Improving animal welfare in the food quality chain

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Community Research Programme FP6

- To strengthen the European research potential
- To promote the competitiveness of European industry
- To support Community policies
- Integrating European Research

Towards a European Research Area (ERA)
Welfare Quality project

- 17 million with € 14.6 million EU contribution
- 44 partners
- 13 European countries
- 4 Latin American countries
Background

Consumer/public concerns on animal welfare

Nature and Level of Consumer Concerns about Farm Animal Welfare

Mara Miele, 2002.
EU FAIR 98-3678

‘Consumer concern about farm animal welfare and food choice’
Integration of animal welfare in the food quality chain: from public concerns to improved welfare and transparent quality

Fork to farm approach

Based upon consumer demands and marketing requirements of retailers
Welfare Quality® project

Improved animal welfare in Europe

- Improve housing and management on farm and during transport and slaughter
- Connect animal welfare to informed consumer choices
- High EU welfare standards and protection against low standard imports
Welfare Quality® project

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Practical strategies
Welfare Quality® project

Improved animal welfare in Europe

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Practical strategies
Product information
• Often not clear what labels mean in terms of animal welfare
• Confusing for consumers
• Generally, national or regional?
• No status in international trade and marketing

European animal welfare product information standard
Welfare Quality® project

Improved animal welfare in Europe

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Practical strategies
Product information
Welfare monitoring
Monitoring of animal welfare using animal based parameters

- (Abnormal) behaviour
- Damaging behaviour
- Indicators of fear
- Indicators of frustration
- Physiological stress
- Behavioural preferences
- Pathology/mortality

Blokhuis et. al 2003
Improved animal welfare in Europe

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Practical strategies
Product information
Welfare monitoring

Welfare Quality Project
Blokhuis et. al 2003
Target species

cattle, pigs, and poultry
Main deliverables

• Practical strategies to improve animal welfare
• European animal welfare information standard
• European on-farm welfare assessment standard
• Integration of appropriate expertise in Europe
Objectives

- To define integrated, knowledge-based, practicable species-specific strategies to improve farm animal welfare
- To analyse consumer concerns about food animal welfare, the type of information demanded and the most effective communication and information strategy
- To evaluate the current and potential market for welfare friendly animal based food products, welfare label characteristics, and inspection systems
- To identify potential barriers to the development of animal friendly products faced by producers
- To develop robust on-farm welfare monitoring systems and information standards for selected farm animal species
- To develop strategies for implementing a welfare information system and the welfare improvement strategies identified
Integration of animal welfare developments in Europe and Latin America

- To strongly integrate developments in animal welfare assessment and improvement
- To develop widely applicable welfare assessment systems and practical solutions for animal welfare problems
- To strengthen the network of animal welfare scientists
Specific objectives

1 To study consumers’ attitudes and beliefs towards animal welfare in Uruguay, Chile, Mexico and Brazil;

2 To test and implement the animal welfare monitoring system developed in Welfare Quality in the conditions encountered in Latin America;

3 To develop practical strategies to improve the welfare of farm animals, in particular for animal handling during loading and transport;

4 To increase existing knowledge of the major welfare problems of extensive systems of animal production.
Interaction with stakeholders

- Consumers
- Retailers
- Producers
- Researchers
- NGO’s
- National Governments
- Policy makers

W Q project
Project organisation

General Assembly

Management Team

Sub-project coordinator

Steering Committee

Project office

Communication

Scientific board

Advisory committee

Consortium agreement

Science - society
Sub-project 5

Knowledge Transfer
Sub-project 6

Training & Mobility
Sub-project 7

Management
Sub-project 8

Scientific Quality
Sub-project 9

Sub-project 1
WP 1.1
WP 1.2
WP 1.3

Sub-project 2
WP 2.1
WP 2.2
WP 2.3
WP 2.4

Sub-project 3
WP 3.1
WP 3.2
WP 3.3
WP 3.4
WP 3.5
WP 3.6

Sub-project 4
WP 4.1
WP 4.2
WP 4.3
WP 4.4
WP 4.5
WP 4.6
WP 4.7
WP 4.8

Sub-project 10
WP 10.1
WP 10.1
WP 10.1
WP 10.1
WP 10.1
WP 10.1
WP 10.1
WP 10.1
Project team
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