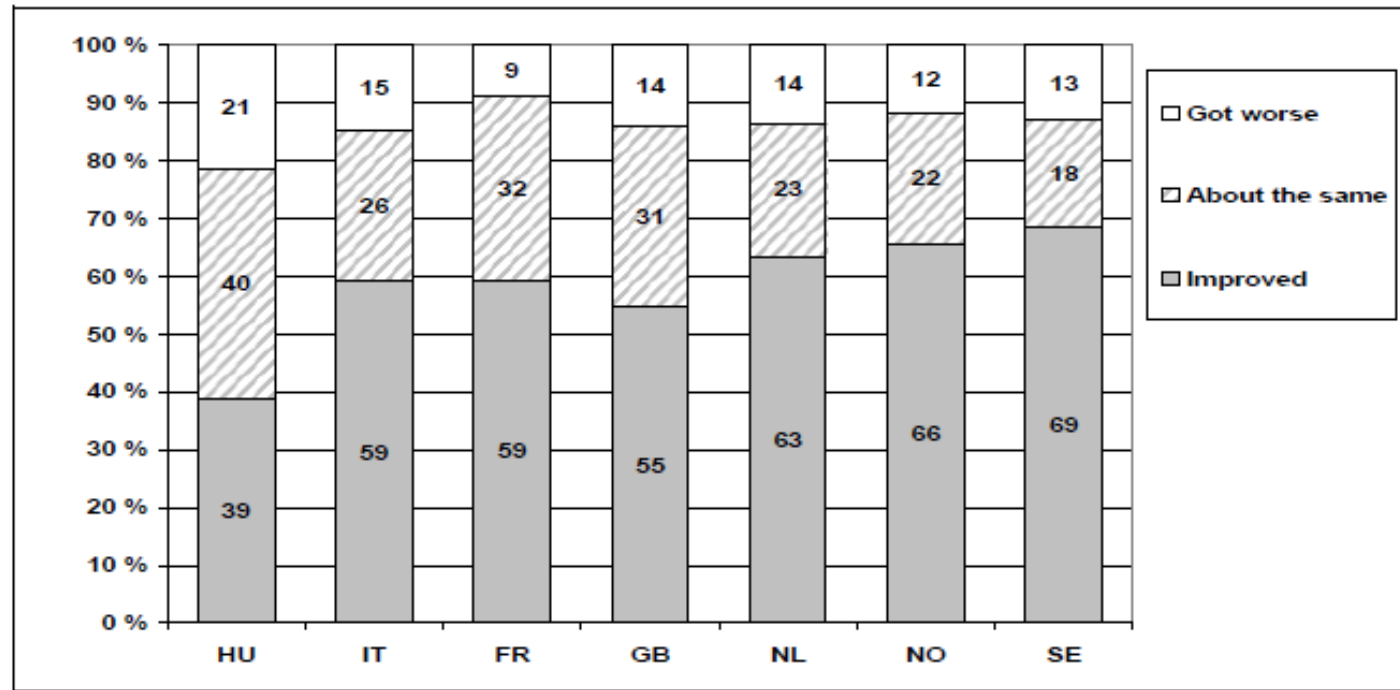


FIGURE 4.3 In general, over the past 10 years, do you think that farm animal welfare in [fill in country] has improved, is about the same or has got worse?

Note: Weighted. Don't know excluded (N = HU: 1310, IT: 1365, FR: 1483, UK: 1384, NL: 1434, NO: 1463, SE: 1393).

Many states that they do not know whether farm animal welfare conditions are good or bad: **it is difficult to assess animal welfare**

TABLE 4.2 Proportions saying they don't know whether farm animal welfare conditions are good or bad (per cent)

	HU	IT	FR	UK	NL	NO	SE
Pigs	12	20	2	12	3	3	9
Chicken	10	16	1	7	1	2	6
Dairy cows	15	16	1	7	2	1	4
Transport	8	16	1	8	2	7	10
Slaughtering	28	26	3	18	10	6	19
AW improved or become worse	13	9	1	8	4	2	7

## Worries for transport and slaughter: no market attributes!

TABLE 4.1 Worry about welfare for pigs, chickens, dairy cows, transport, slaughtering. Per cent proportion 1+2 (1=very poor)

	HU	IT	FR	UK	NL	NO	SE
Transport	60	65	52	48	56	34	34
Slaughter	58	56	44	42	47	25	23

This result is particularly important because **‘transport’** and **‘slaughter’** are two aspects that do not attract marketing, i.e. they are two attributes that need to remain invisible because they are only going to ‘punish’ producers or retailers on the market if they are not dealt with care and respect, however they do not reward on the market (people want to know only that animals are transported in a correct way and that they are slaughtered in a humane way, they consider these issues basic animal rights and basic duties for producers).

## ...and animal welfare is not at the forefront of consumers when shopping for food

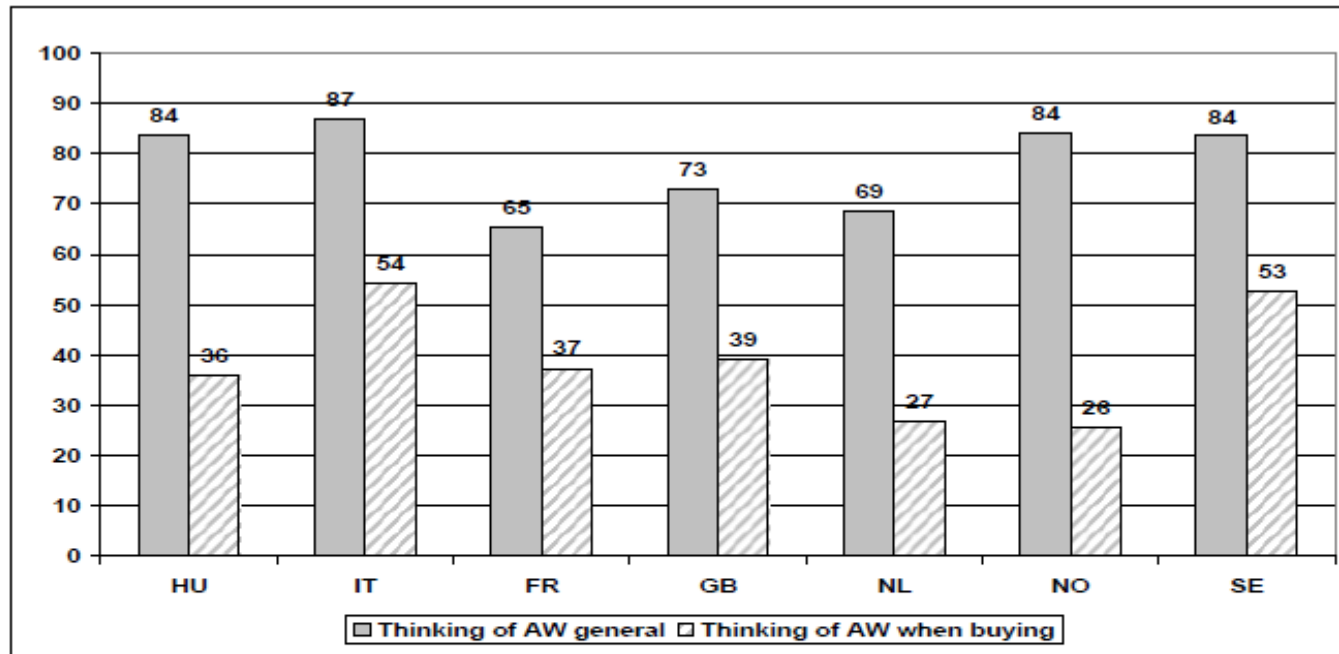


FIGURE 5.1 Thinking of animal welfare in general (among all), Thinking of animal welfare when buying (among those who have bought meat). Per cent proportion 4+5 on a scale from 1 to 5.

Notes: Thinking of farm animal welfare in general, how important is this issue for you? (Weighted. Don't know excluded. N = HU: 1462, IT: 1478, FR: 1497, UK: 1490, NL: 1489, NO: 1493, SE: 1496.); When you purchase meat or meat products, how often do you think about the welfare of the animals from which the meat has come? (Among those who have bought meat. Weighted. Don't know excluded. N = HU: 1249, IT: 1173, FR: 1337, UK: 1330, NL: 1248, NO: 1364, SE: 1334.).

....and even for the motivated consumers it is difficult to identify the ‘animal friendly’ products

TABLE 6.1 It is too time consuming to look for welfare friendly products; I cannot find welfare friendly products when shopping. Per cent proportion 4+ 5 (5=strongly agree)

	HU	IT	FR	UK	NL	NO	SE
Too time consuming	53	51	41	36	35	48	44
Cannot find animal welfare products	61	42	38	36	23	32	35

*Note:* To what extent do you agree or disagree with the following statements on a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree?

- I care about animal welfare, but it's too time consuming to look for welfare friendly products;

- I care about animal welfare but cannot find welfare friendly products where I shop for food.

(Weighted, 1500 in each country. Don't know excluded.)

**Almost 60% of the nearly 300 animal products surveyed in the 10 most popular retailing outlets of each of the six EU countries (UK, Italy, NO, France, NL, SW) were communicating to consumers some aspects of farm animals' lives or the production methods adopted.**

**Half of the surveyed products were carrying welfare claims that were not supported by any specific welfare-friendly production standard (Roe et al, 2005).**

**Claims of 'animal friendliness' were most likely to be found in quality retailing outlets and on quality products;**

**In all cases they were bundled with other quality specifications (e.g. better taste, higher safety, environmental friendliness, and so forth).**

# Farmed Animals as Subjects: Mary the Cow



Information about farmed animals lives in food adverts or packaging



<https://www.youtube.com/watch?v=xhxOpbCcmHI>

[https://www.youtube.com/watch?v=t\\_pOGng5o3M](https://www.youtube.com/watch?v=t_pOGng5o3M)



## LOTS OF LOVELY LEAFY TREES

Hens are naturally inquisitive animals, and they love spending their days rummaging around in treelines and hedgerows – after all, their ancestors did live in the jungle! So we have a golden rule on every happy egg farm – at least 20% of every range must have trees planted on it. Our farmers also deliberately place fallen trees on their side so the girls can clamber up and have a private chat. Tree-mendous!



## SPACE, SPACE AND MORE SPACE

Our girls are natural-born roamers and they love to travel far and wide, so we give them the space they need to do just that. They spend their days outside in the fresh air, pecking at anything and everything, flapping their feathers and enjoying time with their flock.





<https://www.youtube.com/watch?v=Z2X4HCKOETE>



## Benchmark Figures

90

Companies assessed

17

Countries represented

33

Average score (%)

18

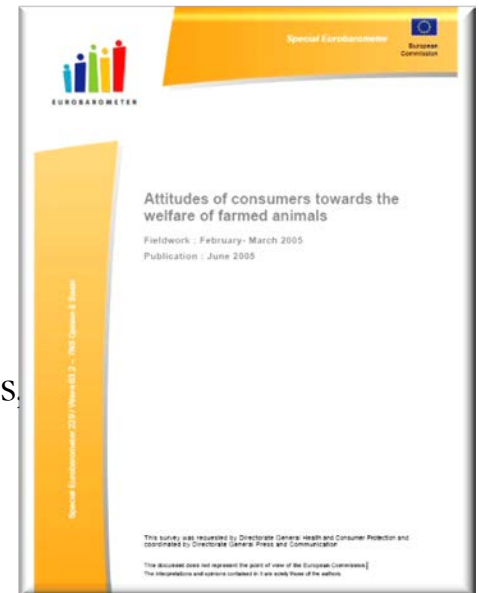
Investor statement  
signatories

## **Why *Naturalness* is important in animal food production?**

Because it is perceived by the public as an indicator of animal welfare and it is positively associated with Space, Freedom, Natural feed, Social interactions, Sexual reproduction, Appropriate lifespan but also small scale and extensive animal farming.....

And it is negatively associated with battery cages, veal crates, swine pens (lack of space and no freedom), feed additives, force feeding, high energy diets, lack of social interactions, artificial insemination, genetic modifications, large scale farming (mass production), intensive systems of production, short lifespan.....

Eurobarometer, 2005 and 2007, 2015; Kjarnes et al., 2005; Ingenbleek and Vinmik, 2011; Miele et al., 2011; Miele and Evans, 2011; Evans and Miele, 2012



# *Standards*

*“Standards are documented criteria or specifications, used as rules, guidelines or definitions of characteristics, to ensure consistency and compatibility in materials, products, and services. In use, standards become measures by which products, processes and producers are judged”*

**Bain, C. et al. 2005, 81**

## Welfare Quality Principle, Criteria and Examples of specific measures

Principle	Welfare criteria	Examples of potential measures
Good feeding	1 Absence of prolonged hunger	Body condition score
	2 Absence of prolonged thirst	Presence of drinker and routine for checking function
Good housing	3 Comfort around resting	Frequencies of different lying positions, standing up and lying down behaviour
	4 Thermal comfort	Panting, shivering
	5 Ease of Movement	Slipping or falling
Good health	6 Absence of injuries	Clinical scoring if integument, carcass damage, lameness
	7 Absence of diseases	Enteric problems, downgrades at slaughter
	8 Absence of pain induced by management procedures	Evidence of routine mutilations such as tail docking, dehorning, stunning effectiveness at slaughter
Appropriate behaviour	9 Expression of social behaviours	Social licking, aggression
	10 Expression of other behaviours	Play, abnormal behaviour
	11 Good human-animal relationship	Approach and/or avoidance tests
	12 Positive emotions	QAB

# References

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## Thank you

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**Emma Roe and Jonathan Murdoch (2006)** UK Market for Animal Welfare Friendly Products: Market Structure, Survey of Available Products and Quality Assurance Schemes *Welfare Quality® Reports No. 3*, Cardiff University

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