ANIMAL WELFARE AND CUSTOMER CARE

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European citizens regard the welfare status of farm animals as an important aspect of overall food quality

FOOD QUALITY
is *not only* determined by the overall nature and safety of the end product but *also* by the PERCEIVED welfare status of the animals from which the food is produced

An EU funded survey in 2006 has found that consumers are generally concerned by animal welfare :

Respondents were asked to rate the importance of animal welfare issues in general

RESULTS:

the majority agreed that they were IMPORTANT or VERY IMPORTANT

- 69 % of respondents in the Netherlands
- 73 % UK
- 75 % France
- 83 % Hungary and Sweden
- 84 % Norway
- 87 % Italy

ANIMAL WELFARE IS IMPORTANT TO WHOLE THE EUROPEAN COMMUNITY

Evolution of public opinion, common sense, culture and ethical sensitivity enormously changes in function of financial conditions

"The greatness of a nation and his moral progress can be judged by the way of treating animals "

Mahatma Gandhi

Why a growing general interest in animal welfare?

- growing number of households with pets
- growing number of initiatives undertaken by animal
owing number of initiatives undertaken by animal
fare right's movements for sensitizing a broader public
broader public towards issues of animal welfare
rowing number of new products both food and non-
od items that use the "animal friendly produced" image
the "animal friendly produced" image or labels

cumentaries on animal social and emotional lives
es that demonstrated complex cognitive abilities in
x cognitive abilities in many species of animals
anges in technology farm size and affects of the
he enviroment on animal welfare and food safety
d development of regulations and other standards
development of regulations and other standards

Animal welfare can be a difficult concept, and people have their own personal feelings and views.
Despite this, there is general agreement within the scientific community about what represents good animal welfare

Welfare can be measured in a scientific way that is independent of moral considerations

CAN WE DEFINE OR DESCRIBE ANIMAL WELFARE?

THE GENERAL INDICATORS OF ANIMAL WELFARE

- Physiological
- Pathological
- Productive
- Behavioural

HOW TO MEASURE ANIMAL WELFARE ?

- Clinical signs of Injury
- Direct measurement of fear through freezing behavior, tonic immobility, escape attempts, aggression, adrenalcortex activity, heart-rate elevation, and effects on meat quality
- Detection of difficulties in movements,
- Measurament of reproductive success
- Disease level and susceptibility to disease
- Abnormal behavior that differs in pattern, frequency, or context from that which is shown by most members of the species in conditions that allow a full range of behavior
- Stereotypies shown in situations in which the individual lacks control of its environment
- existence and level of stress hormones
- Immunology tests *(complement, lysozime, serum bactericidal activity)*
- …

GOALS

- take a '*farm to fork*' approach to animal welfare with integration of animal welfare in the food quality chain
- produce an information tool based on the monitoring system
- make animal husbandry practices more transparent
- help consumers to make informed choices about the products they buy

Labelling could be a useful source of information for assessing the animal friendliness of products

Thanks for your attention…

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