



Consumer views on animal welfare and organic and low-input farming: Results from a European survey

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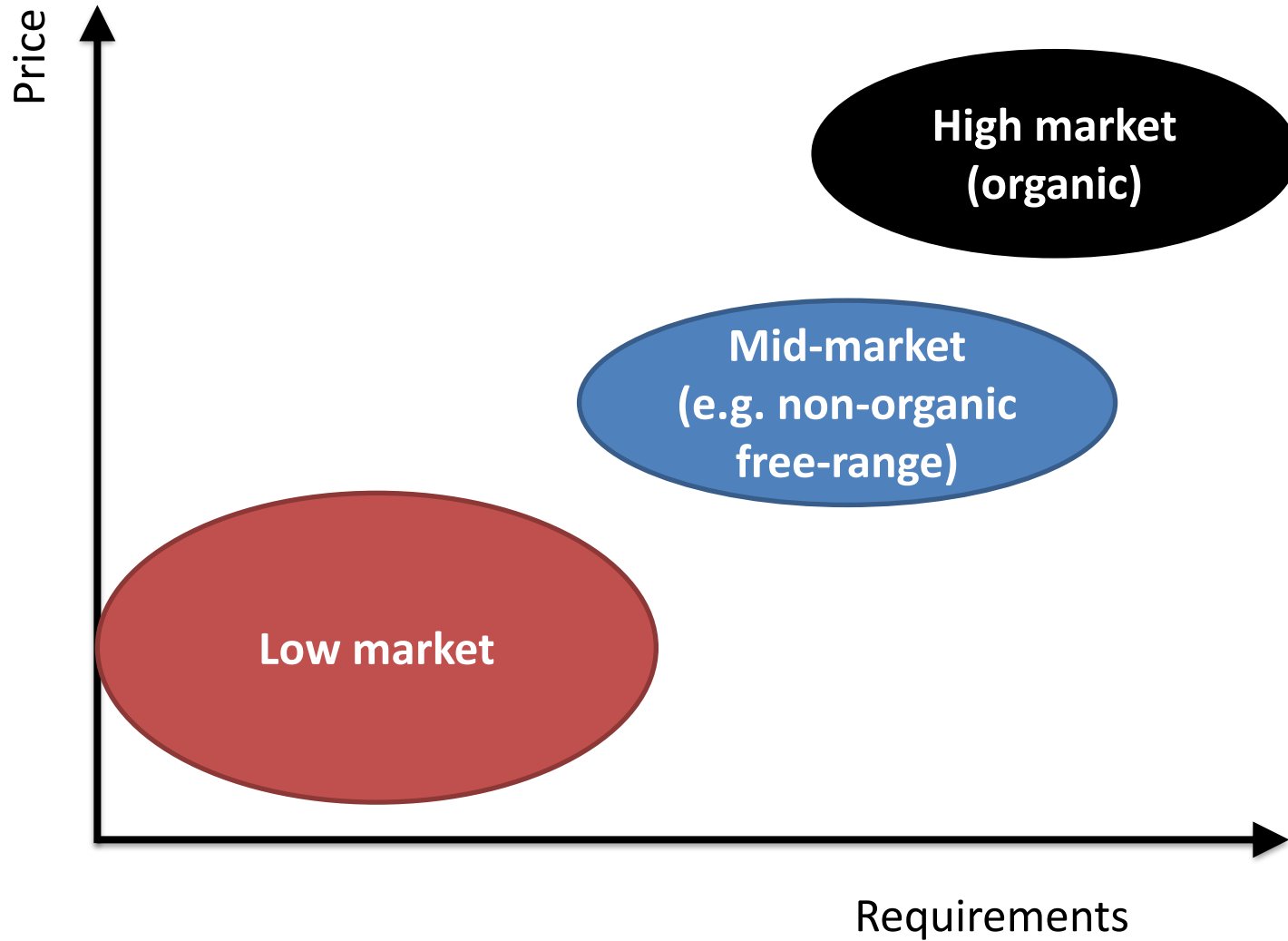
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PPILOW – Introduction

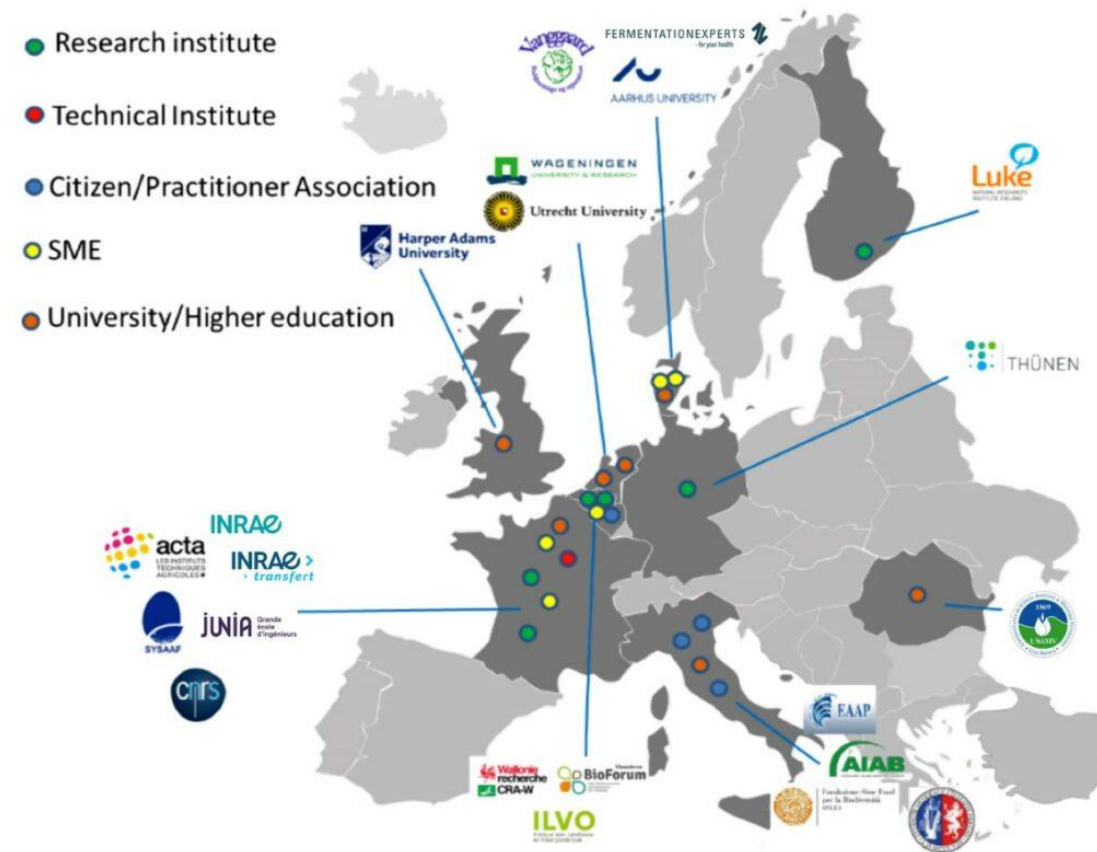
- While low-input farming, such as free-range or organic production, is often considered having high animal welfare standards, several ways to enhance animal welfare in low-input production exist (e.g. mutilations, issues related to range use etc.).
- To promote good farming practices, it is valuable to know how the general public responds to the adoption such practices.
- The aim of this study was to examine citizens' expectations and reactions to new approaches to organic and low-input pig and poultry production.

Overview of systems



PPILOW – Data & methods

- A quantitative survey instrument was developed and implemented in nine European countries (Finland, UK, France, Denmark, the Netherlands, Belgium, Germany, Italy, Romania) in February 2021.
- Altogether 3601 responses
- The sample was representative of each country's adult population (18-70 yr), gender, income distribution and geographical distribution of respondents within each country
- Themes of the survey were Consumption, Purchase, Farming methods and welfare, Welfare and the purchase decision + Background information
- Statistical analyses → Factor analysis & ANOVA



How do you perceive the conventional indoor production of poultry and pigs (median responses)?

For most of the countries, consumers had either “neutral” or “negative” perceptions on **conventional indoor** production of poultry and pigs (Romania exception with “positive” views)

	Unpleasant / Pleasant	B	Safe / Safe	Unethical / Ethical
FI	3.00		3.00	2.00
DK	3.00		3.00	3.00
RO	4.00		4.00	4.00
GB	2.00		2.00	2.00
DE	2.00		2.00	2.00
BE	2.00		2.00	2.00
NL	3.00		3.00	3.00
FR	2.00	2.00	2.00	2.00
IT	2.00	2.00	2.00	2.00
All	2.00	2.00	3.00	3.00

How do you perceive organic production of poultry and pigs (median responses)?

	Unpleasant / Pleasant	Bad / Good	Unsafe / Safe	Unethical / Ethical
FI	4.00	4.00	4.00	4.00
DK	4.00	4.00	4.00	4.00
RO	4.00	4.00	4.00	4.00
GB	4.00	4.00	4.00	4.00
DE	4.00	4.00	4.00	4.00
BE	4.00	4.00	4.00	4.00
NL	4.00	4.00	4.00	4.00
FR	4.00	4.00	4.00	4.00
IT	4.00	4.00	4.00	4.00
All	4.00	4.00	4.00	4.00

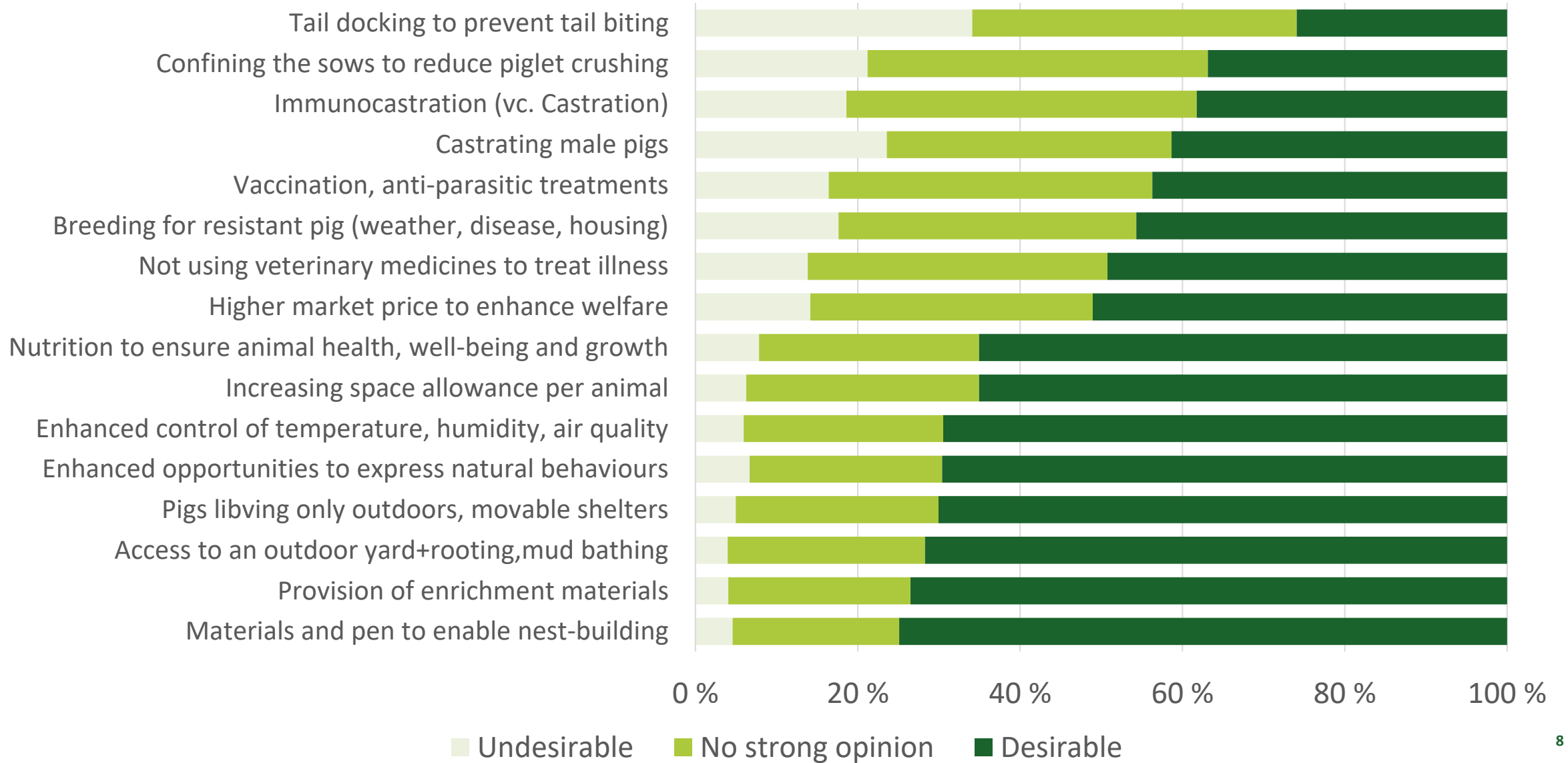
In all countries, consumers had “positive” perceptions on **organic production** compared to conventional indoor production

How do you perceive non-organic outdoor production of poultry and pigs? (median responses)?

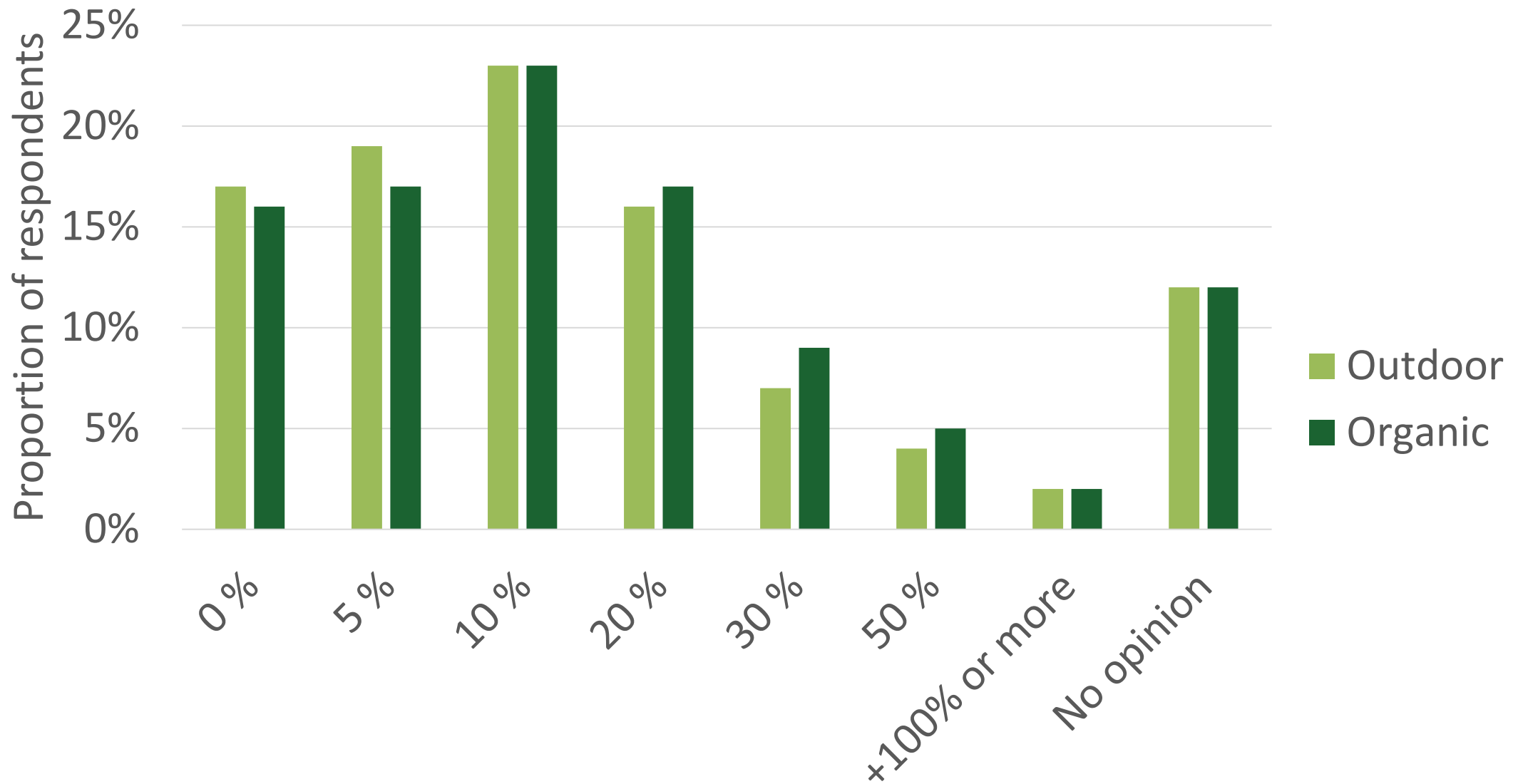
	Unpleasant / Pleasant	Bad / Good	Unsafe / Safe	Unethical / Ethical
FI	4.00	4.00	4.00	4.00
DK	4.00	4.00	4.00	4.00
RO	4.00	4.00	4.00	4.00
GB	4.00	4.00	4.00	4.00
DE	3.00	4.00	3.00	3.00
BE	3.00	4.00	3.00	3.00
NL	3.00	4.00	3.00	3.00
FR	4.00	4.00	4.00	4.00
IT	4.00	4.00	4.00	4.00
All	4.00	4.00	3.00	4.00

In all countries, consumers had “neutral or “positive” perceptions on non-organic outdoor production

Citizens' views on how desirable *some* measures are in pig production

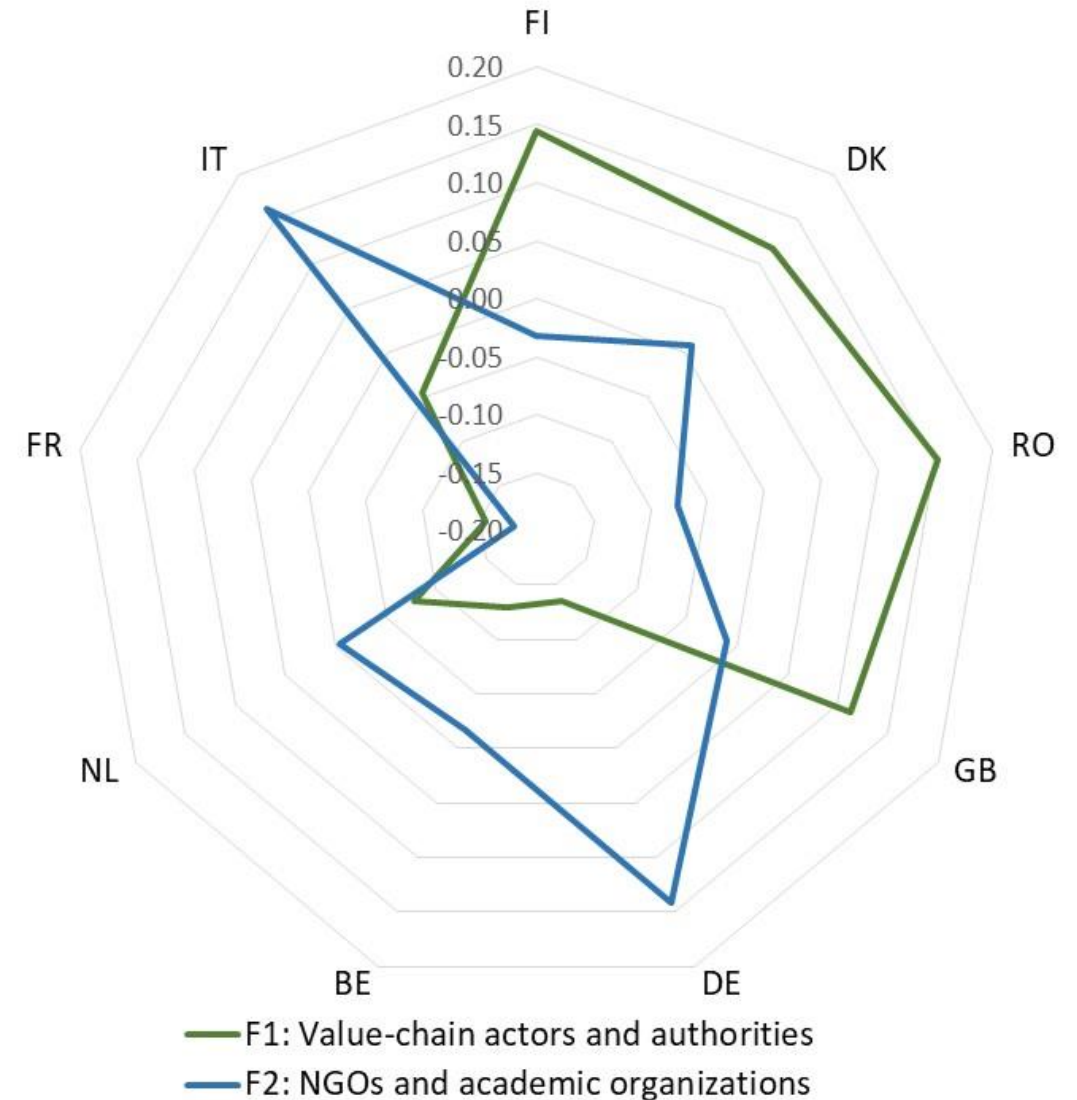


Willingness to price a premium for organic or outdoor production's products



Trust among consumers on different actors as source of welfare information

- According to EFA factor score averages, consumers in nine countries differ considerably in their trust
 - In Finland, Denmark, Romania and the UK, more trust in value-chain actors and authorities than NGOs and academic organizations
 - In Germany, Belgium, Netherlands and Italy more trust in NGOs and academic organizations
 - In France the general level of trust low for all actors



Concluding remarks

- Consumers trust general Value-chain actors or NGOs and academic organizations as information sources for animal welfare – However, the level of trust in actors can differ considerably by country!
- For an efficient communication of animal welfare issues, selecting the most appropriate communicators and communication channels is essential, and these may differ by country
- A substantial proportion of citizens did not have a clear view on which features of production they favored (e.g. the use of veterinary medicines).
 - ➔ Lack of knowledge among citizens
 - ➔ Possible challenges in assessing complex production practices.
 - ➔ More communication between farmers and citizens, and communication that conveys consistent messages through trusted sources of information, which differ by country, is needed.



Concluding remarks

- Consumers have general food purchasing patterns, which relate 1) to preferences on responsible consumption or 2) to more “traditional” preferences regarding product attributes
- Need to understand how the consumers without special preferences for “responsible production” could be connected with valuation of “responsible production” (e.g., new approaches to marketing, branding, packaging...)
- Citizens viewed low-input organic and non-organic production more favorably than conventional indoor production.
- While close to one quarter of citizens were unwilling to pay a price premium for low-input products, about one third was willing to pay at least 20% premium in contingent evaluation.
➔ Room for ‘mid-market’ products requiring a “small” price premium.
- Most practices considered in the survey were considered desirable by the respondents.
- Practices such as adjusting the nutrition to ensure animal health, enhancing the opportunities to express natural behavior, provision of enrichment and increasing the space allowance were found desirable.
- Letting animals to a pasture or outdoor yard was considered desirable more frequently in pig and egg than in broiler production.

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Thank you for your attention

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