

Animal Welfare



What's the benefit?



What is welfare?



When we talk about animal welfare what do you think of?

What do we mean by 'good' welfare?

Welfare is to do with:

- Biology – is the animal healthy?
Does it produce?
- Natural behavior – can a pig root?
Can a chicken dust bathe?
- Mental state – what does the animal feel?
How do we measure this?

In summary – is the animal fit and happy?



What does animal welfare mean for.....



Food for Life Awards

The birds and animals

Your business

Food for life awards



- Bronze
 - Farm Assurance
 - Non-caged eggs
- Silver
 - Freedom Food
 - Free Range
- Gold
 - Organic



The animals



Improved welfare means:

More space

Enriched environment

Longer life

Ability to express natural behavior



In short, a better life

Intensive chickens



High welfare chickens



Intensive pigs



High welfare pigs



Logos and labels



There are a multitude of names, logos and labels

What are the main logos for animal welfare programmes?

How do these fit into the Food for Life bronze, silver and gold awards?



Logos and labels



Certification Mark



Red Tractor
Farm Assurance



Can you spot the odd one out?



Soil Association

Your business



What's happening in the wider marketplace?

- The 'Chicken Out' campaign and other high profile promotions
- And the result.....
- Sales of 'standard' chicken fell by 11 per cent in 2008. At the same time 35 per cent more free-range and organic birds were bought. Marks & Spencer, Waitrose and the Co-op now sell only higher-welfare chicken. Sales of these more fortunate birds rose by 42 per cent nationally in 2008.

Free range eggs



Free range retail egg sales rose by almost 20% in volume and 46% in value in the first four weeks of 2008, resulting in free range for the first time accounting for more than half of the retail market value, according to new figures issued by British Lion eggs.

The huge growth in free range egg sales means that **four in every 10** eggs sold in the retail sector are now free range.

45% of all eggs produced in the UK are now free range (including organic)



Commitments from the public sector



A number of councils across the UK have committed to non-cage and/or free range eggs

Croyden, Wirral, Hampshire, Shropshire, Halton, Durham



The Good Egg Awards – recognizing those who commit to use cage free eggs

Restaurant Associates – part of the Compass Group, an award recipient in 2009

Consumer trends



An example of a recent survey result:

- 27 per cent of people said they are willing to pay an extra two pounds for higher welfare chicken, while 22 per cent said they are willing to pay an extra three pounds
- A staggering 90 per cent said they buy higher welfare chicken because they are concerned about how they are farmed - over and above their own health and taste



Almost 80 per cent said animal welfare is an important consideration when buying chicken

70 per cent of people say they usually buy higher welfare chicken

How does this impact on you?



Increased demand for higher welfare – even taking the recession into account

Not just a retail phenomenon

Not just a UK trend

Those supplying restaurants, public procurement and other contracts will increasingly be asked to provide higher welfare options



Animal Welfare

Because it's worth it!

