



Are consumers ready to understand the added value of animal welfare in their product choices?

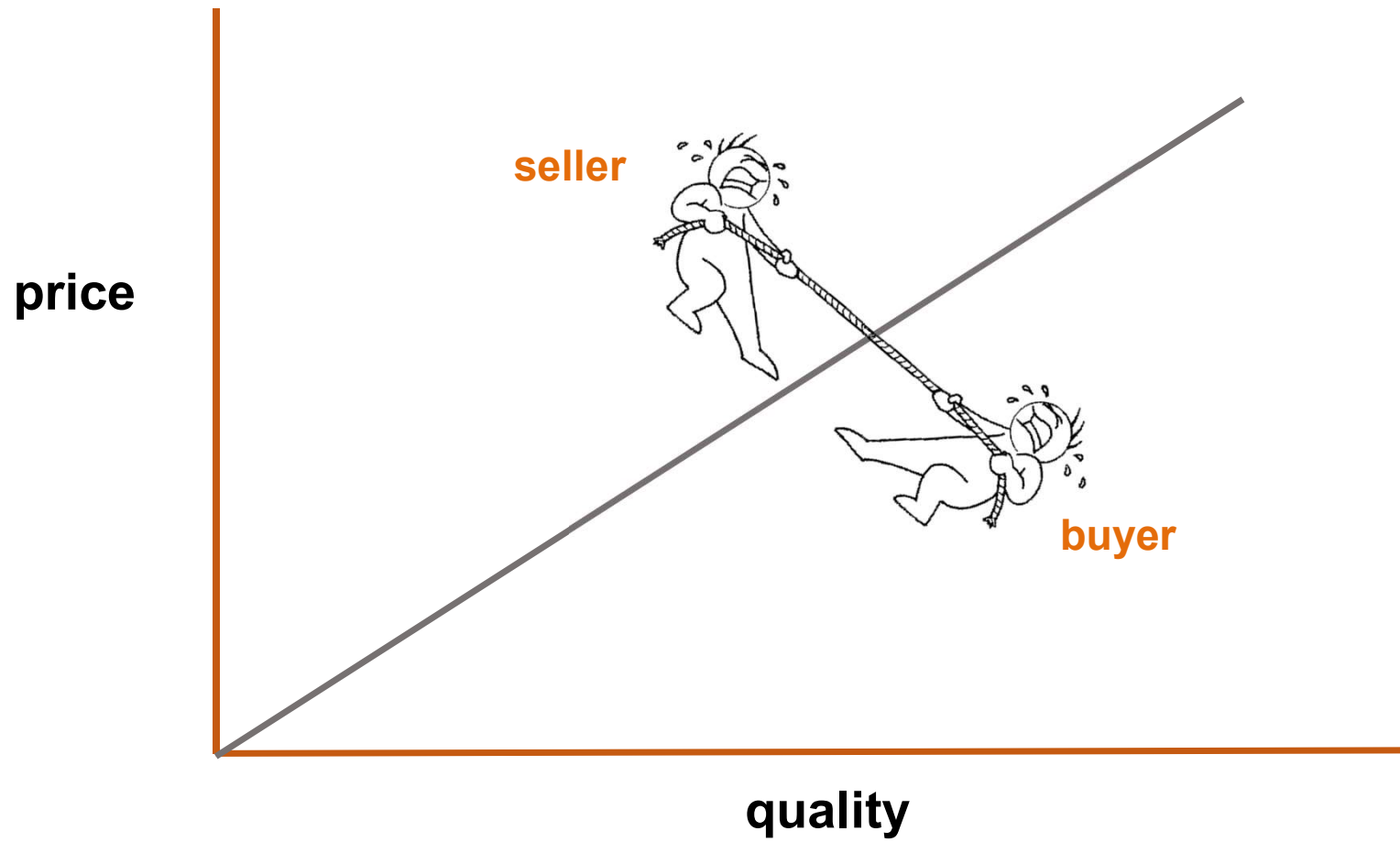
Martin Cooke MRCVS
Head of Corporate Engagement
World Animal Protection

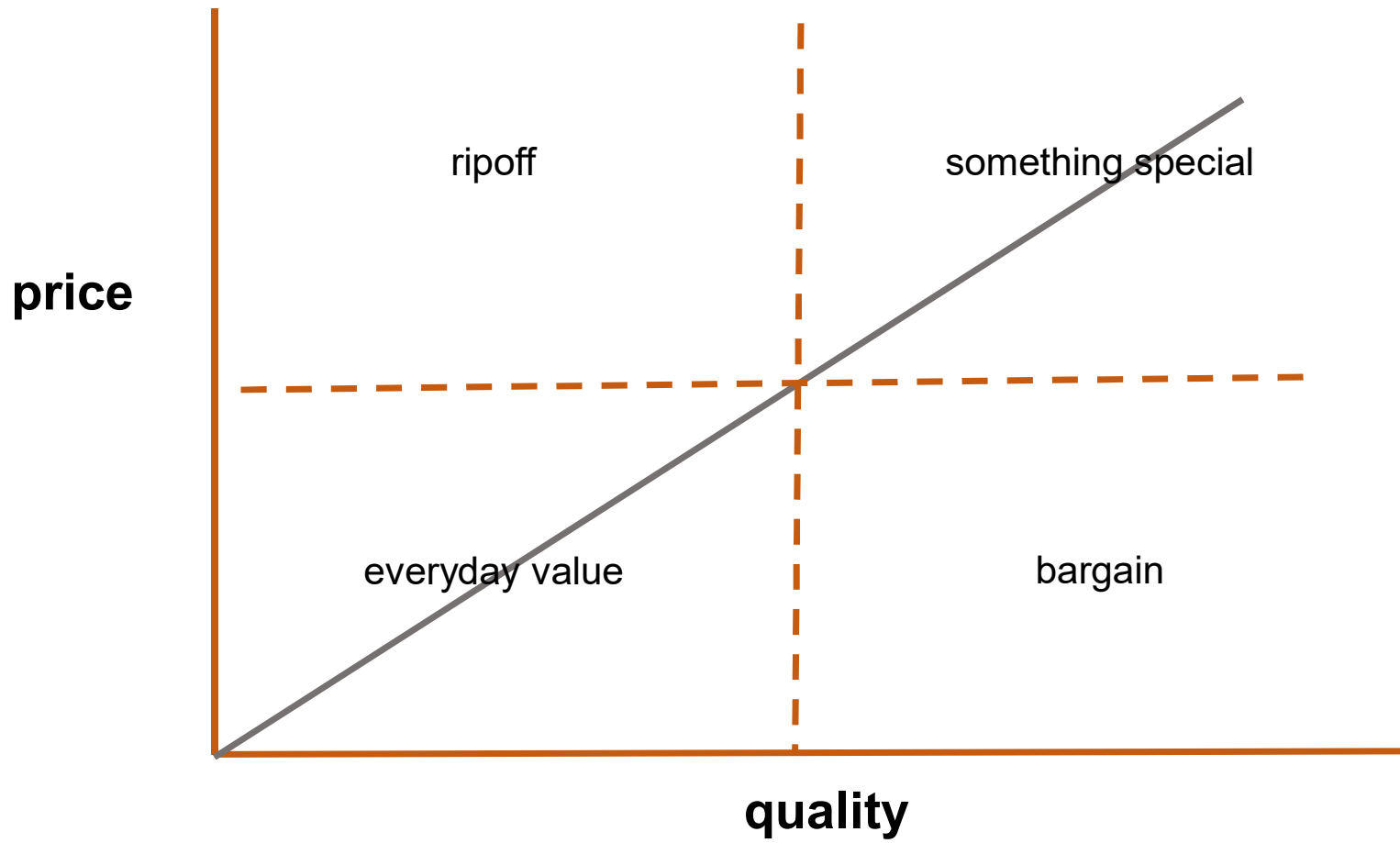
31 March 2017

value

creating **value** for customers

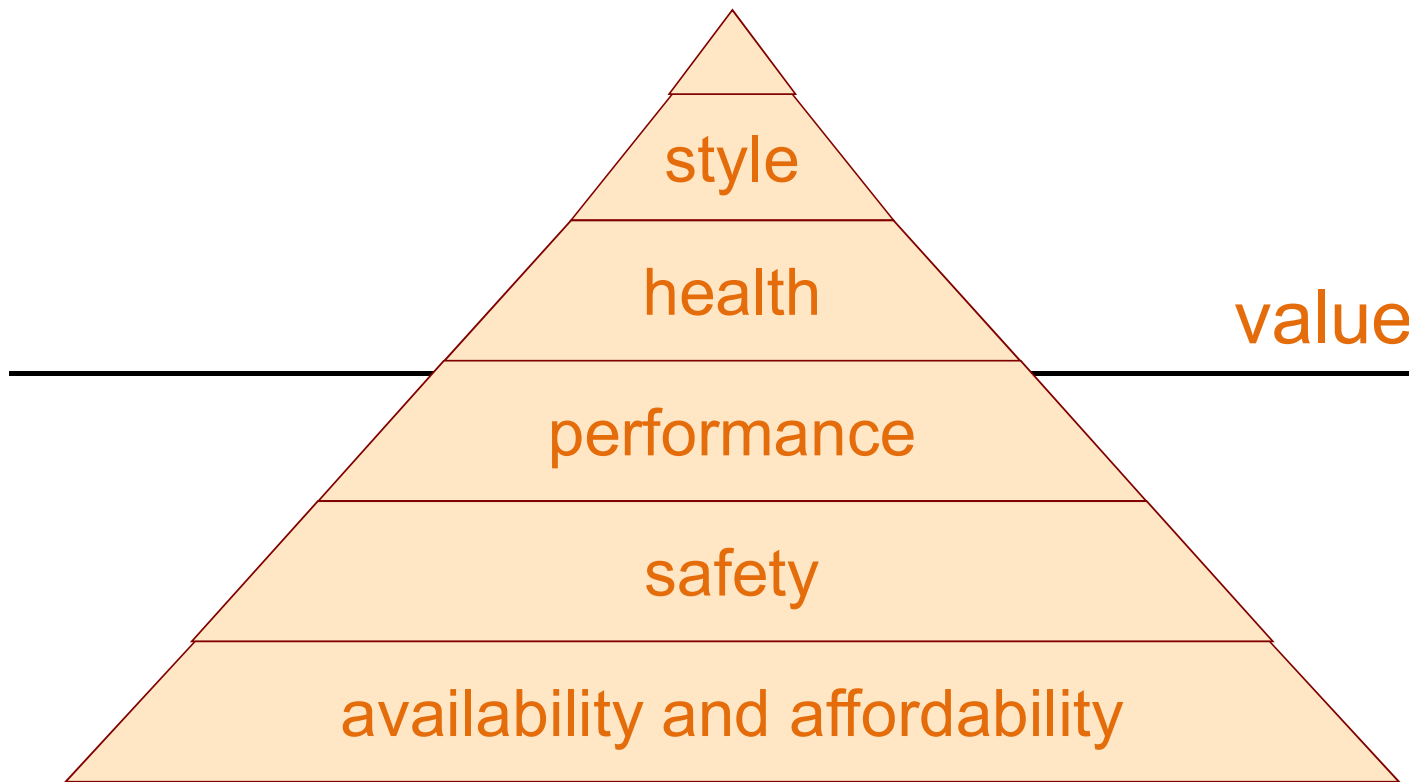
value means offering
your customers the
quality they want
at a fair price





quality

quality gives people a reason to buy



animal welfare



quality goes further than
simple organoleptic or
physical properties

provenance and production
methods contribute to
quality

marketing
animal
welfare



marketing
animal
welfare





17th April. Dairy Farm, Newbury.

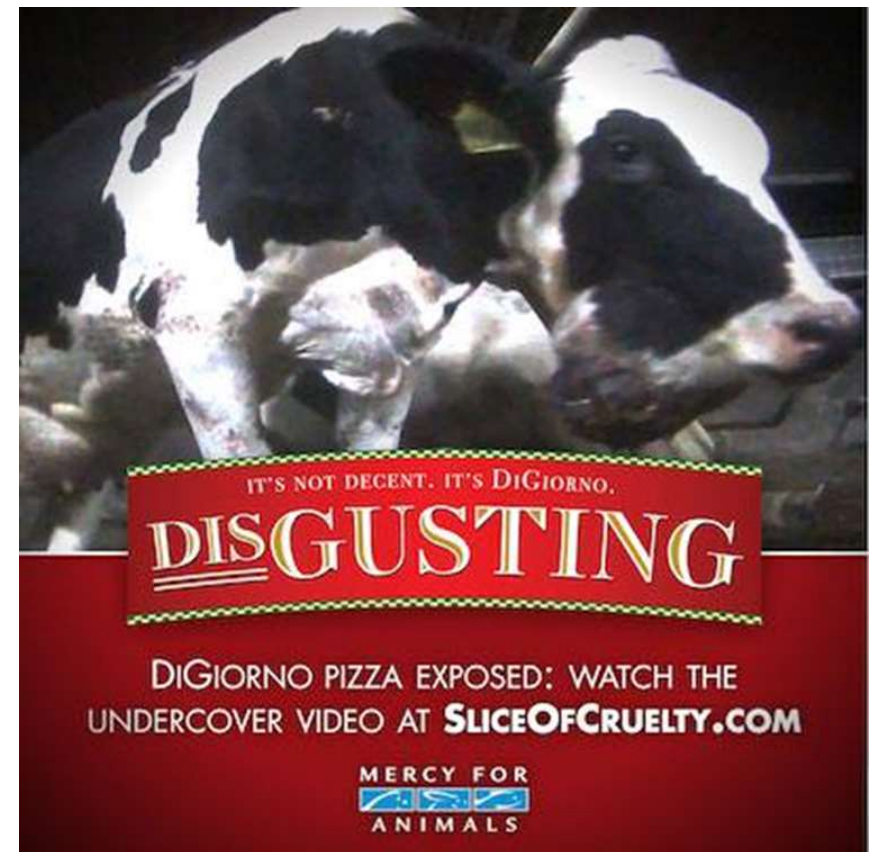
marketing
animal
welfare



The Happy Egg Co
10sec 2014 "really
14 Nov 2014

the idea of **animal welfare** is
part of **quality** in consumers' minds

marketing animal welfare



animal welfare is important to food businesses



customers want to know:

- what's in it?
- where does it come from?
- how was it made?

“Consumers want to know the animals providing their food are treated well. It’s as much about staying in business in the long run as it is about animal welfare.”

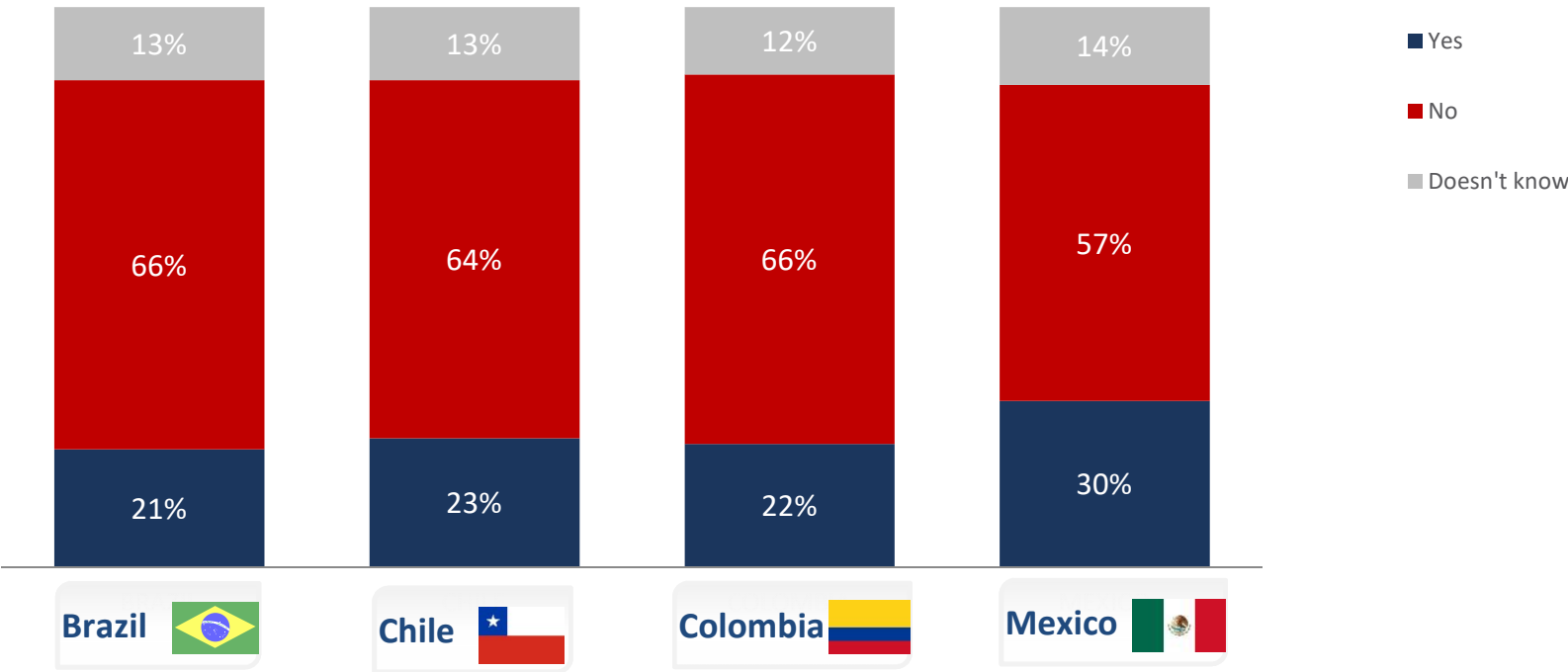
Jill Scandridge Manata, VP Global Public Affairs, McDonalds

what do consumers think?



Knowledge on animal production is still low: on average, 23% of respondents allege not to have sufficient knowledge. Mexico stands out with a higher percentage of knowledge, especially among young people aged between 18 and 29.

Knowledge on animal production

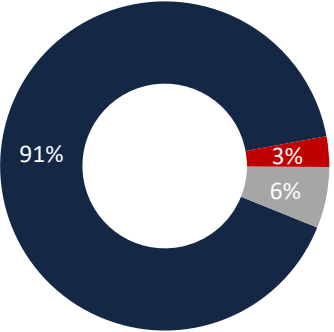


In all surveyed countries there is a perception that animal produced with welfare results in products of higher quality. In Chile this percentage is lower compared to the other countries, but it is still high.

Animals produced with welfare give origin to higher quality products?



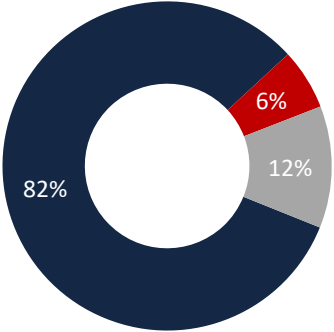
n=1000



■ Yes ■ No ■ I do not know



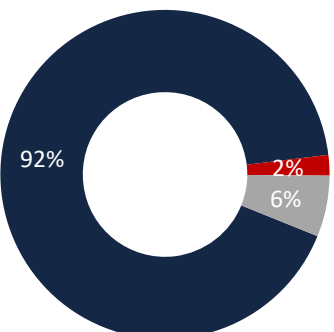
n=506



■ Yes ■ No ■ I do not know



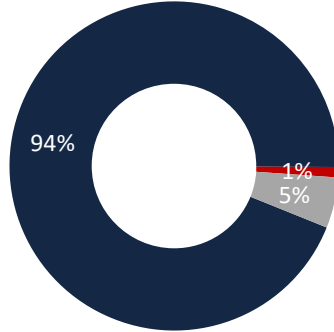
n=500



■ Yes ■ No ■ I do not know



n=500

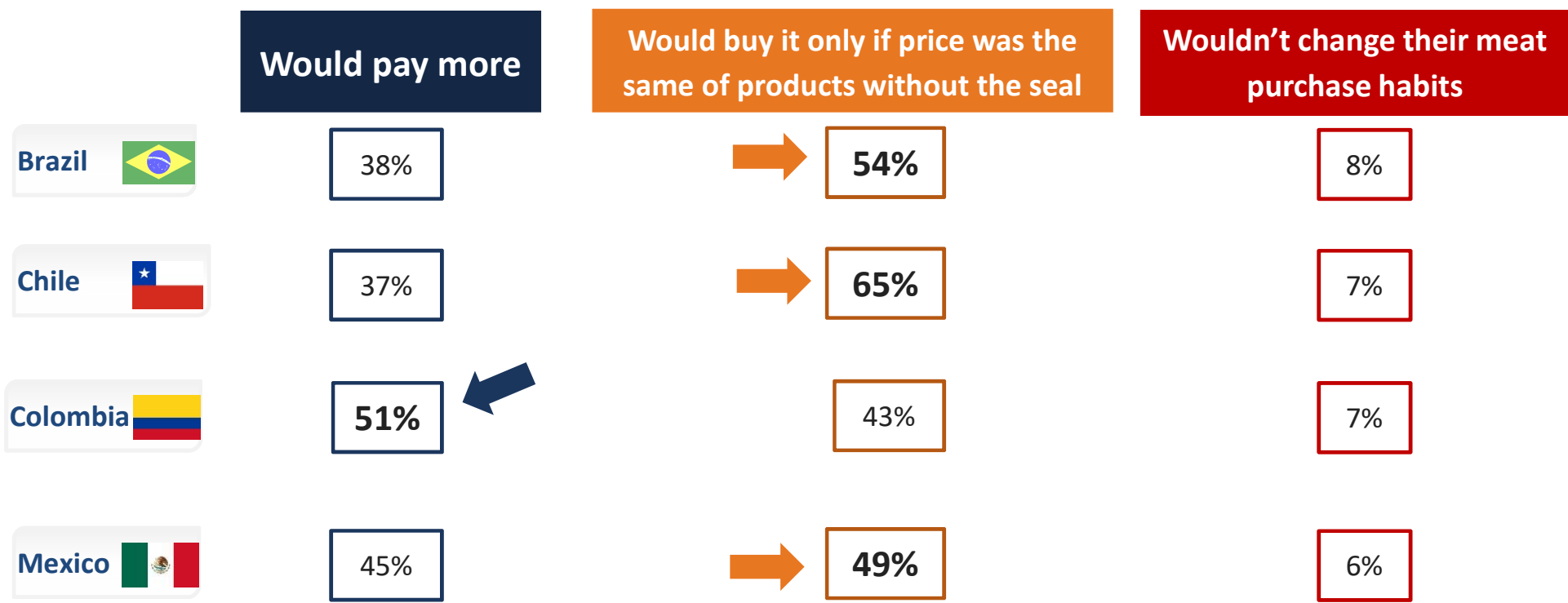


■ Yes ■ No ■ I do not know

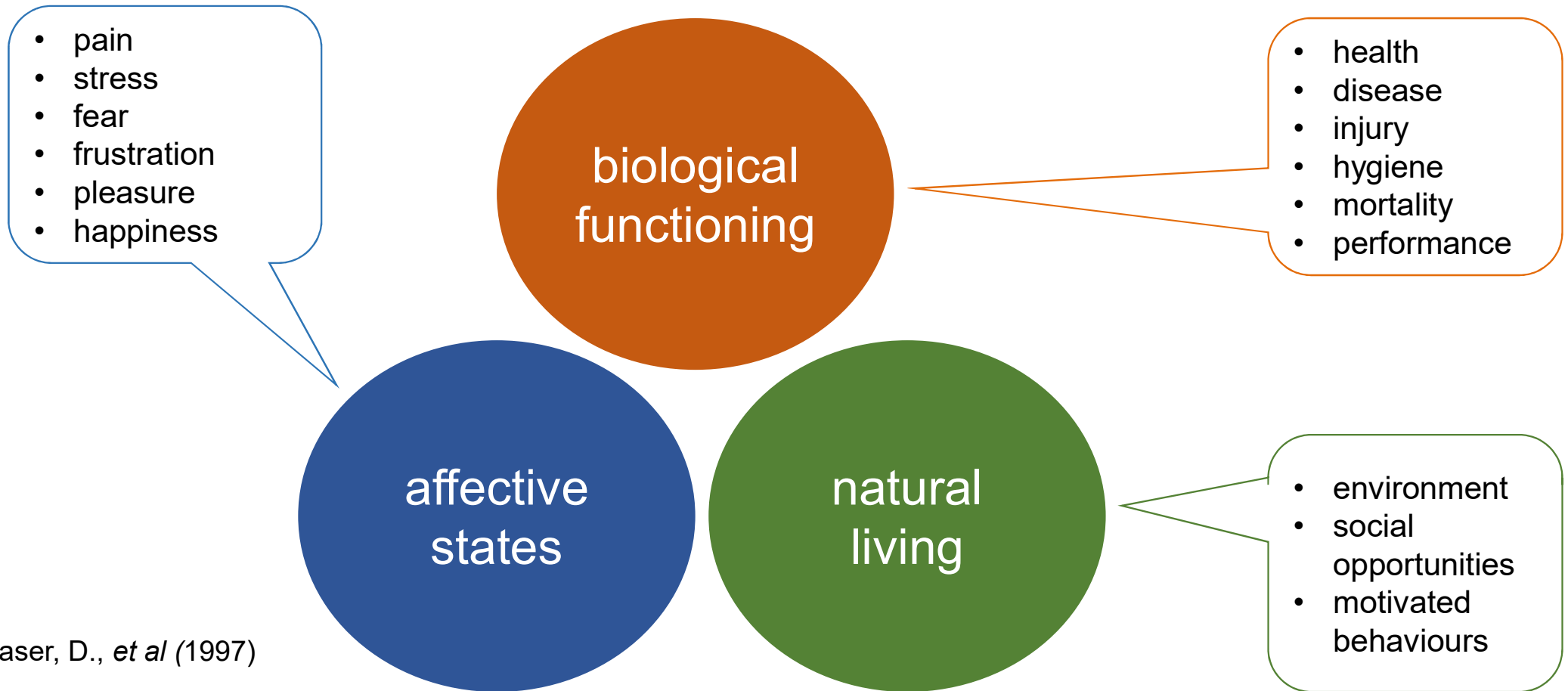
Most of respondents would buy products having animal welfare production seal only if their price was the same of products without such seal, except in Colombia where 51% of people indicates the intention to pay a little more for products having animal welfare production seal.



Purchase behavior for products having animal welfare production seal



dimensions of animal welfare



Fraser, D., *et al* (1997)

biological
functioning

affective
states

natural
living

- lack of disease & injury
- good nutrition
- health & longevity
- productivity
- reproduction



biological
functioning

affective
states

natural
living

context dependent:

chronic painful conditions
(e.g. lameness)
vs
acute painful procedures



biological
functioning

affective
states

natural
living

downplay:

natural environment
behaviour opportunities
space allotment



recap: research shows....

Biological functioning? **YES!**



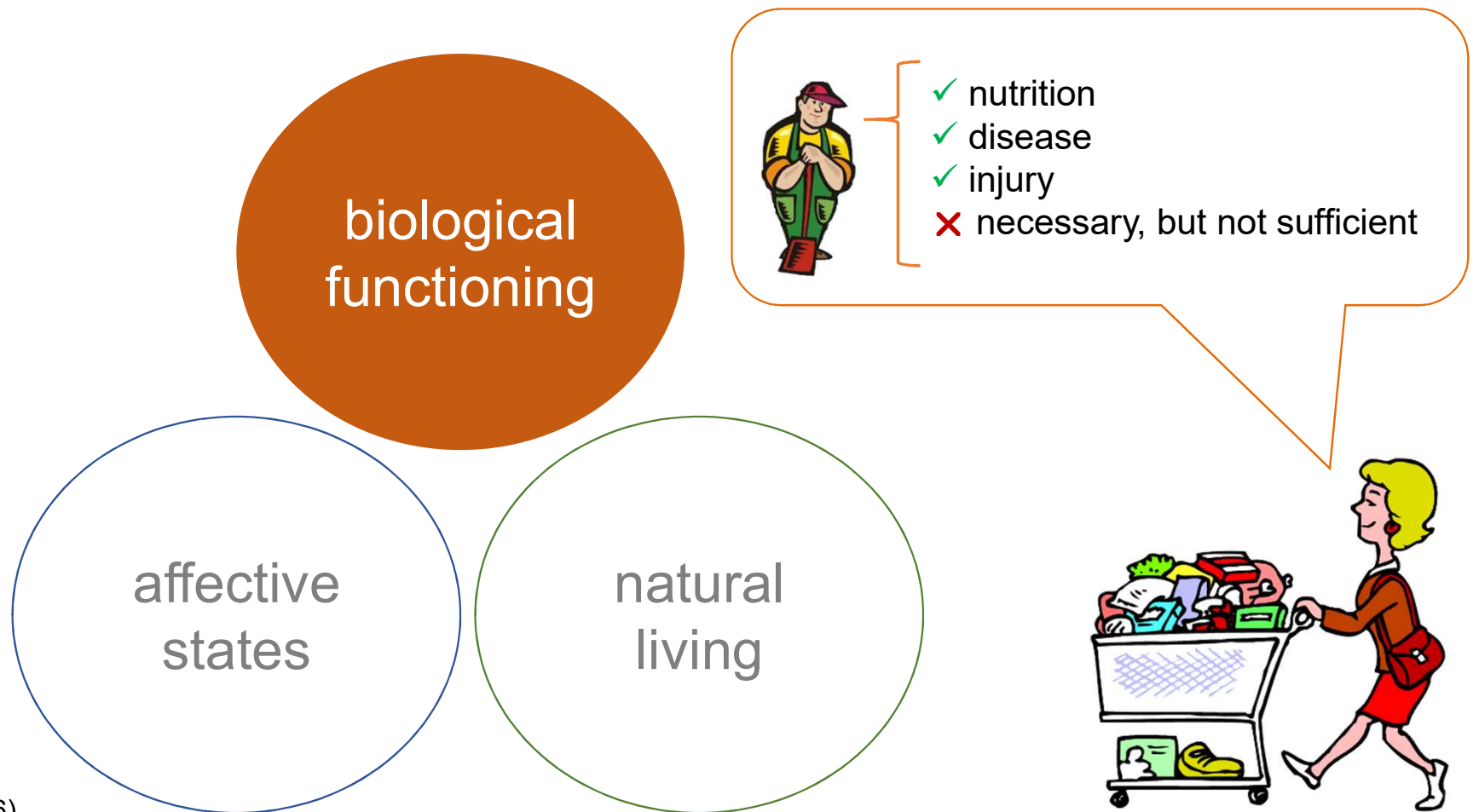
Affective states? **Maybe**



Natural living ? **Nah!**



what about citizens?



biological
functioning

affective
states

natural
living



✓ shared aversion to pain in general – collective taboo against causing unmitigated pain

greater appreciation of the importance of positive affective states (“buddies” etc)



biological
functioning

affective
states

natural
living



**strong emphasis on
natural living**

(outdoors, social groups,
behavioural freedom etc),
especially after farm visit –
66% thought natural living was
important



normal or natural?

a challenge to
communicate





cost of animal welfare to the producer

- estimated to affect 30% dairy cows globally
- lame cows give less milk and are slower to get back in calf
- \$364 cost per lame cow (mostly through lost milk yield)
- treatment is much cheaper than disease
- and it's a massive animal welfare problem!!



cost of animal welfare to the consumer

special 32-38p 44-52¢

enhanced free range 13-30p 18-41¢

free range 14-29p 19-40¢

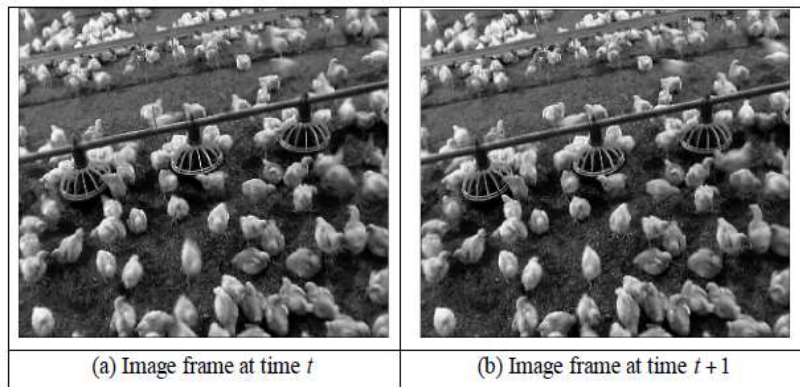
barn 8-12p 11-16¢

caged 8p 11¢



benefits of animal welfare to the consumer

optical flow analysis



- *Campylobacter* at 7 days
- hockburn at 5 days

Dawkins *et al.* (2009) *Applied Animal Behaviour Science* 119: 203-209

enriched housing reduces disease
susceptibility in young pigs



- reduced antibiotic use

van Dixhoorn *et al.* (2016) *PLoS ONE* 11(9): e0161832.

what do consumers think?

not all consumers are the same

what do you think?

- some don't care about animal welfare
- some are put off by bad animal welfare
- some would choose better welfare at the same price
- some will pay a little more for higher welfare

investing in animal welfare the best barometer

in the last year more than 20 globally important food brands and retailers, food service companies and restaurants and major producers have made commitments to improve animal welfare



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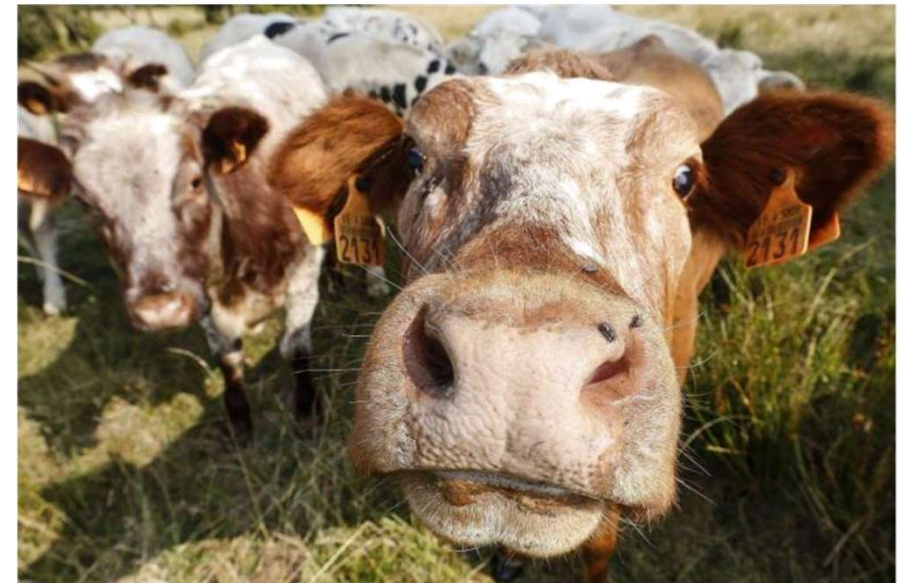
Asda to become the first major UK retailer to sell 'free-range milk'

The milk will carry a 'Pasture Promos' logo, which guarantees that it comes from cows grazed for at least six months and shows that farmers were offered a fair price for the produce

Zlata Rodionova | 5 days ago | 2 comments



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value

animal welfare

quality



WORLD
ANIMAL
PROTECTION