



*Animal welfare for a better world*

# **Livestock Producers as Promoters of Animal Welfare Standards**

**Geoff Kingwill - IWTO**

4TH OIE GLOBAL CONFERENCE ON ANIMAL WELFARE  
6-8 December 2016 · Guadalajara, Mexico

# On the farm



- Grand View in Karoo South Africa
- Merinos Angoras and Beef cattle
- Farming since 1990, 5<sup>th</sup> generation farming



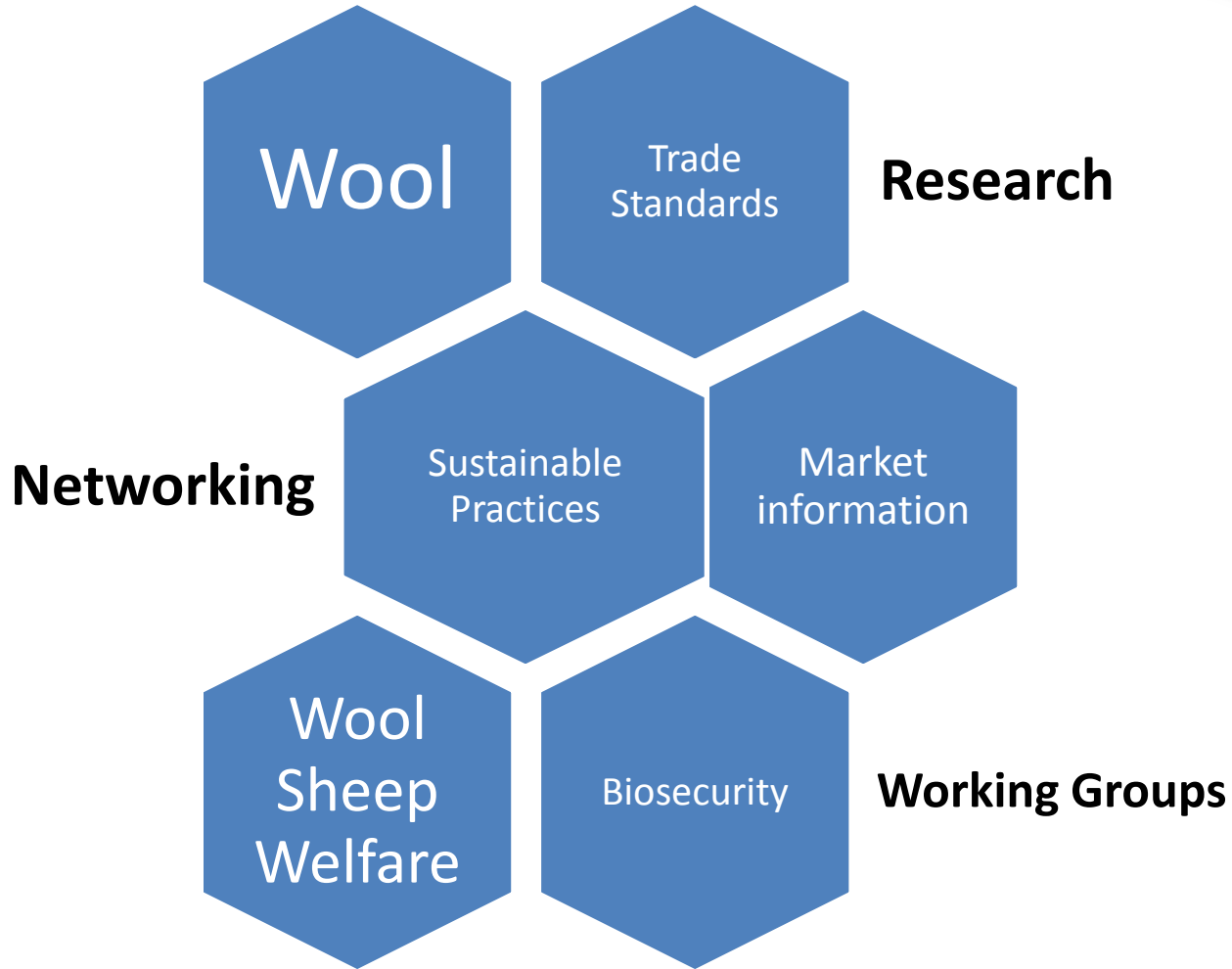
# [www.iwto.org](http://www.iwto.org)



- The recognised global authority for standards in the wool industry
- Presenting the industry's interests since 1930
- Membership 60% of the world's wool production
- Keep the industry focussed on sustainable production



# IWTO Activities



# The IWTO Guidelines for Wool Sheep Welfare

A concise summation of good practice principles for ethical wool sheep production

2013



- Published in 2013
- Best practice global wool sheep production
- Closely aligned to OIE Terrestrial Animal Health Code
- With input from all grower countries and technical experts in animal welfare and veterinary science



# Who cares?



Burger King



World Bank



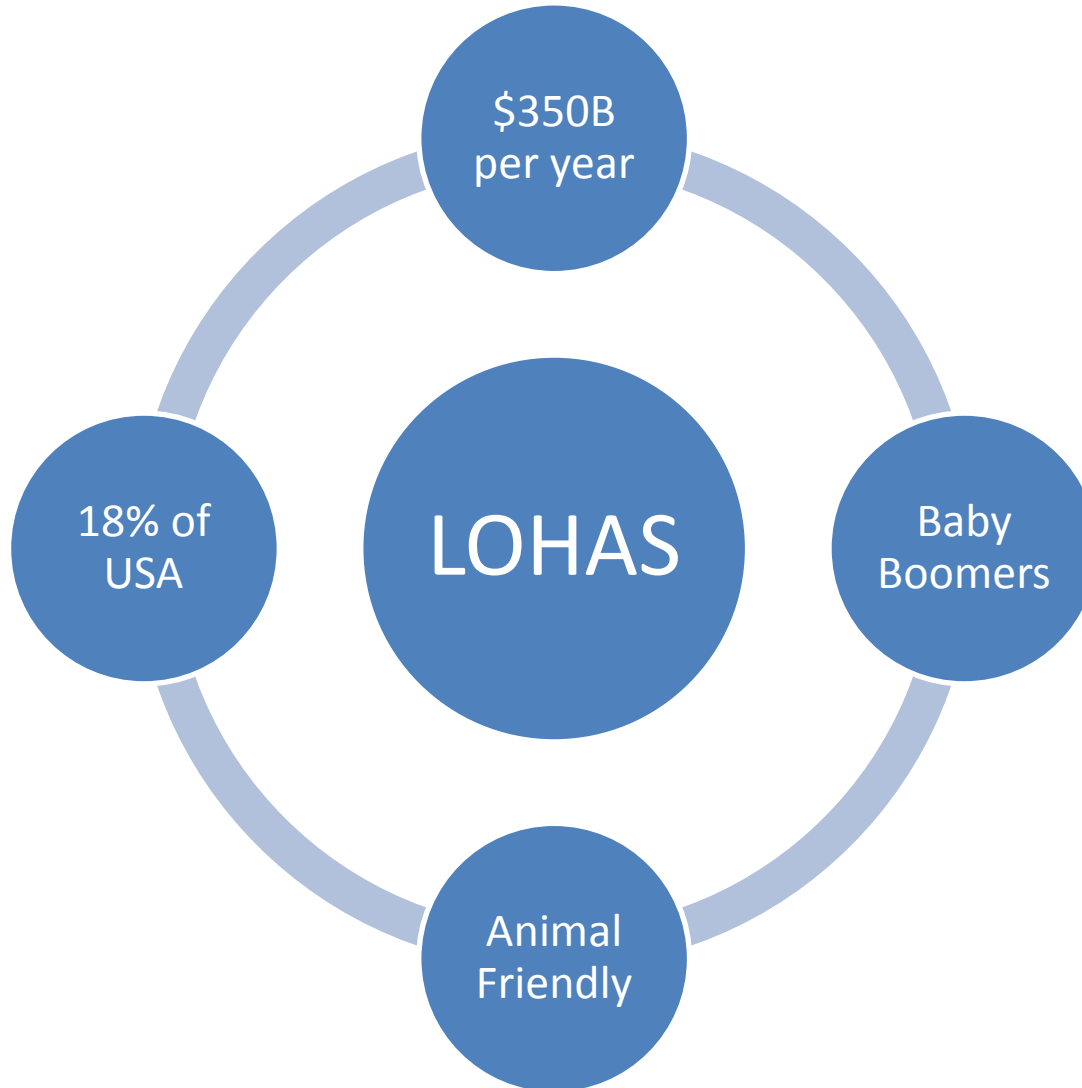
Marks & Spencer



Tesco



# Follow the \$



# Farming Future



- The world needs increased production - more than 60% (FAO 2012)
- Anticipate 19% increase in meat exports
- Developing countries to increase demand (China, Saudi Arabia, Jordan, India, Turkey)
- Informed consumers demand higher food production standards







Oie



# IWTO Welfare Guidelines



- Quality supply of food and water
- Regular inspection of animals
- Take full responsibility for the health of animals in your care
- Utilize best possible facilities when housing and working with animals
- Detailed requirements e.g. transportation, contained in local government legislation



# Profit versus Welfare



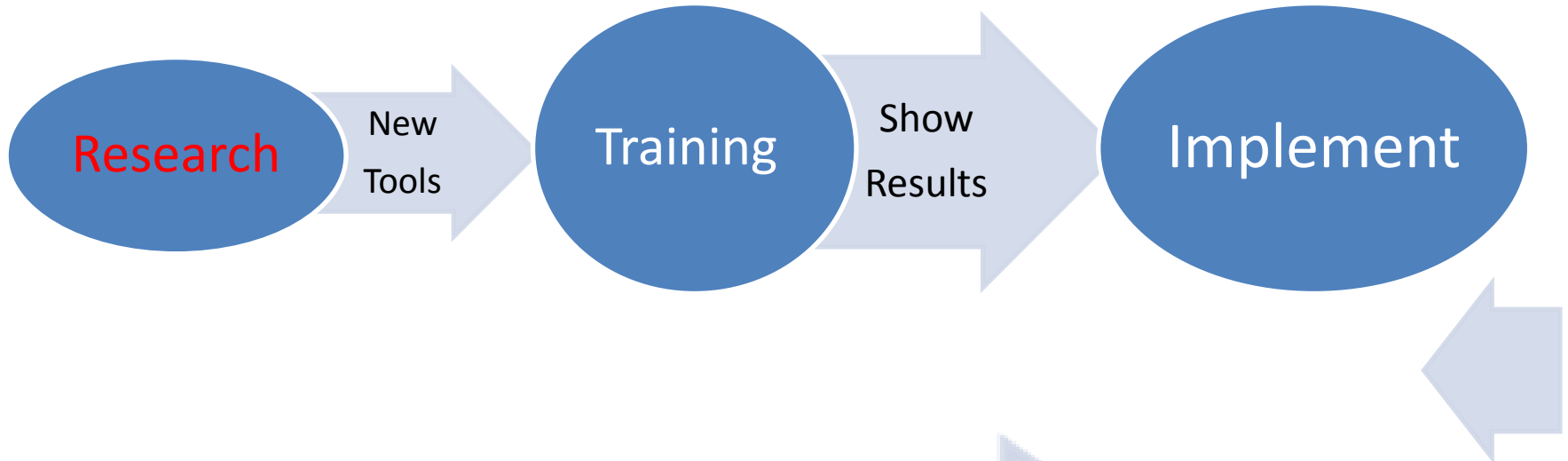
- Profit needed for survival of the Agri Business
- Well managed animals are more profitable
- Healthy farm animals reduce farming costs
- Scientific proof of this
- “Taking care of the animal during slaughter, improves the taste of the meat”



# Effective Management



# Setting the bar



# Are we done?



- Best practices evolve constantly
- IWTO Guidelines based on the 5 Freedoms
- Corner stone and not to be changed
- On-farm practices need to adapt constantly



# Farming with a plan



- Understand the end consumer
- Organize Agriculture with clear objectives
- Keep precise records
- Adhere to local legislation and engage legislative bodies
- Assist in creating sound animal welfare science for the future



# Challenges



- To engage different size farming businesses
- Show the benefit in record keeping
- Find attractive supply management systems
- Communicate increased costs to the end consumer
- Keep informed on market focus and trends





# Focus on the environment



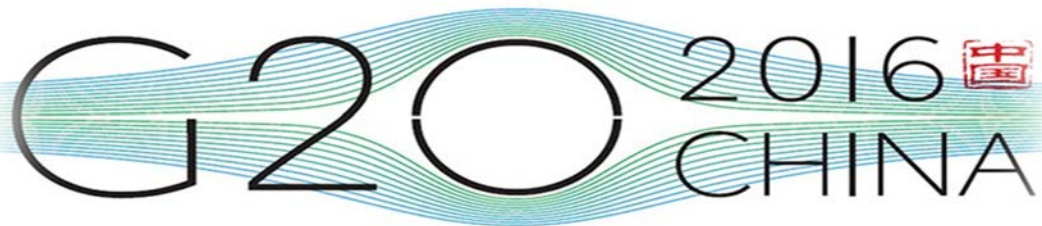
- The consumer expects Animal Welfare to be included in Environmental policies
- Taking care of natural resources are vital
- Holistic livestock management e.g. Savory





# Developing Nations care

- “China to lead the G20 Green path for development of world economy” CCTV.com Sept’16
- Green Path Development and Environmental Protection focus
- Earmarked as key factors to grow the Chinese economy
- Green Finance





**Thank You**

**Geoff Kingwill**

IWTO Sustainable Practices Working Group

**[www.iwto.org](http://www.iwto.org)**