Do consumer and farmer preferences on measures to enhance animal health and welfare coincide? Results from two surveys in 9 European countries

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PPILOW project

The PPILOW project aims to co-construct solutions to improve the welfare of poultry and pigs reared in organic and low-input outdoor production systems.

Introduction

- Organic production is **very well known** among consumers, substantially better than other *alternative forms* of production
- Although organic and outdoor livestock farming are often considered as high animal welfare farming systems, some welfare challenges and improvement needs remain in these systems
- Diversity of organic systems

➔ How animal welfare could be enhanced?

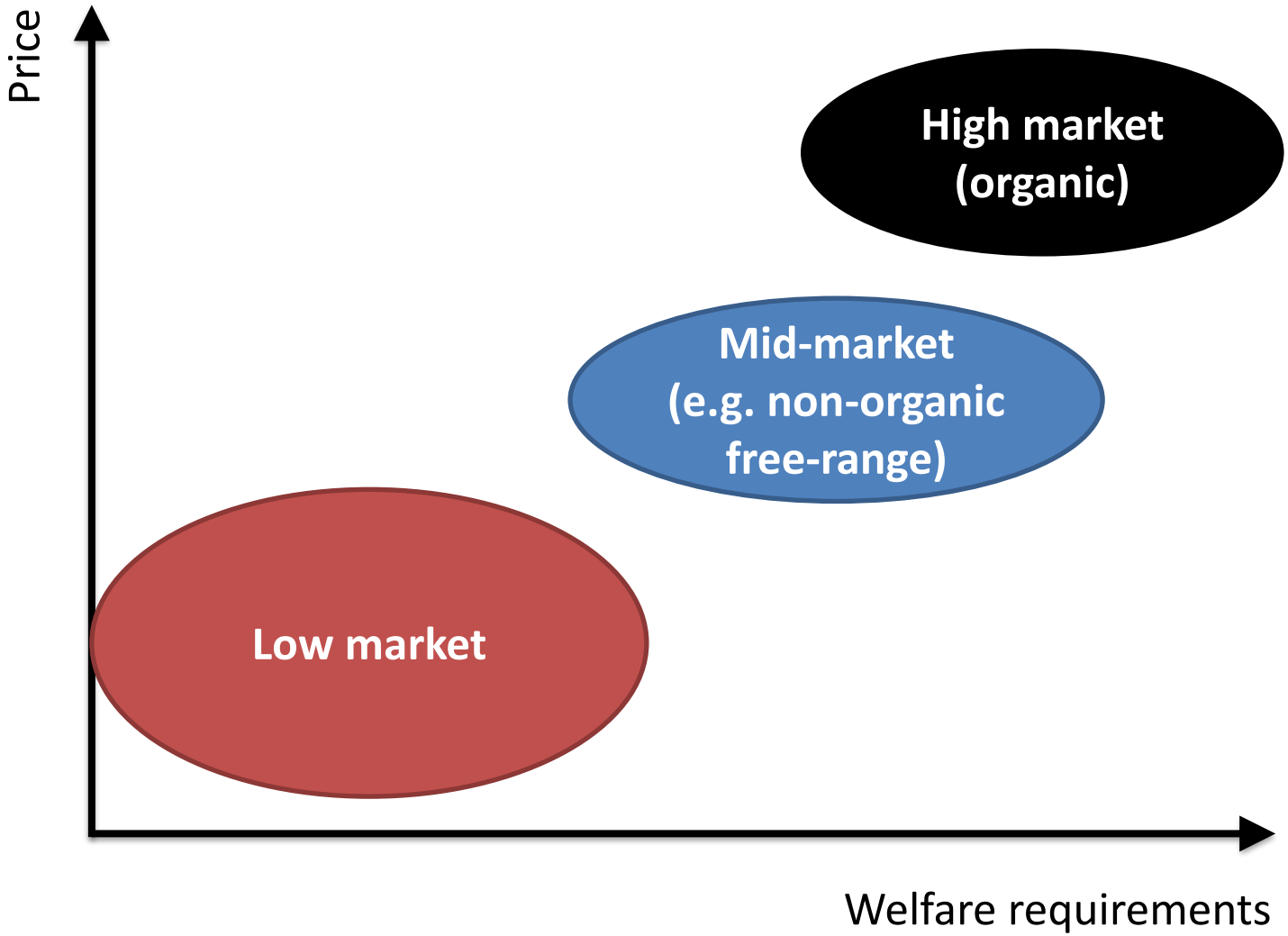
➔ What do consumers and farmers think about these measures?

➔ Implications on the quality of farming & products

➔ What are the barriers and levers of adopting specific measures?

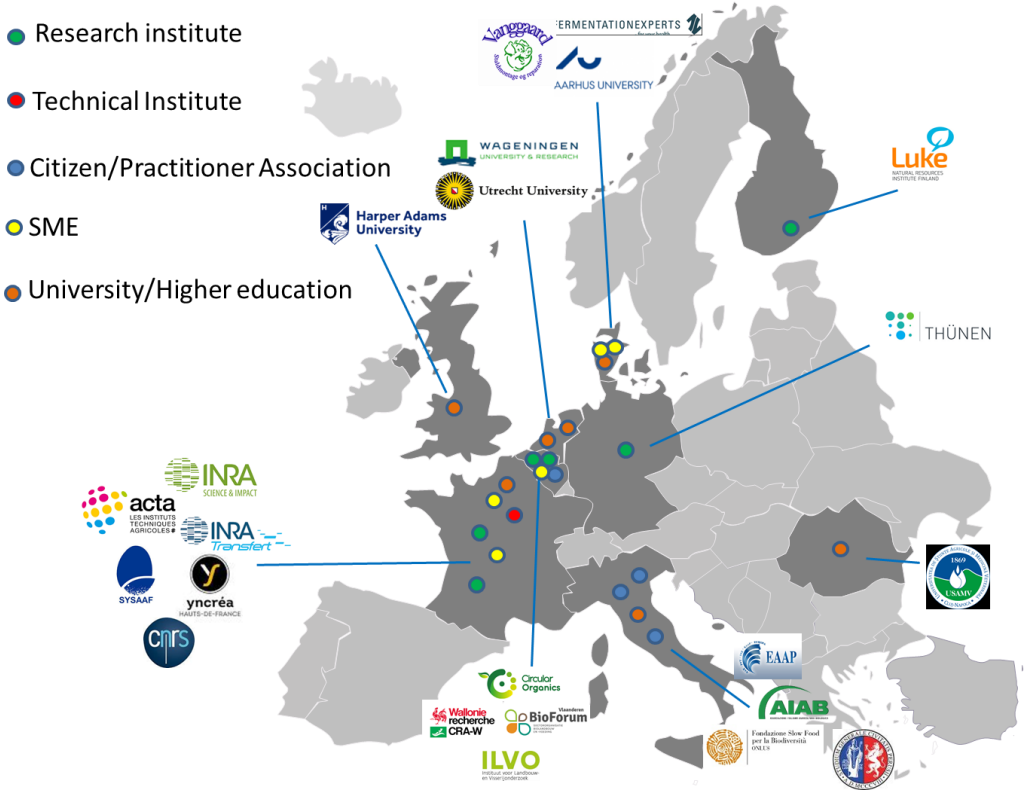
➔ Are demand and supply side actors in agreement about the measures that could be adopted?

PPILOW - Overview of systems



PPILOW Surveys and feasibility study

- Citizen survey (N=3601) and supply side actor survey (N= 250)
- Nine countries ↘
- Questions were determined based on a systematic review, 26 focus groups and expert knowledge
- Ethical approval
- Translation ⇔ back-translation
- Statistical analysis carried out at Luke



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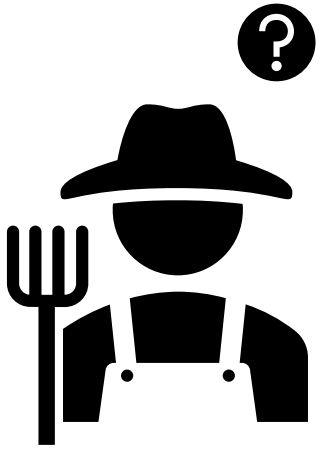
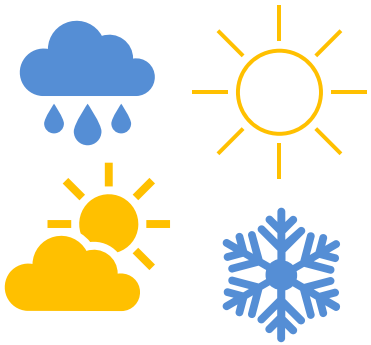
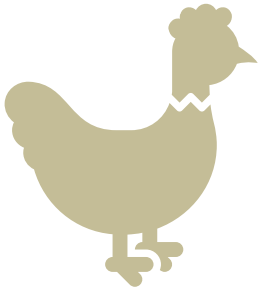
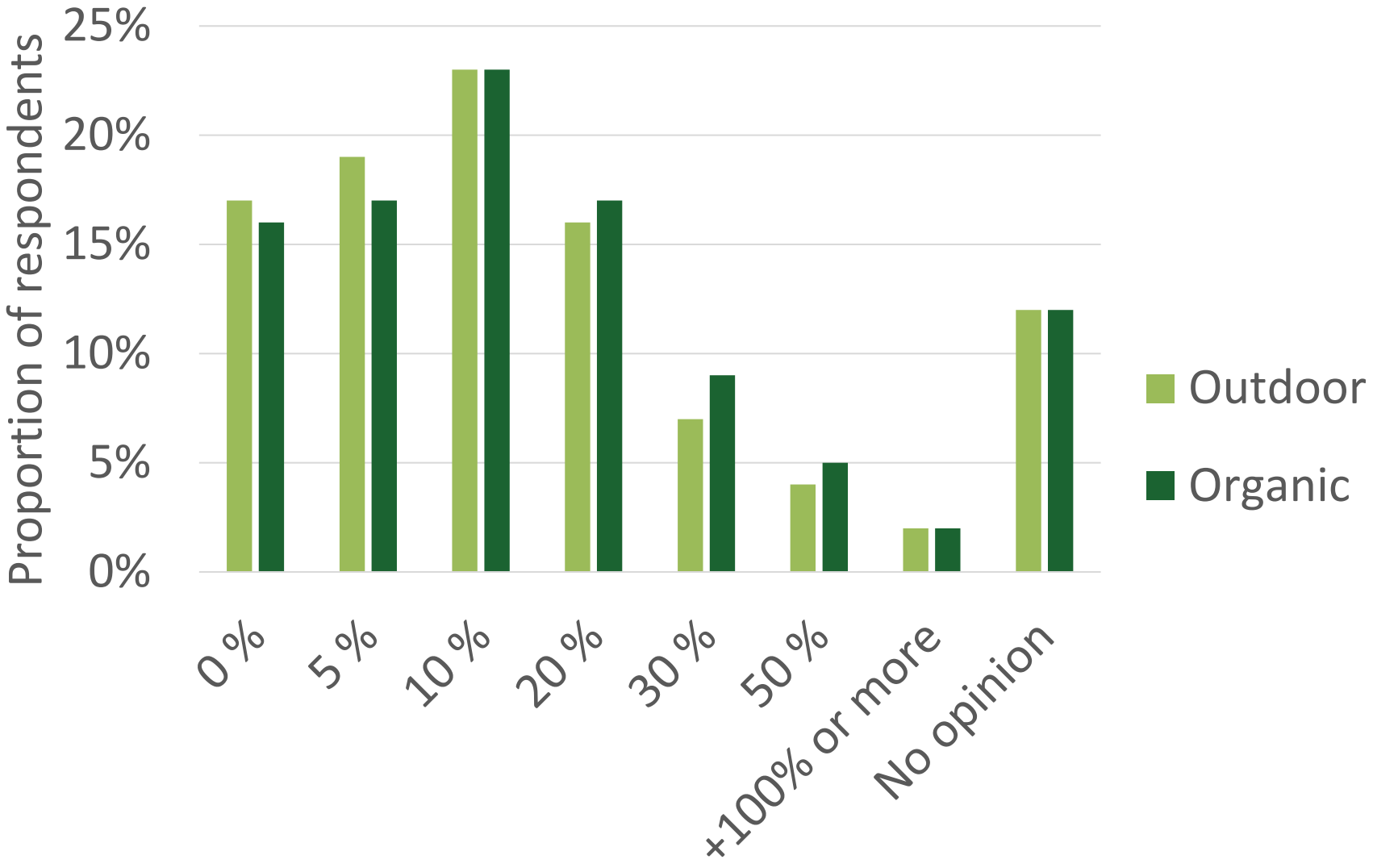
Why some practices are seen useful but inapplicable? What about consumer considerations?







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



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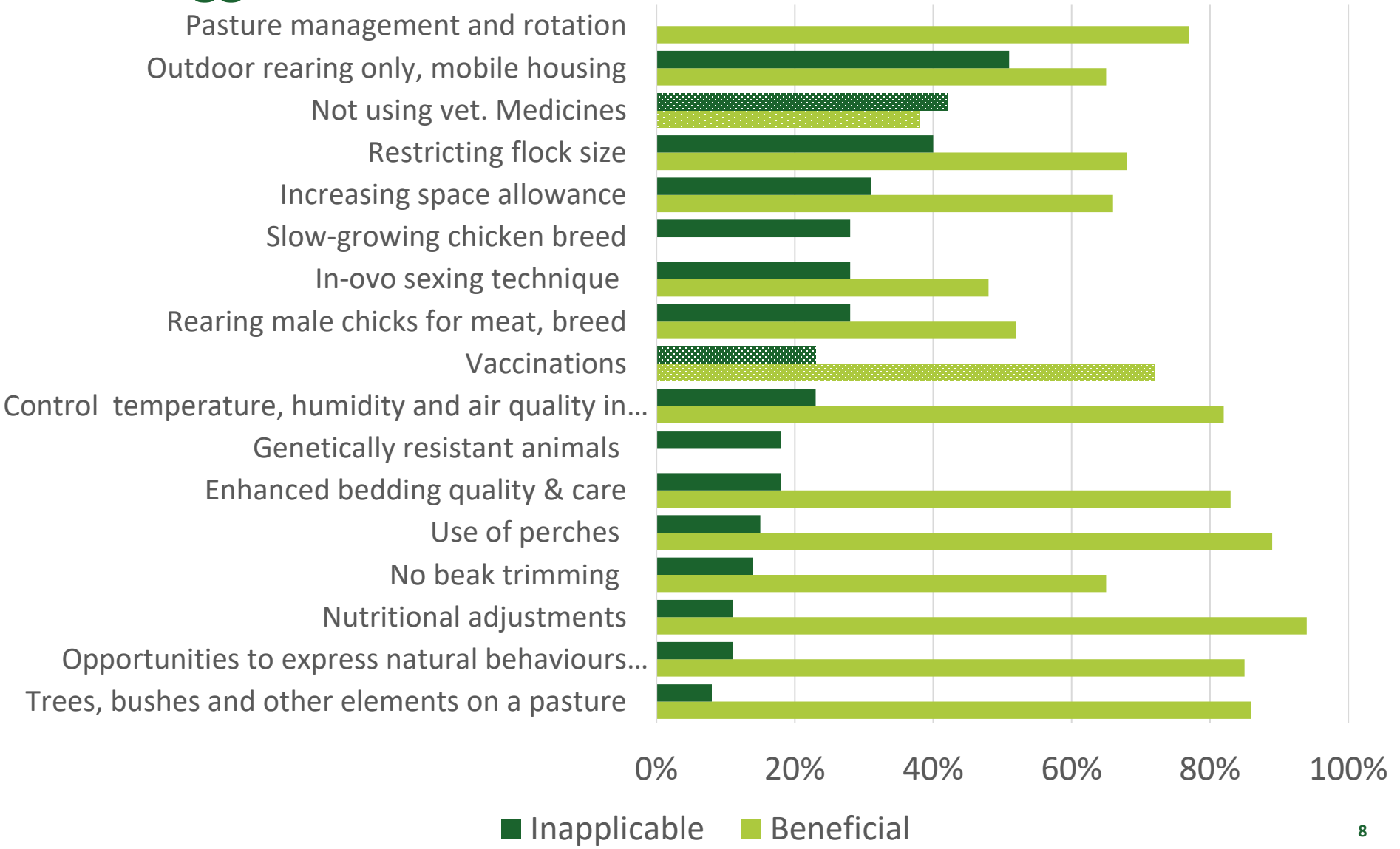
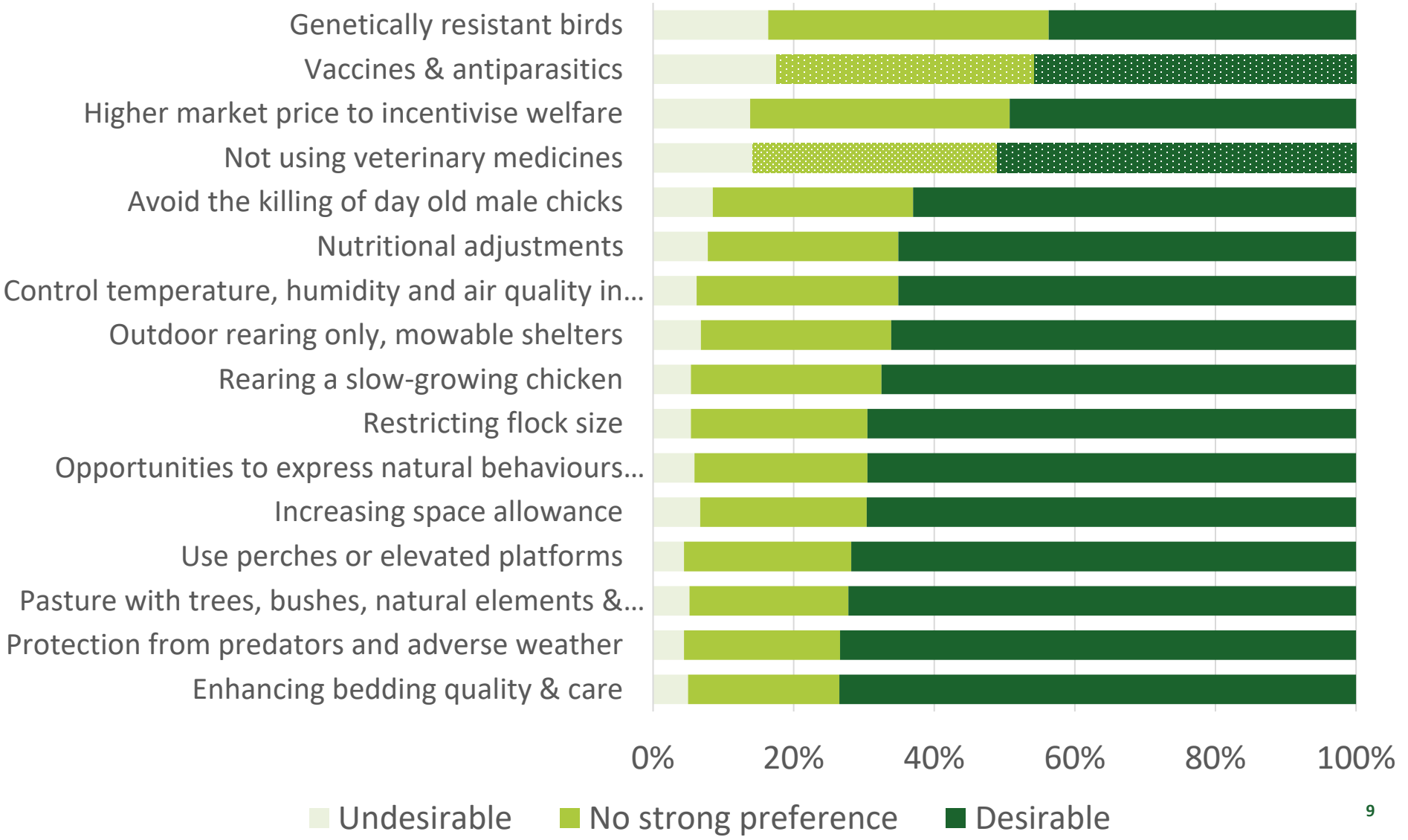
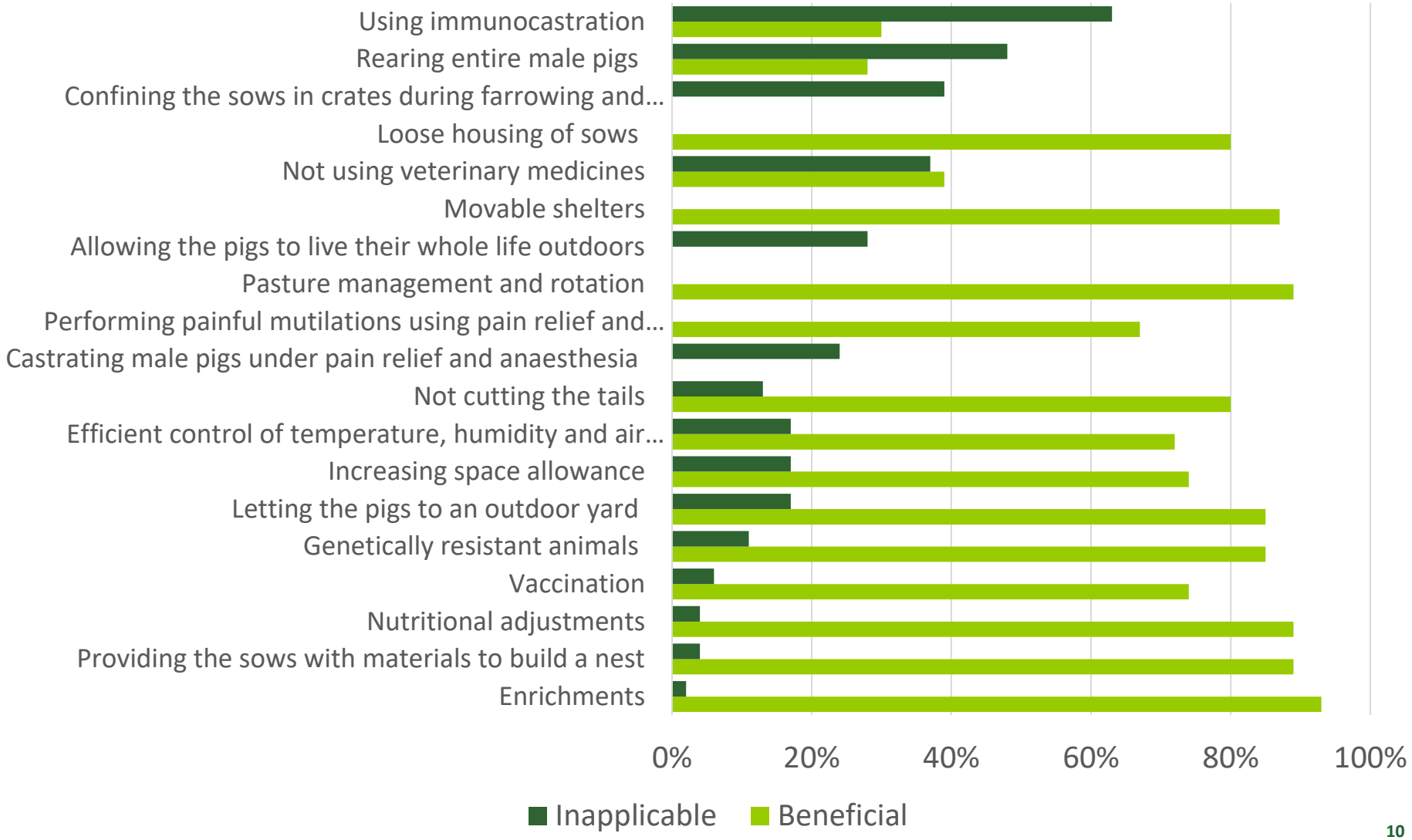
Practitioners' views on how applicabile and beneficial *some* measures are in egg production (missing bar = info not available)



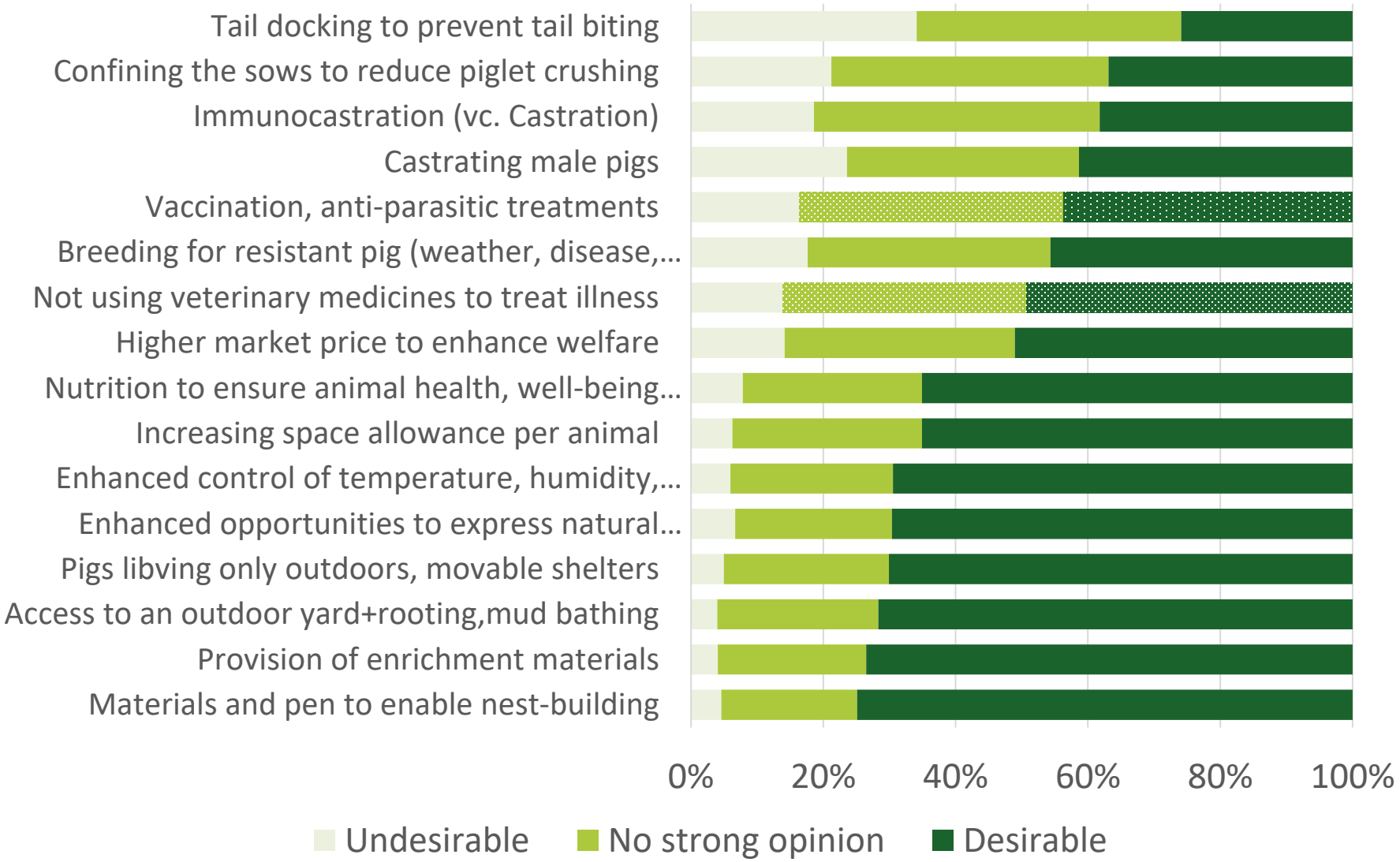
Citizens' views on how desirable *some* measures are in egg production



Practitioners' views on how applicabile and beneficial *some* measures are in pig production (missing bar = info not available)



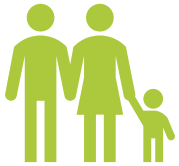
Citizens' views on how desirable *some* measures are in **pig** production

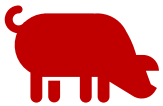


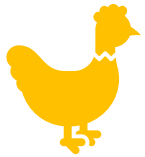
For some practices, the extent of undesirability varied by country

Undesirable	MEAN	FR	RO	IT	NL	GB	DE	DK	FI	BE
Confining the sows in crates for part of their life to reduce the risk of crushing their piglets	24 %	26 %	12 %	7 %	36 %	23 %	37 %	24 %	21 %	26 %
Castrating male pigs to avoid unwanted odour in the meat	19 %	20 %	10 %	11 %	25 %	20 %	27 %	15 %	18 %	22 %
Immunocastratio, i.e. using a veterinary product to reduce the risk of unwanted odour in the meat	21 %	29 %	21 %	11 %	20 %	15 %	32 %	16 %	24 %	24 %
Cutting the tail of a pig to prevent another pig from biting it off	34 %	35 %	27 %	17 %	43 %	25 %	45 %	32 %	46 %	38 %
Breeding animals which are genetically resistant to challenges caused by weather, disease and housing	16 %	25 %	13 %	16 %	21 %	19 %	25 %	16 %	21 %	18 %
Not using veterinary medicines (including antibiotics) to treat illness	14 %	11 %	17 %	8 %	13 %	25 %	9 %	12 %	41 %	12 %
Treating the animal with vaccines and anti-parasitic medicines to prevent diseases	18 %	23 %	23 %	10 %	20 %	19 %	27 %	26 %	21 %	15 %

What about barriers on animal welfare improving measures?



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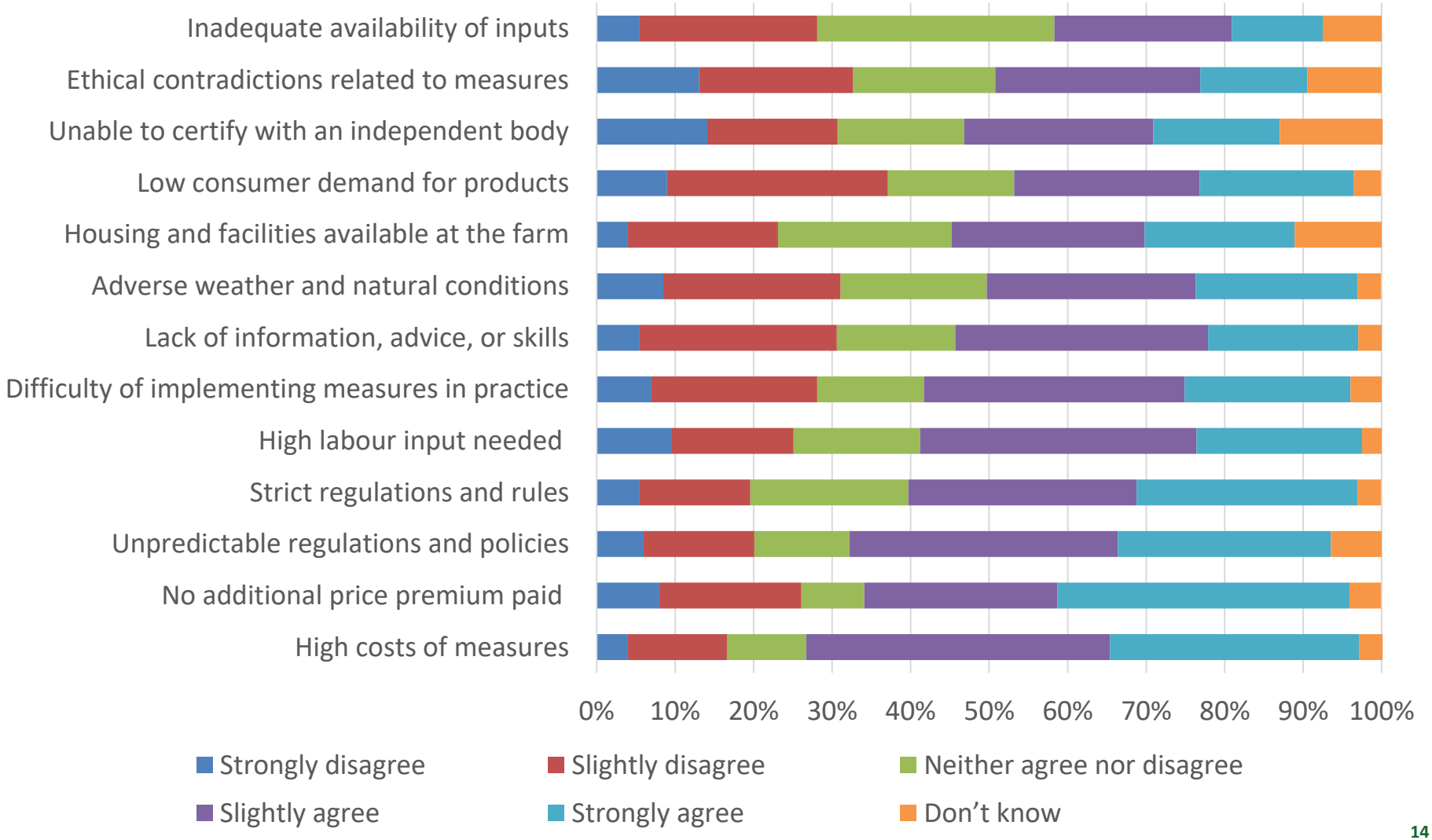
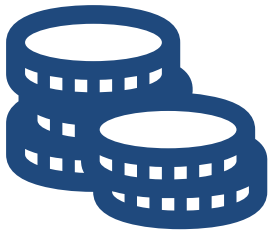
Practitioners' views about barriers on animal welfare improvement in pig and poultry production



Which factors form a barrier for improving animal?

- **Common factors**
  - No price premium paid
  - Unpredictable regulations and policies
  - Strict regulations and rules

- **Farm factors**
  - High costs of measures
  - Difficulty of implementing measures in practice
  - High labour input needed
  - Housing and facilities available at the farms
  - Lack of information, advice or skills



Concluding remarks

- Most practices were considered both applicable by producers and desirable by consumers
- For some practices, supply and demand differed (e.g. antibiotic-free production)
- A substantial proportion of citizens (~1/3) were uncertain about the desirability of production features
  ➔ Trust, communication, knowledge
- Farmers see the benefits of welfare improvements, but financial provisions or other barriers may prevent their adoption
- Higher production costs have to be covered by increasing market prices
- Some country differences were identified, partly relating to natural and societal conditions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This presentation is based on the work carried out by the PPILOW consortium, with inputs from Minna Väre, Katja Lähtinen, Katriina Heinola, Jarmo Mikkola, Tricia Parrott, Claire Bonnefous, Laura Van Vooren, Saskia Kliphuis, Anna Zuliani, Raffaella Ponzio, Laura Warin, Laura Warin, Sophie Herremans, Lisa Baldinger, Monica Coletta, Martina Re, Christine Roguet, Marina Spinu, Ninfa Rangel Pedersen, Petra Thobe, Anne Collin and Jarkko Niemi