

# SSAFE



**Animal Welfare**  
**From Public to Private Standards**

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# SSAFE

## SSAFE

### Vision & Mission

#### VISION

To integrate food safety with human, animal and plant health across the food supply chain to improve public health and well-being

#### MISSION

To foster the continuous improvement and global acceptance of internationally recognized food protection systems and standards through public-private partnerships

### Strategic Pillars (intent)

Capacity Building in Emerging Markets

Collaboration through Public Private Partnerships

Continuous Improvement of Food Protection Systems

Integration of Food Safety Systems Across the Supply Chain

# SSAFE

**Collaboration**

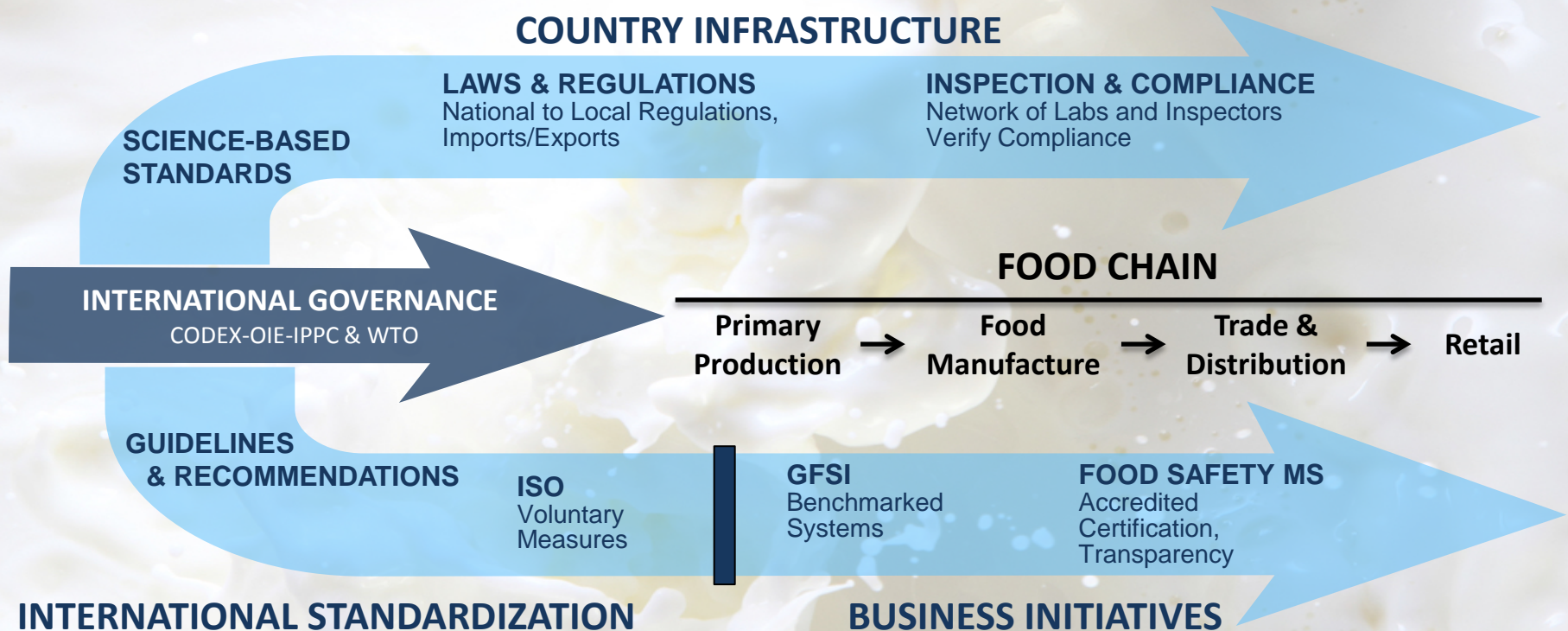
**SSAFE'S  
ACTIVITIES**

**Good  
Practice  
Sharing**

**Projects**



## Global-to-Local food safety systems



## The Importance of Animal Welfare to Consumers

Over 2 million people, 330 animal groups and dozens of governments have already pledged their support for a Universal Declaration on Animal Welfare

- World Animal Protection study

57% of Europeans believe it is very important and 37% somewhat important to protect the welfare of farmed animals

- EC funded report "Attitudes of Europeans towards Animal Welfare" Q4 2015 (27,672 respondents)

94.9% of American adult consumers stated they were very **concerned about farm animal welfare** (89% in 2013) while 75.7% stated that they were very **willing to pay more** for humanely raised meat, dairy and eggs

- 2014 Humane Heartland™ Farm Animal Welfare Survey of more than 5,900 Americans

69% of a sample of 1,003 American adults said they **prioritize animal welfare** as a significant factor in deciding what foods to buy

- Survey by ORC International in February 2014

67% of consumers say they are likely to buy meat, eggs and dairy products bearing a **welfare certification label with meaningful standards** even if it meant paying a higher price, while 75% would like stores to carry a greater variety of welfare-certified products

- June 2016 online survey of 1,000 American consumers by Lake Research Partners on behalf of ASPCA

## The Importance of Animal Welfare to Food Safety



### Food safety

**PERCEPTION:** Over 70% don't know or agree that medicines given to farm animals make food safer.

**REALITY:** Only farm animals that are healthy can enter the food chain and provide safe food for people.

**EXAMPLE:** The use of vaccines in poultry to protect against salmonella saw cases in people reduced by almost 50% in the EU since 2004.



### Animal welfare

**PERCEPTION:** 60% don't know or think that medicines have a positive impact on the welfare of farm animals.

**REALITY:** The use of veterinary medicines contributes to animal welfare by avoiding pain and suffering from disease. Good health is a prerequisite for good welfare.

**EXAMPLE:** The availability and the success of mastitis treatment has a positive impact on the welfare of cows as well as milk quality.



# Animal Welfare of Farm Animals and the Social Dimension

**Concern for  
Consumers &  
Governments**

**Animal Health &  
Food Safety**

**Contribution to  
Sustainable Ag  
Production**

## **Significance of Public-Private-Partnerships to help improve animal welfare around the world**

Public-Private cooperation benefits all food system stakeholders including consumers, regulators and the private sector

Private-sector alignment with principles and standards from the official standard-setting organizations:

- improves business performance
- enables supply-chain assurance
- drives regulatory compliance; and
- supports international trade



## Past State of the Food Industry

### Proliferation of 3<sup>rd</sup> Party Food Safety Audits

- Globally over 30 different 3<sup>rd</sup> party audit schemes
- Inconsistent governance & content between schemes
- Driven by Retailers outsourcing their audit needs

### Outcome

- Suppliers burdened with multiple redundant audits
- Inefficient use of resources and added cost
- Reliability of audits / certifications in question
- Low acceptance by regulatory community

## The Potential Impact & Value of ISO TS 34700

Recognizes OIE's principles as THE global Animal Welfare Standard

Facilitates market access and trade

Establishes an independent governance mechanism to ensure credibility of private certification schemes

Enables benchmarking and transparency against OIE principles, criteria and standards

Improves the environment, care and management of livestock through better implementation of TAHC principles

Provides guidance to enable animal producers to manage the welfare of their livestock

Respects geographical, environmental, cultural and religious differences



## SSAFE's Position on Public-Private Animal Welfare Standards

We support collaboration between the OIE and ISO in all fields of mutual interest, including animal health and welfare

We encourage operators in the food chain to align with OIE animal welfare guiding principles and standards

We encourage all stakeholders to observe the OIE animal welfare standards in relation to trade in foods of animal origin

We support ISO TS 34700 for Animal Welfare as it provides a practical tool for promoting good animal welfare practices for food-producing animals based on OIE principles

We encourage voluntary certification schemes to harmonize with OIE principles and standards as this will strengthen consumer confidence and enable food supply-chain efficiencies

SSAFE ™

**THANK YOU**

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