



Identifying new market opportunities to offset the additional costs of adopting animal welfare practices

A market opportunity exists when there is a customer that has a need and an application to fulfil this need. According to a PPILOW survey, citizens in nine European countries tend to have a very positive view of organic farming systems and they associate skilled, dedicated and talented farmer and high level of animal welfare to organic farming.

Organic farming as such is well-known, certified by competent authorities and offers welfare benefits. The drawbacks include high cost of production and potentially high environmental emissions per unit of output.

The value proposition of premium pig and poultry products with improved welfare practices can be based on their capacity to reduce ethical problems and the pain of animals, enable natural behaviours such as rooting, foraging and nest-building, and have good quality. Lower use of veterinary inputs, thanks to good practices and medicinal plants can help to lower antimicrobials usage, while at the same time making the animals healthier.

PPILOW business model results suggest that ethically conscious consumers who emphasise naturalness and are in doubt regarding the mainstream farming systems may be the target customers. Using innovative marketing and delivery channels such as monthly subscriptions of meat or eggs is another opportunity. Using social media and collaborating with local food stores, restaurants and animal welfare organisations can be a useful approach to valorise additional welfare levels.



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