

# **The Nature and Level of Consumer Concern about Animal Welfare**

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# Outline

- **Background**
- **Areas of investigation**
- **Methods**
- **Animal-centred concerns**
- **Conclusions**

# Background

- Evidence of increasing consumer concerns
- Changing patterns of meat consumption
- Emerging markets for ‘animal welfare’ products
- Regulation of farm animal welfare standards
- Issues of global competitiveness

## **Partners**

- **University of Reading (Co-ordinator, UK)**
- **National Food Centre (Ireland)**
- **University of Pisa (Italy)**
- **Institut National de la Recherche Agronomique (France)**
- **University of Kiel (Germany)**
- **Eurogroup for Animal Welfare (Belgium)**
- **Meat & Livestock Commission (UK)**
- **Bord Bia (Ireland)**

# Study Countries

- **France**
- **Germany**
- **Ireland**
- **Italy**
- **United Kingdom**

## **Areas of Investigation**

- **Nature of consumer concerns about animal welfare**
- **Relationship between consumer concerns and methods of animal production**
- **Acceptability of animal production practices**

## **Methods**

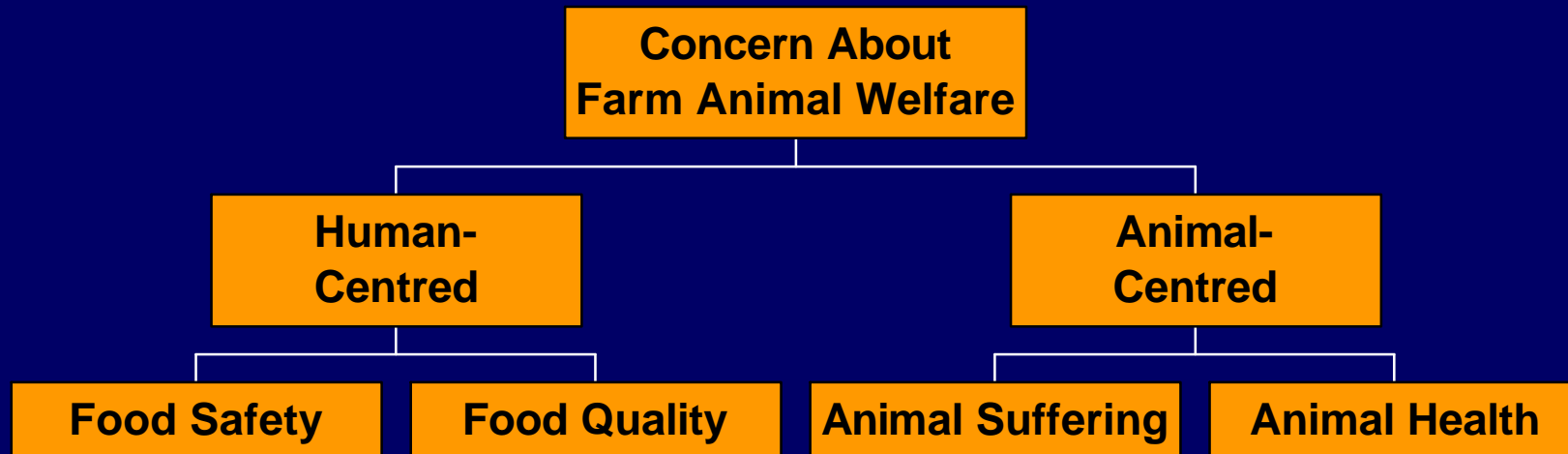
- **Literature review**
- **Focus groups**
- **In-depth interviews**
- **Telephone survey**
- **Assessment of strategies**
- **Dissemination**

# **Animal-Centred Concerns**

- **Nature of concern**
- **Meanings of animal welfare**
- **Level of concern**
- **Acceptability of production methods**
- **Determinants of farm animal welfare**



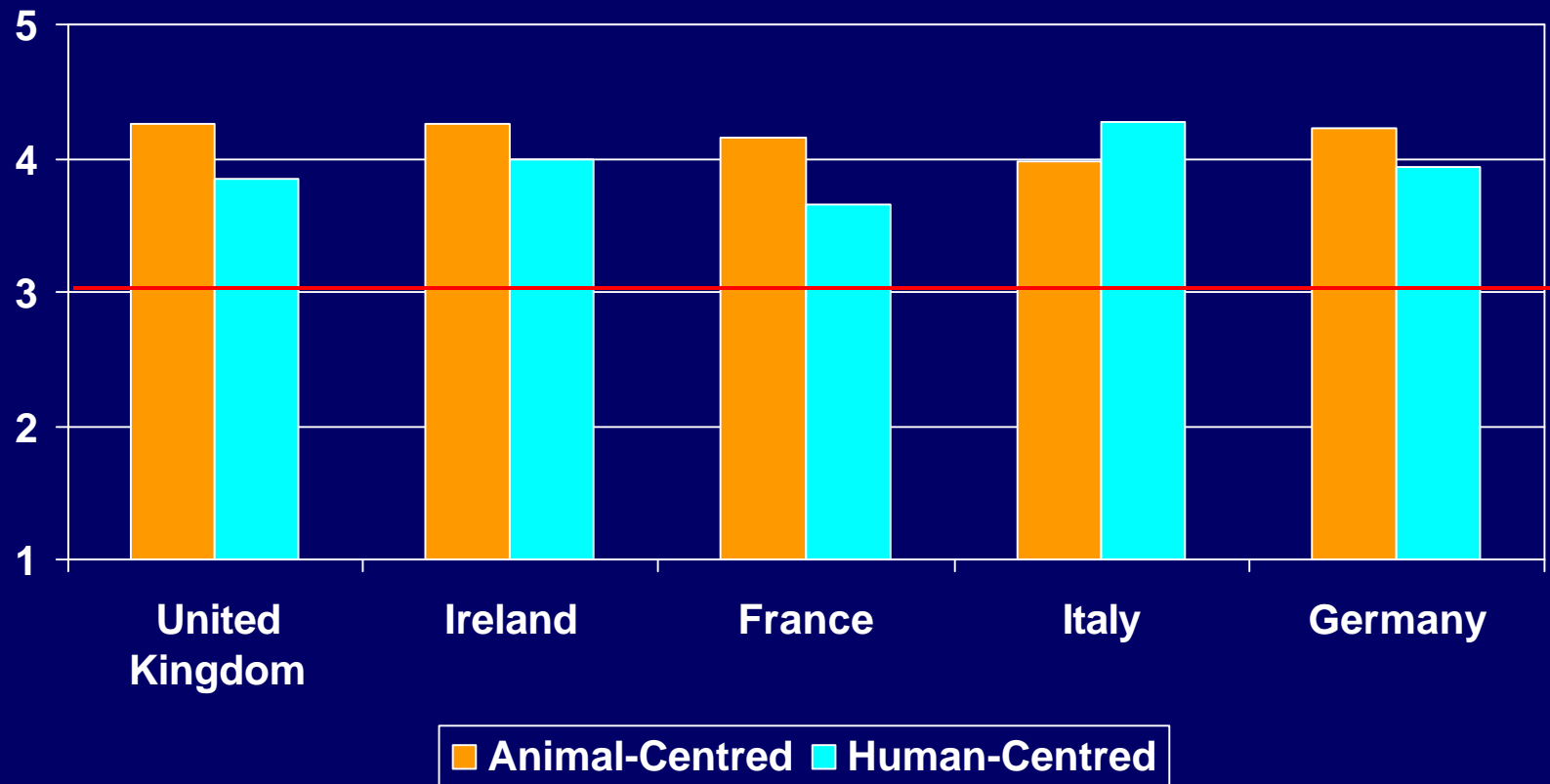
# Nature of Consumer Concerns about Farm Animal Welfare



## Nature of Consumer Concern

- **Low spontaneous concern about animal welfare**
- **High prompted concern about animal welfare:**
  - battery cages
  - veal crates
- **Meanings of animal welfare:**
  - natural
  - humane

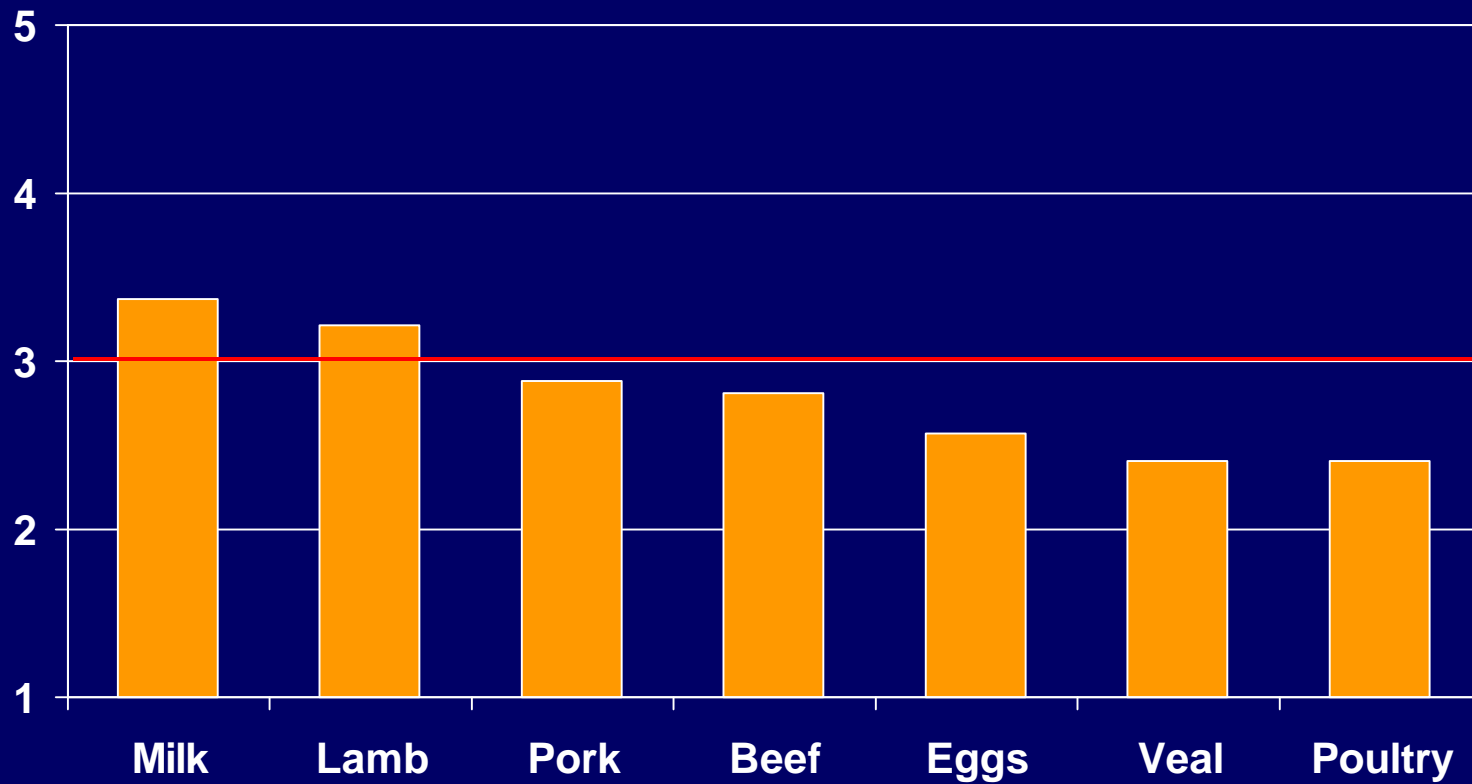
# Nature and Level of Consumer Concerns about Farm Animal Welfare



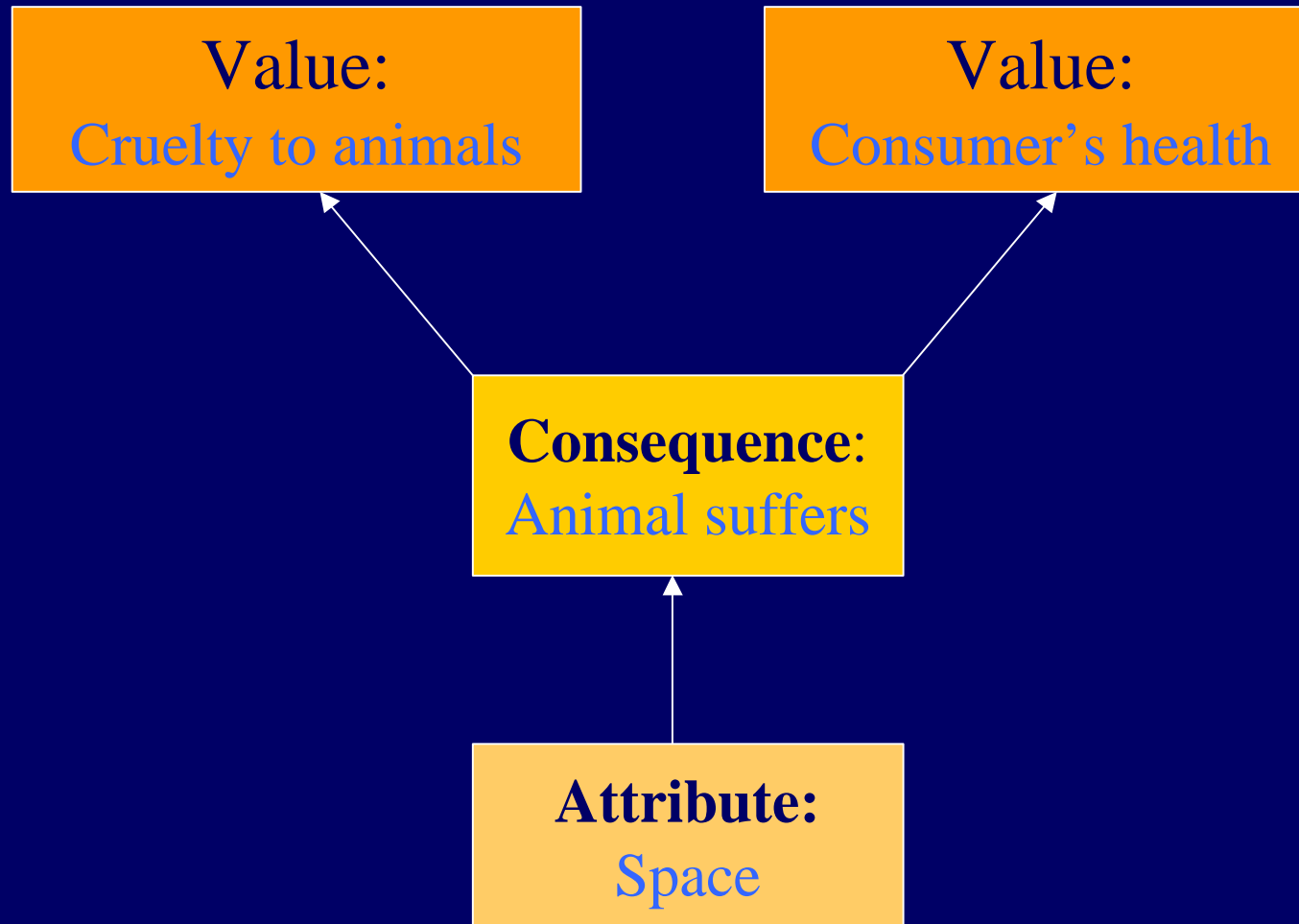
# Acceptability of Production Systems

- **Egg production**
- **Poultry production**
- **Pork production**
- **Beef production**
- **Veal production**

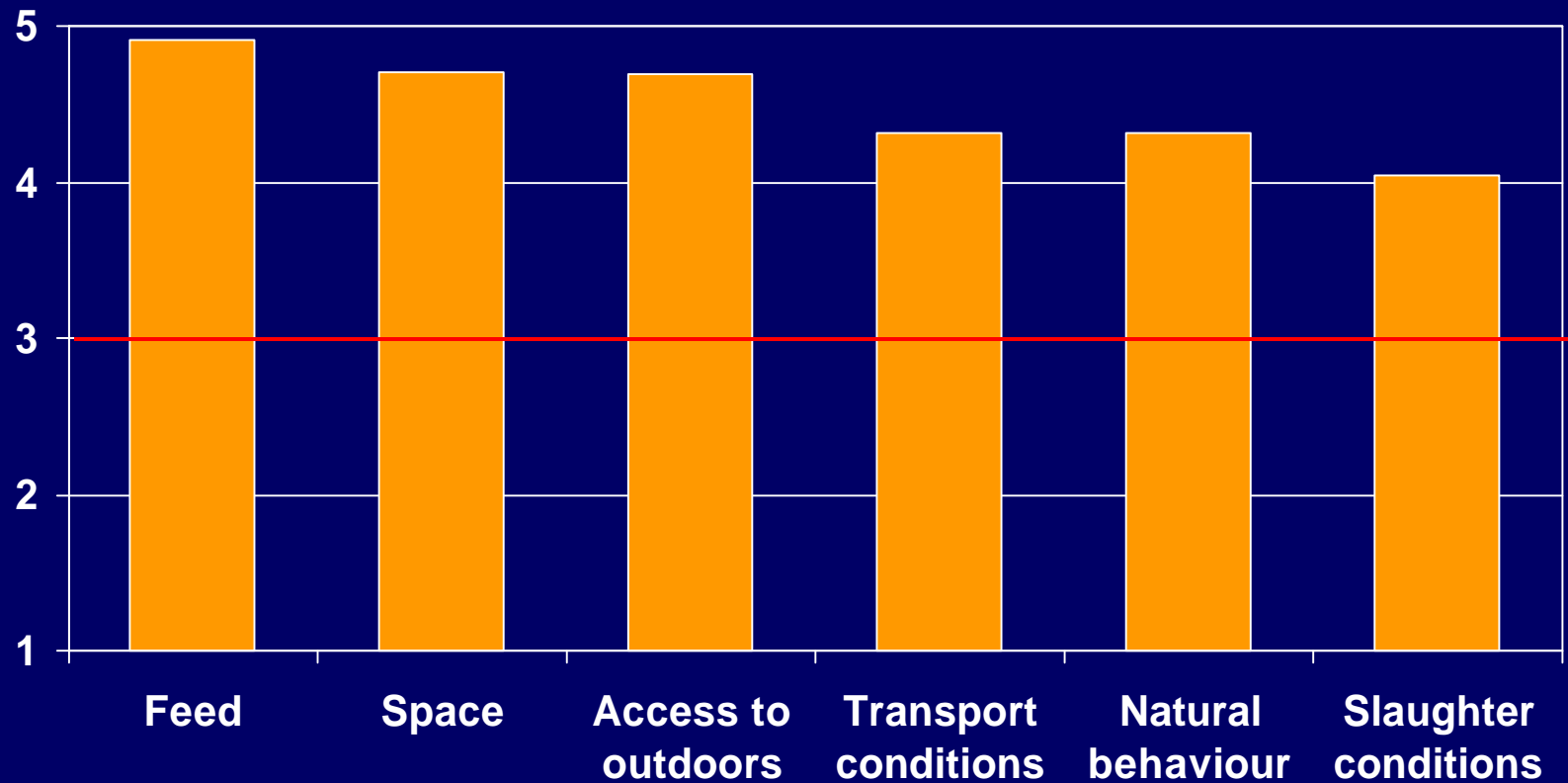
# Acceptability of Methods of Production by Product



# Means-end Chains



# Importance of Elements of Production Systems for Farm Animal Welfare



## **Conclusions**

- **Concern about animal welfare is multi-dimensional**
- **Animal-centred concern is low priority**
- **Nature of concern is axiomatic**
- **Level of concern similar across countries**
- **Methods of production unacceptable but pragmatic acceptance of ‘middle-ground’**
- **Concern is not translated into behaviour**