

CIV Communication on Animal Welfare and Protection

IMS Animal Welfare Workshop – April 12 and 13, 2007

■ S.Roze (CIV)

Servane Roze¹

-Hubert Brugère^{1, 2}

*-Louis Orenge*¹

*-1- CIV (French meat information centre), Paris,
France*

*-2- National veterinary school, Toulouse,
France*



CIV – French Meat Information Center

- The CIV was set up in 1987 by the French Meat & Livestock Association (INTERBEV) and is backed by public authorities
- The CIV is a non profit making association financed with sectorial and public contributions
- Its objectives are to improve knowledge levels of general public on
 - ◆ **Beef, sheepmeat, pigmeat and horsemeat and offal products**
 - ◆ **The various trades of the sector**



Thematics

- The various trades of the sector, from husbandry to final distribution (retailing and catering)
- Livestock welfare in farms, during transport and at slaughterhouse level
- Mitigating pollution and other environmental issues
- Food safety and meat/offal quality
- Human health and nutrition
- Gastronomy

Means Of Information Dissemination

- Circulating information directly to **the general public** using
 - ◆ Brochures (mailed, handed out, etc.)
 - ◆ National and local events (e.g. Paris Agricultural show)
 - ◆ Website (www.civ-viande.org), available in FR, UK, IT and GR
- Circulating information to a number **of opinion leaders** (health care professionals, teachers, journalists, caterers, etc.)
 - ◆ Scientific and/or technical brochures
 - ◆ Specific events
 - ◆ Press trips
 - ◆ Professional shows, conferences, etc.

Methodology To Prepare Documents

1. Continuous monitoring of various issues:

- Food safety and product quality*
- AW and AP*
- environmental concerns*
- nutrition*

2. Compiling and updating data

3. Producing and dissemination of technical & scientific docs
targeting opinion leaders

4. Production of specific docs & events targeting the general
public

Validation Procedures

- To ensure its credibility, the CIV collaborates with independent experts to elaborate its arguments and prepare its materials
 - ◆ A **consumer council**, regularly consulted on the interest and relevance of messages targeting the general public
 - ◆ A **scientific council**, which validates all scientific information
 - ◆ An **ethical council** which includes an environmental and an AW committee
- The AW committee brings together AW NGO and public authorities representatives



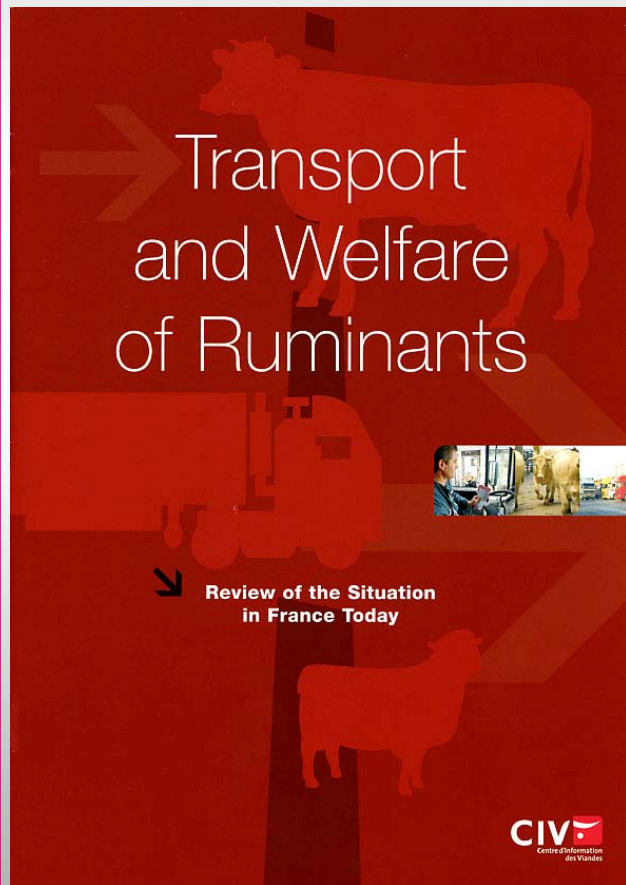
Information On Animal Welfare And Protection

- Last few years, have seen animal welfare become a major concern in France. CIV has been addressing this issue since it was established.
 - For this thematic, we use 2 strategies to disseminate information:
 - ◆ **Creating and releasing specific documents**
 - ◆ **Integrating information on AW and AP in general documents or events like these about the various trade of the sector**
- ⇒ **there are strong links at every stage of the production chain (husbandry, transport and at slaughterhouse level) between AW and :**
- food safety**
 - food flavour, texture and appearance**
 - staff skills and safety of men who work with livestock**



Specific Information and Actions on AW for Opinion Leaders

- Brochure « Transport and Welfare of Ruminants » /2004



= to specify the outlined existing French & European regulation on ruminants during transport, reviewed available scientific & technical knowledge, and showed industry initiatives.

It was originally sent to French & European parliamentary during discussion on the regulation EC 1/2005 on the protection of animals during transport



Specific Information and Actions on AW for Opinion Leaders

- Press trip in cattle farms and collection centre / 2005
 - = to showcase EC regulation 1/2005 requirement and how professionals honour them in animal's handling and during transport



Integration Of AW In General Documents & Events

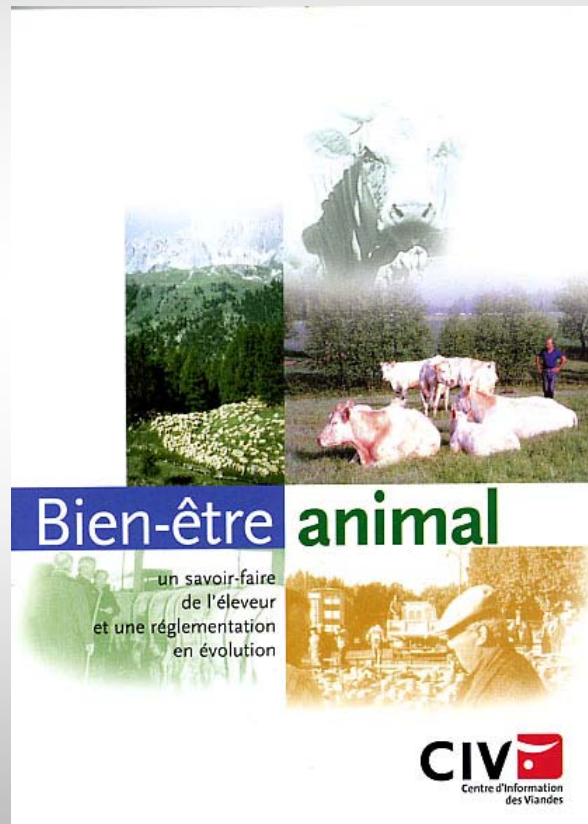
- Series of brochures : « Food safety Notebook » / 2002



- Conference : « Quality requirements for meat production at the farm level »
in Proceeding of the 24th World Buiatrics Congress 2006
– Nice, France; 431-441

Information & Actions On Animal Welfare & Protection For The General Public

- Brochure « Animal Welfare » / 1998



= to present decrees and regulations pertaining to farm AW.

The first edition of this brochure was released in 1998 and reviewed new measures concerning calf welfare.

Information & Actions On Animal Welfare & Protection For The General Public

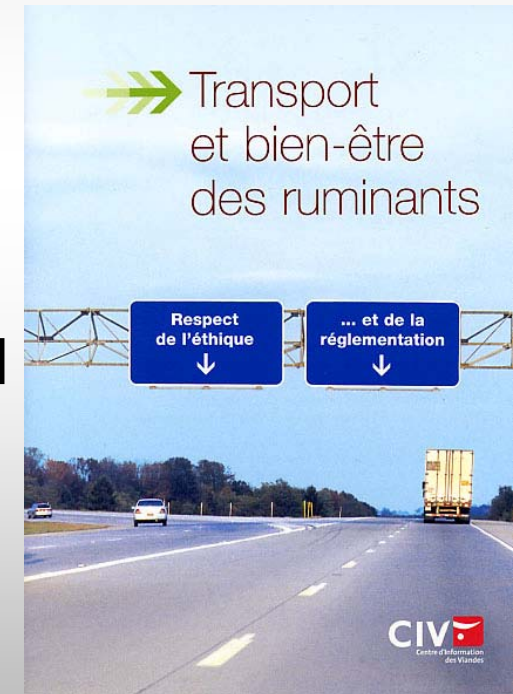
- Film and Brochure « Cattle markets and AW » /2003



= to highlight the respect of AW by these professionals and also to present cattle market.

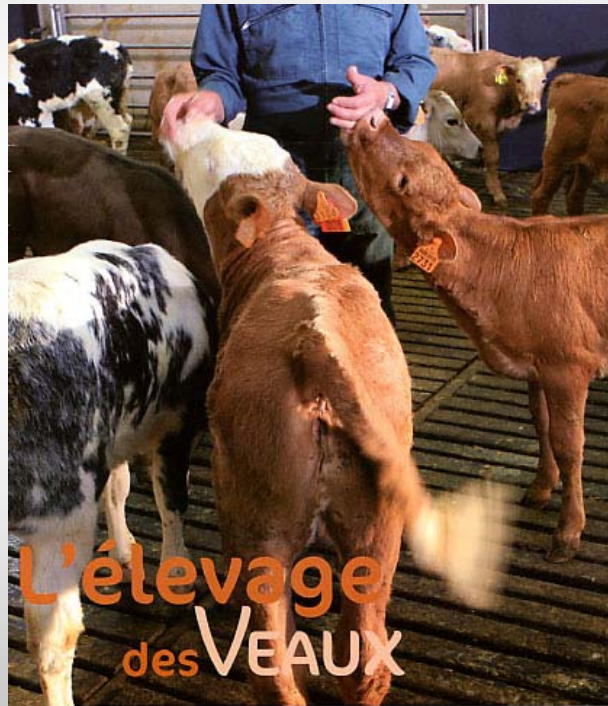
- Brochure « Transport and Welfare of Ruminants » / 2005

= it is the general public version of the document for opinion leaders



Information & Actions On Animal Welfare & Protection For The General Public

- Series of brochures « Livestock farming » /2006
the 1st volume « Calf breeding »



= to present French livestock farmer expertise and professionalism.

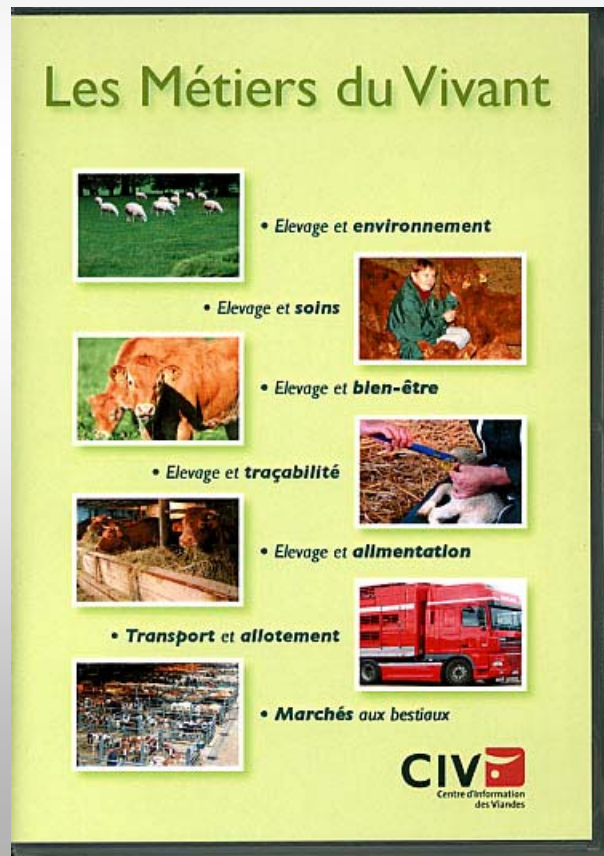
This brochure concerns : husbandry organisation, feeding and animal healthcare with a special focus on AW.

Information & Actions On Animal Welfare & Protection For The General Public

- 7 Films « Working with living beings» /2007 (Paris Agricultural Show)

3 of 7 films deal with AW & AP

= to show the different aspects of jobs involving contact with animals, focusing on AW and respect during handling and transport



A Result of Media Awareness Raising

- Due to long-standing relations with the press, journalists know they can contact the CIV when needed
- E.g. when DK authorities decided to stop over 24 hour cattle transport to 3rd countries, a major TV channel broadcasted a short report on transport regulations

Conclusion And Future Prospects

- To communicate on AW is very important because it helps to fight against an emerging trend from the vegetarian & vegan movements, indeed environmental lobbies, which use AW issues to further their cause against meat consumption.
- CIV is keen on exchanging with other organisations working on livestock farming and animal welfare in touch with the general public, especially on issues such as:
 - ◆ **What animal protection and welfare mean in different countries**
 - ◆ **What they are doing to circulate information to the general public**
 - ◆ **Whether they are working on new channels and tools**

➔ IMS conferences provide opportunities to delegates from associations working on the same issues to meet. We hope that these 2 days meeting will be followed by many others.

