

# Impact of Concerns About Animal Welfare on Consumption Behaviour

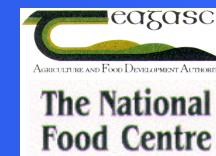
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The National Food Centre



# Presentation Outline

1. Overview
2. Consumption and consumption change
3. Impact of animal welfare concerns on consumption
4. Selection of animal friendly products
5. Barriers to change
6. Summary/conclusion

# Overview

- Five countries
  - Ireland, UK, Italy, Germany & France
- Results look at differences between
  - Countries, gender and social class
- Involves seven products
  - Beef, pork, lamb, poultry, veal, eggs, & milk

# Consumption

- What is the frequency of product consumption?
- Is there a greater decrease in consumption of
  - Red meat VS white meat, eggs and milk?
- Have more women than men decreased consumption
- Have more ABC1s than C2DEs decreased consumption

# Current Consumption

- Milk most frequently consumed product
- Lamb & veal had lowest consumption frequency
- High levels of consumption
  - pork, poultry, beef and eggs

# Current Consumption

## *Highest consumption of product*

- Eggs, milk - all countries
- Pork - Germany
- Poultry - Ireland
- Lamb & beef - Ireland & France
- Veal - France & Italy

# Reducing Consumption

- Three main research questions
  - How has consumption changed over the last 5 years
    - More, less or same
  - If it has changed
    - What are the reasons for change?
  - Have consumers reduced consumption in last 5 years because of way farm animals are treated

# 5 Year Consumption Change %

	Less	Same	More	Overall % change
Beef	<b>37</b>	56	7	<b>-30</b>
Pork	24	65	11	-13
Veal	23	71	6	-17
All meat	20	67	13	-7
Lamb	21	67	12	-9
Eggs	18	72	10	-8
Poultry	12	59	<b>29</b>	<b>+17</b>
Milk	10	76	14	+4



# Gender - Changes in Consumption

- Beef - greatest **decrease**
  - more females than males reduced consumption
- Poultry - greatest **increase**
  - more females increasing consumption than males
- Lamb and veal
  - females also reduced consumption more than males
- Total meat & poultry
  - overall more females than males decreased consumption
    - Exception Italy more females than males increased consumption

## Social Class - Changes in Consumption

- Social class of less importance
- Poultry only product with differences
- More ABC1's eating more poultry than C2DE's and more C2DE's eating less

# Reasons for consumption change - spontaneous

- Main reasons due to impact on human health
- Animal welfare and ethical reasons among the lowest cited reasons for change in consumption
- Other reasons
  - food safety issues (BSE)
  - quality (taste, fat content)
  - changes in diet & lifestyle
  - household composition
  - Cost

## Reduced consumption of animal-based products due to animal welfare concerns - prompted

	Yes	No
United Kingdom	22	<b>78</b>
Ireland	<b>45</b>	55
France	32	68
Italy	32	68
Germany	38	62

## Reduced consumption - Male vs. female

- Of those who had reduced consumption

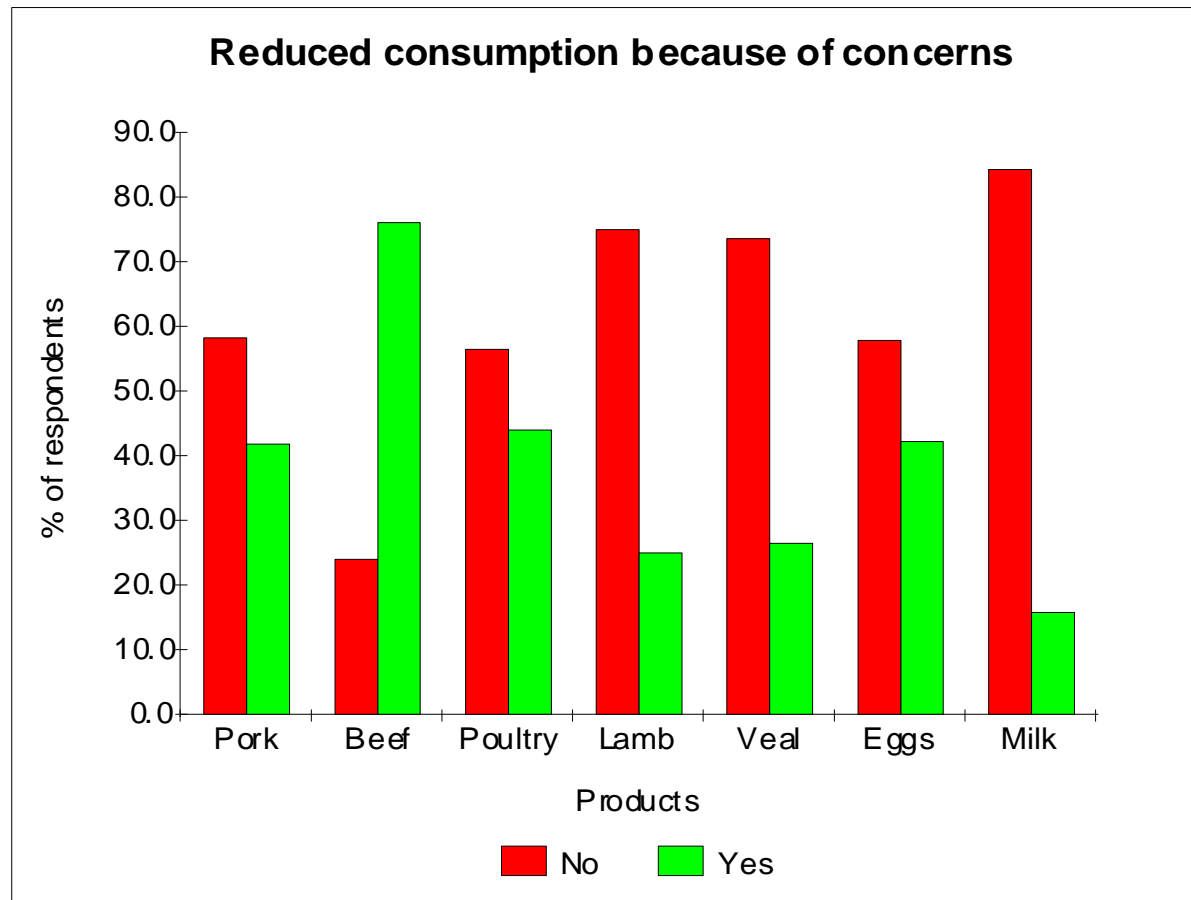
	M (%)	F (%)	Sig
UK	36	64	**
Irl	40	60	*
F	40	60	NS
It	30	70	***
G	37	63	***

## Reduced consumption - ABC1 vs. C2DE

- Of those who had reduced consumption

	<b>ABC1</b>	<b>C2DE</b>	
UK	57	43	NS
Irl	58	42	*
F	28	72	NS
It	28	72	*
G	48	52	NS

## Products- Reduced consumption due to concern about the way animals are treated



# Product by country reductions due to AW concerns

	Pork	Poultry	Beef	Lamb	Veal	Eggs	Milk
<b>UK</b>	42	36	<b>61</b>	34	22	22	9
<b>IRL</b>	42	44	<b>76</b>	25	26	42	16
<b>Fr</b>	20	<b>65</b>	45	17	38	23	9
<b>It</b>	32	36	<b>83</b>	30	68	18	15
<b>G</b>	55	55	<b>80</b>	41	64	41	13



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# Animal friendly products

- *Question: Who selects Animal-friendly' products?*

Do

- More women than men?
- More ABC1s than C2DEs?

# Consumers (%) who select 'animal-friendly' alternatives.

	<b>Total</b>
● UK	53
● Ireland	<b>77</b>
● France	<b>64</b>
● Italy	38
● Germany	<b>70</b>

## Consumers who select 'animal-friendly' alternatives - gender differences

- Differences in UK and Germany

	Male	Female	
● UK	<b>40</b>	<b>60</b>	***
● Ireland	43	57	NS
● France	40	60	NS
● Italy	34	66	*
● Germany	<b>43</b>	<b>57</b>	***

# Select 'animal-friendly' alternatives - Social class differences

- No significant differences

	ABC1	C2DE
● UK	55	45
● Ireland	53	47
● France	28	72
● Italy	35	65
● Germany	45	55

# Most commonly selected animal friendly products

- Overall - free range eggs, organic products  
free range chicken/poultry

<u>UK</u>	<u>Ireland</u>	<u>France</u>	<u>Germany</u>	<u>Italy</u>
fr eggs	poultry	poultry	poultry	fr prod's
fr prod's	beef	beef	eggs	organic
organic	eggs	eggs	pork	
beef	lamb	pork	beef	
Nat/local	organic	labels	lamb	
poultry	pork		veal	

# Barriers to purchasing animal friendly products

- *Question: Is there variation in importance between barriers?*
- Variation in level and type of barriers between
  - Men and women
  - ABC1s and C2DEs



# Main Barriers

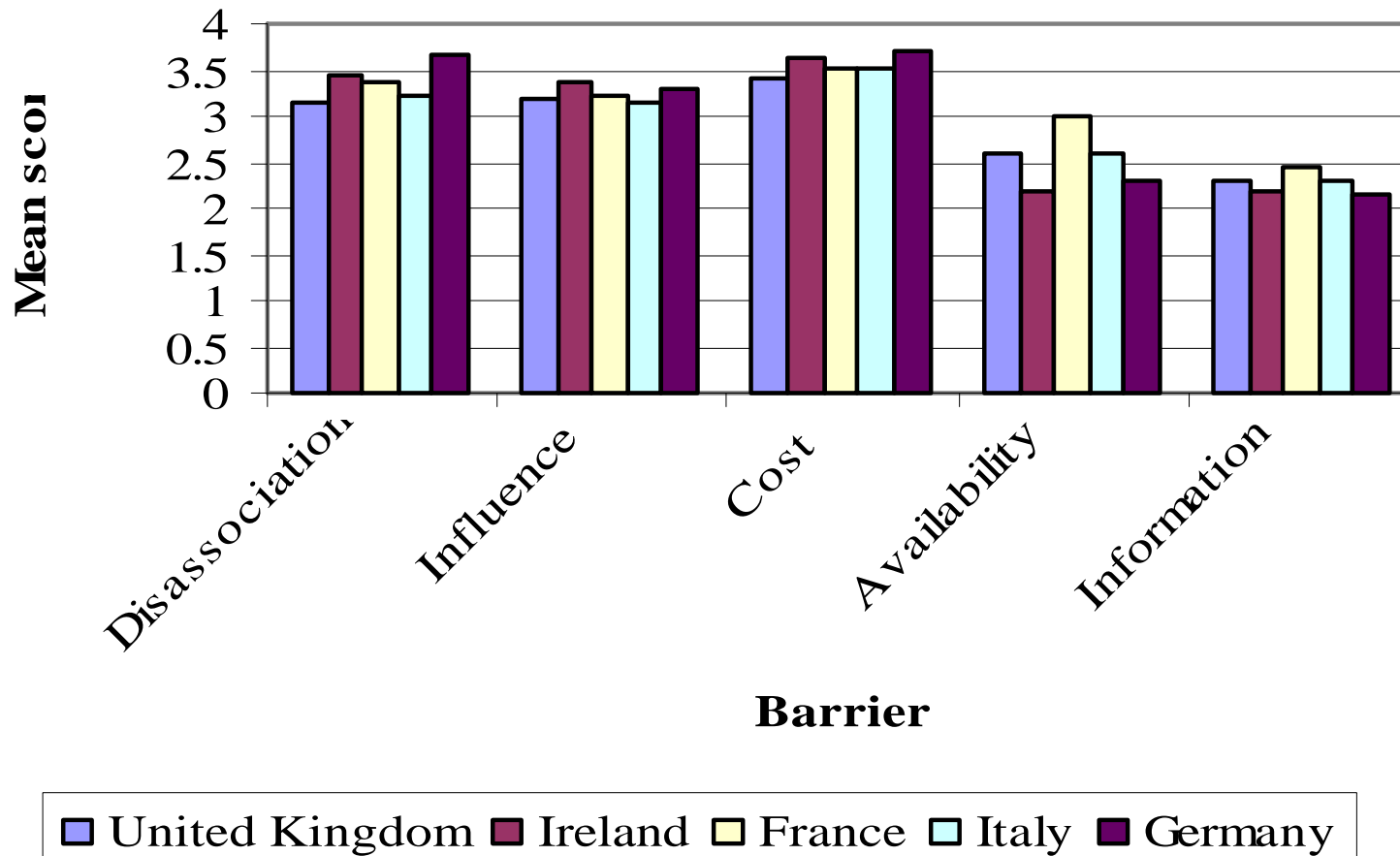
- Information
  - not enough
- Availability
  - not widely enough
- Influence
  - not able to affect what happens
- Disassociation
  - put out of mind
- Cost
  - too expensive

# Main Barriers

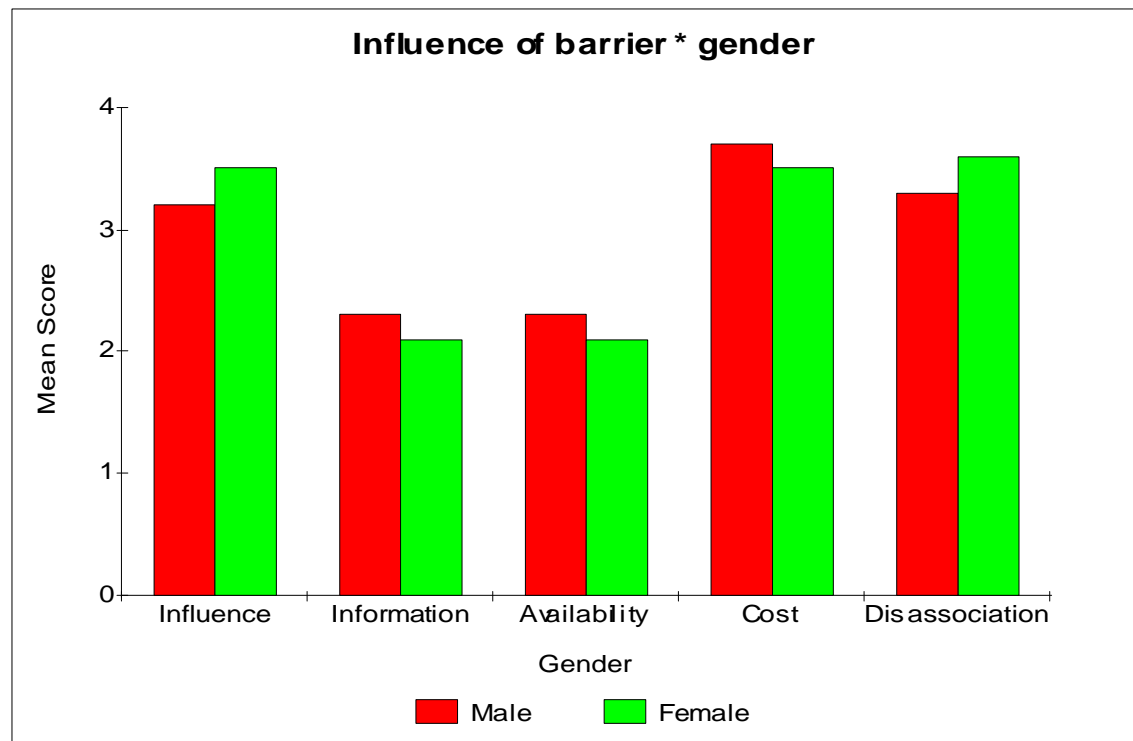
Mean scores for importance

● information	<b>2.28</b>
● availability	2.53
● influence	3.25
● disassociation	3.37
● cost	<b>3.55</b>

## Barriers to consumption of 'animal-friendly' products



## Influence of barriers to consumption - gender



# Summary - Consumption Change

- Consumption patterns of meat have shifted from red to white meat
- More women than men reducing consumption
- ABC1's increasing poultry consumption

# Summary - Reasons for change - spontaneous

- Mainly safety (BSE) and health reasons (changes in diet).
- Other important reasons, quality, lifestyle, household composition & cost.
- Animal welfare concerns insignificant in terms of changing consumption patterns.

## Summary - Animal welfare concern and consumption - prompted

- When specifically asked about animal welfare concerns
  - many consumers claim that it is a key reason for changing consumption of animal-based food products.

# Summary

- Because of animal welfare concerns
  - more females than males reduced consumption
  - greatest reduction claimed for beef >70%
  - 40% claim reduction for poultry, pork and eggs



# Summary - Animal welfare concern and consumption

- Not only do consumers say that they have reduced consumption because of concern about animal welfare,
- From 38% in Italy to 77% in Ireland claim they select 'animal-friendly' or free-range products.

# Summary- products selected

- Females more likely to select welfare friendly products
- Most commonly selected are free range eggs and poultry

# Summary - Barriers

- Two major barriers
  - Lack of information
  - Availability
- Equally important in all countries