

A decorative horizontal bar with a wavy, torn-paper-like edge. It consists of a series of vertical rectangular segments in various shades of blue, teal, yellow, and black, arranged in a repeating pattern.

Thierry CHILLAUD  
Head, Export Assistance Dept.



OFFICE DE L'ÉLEVAGE

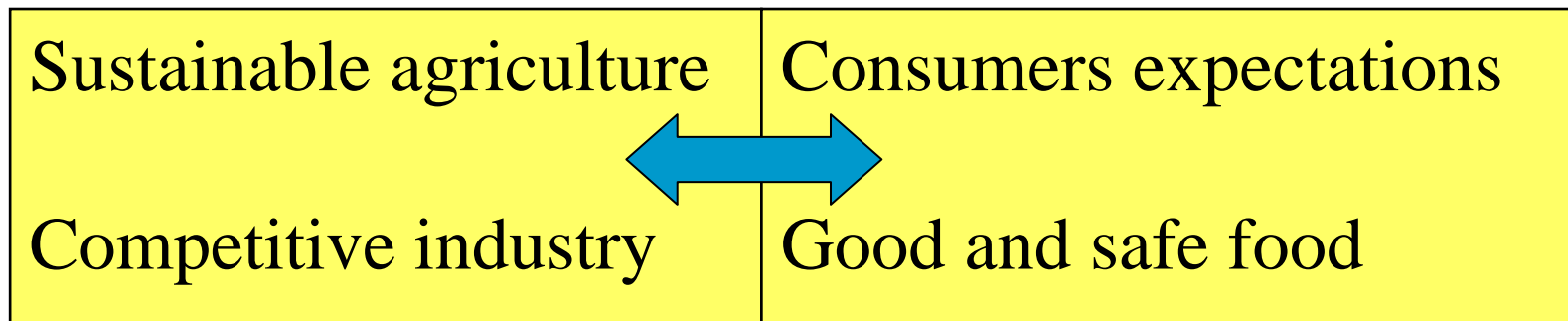


Integration of animal welfare in  
the food quality chain



Animal welfare: integral part of the concept of food quality and safety

“Fork to farm approach ”



Change from a production- to a consumer-orientation

- ambitious research and development effort
- Strong cooperation at European level



RESPONSE TO 1st CALL in THE SIXTH (Agriculture and Food) FRAMEWORK PROGRAMME (FP6)

Animal Welfare COST  
846

Measuring and monitoring farm animal welfare

Consumer behaviour  
and marketing

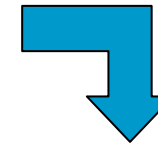
Integrated project: Welfare Quality



## FP6 February 2004



- **SAFE FOODS:** risk analysis in food safety
- **NuGO:** linking genomics, nutrition and health
- **WELFARE QUALITY:** integration of animal welfare in the food quality chain
- Research funds: €43 million (14.4 million)



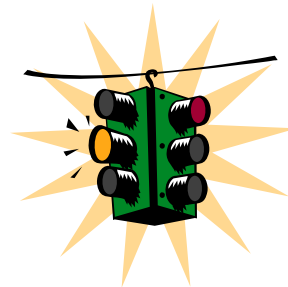
# Duration of the project: 5 years

## ■ Participating countries:

- **EU (13):** Austria, Belgium, Czech Rep., Denmark, France, Germany, Ireland, Italy, Spain, Sweden, United Kingdom, The Netherlands
- **Others:** Norway, Brazil, Chili, Mexico, Uruguay

## ■ **Partners (institutes, universities, others):**

- **EU:** 35
- **Others:** 7



## Research institutions

(About 40 participating)

- **France, UK: 6**
  - **Italy: 5**
  - **Norway, Sweden: 3**
  - **Austria, Belgium, Denmark, Spain: 2**
  - **The Netherlands: 1 (two teams)**
- > 100 researchers involved



# COORDINATOR

**Animal Sciences Group (Dr Harry Blokhuis)  
Wageningen University and Research Centre  
Lelystad (NL)**

## Steering Committee

Dr Harry Blokhuis (NL)  
Prof. Rony Geers (Cath. University, Leuven-BE)  
Dr Bryan Jones (consultant-UK),  
Dr Mara Miele (Cardiff University-UK),  
Dr Isabelle Veissier (INRA-FR)



## Advisory Committee

### Ensure that:

- WQ research is, relevant, timely, clearly described
- Matches priorities of food quality and safety programme

### Members:

(stakeholders with clear interest in the result)

OIE, EUROGROUP, European Society for Agricultural Ethics, European Pig Producers Group, European Dairy Farmers Group, COOP (consumers), European Forum of Farm Animal Breeders (EFFAB), EUREPGAP



## Scientific Board

### Ensure that:

- Scientific and technical content of reports and proposals is of high rigor and quality

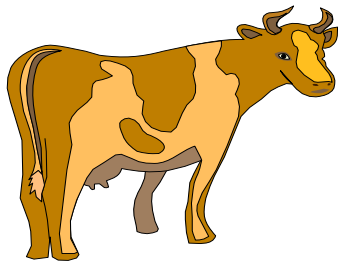
### Members:

Six highly respected academics from three continents whose collective expertise covers all aspects of WQ (UK, Canada, USA, New Zealand)

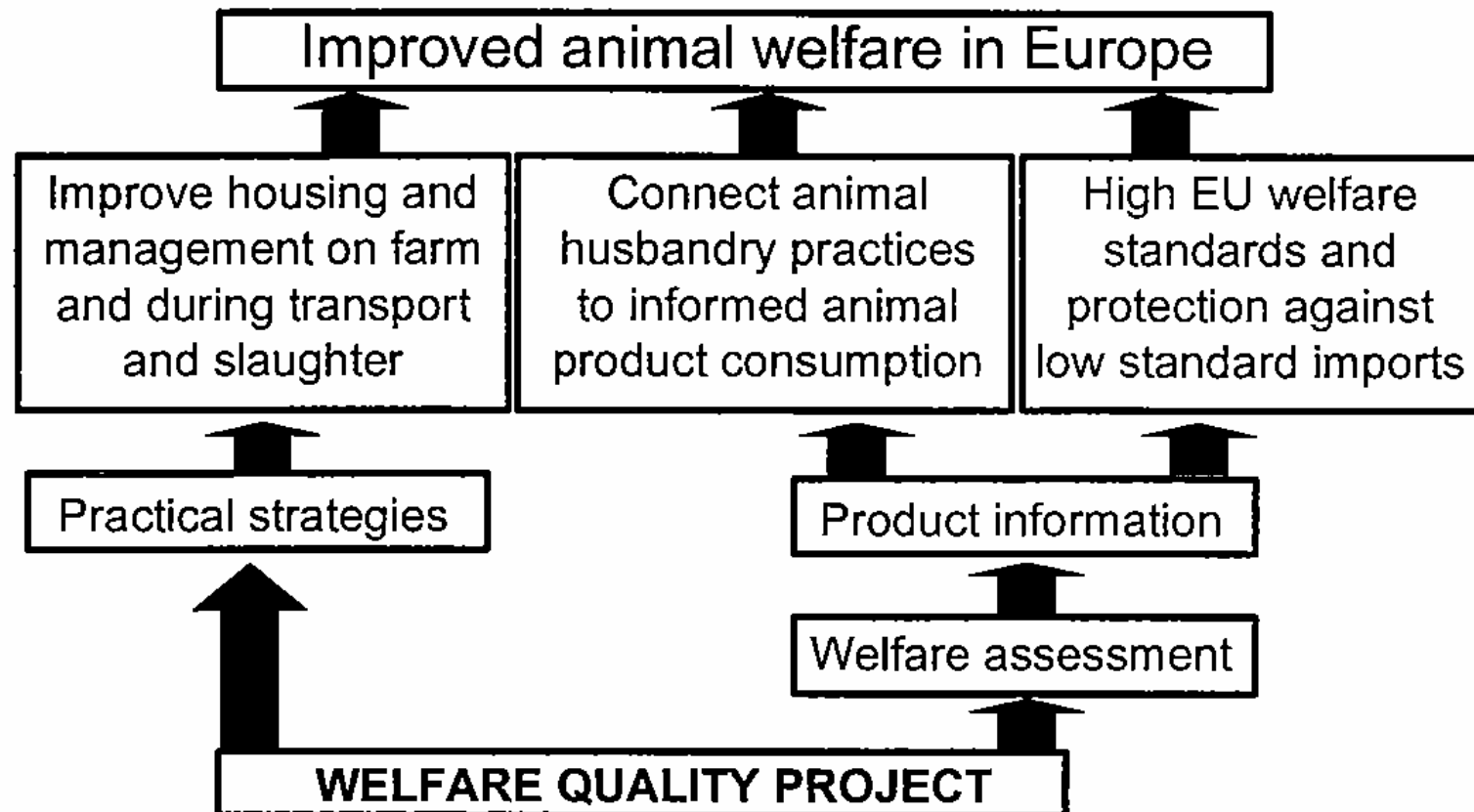
# AW Project: covers 3 main species

- Cattle (beef and dairy)
- Pigs
- Poultry (broiler chicken, laying hens)

**Farm      Transport      Slaughter**



# Three routes of improvement



*Harry J. Blokhuis, Animal Science Group, 2005*



## **A W Project: divided into sub-projects**

- **SP1:**  
Consumer, retailer and producer research
- **SP2:**  
Developing robust on farm welfare and information systems
- **SP3:**  
Practical species-specific strategies to improve animal welfare
- **SP4:**  
Information resources, training, maximazing benefits of findings



## Each SP: divided into work packages

- WP 1.1: consumer concerns
- WP 1.2: market for welfare-friendly foodstuff
- WP 1.3: barriers to the devpt. of animal friendly products faced by producers
  
- WP 3.1: handling stress
- WP 3.2: genetic solutions to welfare problems
- WP 3.3: injurious behaviours
- WP 3.4: lameness
- WP 3.5: neonatal mortality
- WP 3.6: social stress



## Some results SP1 (focus group analysis)

(7 countries: IT, FR, HU, UK, NL, NO, SE)

- **Not priority** when shopping **but interest**
- **Limited knowledge** of animal farming practices
- Product **labels** and **brands** useful source of info
- Favourable reaction to expert list of areas of concern
- **“Outdoor access”** and **“small scale production”** considered relevant conditions for ensuring welfare (vs research questions)



## Some results SP1 (case study/pig farmers)

(7 countries: IT, FR, HU, UK, NL, NO, SE)

- **Farmers engaged in welfare schemes or organic production:**
  - **Most concerned**
  - **Driven by ethical considerations, realise alternative agricultural production model**
  - **Premium price**
  - **Most willing to further improve**



## Some results SP1 (case study/pig farmers)

(contd)

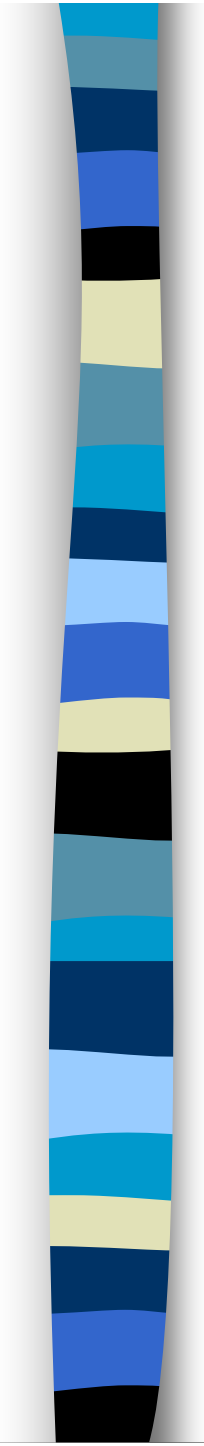
- **Farmers engaged or not in quality assurance schemes:**
  - **Welfare influences animal health/production performance**
  - **No faith in financial benefits**
  - **Increased bureaucracy and work load**
  - **Can see room for improvement**
  - **Fears about potential cheaper imports**



## **SP2: developing robust on-farm welfare monitoring and information systems for selected animal species**

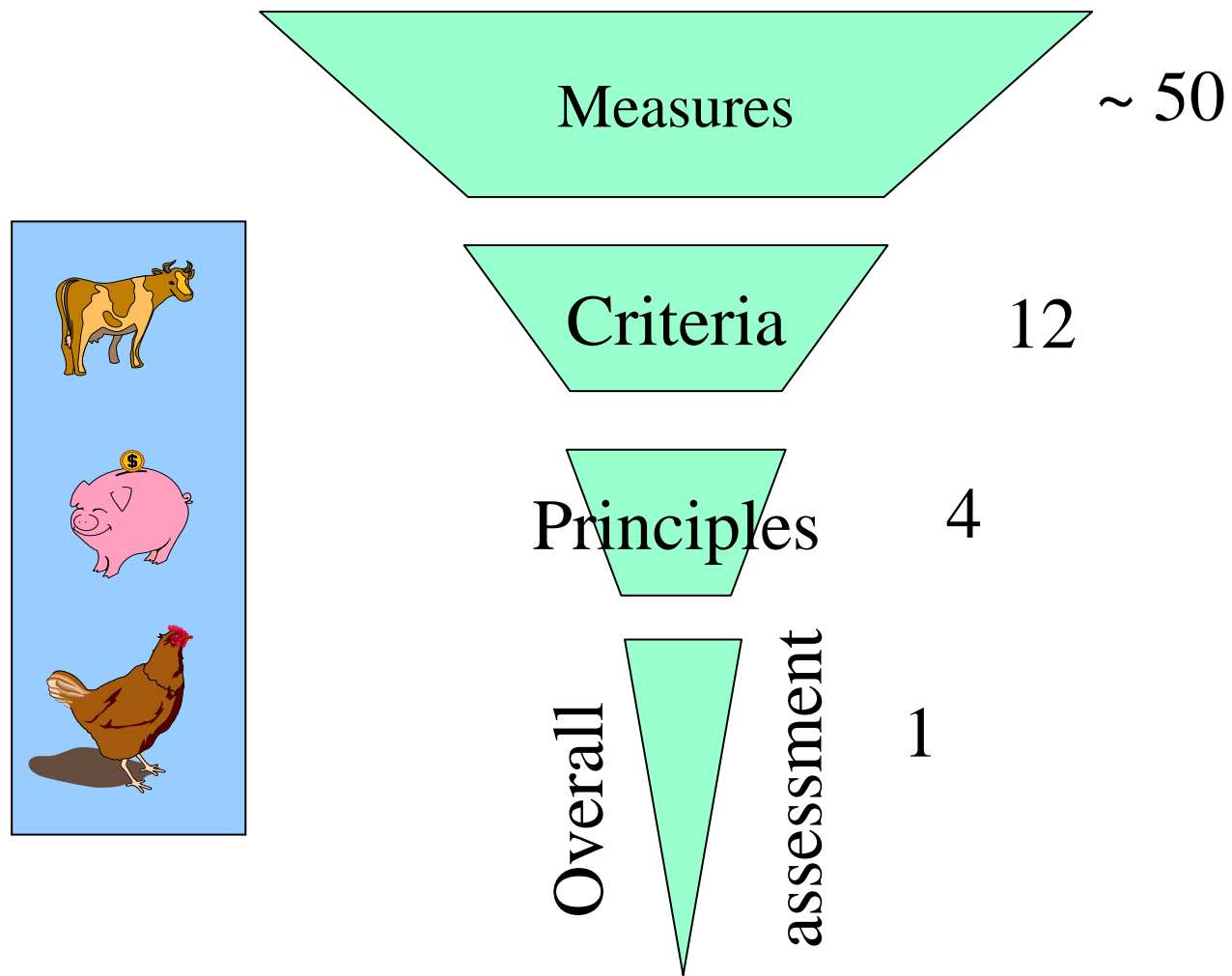
### **Approach adopted:**

- Welfare multidimensional but identified areas of concern → literature and scientific expertise
- measures taken on animals
- Number of criteria kept to a minimum
- Credibility to a wide range of stakeholders as well as being based on scientific knowledge



<b>PRINCIPLE</b>	<b>WELFARE CRITERIA</b>	<b>EXAMPLES OF POTENTIAL MEASURES</b>
<b>Good feeding</b>	1. Absence of prolonged hunger	Body condition score
	2. Absence of prolonged thirst	Access to water
<b>Good housing</b>	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
<b>Good health</b>	6. Absence of injuries	Clinical scoring of integument, carcass damage, lameness
	7. Absence of disease	Enteric problems, downgrades at slaughter
	8. absence of pain induced by management procedures	Evidence of routine mutilations such as tail docking and dehorning, stunning effectiveness at slaughter
<b>Appropriate behaviour</b>	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. Absence of general fear	Novel object test

# Overall animal welfare assessment



*Adapted from Botreau R., Capdeville J., Perny P., Veissier I.*

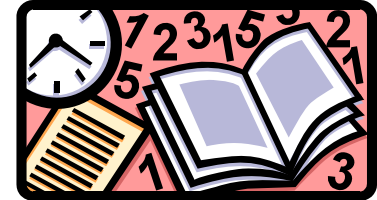


# Evaluation process

- Validity
  - Measure does say something about AW?
- Repeatability
  - Intra-observer, external factor (time, weather, etc.)
- Feasibility
  - 1-2 hour visit by independent inspector (not animal science specialist)

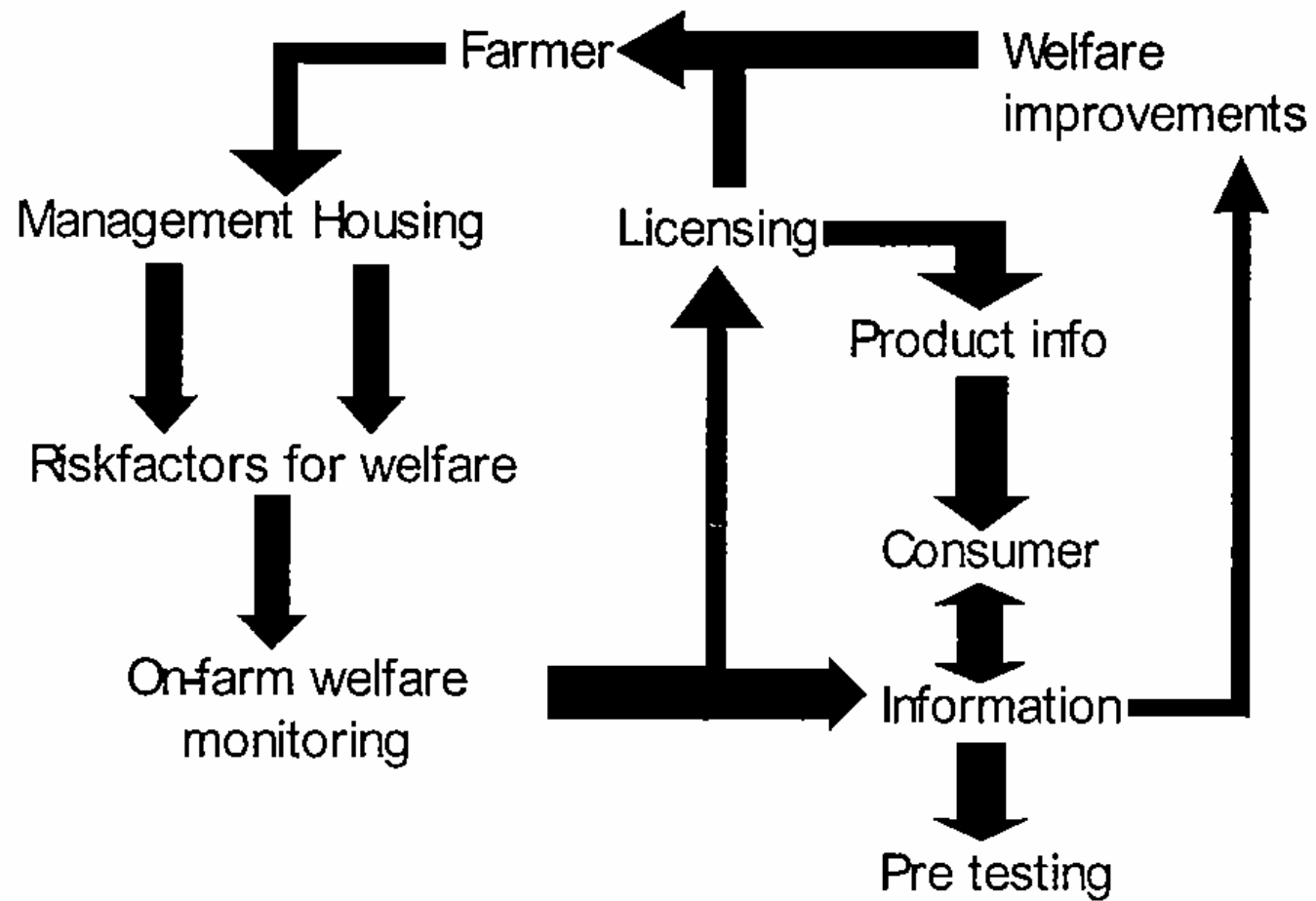
## SP4: science-society dialogue and stakeholder interaction

### Areas open to tender



- **Web based information resource**
- **Technical information resource**
- **Consumers studies**
- **Socio-economic studies**
- **On farm implementation studies**
- **Views of users on AW assessment results**
- **Consultation system on welfare assessment results**

# Expected final outcome





# EC RECENT INITIATIVES

- Communication from the Commission to the European Parliament on the Protection and Welfare of Animals 2006 -2010
- Press Release on 22 March 2007: EU consumers willing to pay for better animal welfare (Eurobarometer survey)
- Conference on 28 March 2007 in Brussels: Animal Welfare – Improving by Labelling?



# **2<sup>nd</sup> Welfare Quality® Stakeholder Conference**

**3-4 May 2007, Berlin (Germany)**

**‘Assuring animal welfare: from societal  
concerns to implementation’**

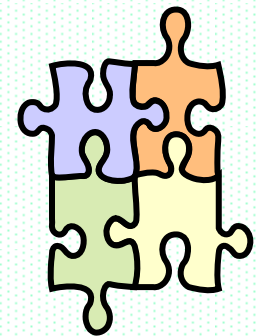


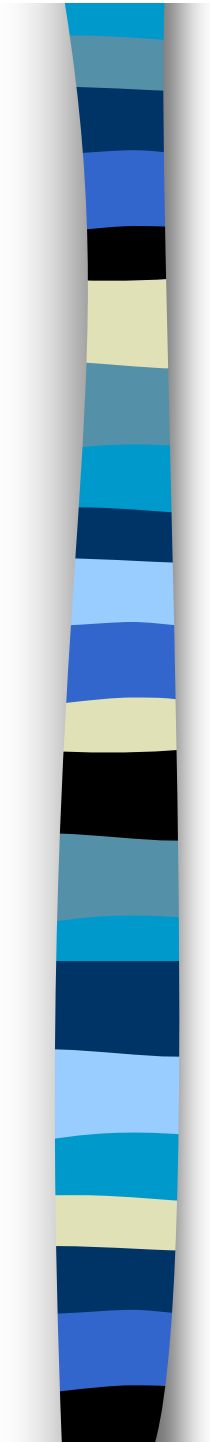
**Conference venue: The Federal Institute for Risk Assessment, Marienfelde, Berlin**

*More information on: [www.welfarequality.net](http://www.welfarequality.net)*

## Some issues listed for discussion

- Voluntary vs compulsory
- Market driven vs strengthening legislation
- Labelling (EC)
- Associated costs
- 27 Member countries
- Confidentiality vs transparency
- Link with conditionality?
- Traceability?





Thank you for  
your attention!



OFFICE DE L'ÉLEVAGE